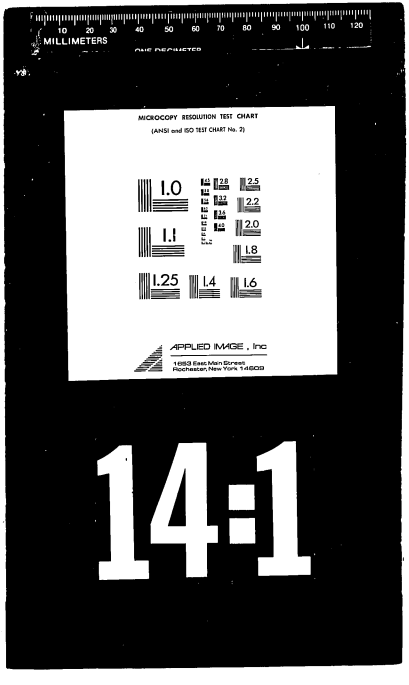

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A SELECTIVE MICROFILM EDITION

PART IV
(1899–1910)

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SERIAL PUBLICATIONS

Edison Business Phonograph Company
Tips

Starting with the issue of August 1, 1908, *Tips* was a publication of the Edison Business Phonograph Co. Issued roughly once a week, it provided dealers with technical and promotional information, usually in a single-sheet, broadside format. The publication was continued by Thomas A. Edison, Inc., in February 1911 and endured into the 1940s.

Edison Manufacturing Company
The Kinetogram

The Kinetogram (originally called *The Edison Kinetogram*) was published by the Edison Manufacturing Co. during the period August 1909-January 1916. The semi-monthly issues provided descriptions of the latest Edison productions and general news about the motion picture business to exchanges and exhibitors.

Edison Portland Cement Company
The Edison Aggregate

The Edison Aggregate was a monthly sales brochure published by the Advertising Department of the Edison Portland Cement Co. Each issue highlights a particular ornamental, residential, or industrial application for Edison's cement. One issue concerns construction projects in Haiti and Cuba; another involves the New York City subways. The March 1910 issue, selected as a sample, identifies factories and warehouses that were constructed with Edison's cement and includes an illustration of his concrete factories in West Orange.

National Phonograph Company
The Phonogram

Written by Herbert A. Shattuck, advertising manager of the National Phonograph Co., *The Phonogram* was a company publication from May 1900 until Shattuck's resignation in October 1902. It succeeded a publication of the same title, which was issued by the North American Phonograph Co. during the early 1890s.

National Phonograph Company
The New Phonogram

Starting with the issue of July 1904, *The New Phonogram* was a monthly publication of the National Phonograph Co. The publication was continued in February 1911 by Thomas A. Edison, Inc. Its title was changed to *Phonogram* in November 1912.

National Phonograph Company
Edison Phonograph Monthly

Starting with the issue of March 1903, the *Edison Phonograph Monthly* was a publication of the National Phonograph Co. The monthly issues provided jobbers and dealers with technical, promotional, and other information, including articles on products, matters of corporate policy, and the progress of litigation, as well as lists of new records, available printed matter, current jobbers, and suspended dealers. Each issue printed numerous communications from jobbers and dealers who related their experiences or posed questions regarding the sale of Edison phonographs and records. The publication was continued by Thomas A. Edison, Inc., in February 1911, and it was renamed the *Edison Amberola Monthly* in 1917.

Primary Printed Series - Serial Publications
Tips

Starting with the issue of August 1, 1908, *Tips* was a publication of the Edison Business Phonograph Co. Issued roughly once a week, it provided dealers with technical and promotional information, usually in a single-sheet, broadside format. The publication was continued by Thomas A. Edison, Inc., in February 1911 and endured into the 1940s.

The archives of the Edison National Historic Site contains nearly a complete run of *Tips*. The extant issues for the period August 1908-December 1913 can be found in a bound volume with a cover marked "Tips 1-199." The issues through May 13,1911 (number 100) have been selected. An index to numbers 1-49 appears at the end of the issue of December 15, 1909. An index to numbers 51-100 is bound between the issues of June 10, 1911, and June 26, 1911. The indexes have been filmed first.

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Anniversary Number 223 Aug 12th 1914

Tips

Number 1

August 1, 1908

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS
BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

T. I. P. For Dealers

"Tip" is a
words "To
The three
on a box
London "
departing
his appre
dropped a coin in the "
The title of this
from time to time
loudly mused, fo
men of the Edis
natural servants
coin" expecting th
vice. The cook
Coffee House had
order to give the custo
has to be right and the wa
and attractive. This is a
makes success in the disposal o
a cup of coffee to the
Phonograph.

We invite correspondence
that we may know the mos
to be treated in these pages
filed away very carefully
who enter the business
keep posted.

Summer Arguments

Learn th when the
work is light
Early train
Good hours for the transcribers.

The stenographers this summ
with the Business Phonograph
may make unnecessary an
crease of the force next fall.

Ladies and gentlemen; work in your own office
with the Business Phonograph—and dress for
comfort.

Tell customers to keep an extra
dozen cylinders on hand. When
a rush of correspondence occurs,
cylinders must be there or the
time
ordered.
Under
order
inders in them."
prepaid," when
the. Regular packages
ing weight, 12 lbs.
" 25 "
" 48 "
" 75 "
" 200 "
shaved properly, let
chine run over the bar-
sound through a head-
blank shaved by the
ers to do their
e the boss
up.
the printed num-
h outfit
on the lenses straight and care-
fully to prevent scratching.
If the
ing
dirty or cut-
clean them.
ers should keep a stock of
linders, 25 to
ining solu
Hand
intelligently ap-
stenographic outputs will make you
glad of the business boom of the summer campaign.

A salesman who takes it easy rarely gets it

DON'T set down in the meadow and wait for the cow to back up and be milked. Go after the cow.

10205

PUNCH HERE
Cut out this slip and punch a hole in the margin of any page to index.
Cut out this slip, punch a hole in the margin of any page to index.
Punch holes and file in full with the blades of numbers you want to refer to.

CLIP
Clip this slip and file it with the blades of numbers you want to refer to. Then each thousandth AS
and each thousandth AT
will be found on the same page as the slip.

BIRTHDAY THOUGHTS

Tips came modestly to notice six years ago as you see from the other side of this number. The principal intention has been kept in mind;—to say something to the point about the business as often as desirable without much attempt at appearances.

We've stuck on the job these six years, and the beautiful thing is that most of you boys have been with us, furnishing brains, and thought and initiative to read and put into action the ideas and advice we have printed.

So, when old Tips comes to writing a birthday number like this, it tightens up his resolves and ambitions to the point of promising more activity, if possible, on all of our parts here at Orange, and extending a thank for your patience and good will in the past.

You can't live happily without appreciation. That's what holds us together in this biz and keeps us going. Tips discovers something new or good he can do for you and you show your appreciation of it by boosting. You find the keenest joy in applying the ideas you gather, by service and attention to the appreciative customer.

Six years!—not a long time—but we've certainly moved. Look over the old file of Tips and see the changes—that will give you an idea of invention and enterprise to stir your imagination.

—And we know where we headed for. Six years from now you may not get your Birthday Tips in print; your "trials" will have ended in business propositions—not in demonstrations; your mechanics will be engineers; your buying powers with us must be unlimited—if you grasp the opportunities.

You don't know how Tips will be pleased with your acknowledgment of this issue. It's the chaps I don't know well and those who don't write me often that should loosen up with a written "shake" even if you ask us to cancel your Tips subscription.

Then here's six shakes—and we're off for the lucky seventh.

PUNCH HERE AND FILE CAREFULLY

Tips

Number 7 — November 27, 1908

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

¶ Our Universal Business Phonograph is the lightest one ever made—weight, 31 lbs.

¶ Do you think of your customers after they are sold? Remember: *"There is a third silent party to all our bargains. The nature and soul of things takes on itself the guarantee of the fulfilment of every contract, so that honest service cannot come to loss."*

¶ There is no method of making friends equal to the method of *making good.*

¶ If you want work well done, select a busy man—the other kind has no time.

¶ It is a fine thing to make yourself needed.

¶ The wise business man prizes and practices these two things: Economy and Industry. By being economical he can be liberal. By being industrious he can secure and enjoy rest.

¶ Don't distribute "Tips" to customers—it is a confidential publication for *dealers only.*

Use "Three in One" Oil

Good oil for the Business Phonograph is like fuel—being good drinking water to the dictators and transcribers. The manufacturers have found that "Three in One" oil is very satisfactory because it does not gum and can be used for cleaning the machine as well as lubricating. Endeavor to carry a stock of this oil which should be purchased locally as we do not handle the oil further than the sample which we send with each outfit.

Customers should be warned to use good oil, and if dealers are enterprising they can obtain a considerable sale of oil by giving the users the proper advice on this point.

Visible Typewriting and Talking Notes

Now that the Remington and Smith-Premier Typewriter Co's have come out with their new visible models, we are not "knocking" when we say that this improvement in the typewriting machine and the great benefits that have been derived by it is an example of the final result that follows strong arguments and constant canvassing to make the public recognize the value of time saving.

"Talking Notes" is another improvement which the Edison Business Phonograph offers, which is just as sure to take its place beside stenography, and perhaps completely supplant it, as the visible typewriting machine has supplanted the old blind writer.

Don't wait till the Edison Band Wagon drives up to your door and someone asks you to take a seat, but go down the road a little way and get on it now, for, later it may be moving so fast that you cannot "get in right."

The Variable Resistance On the Universal Machine

Some do not understand that a variable resistance on the universal machine is the highest type of device for regulating the motor. If a fixed resistance were supplied, as in the D. C. type, when a high or a low voltage, or frequency is found the motor would not always operate with the proper strength. With the variable resistance the motor can be controlled by simply setting the pointer for more or le s current to make the speeds satisfactory. The motor will not be injured by a change of an inch either way from the standard marks on the plate for the current used. Try this. Know that motor speeds and strength is in *your* hands. Good contact must be made on the sliding resistance—be sure of that if the motor does not start.

Where's The Trouble

Don't write the manufacturer that "something won't work"—puts the difficulty and tell us what you have done, and exhaust the common sense methods to locate it. When you mention a machine or motor tell us the serial numbers and if possible the number of the invoice on which it was billed. Never send anything back without permission—a word from us might save delays and expense. Don't make the mistake of placing new goods in a customer's office until you have tried the machine and allowed the motor to run for half a day. Talk to the recorder, listen to the record—know that it is O. K. The Business Phonograph is the simplest possible machine when you learn it, and everything must be learned in the specialty line.

ALL TOGETHER NOW! 'Lection's over. Now for biz—Everybody! LET HER WHIZ!

THE greatest argument that can be presented for voicewriting lies in the economy tables in "Tips No. 5."

Lift the top and look at the motor governor—is it running evenly—the slightest variation in speed will be noticed by the movement of the balls. Close the top—take the friction off the mandrel by removing the foot trip lever—tapping the "start" key until the clutches are almost, but not quite, together; the mandrel should then spin freely with the arm "up" and slightly less with the arm down, showing that the feed screw is properly adjusted. Try the old rezeeder or a new one to know if that is not working or it may be the reproducer. These are only a few tests—quickly made—and quickly learned to locate trouble. And it isn't often necessary.

Electricity for Dealers
Continued

Electric current, either direct or alternating, is brought into offices for lighting and operating small devices like the Edison Business Phonograph, by conducting wires from a central power station, just as water is supplied through pipes from a reservoir. A dynamo supplies the electrical pressure just as a pump might supply water pressure.

A pump would supply a certain force or pressure of water measured in pounds, which is the unit of pressure for water. Now in electricity the unit of pressure, or force, is called a volt.

The electric pressure found in most offices is 110 volts, but this may vary from 100 volts in some cases to 135 volts in others. It is generally safe to look at the voltage marked on the bottom or inside of an incandescent lamp in a customer's office to understand the local pressure.

However, dealers should always be on the lookout for finding 220-volt circuits or just double the 100 to 135-volt circuit, which is considerably used for power. Again a look at the lamps in such offices will show a much longer carbon which supplies the light and the voltage mark will also furnish a guide.

The Edison Universal Motor, as you know, can be adjusted at the variable resistance on the back of the cabinet for both the 110-volt and the 220-volt pressures or their variations.

Now, again referring to the water pump, we would not only say that it supplied a pressure of so many pounds but that it also discharged the water at so many gallons per minute.

In electricity the rate of flow, in comparison with gallons per minute in the case of water, is *amperes* per second. For instance the ordinary lamp burns in a pressure of 110 volts and the flow of current is one-half ampere.

The Universal Motor in the same way is supplied with electric resistance, which allows only one-quarter of an ampere to pass through it, and it is therefore less expensive than a lamp.

You understand that the pressure would discharge the quantity of water at a certain rate through a pipe. Now suppose we were to fix two discharge pipes to the tank, the water would be discharged much quicker, would it not? If we try to find a reason for this, we see that a pipe can only, at a given pressure, admit so *much* water through it at a time.

Electric wires used for conductors—like pipes that carry water—have certain carrying capacities—and so we must proportion the size of the wires to the amperes of current it is to carry just like water pipes.

We say one pipe or one wire offers more or less resistance to the flow of water or electric current. In electricity, we designate the resistance by a unit called ohm (pronounced like "omne" without the "n").

Thus the variable resistance on the Universal Motor is arranged to have about 440 ohms resistance at the 110-volt mark, so that one-quarter ampere will flow through the motor.

A "short circuit" occurs when resistance is not present to check the flow of current, as when we accidentally cross two wires and see the electric arc at the contact which burns out the fuse wires purposely placed for safety to other parts of the circuit.

In the next issue we will endeavor to explain the advantages in many cases of using alternating current instead of direct current.

(To be continued.)

Stenographers Have Poor Eye-Sight

Recently a prominent oculist ventured the assertion that 60 per cent. of the stenographers in any large city had poor eyesight and laid the cause to overexertion and bad eye strain. He said that his experience had more than proved his statement and that consulting with others, in his profession, some startling truths had come to light.

"The stenographic notes are made with hard pencil, the pencil is usually harder than is necessary, and, of course, makes a very light stroke," he said. "The characters are smaller than they should be, and the difference between the light and heavy strokes is generally so slight as to be imperceptible except on very close examination. This, of course, is enough to strain and injure the eyes, even when they are naturally strong, but a harder trial comes when the work of copying begins.

"Sometimes the stenographer has a reading frame or easel to hold the note book, but quite as often as not the book containing the notes is laid flat on the typewriter table, where the reader has to bend over it in order to see it at all. It is at a different distance and height from the sheet of typewriting on the machine, and every change of position involves an alteration in the length of the eye focus and consequently a shifting of the muscles adjusting the eyes."

IF you are ever in doubt or difficulty write to us about any part of the business.

PUNCH HERE AND FILE CAREFULLY

Tips

Number 10 — December 28, 1908

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

THE NEW STENOGRAPHER

The Millison Office Supply Company, Dealers at Wichita, Supplied the Edison Kind Without Dresses.

The Dealer writes:—

"We know that the following will interest you very much. Three dictators who dictated too much work for two stenographers finally came to the purchasing department of their concern with the request that a new typewriter be purchased, and that they hire an additional stenographer to get out their work; cost of typewriter to be $100; salary of stenographer $500 per year. After seven days' trial of the Edison Business Phonograph it was found that two stenographers could take the dictation of the three dictators, and turn out their work with time to spare. The above cost as compared with five units and a hand shaver, $2.60, shows, saving of the cost of the E. B. P. outfit with a surplus of $40 the first year, a very interesting proposition."

Patented December 10th, 1907

You wouldn't think to look at the Edison dictation horn that it was the result of such experiment and experience. It's just the right size to produce the sharp definition of sounds that the transcriber must have. But the mouthpiece and the flattened shape are the unique features. A round horn—square on the end—invites a dictatore to "back up"—afraid he will hit his nose; there is where trouble begins in getting too far away for good results. The Edison trumpet shape mouth piece invites the dictatore to get close and if he turns his head, the sides still catch the sound. These are distinct selling points. *If you see an Edison horn on a competitor's machine—tell us—it's an infringement.*

Under this heading a series of articles will appear intending to guide and advise the dealer who wishes to make the most of his opportunities.

Selling the Edison Business Phonograph

When a dealer is appointed to handle the Edison Business Phonograph, we expect him to enter into the active plans of the manufacturers to sell their product.

He becomes part of a mutual selling organization, working under a uniform agreement, and representing to the manufacturers a proportionate part of their entire operating expense.

Any dealer can, therefore, see the importance which we attach to his continuous success in selling the Edison Business Phonograph, and the very good reasons why the dealer who has once taken up a dealership and promises to work a territory should bring his very best interest to bear on studying the selling problem in full justice to himself and the part he fills in the general organization.

Organizing a Business Phonograph Department.

Whether the dealer is operating in a small way, or whether he employs a considerable number of employees to carry out an extensive selling campaign, he should give attention to the organization of three departments, if he is to obtain the fullest results.

First—He should conduct his correspondence with the Business Phonograph and thus furnish a permanent demonstration in his place of business.

Second—He should arrange for a definite method of field work, consisting of the demonstrating of the E. B. P., in offices of prospective purchasers on a systematic plan of placing trial installations and closing them.

Third—A prompt and careful installation department should be organized, in which employees have a full knowledge of the machines with a systematic plan for maintaining them in operation and promptly making repairs.

The Dealer's Correspondence Department.

If a dealer is to be consistent in his arguments for selling the Edison Business Phonograph every letter leaving his office should be dictated and transcribed on the machine.

These letters should be stamped "Dictated to the Edison Business Phonograph," and if possible a special letterhead should be designed, even if it is used only when addressing customers and prospective purchasers.

When all of a dealer's office employees understand the operation of the Business Phonograph, they are able to intelligently answer telephone calls for information from customers who require small repairs or advice, thus saving the time of the outside man.

It recently came to the writer's attention that the representative of a large company was interested to investigate the Edison Commercial

MR. DEALER—Do you look on E. B. P. in the face when you dictate your mail? If you're fair to Edison and your customers you must. And don't forget to stamp your letters "Dictated to the Edison Business Phonograph."

IT isn't what's in your head but what's in your go-ahead. It is'nt what you can do but what you DO do—action wins.

System and in this connection he casually visited the dealer's office to make inquiries. All the employees that he met expressed ignorance of the subject when he asked about the Business Phonograph, and one of them made the characteristic reply "You can search me." Later the dealer's Phonograph Salesman called upon the firm to explain the remarkable advantages of the system, and apologize that the dealer's office force knew nothing about it.

The loss of business liable to result from such lack of interest on the part of a dealer is apparent.

Dealers receive considerable advertising from placing the stamp on each letter "Phonogram of the Edison Business Phonograph," and enclosing literature with every letter, especially if the outside salesman sends follow-up letters at regular intervals to prospective purchasers with whom he is in touch.

Window displays in the dealer's store, or in the stores of other merchants—to ease the dealer has no window at his disposal—are good advertisements.

Advertising a "Demonstration Day" in the dealer's store is a good means of bringing in old and new prospective purchasers to give them a practical demonstration of a successful plank in daily operations.

If the dealers will write the Sales Office of this Company, they will receive every advice and assistance in connection with such plans.

Oil on the Commutator

All Universal motors now designed have the left bearing in "drain" an excess of oil; you can feel a hole on the under side of the bearing to let the oil out. This was necessary in order to make it proof. Some people squirted oil in the bearing and it got on the commutator under the brushes and made a bad contact, causing the motor to slow down. We can supply (no charge) an oil shield to dealers who have had instances of this kind with former shipments of machines. The trouble is seldom encountered, but the Edison policy is not to overlook the slightest improvement.

The Brains of the E.B.P.

Just to please us study the Recorder. The reproducer is of secondary importance, because it generally "talks" if the proper record is made. Learn to know the *faint* record made by holding the lips too far away from the horn; the transcriber says "I can't hear this record"—don't look for trouble *in* the machine until you have looked for the trouble *out* of the machine—with the dictation. "Give a man an inch and he will take a mile," applies to the distance he is away from the horn; the phonograph can't talk back like the telephone and shout in angry tones "Get closer"—it must be in the dictator's heart to make a good record and thus facilitate his mail. So when you find a poor record, talk to the dictator's machine yourself and show him the trouble. Right here let us say that the most unfair test of an E. B. P. that can be made is to see how low you can talk in it. Why? Because the transcriber needs *volume* when she is banging away on a noisy typewriter. Think of the difference between the dead quiet of the dictator's office and the office of the typewriter. Edison recorders and reproducers are made for ordinary speech, well directed to the machine—not for whispers—low talk is just as unnatural and difficult as shouting.

Next lesson. *Preach, Preach, Preach* to the dictator to listen for an instant to the steady fight out of a good working recorder. And occasionally turn over to the reproducer to hear his talk. There is no excuse for bad recording if this is done. The man must supply some mental effort in using any machine, no matter how simple; he sharpens his lead pencil and puts ink in his pen when they need it—and he must *listen* to the recorder in the same simple way. If he does this he will not talk to the reproducer or use a recorder that the office boy has taken out to "look for the band."

Reciprocity

Be a good fellow! Help the game along! Do you know that the firm you are selling has an office in another locality? Then tell us, and let another dealer get some of the business. Don't wait until some other dealer hands you ready money before you return the favor. We at the main office can boost, too, if you tell us about the branch offices of local dealers—if they can't be sold in your town, perhaps if they were "stirred up" at another point it would eventually help.

Wood vs. Iron

Wouldn't you rather have an iron pedestal such as we furnish than the wooden stand we see so often? In a year the wooden stand looks like an old hay rigging, and if its up to you to repair it you must go into the furniture business. Agreed?

"Rush"

On January 1st, 1909—sure as fate—we will be swamped with "rush" orders. We're preparing for it—have been—for months, but it takes time to break in new men on building a machine like ours. Figure ahead—just a little—and avoid the rush instructions. And January is going to be the month for business; every firm that have put off ordering "till after the inventory" will want to start economizing at once. *Order now.*

HERES to 1909. May your "Record" reflect the tone of happiness, strength, and good will that you put in your work.

Bips

Number 12 — January 15, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Selling Arguments

I would buy if you changed certain details of your machine.

We would like to make those changes, if it was within our power. The fact that you suggest them is sufficient for us to try and please you. The best that we can do, then, is to show you why they are as you find them. You suggest a foot-trip that does not require so much pressure—electric or pneumatic, perhaps. The Edison Co. have tried these designs, but are not satisfied you would be any better off with a different principle. You have plenty of power in your foot—is it wise to save a slight muscular effort and add complications in the machine? You "pound" a typewriter mechanically—not because it couldn't be made to operate with a lighter touch with compressed air or electricity—but because the present plan is more practical. For instance, a pneumatic trip looks and acts well now—will it do the same six months from now? Isn't it better to arrange a flexible tube in long turns once a day so the chain will "pull," and always have a successful trip than to suddenly find your pneumatic rubber tube "punctured" or leaking in the various joints? Anyone can repair the Edison trip—could you find the leak in the other kind? They place a bicycle wheel in a tank of water to find leaks—but that would spoil a phonograph.

What next? Want to talk lower to the machine? Someone put that in your head, put that in your go-ahead. Well, nothing that we can do will compensate for your desire to make our machine a success. When you talk as the telephone you adapt your tone of voice to make the other fellow hear—you don't enter into refinements about the pitch of your voice. Our machine records ordinary dictation—it's just as difficult to talk low as to shout. Be natural, talk as if you wanted to be heard. A recorder might be constructed so the buzz of a fly would be reproduced, but then we are looking back to the foot-trip again and suggesting unnecessary refinements.

Are you honest to yourself in saving half the cost of writing letters—that is the question. The E. B. P. will respond to half an effort on your part.

(When you make a claim for shortage, return the packing slip so we can place the blame in our shipping department.

Electricity for Dealers *(Continued)*

It should be of interest to dealers to know that resistances must be permanently fixed to the phonograph in order to pass the Board of Fire Underwriters.

This excludes an incandescent lamp connected in series, with the attachment cord, and hanging loose about the machine, which was the old form of resistance. Some companies will use this resistance lamp, not firmly screwed to the phonograph, and customers should have their attention called to the improvement of the Edison wire resistance.

It's a good tip to avoid the advice of the Board of Fire Underwriters, however, if asked in the spirit of condemning a competitor's goods. Different inspectors have different views of safety in electric appliances, and no end of trouble can be stirred up in arguments with these officials.

One feature of electrical connections is very important—that is the attachment cords. We furnish our cords only 8 feet long, no longer, so that they will not be considered electric wiring. Some customers require phonographs set in odd places away from lamp sockets and when the distance is greater than 8 feet they should be sold to have electric wiring installed and passed upon by the Fire Underwriters in order to avoid responsibility with the inspectors.

(Continued.)

(Please order goods on a separate order form of your own with a serial number. Don't order goods in a letter containing reference to other subjects.

Thanks

We have received hopeful statements from our many dealers about the business they expect to do during January and February. We are all ready for it. Our shop forces have been increased—our plans all laid for a big new year rush. Every dealer is really a partner in this great manufacturing plant—you combine under a uniform agreement to take our product. Your returns will be according to your it- est and your energies. Your success means a bigger industry—more advertising—more enthusiasm all along the line. Hold up your end—be a booster —you will directly feel the results.

BUY "Men Who Sell Things"—a book published by A. C. McClurg & Co., Chicago, $1.00

PUNCH HERE AND FILE CAREFULLY

Look up the Official Court Reporter in your city and sell him.

Cheer Up!

When a short-sighted customer buys from a competitor on a cut price he presents imaginary defects in the Edison design to account for his decision. Don't let such an occurrence affect your confidence. The weakness lies—not in the Edison machine—but in the bargain hunter and the poor salesman who has purchased a transient reputation.

Selling the E. B. P. *(Continued)*

Approach. We are not disposed to dwell upon the importance of a salesman's personal appearance in approaching a P. P. Sufficient to say that our proposition demands the strictest attention to details in dress and deportment to properly impress the great business minds which are found at the head of modern offices.

The salesman who has studied pre-approach, lets his interview all planned with the Manager who is to decide the question of voice writing.

Fix in your mind that probably he is a busy man, and don't want to hear a longwinded yarn about what the machine looks like or has done for others.

Have something important to say that interests the P. P.—say it plainly and quickly—afterward you can enlarge your proposition as interest grows.

You don't require an elaborate business card for an introduction; sometimes the card with your goods named on the face starts a train of thought and prejudice that is hard to overcome.

Your name written on a pad will generally get you an audience—after the interview your business card is a good reminder to leave behind.

"Mr. Brown, I have a plan to reduce the cost of dictating and transcribing your letters one-half. I have had a slight opportunity of noting the amount of work your stenographers are doing and I believe I can increase their output sufficiently to save from 2 to 3 cents on the cost of writing every letter that leaves your office."

Or say, "Mr. Brown, you now employ two persons to compose every dictated letter that leaves your office—the dictator and stenographer. If each could work independently they would do the correspondence work in half the time, wouldn't they?"

Or, "Mr. Brown, I happen to know that your average stenographer is writing about 40 folios or 100 typed letters a day. If I could increase her production to 80 folios could I interest you?"

Or, "Mr. Brown, when you hire another stenographer it means $900 salary and $100 for typewriter, could I interest you in my proposition to have your present force write twice as many letters so that more help would not be necessary, and you could reduce your present force?"

What we are driving at is—don't be stereotyped—talk about the P. P.'s own office conditions—mention some dictator's work you have looked up—tell facts—don't be an animated catalog.

Hard, you say? All right—what if it is?—don't you stand to make $2000 out of the smallest sale you can make—can't you afford to spend a little time "scouting" for that amount of money, to talk straight business about conditions as they exist in the P. P.'s office?

When you have aroused the first interest don't be afraid to let the P. P. talk. It is a knack to lead a purchaser to ask intelligent questions. Pause. Let a thought sink in, see if a doubt or question will not be expressed—then answer in a few words.

Suppose the P. P. answers your first approach with, "Well, what have you got?"

"Mr. Edison's latest invention, the perfected Business Phonograph."

Now wait for a row, you will generally hear, "I know all about that—saw it years ago," or "I do not think that is adapted to our class of correspondence."

Don't combat either of these two ideas of the P. P.

If you tell him he hasn't seen the new machine he will ask you for a catalog to look at it—and tell you that is just what he thought it was.

If you tell him the E. B. P. is adapted to any work a stenographer can do you have started by asking him to prove himself mistaken by making a trial of the goods.

"Of course you are familiar with the Edison plan of making corrections and the Universal Model?"—this to the "man who knows" will probably bring out that he remembers an old style machine. Then the discussion of the new design will bring out the reason for the slow progress of the old style and the very natural complaints made against it.

These facts may be mentioned in conversation:—The Business Phonograph before Edison entered the field in 1904 was merely the elementary idea of the talking machine—a recording or reproducing point on a wax cylinder.

When a business man was approached by a salesman of the old machine he naturally asked the question: "How shall I pick up my dictation after interruptions?" and "How can I make corrections?"

The old salesman tried to avoid these dictators' objections—he lamely replied, "Get used to the machine—then you won't think of objections."

(Continued.)

¶The British Embassy, at Washington, D. C., ordered two Spring motors a short time ago. Are you aware of the possibilities of this style of machine? It reaches the "no current" customer and rings an alarm for rewinding. Better order one or two for stock.

¶Took my watch to a jeweler. Charged $5.00 because I had let it become very dirty. Our best tip is to educate your customers to clean their phonographs or let you do it under contract. Go after the old plants TO-DAY.

After investing in two machines, thousands have bought more. People don't encore failures.

Tips

Number 13 — January 23, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

A NATIONAL REFERENCE DIRECTORY.

We are compiling a list of customers from every locality to be furnished to dealers for soliciting purposes. Send in your list promptly. Include only the customers who have paid their account and are "boosters" of the system. Furnish information under these headings:

FIRM — OFFICE MGR. — ADDRESS — BUSINESS OR PROFESSION

1 cent a Shave

There is no doubt that many times a customer would prefer to omit the purchase of a shaving machine. We show below how the Seely Office Appliance Company, New York City Dealers, arrange to shave cylinders in their office on the ticket plan.

The customer buys the ticket outright for $1.00, entitling him to 100 shaves; he must deliver and call for the cylinders; it is usually arranged to sell the customer an extra quantity of cylinders to avoid hurry. Only Edison Business Phonograph cylinders are shaved. The ticket is punched as the work is done.

We do not wish, however, to mislead dealers by advising them to propose this plan of shaving generally. The one machine purchaser with a class of correspondence that is not very important may be glad of the opportunity, but usually the shaving machine is considered a means of keeping dictation private, so, most firms do not want their correspondence to leave their office.

PLEASE PASS ALL CYLINDERS TO SUB FACTORY, 37 HOWARD ST., NEW YORK

| | | |

ARE you marching or marking time? It takes about the same amount of motion so don't judge by that.

Selling Arguments

"Your outfit cuts too much—I couldn't afford it!"

My will admit that "nothing is cheap you don't need," but you have admitted to me that you could use this very conveniently in your business.

It all depends on how high a value you place on your own and your help's time, whether the equipment is expensive or not.

If you are making, say $5,000 a year out of this business, your time is worth at least $2.00 an hour—your stenographer's 25 cents an hour. Every hour you save is worth $2.25.

Save a hundred hours, or with your hustling disposition accomplish twice as much in that time, and it pays for the equipment of two machines and a shaver, $225.00.

Perhaps a $225.00 equipment is too much for your needs. The Edison machine for $85.00 and a hearing tube (50 cents extra) will do for both operations of dictating and transcribing. You can have shaving done at our office at 1 cent a cylinder.

Five days of your time saved will pay for the $85.50 outfit.

When people say of the E. B. P. it costs too much they class it with furniture and fixtures. They don't appreciate that the machine is really working to make profits for the owner and doing as well as the man or woman beside whose desk it is placed, for it helps them to do twice the work.

You say you only have twenty letters a day. Well, that number of letters show that you are busy, principally, with something else, and so is your stenographer. Place twenty letters on our E. B. P. in your leisure moments; forget the duties of dictation except as your time and humor allows. While your stenographer, busy with other duties, can have the same convenience in getting off the letters and still be busy with other important duties.

It is true that many business men who have a limited correspondence, make it limited by not writing the proper number of letters that their customers' wants really require. An E. B. P. placed beside a desk invites more and fuller correspondence and brings results in increased business, without a doubt. There is many a man, especially the small one, neglecting their correspondence because they hesitate to add to their payroll. The E. B. P. solves this question of "How to increase the production in the correspondence department with the least expenditure."

Your Agreement Articles 4 and 5

Exchanges and dealing in second-hand machines are not allowed, for several reasons, all for the welfare of dealers.

1. Users of old machines are generally ready to purchase new Edison ones, because their equipment is old and worthless, when they ask for exchanges.

II. No fixed allowance could be authorized for all exchange transactions. Should the dealer be allowed his own discretion in such matters the old user would ask for bids among dealers. The result would amount to a price cutting competition.

III. The effort to dispose of old machines taken in exchange would sell as many new ones, with more profit and satisfaction.

THE BEST MAN'S FIELD IS FURNISH WORK AND HOME

E. H. Pillsbook

MANAGER
EDISON BUSINESS PHONOGRAPH DEPT.

NORTHERN CALIFORNIA SECOND DISTRICT
MOVE COMPANY LOS ANGELES, CAL.

(REDUCED SIZE)

Your Card—Please?

Salesmen will do well to remember that their name scribbled with a confident air, on a pad, for the P. P.'s office boy, will often bring an audience with a business man that would not be welcome when the card describes the salesman's goods. Use your neatly printed card when you leave—after your conversation. Above is the card of the salesman for one of our best dealers. It contains the telephone number, which is very important. That reminds us to advise salesmen to make a note of telephone numbers of the P. P. Telephoning is sometimes a good way to follow up business.

Up-to-Date

How doth the little business bee
Improve each shining hour,
And gather money all the day
From wise and moter power.

The Adding Attachment

Speaking of demonstrations, one of our good dealers tells of a joke played on a P. P. who was one of those "know it alls." While putting the machine through its paces the salesman quietly iterated the words, "The sum of seven and seven is fourteen." Turning to the P. P., he said: "Just ask the phonograph the sum of seven and seven." The recorder was carefully set back just a little to receive the question and the sum duly propounded to the new Edison Adding Phonograph. Imagine the effect on the listeners when the reproduction was made. First the question, then a dignified wait of a few seconds, during which the machine seemed to be thinking, followed by the clear and distinct answer, "The sum of seven and seven is fourteen." The salesman got his order.

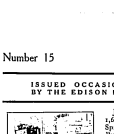
Prepare to celebrate EDISON'S BIRTHDAY, FEBRUARY 11, with your largest sale.

PUNCH HERE AND FILE CAREFULLY

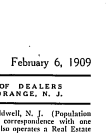
Bips

Number 15 February 6, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS
BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



John W. Grossman, Hardware Dealer, Caldwell, N. J. (Population 1,670), has for several years conducted his correspondence with one Spring Motor Machine and a Shaver. He also operates a Real Estate Business on the outside. Being a hustler he dictates at odd moments and does not stop to sign the letters, allowing the lady cashier of his store to transcribe and mail them. We want dealers to realize that the sale of the Edison Business Phonograph is not limited to large concerns. Thousands of small firms, as illustrated here, can use voice writing to great advantage. Among professional men, business men, at home, in fact, wherever a typewriter is used or dictation is desired, the Business Phonograph can be sold. The field is larger than the typewriter. Every dealer should be prepared to advance this smaller use of the machine, based more on convenience to the dictator than economy in transcribing. Develop at least one good example of this kind *at once*, for your own benefit, and submit us the facts for publication in Trix.



To the Front

Dealers frequently secure a prospect in some one who has seen the Business Phonograph in an office where he had chanced to call. Thus, Smith, Jones & Co., may use ten machines, and yet a visitor might not see them, because they were placed in such a position in that office, as to make them unnoticeable. Have the salesman set up the machines where they cannot escape notice. This, of course, is not always possible. But a manager will often ask, "Where is the best place to put them?" Let the salesman always suggest a place as conspicuous as possible. The writer recently sold an equipment to a firm, whose business is office supplies. They have a beautiful salesroom and I suggested that the most convenient place would be in the front of it. The machines were placed there and did a lot of advertising for themselves. Three good prospects have been the result of this particular sale. *Moral*—Let the E. B. P. be seen as well as heard.

Very truly yours,
RICHARD FAULKNER,
Manager Business Phonograph Dept.
Louis Buehn & Bros., Phila., Pa.

¶ When you are selling an Edison product like the E. B. P. and run across some particularly bad case of ill-using the machine, remember the old saying "Genius may have its limitations, but stupidity is not thus handicapped."

Scratch!

Buyers in loose wrappers do not wait for you around the corner. You have to go after the buyers very much as the Romans went after the Sabines. It is persistency that wins.

The buyer is a shy and sly proposition. He likes to be chased.

The man who gets the order is the one with the Salesman's Itch.

Get the Salesman's Itch—a nose for orders, a scent for fromage. Nail the business. Promises do not meet the pay-roll.

Cultivate the Salesman's Itch.

Salesmen who expect buyers to chloroform them and stuff the orders in their pockets, are doomed to disappointment.

It is certainly true that you can not afford to sell a man goods that are going to burden him, but it is also true that it is for you to decide as to what a customer needs, and then see that he gets it. Buyers, thru habit, fight on the defensive.

There are various ways of overcoming their scruples, but unless you have the Salesman's Itch, you'll wander forever a lone, lorn hollusschicke, and Clio will carve on your tomb a single word: SKUNKED—*Elbert Hubbard.*

¶ Have'n't you got some small "Tip" to give your brothers? Write a word or two for these pages. Join the boosters!

THE meek shall inherit the earth, but the hustler will have the estate before the legatee can probate the will.

Experience is the germ of power. Use the E. B. P. yourself!

Selling Arguments

"*The machine is not adopted to my class of work.*"

The Business Phonograph salesman frequently finds a prospective customer who will say: "Oh, well, that will work all right for the man who has regular routine letters, but not for one who has to dictate different subjects, specifications and technical matters." I find that a good "come-back" for this objection is to tell him the fact that in the reporting of the proceedings of the United States Senate and House of Representatives, where every conceivable subject comes up for discussion, the reporters put every word of it through the business phonograph.

Another good one is the fact that nearly all of the court stenographers in this country are now using the phonograph in the getting out of court testimony; that especially in this work every manner of case is brought before the court and is successfully handled through the phonograph. One day one may be called upon to report a case involving the technicalities of a patent case, or the construing of building specifications, and on another day taking the simple evidence involved in the trial of a man for theft.

Show him that it stands to reason that if it can be used successfully for so diversified a purpose, it can certainly be made to meet the demands of a business house, where those who do the dictating are supposed to be thoroughly conversant with their particular line of business, and where the dictation is always along their own special line.

In other words, the E. B. P. "talks itself" in more ways than one. Here's hoping that 1909 will find a host of converts to the "new way" and with everybody shoving something's got to move.

Yours for success,

E. H. PHILBROOK, Mgr.,
Edison Business Phonograph Dept.,
So. California Music Company, Los Angeles, Cal.

GETTING THE ORDER.

Selling the E. B. P. *(Continued)*

You should have impressed the P. P. with you demonstration, and made him understand that the E. B. P. is not an experiment—but a modern necessity in correspondence.

Next get a signed order for the installation similar to the one reproduced on this page.

In some cases no trial period will be mentioned and this will depend upon the demonstration.

If a trial is asked for the period can be plainly stated on the order as shown. This is important for it frees the "closing time." When the trial is closed another signed order can be obtained with the words written across it. "After a sufficient trial the above outfit is accepted."

This may look like more "red tape." Perhaps it is when the "man who pays the bills" is the salesman and the P. P. belongs to his lodge.

But most salesmen are employees and need the protection of the signed order as much as the dealer who is financing the transaction.

Why? *First.* There is the question of price which the shrewd P. P. always wants to beat down in proportion to the salesman's anxiety. Better to have the Edison One-Price Policy understood at once. Also quotations are sometimes misunderstood or forgotten by the P. P.

Second. The question of authority for an order is important. Thus the signed order often shows up the employee of the P. P. who wants to experiment or satisfy his curiosity, when the form will not be signed by a superior.

Third. The date of installation of the applicances and the period of trial are important and should be fixed on an order form to impress the P. P. with the business-like attitude of the salesman.

Fourth. Salesmen who can produce signed orders of this kind for outfits will undoubtedly find more favor with their employer, the dealer, who is required to purchase the goods, than the salesman who carelessly communicates an order by word of mouth.

After all this effort on the part of salesmen (and manufacturers in advertising) to secure a P. P., the regret is that some dealers do not carry the goods in stock to install promptly.

The stock on hand does not have to be large in any dealer's case, but only in proportion to the natural expectations for immediate business.

CUSTOMER'S ORDER

FOR THE

EDISON COMMERCIAL SYSTEM

EQUIPPED WITH THE

BUSINESS PHONOGRAPH

LOUIS BUEHN & BRO.

49 N. NINTH STREET

PHILADELPHIA

COMMERCIAL DEPARTMENT

GENTLEMEN:

PLEASE INSTALL THE FOLLOWING APPLIANCES AT PRICES AND TERMS HEREIN NAMED.

NUMBER	ARTICLE	PRICE	DISCOUNT	TOTAL
1	Writing Unit	85	Extra	
1	Shaving Unit	85	10%	1
1	Shaving Unit	85	10%	225

Weight A.C. Current, 110 Volts

Subject to Acceptance after 10 Days Trial.

Name of Firm to be Used in Contract: Jas. Canning & Co.

Address: 110 Fulsome St.

Signed: Jas. Canning Title: Pres.

Accepted: Louis Buehn & Bro. Manager

(Over-last star)

Your opportunity is like a gold mine—it gives you the chance to dig! dig! dig!

PUNCH HERE AND FILE CAREFULLY

Tips

Number 16 — February 16, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS
BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Selling the E. B. P. *(Continued)*

MAKING THE INSTALMENTS.

If the dealer has followed the previous articles he will recall our earnest advice to salesmen to use tact and discretion in the selection of both dictator and transcriber.

If this has been done the salesman will not lack for intelligent co-operation and more than all he will have provided for active dictators who have sufficient correspondence to conduct a thorough trial in a short time.

Plan in your own mind to give the customer a trial of the appliances whether you have a bona fide order or not. Firms do not pay for articles that have not proved satisfactory; by assuming that the goods are practically on trial and following up their use to a successful end you will not only make "booster" customers, but get your money more quickly.

First. Collect the articles of your outfits to be installed in your office and test them out thoroughly, so as to make as little trouble as possible in the P. P. Office. Here are some good Tips:

Assemble the Pedestal and connect the footrips.

Make the dictator's foot-trip short like figure 7, page 6, instruction sheet.

Put current on the E. B. P. and let it run a day if possible.

Know that the recorder and reproducer work perfectly.

Oil the machine thoroughly.

Place the numbers on the system boxes that hold the cylinders.

Furnish at least three dictation index pads for each dictator.

Test the shaving machine and look it.

Leave the hearing tubes on the card as packed until ready for use by the transcriber.

Finally, be sure the entire outfit is delivered and temporarily packed so they will arrive in good order (or arrange the goods go only a short distance by truck).

Second. After the installation is correctly made the next and most important question is the Education of the dictators and transcribers

You can't tell an employee how to use the E. B. P. unless you know how yourself. Let that sink in.

When you instruct a dictator stay by him—don't go away until at least a cylinder has been dictated.

Stand by while the dictator experiments with the first cylinder—showing him—guiding him—letting him find out *while you are there* what he must do to be successful.

The hardest thing for the dictator to realize is the importance of giving the operator a good opportunity to write the letter he desires correctly.

Pound these facts in the dictator with your best tact and intelligence.

1. Don't expect the transcriber to write difficult words or proper names that you do not spell, any more than you would the stenographer at your elbow, who would ask for advice.

2. Proper names in a letter, of course, can be identified by the correspondence sent with the cylinder. Have the transcriber realize this.

3. Ask the dictator to mention paragraphs.

4. Settle the question of how loud the record should be dictated. Better loud than weak. Take a sample dictation by the P. P. to the transcriber and let her understand what a good dictation is and what she may expect.

5. Insist on the use of the dictation index. Show clearly how its use makes corrections, carbons, and additions easy to designate.

6. Obtain a promise that the dictator will use the E. B. P. only and will endeavor to dictate sufficiently to keep the transcriber busy.

(Continued.)

Allowances for old Machines

When dealers ask us if they cannot break Articles 4 and 5 of their agreement with us in regard to making allowances for old machines, they should realize what the typewriter companies have to contend with. Here is a clipping from a current publication on the "Allowance Abuse":

"This question of allowance, too, is one that will tell a tremendous story in the final accounts of many of the typewriter companies next year. Business will have to be obtained, and to get it in many cases there will assuredly be a great slaughtering of the allowance list. So many exchanged machines will be turned in that the price of the older models will reach a level that cannot result in much of a profit. Some of the companies will have to hold a stiff upper lip on the question of allowances, or there will be the dickens to pay."

¶*How many firms have you secured to use the rubber stamp (furnished with* Tips *No. 14) reading, "Dictated in the Edison Business Phonograph"?*

GET on the most intimate terms with the goods you sell; know the E. B. P. as well as you know your way home.

A faint heart never won fair dividends; and the man who does not believe he can—seldom does.

Use Your Eyes

Until one becomes familiar with the Phonograph you never think of looking closely at the record cut by the recorder. The section of a record shown above is magnified twenty times, but, without this the eye can see if there is anything defective about the recorder's work. Just for practice, dictate a loud record followed by a weak one. Look at it closely. You can see the indentations clearly and readily discern the loud dictation that is easily transcribed and the weak one that causes trouble. The work of a defective recorder is instantly noticed by looking at the cut on the cylinder. It is only the rank amateur who tells how a record sounds and asks you to pick some trouble in it. Use your eyes! Look! Blow off the cylinder surface! How does the cut look? Then you can tell if it's the recorder or poor dictation, or whether you must look elsewhere for trouble. Again, don't be afraid to go around to the back of a machine and watch a reproducer "talk,"—that will tell a story often. *Use Your Eyes!*

Punctuation

One of the best arguments for the use of the E. B. P. is the help it gives in correctly punctuating dictation.

The dictation taken in shorthand must be punctuated as written by the stenographer. Very often the notes are carelessly written—the stenographer thinking she will transcribe them before they get very "cold." The result is oftentimes a poorly punctuated letter in which the full meaning of the text is missed by the reader.

When the living voice talks through the E. B. P., the proper punctuation cannot be mistaken. The end of a sentence is plainly marked —the comma—the dash—the semicolon;—all can be placed in the copy with accuracy.

Here is a dictation correctly and incorrectly written. Can you imagine an intelligent Edison transcriber getting the copy wrong? But how easy in shorthand!:

What do you think
I'll shave you for nothing and give you a drink
What! Do you think
I'll shave you for nothing and give you a drink?

What! Do you think I'll shave you for nothing and give you a drink?

When you receive a request by mail for a catalogue—get it off at once, accompanied by a courteous letter. Don't roll the catalogue up—wear the letter envelope the company furnishes. Then follow it up promptly by a personal call. Remember advertising inquiries cost good money—it's a shame to neglect them.

FAITH; Hope; Work; Faith is yourself, Hope is to build on, Work without end—and the sum of these is Enthusiasm.

NOTE.—*Voicewriting helps the poor stenographer—it puts live words in her ear—conversation—that is easier to understand and write than stenographic notes. But with this assistance the stenographer sometimes makes a bad showing—simply because she lacks training and education —as the following article explains. The moral for the salesman and purchaser is to distinguish between a poor stenographer and a crude phonograph.*

The Stenographic Mind

By Dwight Spencer Anderson.

A business man's correspondence rises to no higher a level than the intelligence of his stenographer. If his stenographer is bright and quick his letters will be sharp and convincing. If she is dull and careless his letters will be weak and limp. There are more stenographers than there are jobs, but there are many more good jobs than there are good stenographers, for the reason that a good stenographer can create a good job in any office in the country, but a good job cannot create a good stenographer anywhere without the raw material.

The writer of this article has had experience with many who follow this vocation. He has worked with girls so apt in following the course of ideas in dictation that they worked mentally be ahead of him, taking down what he was about to say before he had said it. But he has also known the other kind, who cannot get your words into readable English even when you spell out such difficult conundrums as "affect," which they insist must be rendered "effect,"—the kind of girl who can be called neither good nor bad, but most emphatically indifferent.

One such recently in my office was given a clearly written manuscript to copy containing the question, "What is the size of your waist?" and she unblushingly returned as "What is the size of your form?" no doubt still thinking of the corset displays she had seen in the shop windows on her way to the office. The next day she addressed a letter as follows:

Mr. Mother Superior,
Charity Convent,
Canna, O.
My dear Mr. Superior:

What is the matter with the incompetent stenographer? Everything. To be different she must be born again, and while that would be concededly impossible, it is not more miraculous than some of the things she can do with the king's English in the course of a day's work. She is generally descended from parents whose tastes are uncultivated; the vocabulary of the home is limited; there are usually more children than there than books. All the associations of her life has been away from instead of toward the ideas and methods of expression she will need at the office. She is unfit. No matter how hard she works, she can never rise; she lacks the foundation upon which to build.

Bips

Number 17 February 27, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Selling the E. B. P.

THE STENOGRAPHER.

Take particular care in instructing the stenographer who is to do the transcribing.

Install the foot-trip in the most approved manner and teach her how to adjust the chain.

It is a good plan to remove the Recorder from the transcribing machine and show the dictator how he may substitute it on his machine in an emergency.

Look out for recorders laid carelessly around. Tell the dictator how important it is to put it away carefully so the point or hinge will not become damaged.

Instruct the transcriber not to let the shaving boy "grab" cylinders to amuse himself by shaving. Some very bad accidents have happened to cylinders in this way that have not been transcribed.

Hearing tubes are important; we place them on a card so the transcriber will not receive them dirty and bent out of shape. Bear this in mind if you furnish an old hearing tube, and see that the rubber tube is clean.

A green transcriber never understands the comfort of adjusting the tubes so they hang in the ear, she takes them up in any shape and "springs" them directly into the ear opening, and often forms a bad opinion of the appliance for that reason.

Pull the tubes apart to the proper width. Adjust the ear pieces so they are not twisted. Make the tubes comfortable as they can be made by attention.

Show how the sound modifier on the end of the tubes work.

Listen yourself to the early records, and do not trust too much to the casual inquiry, "How are the records to-day?"

Many times the new transcriber does not know what good work is, and very justly "knocks" the machine from her early experience when the dictator and shaving boy are at their worst.

Teach the transcriber (as well as the dictator) what a poorly shaved record is. Give a cylinder a shop cut—place it on the machine—let the reproducer run it over—hear the rough surface.

Deep cuts in shaving produce a worn surface to be detected by fine white specks. Take the shaving boy with you and let him listen to the trouble he is causing the transcriber by careless work.

Using the foot-trip correctly is very important. First, the chain must be adjusted so the machine stops instantly when the pedal is released.

The average dictation is about one word to a revolution of the cylinder, so you see a word ending a sentence can be cut off instantly if the foot-trip is working properly.

Think how a person dictates directly to a rapid typewriter operator—waiting for her to almost finish writing his last words—adding another sentence at just the right moment—keeping her typewriting continuously.

That is the way to operate the foot-trip with the fewest repeats, the least stopping to listen.

I see a number of headband hearing tubes ordered to-day. These we rank as an accessory, and do not sell them with the outfit because they are not practical in all cases.

A cylinder that can be transcribed with the regular hearing tubes many times cannot be heard though the headband type.

Our advice is always use the regular tubes if possible. They are quickly attached to the ears and are easily removed when arising from the desk or placing paper in the typewriter. In summer they are much cooler than the ear cup.

Nature forms the outside of the ear to protect the sound passage; the headband with ear cup presses against this and closes the ear. The regular tube with rubber elbows makes a turn to reach behind this outside ear protection and conveys sounds that cannot be heard except with this design.

IT IS A MISTAKE TO PRESS THE RUBBER ENDS DIRECTLY INTO THE EAR—THEY SHOULD HANG IN THE LOBE OF THE EAR.

This produces an air space that removes the scratch of the record. Occasionally when a difficult word or a low record occurs, the tubes can be adjusted more closely—then dropped into the old position.

Dealers should decide for themselves if the transcriber can properly hear the class of records they have to write with the headband tubes, if they supply them.

Remember, you had better sell a Phonograph that works well with a hearing tube that is not so desirable to an operator (really, she does not know what is best), than to fool yourself into selling anything that is asked for, thinking to avoid trouble.

Confidently, I will say that dozens of models of headband and *freak* tubes have been made under my direction and without, but the design we have is as good as we can produce.

Yet we are not satisfied to recommend the headband tube. When we sell an E. B. P. it must work.

THE Dealer who doesn't boom the E. B. P. now will probably be working hard this summer explaining how voice writing makes a vacation easy for the customer.

Two National Holidays this month. Think of the thousands of dictators who used the E. B P. when stenographers were not available. Use this for a talking point.

It's a grave injustice to the Phonograph to set a headband over a Merry Widow hair with the ear cups away from the ears, and then use the Phonograph underneath the noisy elevated railway or in a boiler shop—or with the poor dictation that is sometimes experienced.

Furnish the tubes—whether of one design or the other—that reproduces the records perfectly plain. We know the regular tubes are the best in most cases. You, Mr. Dealer, must use your judgment outside of that.

The Smith Premier Typewriter Company

Our Jacksonville Dealer sends us the following endorsement of the E. B. P. from the Smith-Premier Typewriter Co.:

Messrs. John B. Davis Company,
1301-13 Pierpont Building,
Jacksonville, Fla.

Dear Sirs:—Replying to your favor relative to my Edison Dictating Phonograph, wish to advise that the machine is working perfectly and giving entire satisfaction.

I find that in the use of this wonderful machine my stenographer can do about twice as much work in the short time each day this has been in use. Besides the pressure of both stenographer and myself at the time of dictation, I frequently dictate a large amount of letters after business hours, and I find it much easier there to be writing alone, without it.

Unless I should change materially, I will use the Edison Dictating Phonograph hereafter.

With best wishes, I am
Yours very truly,
(Signed) H. L. Lund,
Manager.

It occurs to the writer that this Typewriter Company have shown a singular attachment to machine writing; in New York they use a machine in their employment bureau, and I have seen a booklet issued by their Cincinnati branch in which they offer to furnish Phonograph operators. And I have before me a list of seventy common words, published by another branch, which stenographers generally mis-spell because they are translated phonetically from their shorthand notes (this could not occur with voice writing).

Are all Smith Premier offices like this?

When will the other typewriter offices get in line?

Local Advertisements

About as clever a local newspaper advertisement as we have seen for some time comes to us from our enterprising dealer in Columbia, S. C.—E. A. Jeakins. It was a twelve-inch story in *The State*, under the heading "Much Needed Legislation." The article goes on to show how doctors making calls with their "4-mile-an-hour hay-burners" and the business man writing letters longhand or with stenographers should be compelled by legislation to stop such wholesale wasting of time. It winds up with this:

"These machines are cheaper than a high-class typewriter, and are just as necessary in the office. People are so prone to stay in the old rut that we believe if the Legislature would immortalize themselves should they require all overworked business men to save themselves for an old age and their country by requiring them at once to equip their offices for this modern correspondence accelerator. Write E. A. Jeakins, Columbia, S. C."

Give your local scribes a chance.

The use that most firms make of voice writing is real news that most papers would be glad to write up.

100, 150 and 160 threads to the inch

For the benefit of new dealers who have missed the development of the business, we explain that voice writing machines, of different makes, are now on the market in which the recorder cuts a groove either 100 or 150 or 160 threads to the inch.

For fifteen years, till we produced the 150-thread machine in June, 1907—the standard thread on the cylinder of all makes of machines was 100.

The change in the machine necessitated only a new feed screw, feed nut, recorder and reproducer. These can be supplied to-day to change any old Edison machine; cost, $9.60.

To make it easy to understand we called 100 threads the "5-minute machine"—the 150-thread the "8-minute machine."

A record dictated with 150 threads cannot be reproduced with 100 threads—or vice-versa. If the 100-thread machine is an old graphophone we have pointed out that the Edison machine can be changed to agree.

Now comes along the "Dictaphone" (the stepbrother of the graphophone) with 160 threads to the inch.

This advantage is only about 30 seconds more running at 100 revolutions per minute of the cylinder, allowing the dictator to place about 50 more words on the whole surface.

The advantage is very small, and we think for practical work it does not pay to go further than 150 threads.

ANY Edison machine of 150 threads will work with a Dictaphone of 160 threads without changing the mechanism.

Language records are all 100 threads to the inch. Therefore, when a customer requires the machines for this class of work the thread must be specified and a machine specially ordered.

Once More

When ordering specify if the machines are for dictating or transcribing. This is important, so we will include the proper proportion of dictating horns and hearing tubes.

Try to place your order in a separate letter, or, better still, on an order form. To order in the body of a letter causes considerable trouble in the Correspondence Department.

No matter whether your order is for "Universal" machines or not, specify the electrical conditions. This information is particularly necessary for the shaving machine, which is not "universal." We wish to set the pointer on the universal resistance for the correct current on which it is to be used. Think of the need for extra dictation indexes and extra cylinders, and order with machines if possible. Remember, we don't prepay freight on goods weighing under 100 pounds.

ATTEND THE BUSINESS SHOW, CHICAGO—February 27 to March 6—E. C. Barnes, Dealer, 2nd Natl. Bank Bldg., Chicago, will furnish free tickets for yourself or friends.

Bips

Number 21 — April 9, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

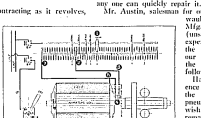
Important Details of The Universal Motor

Those who are interested in the electrical connections of the Universal Motor may refer to the diagram on this page.

When the governor attached to the motor shaft is at rest, the contact points are pressed together at 4. The switch now being turned "on," the electrical current passes from the sliding contact (1) on the variable resistance at the back of the machine, thence through the connections marked 2-3-4-5-6.

It will be seen that the current has a second path from 1, through 7 and 5. But electricity takes the path of least resistance and leaves the resistance coil at 2 instead of 7, to pass through the contacts 4.

Now the governor, contracting as it revolves, instantly the switch is thrown, moves away so as to allow the spring contacts 4 to break, and the current can no longer follow the path 1-2-3-4-5-6. Instead, the current flows through the wire resistance from 1 to 7 and thence through 5 and 6.



The connections are arranged in this manner so as to make resistance between 2 and 7 will not be in circuit when the motor is started—the contacts 4 cutting this resistance out.

With less resistance in the circuit by the path 1-2-3-4-5-6, the motor has a quick start. As soon as it has sufficient motion, the contact 4 breaks and less current will operate the motor so the added resistance from 2 to 7 is put in the circuit automatically.

We are familiar with the added power that is necessary to place a body at rest in motion and the smaller power that will be sufficient to keep in moving. This starting device on the Universal Motor is used for the same reason.

THE EDISON UNIVERSAL MOTOR TAKES ONLY ½ AMPERE OF ELECTRIC CURRENT TO OPERATE IT—ONE-HALF THAT OF ANY OTHER PHONOGRAPH MOTOR HERETOFORE USED.

The automatic starting device is partly responsible for this saving in current.

(*Continued on Next Page*)

Foot Trips

With the advent of our new clamping devices to make the flexible metallic tube of our foot-trip practically rigid we think we have the ideal arrangement. Previously it was possible with the metallic tube for a careless dictator or transcriber to push the pedal into some new position which would kink the tube and make the chain draw hard; even this was not a real fault as one correct and convenient positions for the pedal could be found and when that was observed the trip would be satisfactory. Now, however, the pedal is practically fixed by the clamps on the pedestal and the transcriber's desk so that the tube must remain straight. The mechanical foot-trip has the great advantage that it will not wear easily and any one can quickly repair it.

Mr. Austin, salesman for our dealers in Milwaukee, the Hoeller Mfg. Co., writes us (unsolicited) on his experience with both the pneumatic trip of our competitors and the Edison trip, as follows:

Having had experience in selling both the mechanical and pneumatic foot-trip, I wish to make a few remarks on the superiority and advantage of the mechanical foot-trip over the pneumatic trip. In the first place, the one disadvantage to the pneumatic trip is the piston. It is about three inches high and you have to hold your foot in the air in order to operate it. This is an unnatural position, as you have your foot half raised the entire period of dictation, and your leg becomes tired. Also the foot slips off the ball-shaped piston continually.

The top of the piston is like a sleeve, and there is a stud screw which holds the cap from coming off. The constant wear on this screw either wears off or works itself out entirely and becomes lost in a few weeks, just like the setion on the shutter of a camera and just as troublesome. The piston is cast iron and must be heavy in order to lay on the floor weighted down, and if this is accidentally kicked it slips off the rubber tubing. This occurs very frequently and is a great inconvenience, and one of its worst faults.

IMPORTANT NOTICE: Claims for breakage or missing articles will not be considered unless accompanied by the PACKING SLIP.

Take a tip from Mother Nature. Spring with the Spring! Move Forward!

(Continued from First Page)

The saving of current by means of the Universal Motor amounts to only about 1c. per 8-hour day, or $6.00 per year. This is not much for one machine, but for a plant of 15 machines, the *one customer would save $90.00, the price of one outfit each year. Even for two machines the saving in current pays for them during their life.*

Dealers are particularly asked to press the contacts together for an instant after the machine starts and notice the greatly increased speed. Some do not appreciate this point and cannot account for a high speed on the motor when the contacts by carelessness have been forced together.

Caution: Do not attempt to adjust or bend these contacts (4) if they are properly pressed together by the governor at rest and move away when the motor starts. *Look* for trouble elsewhere.

Caution: Read the notice on the current index plate of the variable resistance on the back of the machine and know that when the pointer (1) is so he changed, the switch on the front of the phonograph must be thrown "off." If this is not done during the change, the resistance is liable to be burned.

If at any time carelessness should cause a break in the resistance by burning the wire as described above, the point may be easily seen with the eye *and repaired by soldering the break.*

BECAUSE OF THE SMALL AMOUNT OF CURRENT THE UNIVERSAL MOTOR REQUIRES, IT WILL OPERATE CONTINUOUSLY WITHOUT FEAR OF BURNING OUT—A VERY IMPORTANT POINT WHERE DANGER OF FIRE IS CONSIDERED.

Good Argument

Mr. Austin, salesman for Hoeffler Mfg. Co., dealers in Milwaukee, submits these very good arguments. The Editor wishes we could have every salesman recorded in the same manner in Tips:

"Well, what have you got?" This is the first question that greets every salesman on his first approach. When you hear this from a stern-faced, cold-featured business man, the air suddenly becomes chilly. You know what you have got and you think of something to say that will immediately interest your prospective purchaser. It is then that confidence grips your hand—without this confidence you are lost.

Now, every salesman knows that if he hesitates after saying he represents the Edison Business Phonograph, seven out of ten prospective purchasers will say "We are not interested." This is due to the fact that mostly every large business firm has heard of or seen the Edison Business Phonograph or some other voice writing machine, and they immediately tell you it cannot be used in their line of business, or they will say, "Yes, it is all right for firms that have got a large correspondence, and it is just simply a routine of work and nothing technical, etc.," and a lot of other excuses. But don't hesitate at this point, but go right in and in as few words as possible tell them of the advantages of the new Business Phonograph, which has just left the inventor's hands. When I say jump right in to your argument, I do not mean any long-drawn-out affair, simply enough to give him to understand you are not talking about the machine he knows all about, has seen or possibly tried, but an entirely new machine just out a few months ago.

One of the first things I do on entering an office is to take a hurried glance around and count the stenographers. I never talk dollars and cents or time saved until I get the prospective purchaser convinced of the new machine, certainly if he never heard of or seen the commercial phonograph. The work is much lighter.

Now for argument: Mr. Economy, we have a machine now that can be dictated to just as easily and quickly as you can talk into a telephone. The transcribing machine will reproduce it to your stenographer in a clear and distinct tone.

I see you employ three stenographers for your correspondence. Supposing the young ladies receive on average of $10.00 a week each, or that would be 25c. an hour; each girl's time is worth 25c. an hour, three hours a day would amount to 75c. for one stenographer, for the three it would be $2.25 per day. We can save you with the Edison Business Phonograph $2.25 a day, the Edison Business Phonograph $2.25 a day, the Edison Business Phonograph $2.25 a day, $13.50 a week, $64.00 a month. Now, we will figure the amount you save the dictator. Supposing the dictator opens, say sixty letters in the morning, reads all these letters over, and figuring that it takes one minute to read each letter, one minute is a very short time to digest the contents of one letter, now if it takes him one minute to read one letter it will take him sixty minutes or one hour to read sixty letters. He will pile those letters up and answer them in a routine way; then he will have to read over the letters a second time. Now, if he dictated the answer to each letter after he read it over first, naturally we could save him this one hour of his time, for we could save this one hour answered, of course, the time would increase correspondingly,—i. e., the amount of time saved. Thus these machines would pay for themselves in a month's time.

Supposing the man has fifty stenographers. Figuring on the same basis, we could save him the sum of $37.50 per day, $225.00 per week, $900.00 per month, $10,800.00 per year, so when you say you can save them three hours on each stenographer, you are figuring very conservatively.

Now, take up the cost of operating. It takes one-half of the amount of current consumed by an ordinary 16 C. P. lamp to run the motor. You can put on 11 letters on the surface of one cylinder, i. e., 11 one hundred words each letter, figuring the cylinder to be shaved one hundred twenty-five times, that would make a total of thirteen hundred and seventy-five letters at the cost of 50c, that is, a cylinder costs 50c to smell ten. The wax cylinders cost, therefore, only about 1c for 45 letters.

WHY not place the rubber stamp "Dictated to the E. B. P." on every one of your letters and enclose one of the new portrait cards of Mr. Edison, Form 1507.

Tips

Number 29 — May 29, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Washington Letter

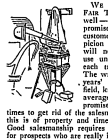
They are arguing on tariff in Congress now and here is what they are saying about the linotype or typesetting machine:

"There are 12,000 country newspapers in this country without composing machines," said Senator Paynter. "Their type is set in the same old way. They should have the chance to obtain, at reasonable prices, modern labor-saving devices. Free trade in this article will meet the demands of a progressive reading public. The government cannot put its functions to a more beneficial use than in lowering the necessary aid in the education of the people and the distribution of knowledge."

Remember, it took many more years to make the linotype a success than it has the Phonograph and the economy is applied about the same.

The official reporters of debates, who dictate all their notes into the E. B. P., have been breaking records again. On Thursday, February 25th, the total number of transcribed notes was approximately 150,000 words. In 20 minutes after the house took a recess at 5.20 o'clock, the last page of the immense job was on its way to the government printing office.

And the E. B. P. has been doing work like that at the same speed for the past four years without a replacement of a machine.



WE WILL GIVE IF A FAVORABLE TRIAL THEY are well—but don't take any promises of a prospective purchaser and always suspicion that the E. B. P. will not receive the best use unless you follow up each trial by daily calls. The writer, having several years' experience in the field, knows how glibly the average business man will promise; he does this some-

times to get rid of the salesman. How wasteful this is of property and time for all concerned! Good salesmanship requires the constant search for prospects who are really in earnest. It is not an argument against the trial system that prospects are not fair. Poor trials reflect poor salesmanship. The dealer who has a machine in stock should *put it to work*—but follow it up and keep the cobwebs off it!

Many a man who wouldn't steal ten cents he found on the floor would cause another man to lose a hundred dollars by a feigned attitude in a business deal, and his conscience would never bat an eye. Learn to know that man.

IF you haven't asked for one of those framed illustrations of the Edison Works that we send free—WHY NOT?



TAKE ALL THE CHANCES you can to get free advertising. Pierce and Brown are hustling dealers down in Dallas and Fort Worth, Texas—they secured the write-up, shown below, in their daily paper. The reporter didn't get the idea very straight, but, that's to

be expected. The idea is to get publicity in your locality for voicewriting. Every plant you successfully sell is a news note for the average reporter; he will often insert reading notices about voicewriting in a customer's office that supplies his paper with advertising or you may do advertising yourself in which you have a claim on his consideration. There are a thousand ways of securing legitimate publicity with voicewriting for-news.

Let's have more of it—and send it to TIPS.

CANNED LETTERS ARE LATEST IN FORT WORTH

You Can Call Down Your Stenographer Now and Have Her Before She Has Time to Reply.

Canned letters are the latest thing in Fort Worth business establishments. Two local concerns have just placed in their offices the "Edison Business Phonograph." The new office man can dictate letters on records at his leisure and his stenographer may reproduce them at will.

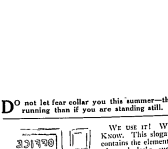
The Stanley Grain and Elevator Co. installed its phonograph system of dictation Thursday and a day or so before, the King Candy Co. put in a similar device. Records cost 50 cents each and can be erased off when used and then used again. Each record is good for twenty-five dictations.

One of the first points of the record system is that when a man is afraid of his stenographer and waits to call her down, he can do so quietly and minus his gestures and, the like, as talked off to her mechanically for reproducing when she is far away and can't talk back. The system, she

The farmer has learned that he can't sow and reap the same day. Some city folk don't know it yet.

The best ammunition misses the mark if the aim is poor.

DO not let fear collar you this summer—there is no more danger from lightning if you are running than if you are standing still.



WE USE IT! WE KNOW. This slogan contains the elements of a dealer's success. Would you dare to sell anyone of the modern mechanical devices such as an adding machine or a typewriter without mastering its uses? But many do not look this way on the Phonograph. Perhaps there's a disrespect for it on account of its amusement features—anyone can "play" a Record, therefore anyone can make a business Record. They can, with a slight understanding of their part and there is where the dealer comes in. The dealer has to know about the machine and about the people that use it. Wm. Harrison, our dealer in Utica, writes: *"My only regret is that we only sell the machines, and are unable to sell the brains to operate them."* There is a lot in this—but if we sold brains with the machine we wouldn't need the dealer—and perhaps then the customer might make the machine himself. Be patient. Teach. Make instruction part of salesmanship. Sell education along with the machines as you would oil to keep them moving smoothly.

The Customer's First Letter

R. C. Farrington of the Typewriter Supply Co., dealers at Boise, Idaho, has a neat invention to prevent the customer using the E. B. P. until he is on hand to instruct him. He places a piece of wire bent in a U shape in the hinge of the arm which lifts the recorder off the cylinder and practically places the machine out of commission until it is removed. This is ingenious and shows the right spirit in making the first experience with the E. B. P. a pleasant one. Put yourself in the place of a customer who is naked to try the machine; you receive it from the dealer and it's up to him to be on hand, if he wants to, when you use it. Invariably you start to talk—to see what happens. Didn't work. Guess is isn't practical. But let the salesman be on hand when that first cylinder is dictated from the first "Dear Sir" to the last "Yours truly"—and satisfaction takes the place of skepticism. Better than the "Paralyzed idea" is to remove the entire electrical attachment cord and place your card on the machine with the hour you will be on hand to demonstrate. Start the customer right. You know a man continues the play when he wins the first stake.

The Seely Office Appliance Co., our dealers in New York, report the sale of machines to Charles Frohman, Paul Armstrong, Maud Adams and several other notables of the theatrical profession. Remember we double the field of the typewriter—we include the brain as well as the type.

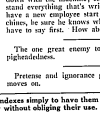
WE don't make a cent profit on dictation indexes simply to have them used constantly with every machine. You can't succeed fully without obliging their use. How's your stock?

THE WEEKLY SERMON.

Have you a purpose of your own? Are you trying to improve something? Is it your desire to make yourself proficient in any line of work? Have you an idea which you are trying to express? Have you set up before you a mark that is higher than you can conveniently reach? Are you giving any thought to what you may be doing five years from now? Are you looking steadfastly in any direction with the determination of traveling in it? Have you a purpose of your own?

The status of man's life depends largely on how he answers these questions. Many persons can answer them all in the affirmative. But many more—a great many more—could not answer even one of them without stopping to take stock of their thoughts and to see if they really have a purpose. Most people are content to spend their lives carrying out the purposes of others. They work only for the pay. They care more for the pay than for the purpose. Give them the pay and you can have the purpose, for all they care. And in this manner millions of unsatisfactory, unhappy, unsuccessful lives are spent.

If you, in any degree, belong to the latter class, why not look the matter squarely in the face? Why not have a purpose of your own? You can still serve another's purpose—can serve it even better; you can still have the pay, and yet be working out your own purpose. The workman merely becomes a better workman. All good purposes tend in the same direction and can go hand in hand—*Warren.*



READ THE RULES. How are you to umpire the voice-writing game if you don't? Some fems think they hurt their trade by making their instruction sheets too explicit. Think they will scare the beginner with ideas of complications. Why don't. About everything we could imagine is covered in our regular instruction sheet sent with the E. B. P.

This is for the dealer—it's not for the customer and there no admit it would do harm. Set down with the machine; study the sheet; understand everything that's written. And when you have a new employee start to sell or repair machines, be sure he knows what the manufacturers have to say first. How about *you?*

The one great enemy to business progress is pigheadedness.

Pretense and ignorance grow thinner as time moves on.

Sips

Number 30 — June 8, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Don't deceive yourself that you are selling Business Phonographs if you are not canvassing and demonstrating. You may be "handling" them—but you are not "selling" them if you don't work at the job. A sale consists in finding a firm that values what you have more than the money they spend for it. What a splendid opportunity it is to present voicewriting with this argument of investment; most firms purchase machinery to reduce costs, if their investment pays only ordinary interest—say 6%. It is not unreasonably to show that the average letter costs 25c. to transcribe it and at least 10c. to dictate it—15c. in all. Voicewriting does the work for about 8c. per letter—25c. saved—or in a day's work economizes 5 to 7 dollars. Granted a plant costing $225.00 will pay for itself in 10 years, that means an investment of only 7½c. per day. WHY, IF THEY WRITE ONLY ONE MORE LETTER A DAY THE INVESTMENT IS COVERED.



When the dealer signs our agreement he should realize that it is not an effort of the manufacturers to get more for themselves—but to get more for the Dealer. We can relieve you of our goods for one price and under certain conditions. It is not on with the Dealer. He is affected by what the other fellow does. If a neighboring Dealer cuts a price, we make it our business to stop it—why?—for the benefit of the other Dealers who are affected and only indirectly ourselves in insisting on those methods that will cause the industry to prosper. Therefore, how proper it is to study prices, terms, conditions and instructions given by the parent company if the Dealer is to continue and succeed. And do not forget that at any time, whether disposing of the line or not, the agreement binds and legally holds the Dealer in his operations. "United we stand—divided we fall." It is our business to see that no one falls.

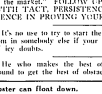
When you see a feller who alwayz runs on his job you ar liserain 2 a feller thats alwerz to lose that job.—*Chicago News.*

IT takes a live fish to swim up stream. Any lobster can float down.

Anecdotes of Edison

A glimpse of the incessant labor often involved in a course of experimentation at Mr. Edison's Menlo Park laboratory in the early electric

light days is afforded in the following remark of Mr. Upton, one of his chief assistants at that time: "Another point about Edison is in the experimenting. His day is 24 hours long, for he has always worked steadily whenever there was anything to do, whether day or night, and carried a force of night workers; so that his experiments could go on continuously. If he wanted material, he always made it a principle to have it at once, and never hesitated to use special messengers to get it. I remember in the early days of the electric light, he wanted a mercury pump for exhausting the lamps. He sent me to Princeton to get it. I got back in the evening to Menlo Park, and had to take the pump to the laboratory as my back that evening, set it up, work all night and the next day, getting results."



Is everything sailing smoothly with that trial of yours? Don't be too sure! Be suspicious you are going to lose! "Care killed a cat"—you say. Well, perhaps it did—but there's a difference between senseless worrying and a genuine interest in

your affairs. It's too late often to take the interest with a customer who has made up his mind unfavorably through experiences that you were not there to correct. No use in getting mad at a customer. You lose $10,000 commissions—that's all there is to it. One Dealer tried that and wrote to a customer: "We agreed to furnish a Business Phonograph, but we didn't agree to furnish ordinary brains." The following day he received a telegram, collect, from the customer: "I did not suppose you had any brains in stock, but I thought you might be able to acquire some in the market." FOLLOW UP YOUR TRIALS WITH TACT, PERSISTENCE AND CONFIDENCE IN PROVING YOUR ARGUMENTS.

It's no use to try to start the flame of enthusiasm in somebody else if your own mind is full of icy doubts.

He who makes the best of opportunities is bound to get the best of obstacles.

NO alarm clock is going to ring when time strikes the hour of your opportunity. Feet never failed to run down the man who waited for something to turn up.



DON'T:

See him first—the dictator minus his tonsils or with some other physical defect that makes voice-versing with such material impossible. The personal equation in selling the E. B. P. demands the closest study. You must secure the right mental attitude of your dictators and transcribers to successfully voice-write—and this will not be forthcoming if the abilities of the employees are lacking in any respect. You know the story of the old Irish lady that drank too much? The Judge asked her what made her drink. She replied: "Because it makes me so pretty in my mind." Just so, some customers like voice-writing—they love the voice—the inclination to save time—the ambition to stand well with their employers—and so, the system "makes them pretty in their minds." Study human nature—get the users (if you can make selections) that are adapted to the system.



DON'T:

Your telephone offers opportunities for the display of the highest diplomacy and business judgment. If there is a call on the subject of voicewriting in your office it should be answered by a person who understands something about it. Your salesman at best can spend only a small part of the day in any customer's plant and at first they will require his assistance in small ways resulting in telephone calls. Don't allow this sort of telephone reply: "Mr. Jones? Not in! Don't know anything about when he will be back! I'll tell him. Good Bye." Dealers should train their help on ask the nature of the call; get someone to the 'phone who can give advice; promise to try and call the salesman outside and send him; —show courtesy—interest. And post your salesman to call up regularly from outside so you can give him messages. It may mean the loss of a sale if you don't. The customer's idea of good service in the beginning is important—cater to it —make him understand you are "on the job."

Repairs on Governors

Sometimes—not often—a governor spring on either of the three types of Edison motors will break. The spring that is broken should not be replaced from another governor nor will we supply one spring for the purpose, because the full set of two to four springs, depending on the type, must be accurately balanced to make the motor operate properly. Therefore, try to keep an extra *complete* governor on hand if you find repairs of this character necessary, and when a spring breaks send the entire governor back to us for "rebalancing" and the addition of a new spring. We only charge for the actual parts replaced—but for these we come more, but you get the proper article. Or if you prefer, we will send complete sets of springs and balls for any governor crediting you for good springs returned.

GET BUSY

Said one little chick, with a funny little squirm,
"I wish I could find a nice, fat worm."
Said another little chick, with a queer little shrug,
"I wish I could find a nice, fat bug."
Said a third little chick, with a strange little squeal,
"I wish I could find some nice, yellow meal."
"Look here," said the mother, from the green garden patch,
"If you want any breakfast, you must get up and scratch."—*The Fieldman.*

I do the very best I know how—the very best I can; and I mean to keep doing so until the end. If it's end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, then angels' swearing I was right would make no difference.—*Abraham Lincoln.*

KEEP at it; it isn't what you do in a minute, but what you do in a day—a week—a year—that counts.

THE WEEKLY SERMON

Every business man appreciates the importance of understanding something of human nature, but many do not know just what kind of knowledge is desirable. The object of knowing human nature is to get the best from it and not to be deceived by it. The manager who would get the best service from his men needs to understand them as a good violinist knows how to take any kind of a violin as he finds it and get the best music out of it. The worker should understand his employer somewhat as the musician knows a composer—having heard a few of his compositions he knows what to expect when a new one is announced. A man should know his friend as he would a piano that is slightly out of tune; he should be able to set the pitch and still enjoy the music. The seller should understand the buyer as the music teacher understands his pupil. The buyer should understand the seller as the piano tuner understands his instrument; he knows what tone a certain string should give and he turns the screw till he gets it. The man who receives strangers with proper positions should understand them as the electrical manager who receives applicants for the chorus, giving the likely ones a chance to show if they can really sing, weeding out the incompetents and picking up the genius.—*Warren.*

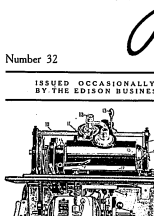
The use of the word "can't" is never justifiable, except in the expression "can't fail."

When you wrap resolution and courage together you don't need to care a rap for any old obstacle or discouragement; you can't help going forward.

Bips

Number 32 — June 30, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



THE POINTS TO TALK IN COMPETITION

When a customer asks you to write him or personally explain the advantages of an Edison over another machine do not descend into a "knock" by discussing anything but the merits of your own machine. Not—make your claims and talking points the ones that the customer will bear in mind when he gets a hold of the "other fellow." We advise every dealer to digest the following Edison features, and then if he is in competition to study the weak comparative design and *know* what he is talking about from personal investigation—not from any "knocking" personal picture we might attempt to draw in the dealer's mind. Here are Edison features that make them stand out as incomparable:

I. Universal for all electric and office uses. Any re-chiller that has to be changed in any or in the electric motor when it is moved about the country where there are or by twelve different electric currents is not practical [read Tips No. 6]. Also the economy and convenience are apparent to the "double nut" Edison design which can be used uniform by for shaving or transcribing.

II. Automatic Repeat. An Edison feature is the movement of the lever (11) which automatically repeats about ten words

III. Speaker Guard (14). This very important protection to the "face" of the machine is a feature for every customer to desire upon having.

IV. The General Design of the Edison machine, for fairness, size and mechanical arrangement, combines the experience of origin-

tors of the Phonograph. It is considered good design to have all parts available for easy adjustment and cleaning which is much better than the attempt to conceal working parts in an effort toward simplicity.

V. The Edison Shaving Machine. Has the advantages of long wearing qualities, considerations bind or electric power instantly available on the same circuit.

VI. Edison Prices for the same articles are considerably less than competors' prices.

VII. Suspension Springs (4). Connect the Edison blue to the top-plate and remove any noise which might otherwise be communicated. This is a shaver Edison feature.

VIII. The Sound Modifier on the hearing tubes is another Edison feature of great advantage to transcribers.

IX. The Dictation Horn, flattened to shape and cut out at right angles, is much more sanitary than the speaking tube and produces a better result.

X. Edison Cylinders, as proved by their adoption, by the largest users, are made of the purest materials which enables a better record to be made on them.

XI. Cylinder System Boxes are the only way of numbering the cylinders besides protecting their surface and allowing them to be handled. The numbers are essential in any successful system.

XII The Printed Dictation Index (arrangement patented) is the most effective feature of this kind yet produced.

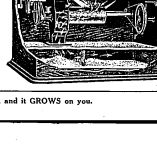
XIII. The Edison Foot Trip is practically unbreakable; is unaffected by moisture, and is the most sensitive and natural satisfaction than any other device. Comment must here be made on the fact that this device is subject to the hardest usage under foot and working for the strongest men otherwise will be found unreliable.

XIV. The Knockdown Pedestal with detachable castors and platform top is of great convenience in holding the machine and in shipping the device, if necessary.

There are many other details in design and arrangement which can be proved of distinct advantage over other machines, and will be described, if necessary, upon application.

When a fellow has half knowledge of a subject, he finds it's the other half which would really come in handy.

Be on the lookout all the time for information about the business, and to mail a fact as a sensible man mails a mosquito—the first time.



THE love of money is the ROOT of all evil, and it GROWS on you.

Many a man wants an eight-hour day so he can have a twelve-hour night.

The Washington Letter

June 10, 1909.

EDITOR "TIPS":

Now that the Senate is working on the tariff bill, the House is having an easy time, meeting only Mondays and Thursdays and not transacting very much business; they are waiting for the Senate to send the bill back, when there will be another rush time with the conference report and another rush time with the duties the Senate has put on some of the most discussed schedules.

So many people ask how the work is gotten out in the House, and the phonograph seems to be of so much interest that perhaps a few words of the *modus operandi* would be of interest. The House corps of official reporters of debates consists of six members, ranking the same and doing the same amount of work. They use the E. B. P. exclusively; each reporter has a dictating machine and a transcribing machine, the two being used in order to expedite the work. Each reporter has a transcriber who does his work exclusively. When the House meets at the legislative hour of a session the dean of the corps, who is Mr. Welch, and who has held his official position for over 20 years, goes first on the floor and takes, in notes, what will amount to one printed column of the Congressional Record. He is succeeded by Mr. Irland, who takes up the report without any break and takes a similar amount of work. He is in turn succeeded by Mr. Small, then Mr. Cochrane, Mr. Lafferty, and Mr. Gray, until it is around to Mr. Welch again, and so on through the day. Mr. Welch, the first man "on," as they say, has in the meantime gone to his room and dictated to the E. B. P. everything that has been said on the floor of the House during his "turn"; his secretary has transcribed it and by the time he is down with his second turn, after dictating it, he reads over the first, revises it, and it then goes to any Member who may have made a speech or to all that have been in a colloquy who have a right to revise their remarks before it goes to the Printing Office. Each reporter is going through the same process and it is one man's duty (Mr. Cameron, assistant to the reporters), to keep the copy straight, get extracts or books that Members read from, etc., etc., and keep the whole day's work in order and see that it gets to the Printing Office in proper shape. Each "turn" consists of some seven or eight typewritten pages (long sheets); an average day's work is seven or eight of these turns, though at the close of a session and when some important bill is up for consideration and the colloquy is fast and furious, a much bigger day's work is done—February 25, for instance, we had 23 turns, or 160 typewritten pages of average court size legal pages—over 90 pages that each transcriber wrote. No matter how hard the day or how much talk there is, 30 or 40 minutes after the last word is said everything is in typewriting and ready for print.

Of course, there are a great many days when the House sits only for a short time and the work as far as quantity is concerned is light indeed. But it is the character *and quality* of the work that make the positions of the transcriber hard to fill and make the reporters rank with the very best in the country. Printed bills, of course, are not reported; roll calls, which take 30 minutes, give some additional time, and occasionally there is a Member who has what we call a "read speech"—that is, he notifies the reporters that he has manuscript from which he reads—but there is always a reporter on guard for interruptions, which may occur at any time, and to catch interpolated remarks of the speaker.

The Edison machines have made it possible to get the work out in this wonderfully prompt manner, and effect a great saving of time and labor to both the reporters and their assistants.

ISABEL M. PECHIN.

THE WEEKLY SERMON.

Every business man can well afford to cultivate the art of literary expression. The thought that writing, like painting and music, is chiefly for those who make a business of it is disproved by the daily experience of the average business man. Because some specialize in writing, and carry the art beyond the ability of the average man, it is no less an accomplishment which should in some practical measure be shared by all. Success often consists in expressing a thought so that it will be accepted and acted upon by others.

It may even be said that all work is largely but the changing of one thought for another. When we consider what is really achieved in conferences, interviews, directors' meetings, letters, reports, plans, buying, selling, advertising, and other phases of business activity, we see that in every instance the work consists in changing one thought or one set of thoughts for another. The man who thinks most deeply and accurately, reaches conclusions, and causes these conclusions to be accepted and acted upon by others, is the man who accomplishes the most vital work. Inability to express his conclusions clearly and forcefully would, in the degree of that inability, lessen his influence and success. A command of the modes of language is necessarily a vital part of the equipment of every thorough business man.—*Warren.*

Perkins, stenographic correspondence clerk for a Cincinnati house, was taking a vacation with his uncle in the country, and was suddenly called upon to ask the blessing. Not being accustomed to it, he promptly tackled the difficulty in the following style: "We acknowledge the receipt of your favors of this date. Allow us to express our gratitude for this expression of your good will. Trusting that our house may merit your confidence in the future as in the past, and that we may have many good orders from you this fall, we are, yours truly, Amen." The old man will say grace himself hereafter.

A thorough knowledge of the smallest details of one's business, well directed effort in work, and the power to organize a business—these are the three foundation stones of success.

THE man who would climb the ladder of fame mustn't linger too long on each round of applause.

Tips

Number 33 — July 7, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Hiring and Keeping a Specialty Salesman

Philip D. Armour built up a great business through his personal qualities and the great ability to find assistants to carry responsibility and make a success of his plans.

"Where do you get your best men?" was asked of Philip Armour.

"I raise them—I raise them!" was the answer.

While this was true, it was Philip Armour's intuitive sense of selecting the right talents in men—men that were susceptible to development—that gave him his great captains and heads of departments.

Elbert Hubbard tells us the comments Armour would make on men as he passed them on the street, thus: "Thinks more of clothes than books —gets fifteen dollars a week and is worth ten." "Late hours—tries—too smart—will be old at forty." "Good boy—not too much top head—he is going somewhere on an errand—wish he would come to me for a job—he doesn't know too much." "He's needlessly sensitive and foolishly good—he'll have to be coddled, or he'll get a sour spot in his soul and imagine you have got it in for him." "Good man—thet-eted, and all that—but too much daylight under the saddle girth. He won't stand without blocking. Put him in the business ballring and he'd spend most of his time flouring how to get out of work." "He's a rare-horse and can do everything but go fast."

Armour was practicing when he sized up men at every opportunity. His business needed good employes and the right man meant profits—the wrong one loss and the failure of cherished aims.

Let the Edison dealer look this matter squarely in the face. If you are not selling the goods you have not found the right man to do it. If you are not trying to find that man you are missing opportunities for profit and doing the manufacturer an injustice in the territory you are expected to work.

The way to get good men is to look for them. Practice the selection of men whether you need them now or not. The right man will come along—nah him!—handle him!—boost him!—get every ounce of ability and profit there is in him!

Awhile ago the Editor had a call from the President of a large firm handling the Edison Business Phonograph among their other lines. He was not a big man physically—very little of the Armour style about him—but while I talked with this keen, discerning business man I began to realize why he held his position at the head of a great house.

The visitor had corresponded with the Edison Business Phonograph Company for nearly a year and now he was sizing up the men behind the signatures. I said to myself, "That man is a success because he has learned to judge men and their abilities to serve him." And I was interested to draw him out on this subject. During conversation he said: "We had a salesman for a while that was the best fitted man I could imagine, but the trouble was, he couldn't get the order—he could get the interest—get the trials—but he couldn't get the money." "I put a man now I think will do—did you notice we ordered twenty-two machines last month?"

This man knew men and the right man for the work to be done. He has many stores, many lines; it was no effort for him to take on the Edison Business Phonograph—he simply found the man to sell it.

Sometimes a dealer writes, "Can you find us a man?" We can, but it doesn't pay. Considerable experience in a training school for salesmen has shown the writer that local men are better than the imported article. Moreover, the Dealer that can't put the "Armour" on the local material probably would not get along with the stranger picked to win by ourselves.

How to obtain good salesmen and keep them interested, told on this page.

Plan a comprehensive campaign with your salesman. Show him how much business he must obtain to cover his expenses. Talk with him. Plan with him. Let him know you want him to succeed. When he fails, know why. If he won't do find out before you lose much. Try till you get the right one.

But don't blame the goods—hundreds of salesmen are successful in the line to-day. Look within for the trouble.

"Everything else being equal, we do business with the man whom we like the best." "Good breeding, good nature, expressed in an attitude of universal courtesy, constitute a business asset as valuable on one side of the desk as the other." The average American has no use for a chronic "grouch," a "pickle-face," or a "knocker."

I make mistakes—but I don't respond to encores. (Philip Armour.)

Sips

Number 35 July 27, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Anecdotes of Edison

The following is one of Mr. Edison's personal reminiscences:

"Some years ago I heard one day that down at Quogue, Long Island, there were immense deposits of black magnetic sand. This would be very valuable if the iron could be separated from the sand. So I went down to Quogue with one of my assistants and saw there, for miles, large beds of black sand on the beach, in layers from one to six inches thick—hundreds of thousands of tons. My first thought was that it would be a very easy matter to concentrate this, and I found I could sell the stuff at a good price. I put up a small plant, but just as I got it started a tremendous storm came up, and every bit of that black sand went out to sea. During the twenty-eight years that have intervened it has never come back."

The E. B. P. and 100 in the shade

When the temperature is high in hot weather, the wax cylinders expand and a few of them may go on the mandrel so far that they touch the cylinder ejector. The manufacturer has tried to gauge the bore of the cylinders so that as little as possible of the wax surface will be lost between hot and cold weather—for you must know that low temperatures in winter cause the cylinder to contract while the position of the recorder at the start and finish on the cylinder does not change.

We suggest in the few hot days that cause trouble with the cylinders to take a strip of thin paper about seven inches long and one inch wide and wrap it around the mandrel of the phonograph in the *middle*, pasting the ends where they graph in the *middle*, pasting the ends where they lap but not pasting it on the mandrel. The paper may then be pushed up on the taper mandrel until it rests on the left large end and slightly increases the size. The light fitting paper does not look badly and wears well.

The wax cuttings, in hot weather, are more soft and sticky. Recorders and Reproducers sometimes become coated on the points that bear on the soft wax, so that they do not work well. If the finger is moistened and rubbed on the sapphire points it will clean them by removing the sticky wax. This is particularly good advice to the transcribers.

All electrical devices are designed to remain at a certain desirable temperature *above the atmosphere*. For instance, a motor is designed not to heat during running more than 20 degrees above atmosphere. In winter this might be 70 degrees or in summer 120 degrees. Therefore, if a motor is hotter this weather than ordinary it is not a sign that it is defective.

The First Stamp

The black penny postage stamp of 1840, the first stamp ever issued, was distinctly unpopular, and gave place to a red one after a year's existence. Great Britain was the first country in the world to use postage stamps, and the English schoolboy of the period seems to have regarded them as a nuisance rather than a national benefit. "Have you tried the stamps yet?" wrote one of them to his sister in the year 1840. "I think they are very absurd and troublesome. I don't fancy making my mouth a glue-pot, although, to be sure, making my mouth a glue-pot, although, to be sure, making my mouth a glue-pot, although, to be sure, making my mouth a glue-pot, although, to be sure, making my mouth a glue-pot, although, to be sure, making my mouth a glue-pot, although, to be sure, making my mouth a glue-pot, although, to be sure, making my mouth a glue-pot, although, to be sure, you have the satisfaction of kissing the back of her gracious Majesty, the Queen. This is, however gracious Majesty, the Queen. This is, however gracious Majesty, the Queen. This is, however

MAKE every letter an advertisement with the rubber stamp "Dictated to the E. B. P." and with printed Edison enclosures.

Our Visitors

During the past week several of the "boys" have dropped in at Orange to look us over. There was Mr. N. J. Reid from The Eastern Talking Machine Co., of Boston; he's one of the old Edison guard from the N. Y. District office organization. It seems that once a chap is stung with this voice-writing bee it is hard to break away—and Reid don't seem to want to, for, Boston and the business he's getting suits him.

Mr. Joseph H. Best from the Jos. A. Roach Office Equipment Co., Kansas City, is sure enough a reader of "Tips"; shown at the bottom of one locse we gave our New York Telephone number, 1352 Cranmercy, which connects by private wire with Orange, N. J., so he got us promptly when he arrived and found us waiting for him. How we would like every field man to display the same interest and knowledge Mr. Best has displayed! His visit made us realize the importance of producing the best goods that will continue to bring encouragement and enthusiasm to such bright recruits to our selling force.

Down at Atlantic City the writer met many of our dealers at the National Convention of Talking Machine Jobbers. When we returned Talking Machine Jobbers. When we returned we brought forty-one of the trade back with us; we were met by nine motor cars at the Newark depot and taken to the Orange Country Club for lunch. The E. B. P. dealers in the party who afterward went through the works were: Mr. E. F. Tate, of Boston; Mr. J. B. Ogden, of Lyndsburg, Va.; Mr. H. L. Lucker, of Minneapolis; Mr. Graves, of Portland, Ore.; Mr. J. N. Swanson, of Houston, Tex.; Edwin Boston, of Philadelphia; Mr. N. D. Griffin, of Gloversville, N. Y., and Mr. H. H. Bilah, of Dubuque, Ia.

The Editor caught Mr. Lucker opening an envelope that looked familiar and inquiry showed a very clever bit of special E. B. P. Stationery; across the top of the envelope reads "IT DOES HUMAN NATURE GOOD TO SAY GOOD NIGHT!" How *truly* of our dealers appreciate the value of advertising the line on the stationery which contains a sample of the machine's work in every written word!

Mr. Lucker is going to write us more of his work in Minneapolis and St. Paul, where, he states, he is making headway with an installment plan in closing most of his trials. The idea is not to offer small installments indiscriminately, but to show his confidence in the goods by practically taking his pay as the customer saves the money with the appliances. Thus a firm buying $225.00 worth of appliances can be closed by $30.00 or $100.00 a month payments without much effort; those accounts are, of course, gilt-edged, and many of them do not bother with the payments but pay in full on regular terms. Remember that oftentimes office managers have trouble in getting their management to expend a large sum in one payment that might consider the smaller payments with the confidence of the dealer that they would practically make the money to pay for the goods.

Our Buffalo and Rochester dealer's representatives, Mr. Monohan and Mr. Smith, also spent an afternoon with us and gave us their hearty encouragement for a big next year's business.

Will you see us in Orange this summer?

A Hot Day

Do you recall, dear Ebenezer, that winter day some months ago? It was a large, three-cornered freezer, its whirkers full of ice and snow. You stood around, my friend, and shivered, and quoted some four hundred lines, from pagan prophets, and delivered dred lines, from pagan prophets, and delivered three lines from sulphur mines. Some thoughts that smelled of sulphur mines. You said, with lips that froze together, that winter was a howling fake; you only wanted summer weather, so you could sit in peace and bake. And now the heat waves fairly sizzle; the fat old sun is on the job; you say that summer is a fraze, and you just pump up tears and sob. The weather is Dame Nature's teaser; with it she often runs amuck; and we're all like sweet Ebenezer—we don't know when we are in luck. If skies are blue, we are complaining, and when it's hot we scream and scold; we raise a riot when it raining, and mutter when it is cold. If all the sensations together planned out a climate that would please, we'd roar about the heatly weather, and want a chance to roast or freeze.—*George Matthew Adams.*

THE WEEKLY SERMON.

The man who desires to be well informed in regard to any line of business should bear in mind that there are two ways of learning a thing—by chance and by conscious intention. One way is merely to absorb the information that can be found in ordinary experience. A man naturally learns some things just by being around. The other way is to set yourself to the task of learning what there is to know about a given subject.

While both ways have merit, it is well to remember that the latter is by far the more effective. By setting yourself to learn a thing you can find out more about it in a day than you might observe in casual observation in a month or a year. The absorbing process is fragmentary and incomplete. You may go for months without coming in contact with fundamental points, and yet often your knowledge of those fundamentals should influence everything you do. A man worked three years making parts of a machine without knowing what it was used for. No progressive man is willing to do that.

The first thing to acquire is the habit or disposition of looking into things. Get a bird's-eye view of the whole, then learn what general kinds there are, then the component parts of each, and then the details of the particular part you need to use. To work from the top downward is the quickest and most comprehensive way. The questions of What, Where, How and Why—especially Why—get quickly at the heart of what is needful to know about any phase of a business.—*Warren.*

PUNCH HERE AND FILE CAREFULLY

Tips

Number 36 Aug. 5, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Our Visitors

E. L. Morris, our dealer in Providence, R. I., paid an instructive and interesting visit to our works this week. Mr. Morris succeeded our District Office at Providence over a year ago and the same interest that prompted him to add the E. B. P. to his office appliance line is still retained and strengthened by his experience.

A. M. Bath, our dealer at Shreveport, La., sells to all the towns in northern Louisiana. One cannot help but see the future of the E. B. P. when enthusiasts like Mr. Bath show their mastery of the subject so far from sources of direct information; every part of the proposition, from the cassors of the machine to the tip of the horn was discussed and a trip through the shop left Mr. Bath with a renewed confidence for the boom in business which is now on in Shreveport.

Mr. Fred W. Graves, dealer in Portland, Oregon, had a pleasant time explaining that "his" Portland was not in the State of Maine. To say he came all the way from the Northwest portly in the interest of the E. B. P. is enough to prove that voicewriting is an important subject with him.

New System Numbers 1 to 100

We have always had gummed numbers from 1 to 50 to place on the system boxes that hold the cylinders. (These numbers should not be ever-looked in the package of literature shipped with each outfit.) Now we have printed numbers from 50 to 100 to provide additional numbers where more than 50 cylinders are delivered in system boxes to any plant. By combining these numbers from 1 to 100, higher numbers may be obtained.

Only the 1 to 50 series will be sent with outfits as heretofore. *Dealers must make a request for the new* 50 to 100 *series when they will be promptly mailed an charge.*

Take off the belt connected with the crank for hand power underneath the top plate of the shaving machine when it is used on electric power. It will then run more smoothly and with less power.

The best remedy for conceit is to think of all the things you don't know.

No one man was ever big enough to do all the thinking for a business.

Anecdotes of Edison

At Menlo Park one day a farmer came in and asked if I knew any way to kill potato bugs. He had twenty acres of potatoes and the vines were being destroyed. I sent men out and culled two quarts of bugs and tried every chemical I had to destroy them. Bisulphide of Carbon was found to do it instantly. I got a drum and went over to the potato farm and sprinkled it on the vines with a sprinkling pot. Every bug dropped dead. The next morning the farmer came in very excited and reported that the stuff had killed the vines as well. I had to pay $300 for not experimenting properly.

IT'S TIME TO GO TO WORK.

If business seems to slacken up
When bills are falling due
Don't, like a turkey, chase around,
Or let yourself feel blue.
Get out and do the best you can,
Your duty never shirk,
Wake up, and get a hustle on,
It's time to go to work.

Remember, when you started out
To make your way in life,
How others tried to block your stepping stones,
And joy was in the strife?
Get some of that old shirt now,
No gloomy thoughts let bark,
But with a smiling face get up,
It's time to go to work.
—*Robert Todd, in Spare Moments.*

THE MAN WHO WAITS

Everything comes to the man who goes after the things some other fellow is waiting for.

Everything may be coming to the man who waits, but it's seldom that anything arrives.

Everything comes to him who waits the least.

Nothing that comes to the man who waits is worth waiting for.

Something that should come to the man who waits is a good strong push.

Some men seem to think that a chance in life is a capital prize destiny will award them for being patient waiters.

The fellow who always waits for something to happen, happens to have to wait always.

Everything comes to him who lets the other fellow do the waiting.—*Exchange.*

If you can't be an early bird, be as tough a worm as you can.

THE EDISON BUSINESS PHONOGRAPH

Thomas A. Edison

Cat 1162—1 inch wide
Cat 1163—2 inch wide

GENUINE EDISON PHONOGRAPHS

TRADE MARK

Thomas A. Edison

BEAR THIS TRADE MARK

Cat 1160—1 inch wide
Cat 1161—2 inch wide

The Authorized Use of the Edison Signature

Dealers who are interested in designing special stationary or literature using the trademark of Thomas A. Edison, will find above the authorized forms permitted by this company. If these designs are engraved they must be copies of the above. Electrotypes may be ordered by the numbers mentioned, addressing Advertising Department.

We advise any dealer who expects to stay in this business to prepare the proper business cards with this trade mark and if possible a special letterhead, using one of the designs.

Any class of merchant, whether his principle business be selling cheese or dynamite, may handle the E. B. P. effectively since the work of selling lies in the customer's office. But it is important to avoid bringing the cheese or dynamite business into prominence when it is the side line of an office appliance that is to be presented. The Dealers stationary of special design is the best way to give the local E. B. P. salesman the individuality that he requires in selling.

The salesman who determines with absolute accuracy what is means, first to prove a proposition, and second, to apply the general principles of demonstration to an immediate matter in hand, knows just how far to go in making a demonstration, what to include and what to exclude. He can see in his mind's eye the chain of evidence that he is fashioning, and will make that chain exact, logical and convincing.

NOTICE—All requests for leave of absence owing to grandmother's funeral, lame back, house-cleaning, moving, sore throat, baby sick, headache, weddings, etc., must be handed to the Manager not later than 10 A. M. "ON THE MORNING OF THE GAME."

John Jacob Astor

Elbert Hubbard's little journey to the home of John Jacob Astor has interesting passages which many employees could read with profit. Here is one passage:

"Here he found work with a certain Robert Bowne, a Quaker, who bought and sold furs.

Young Astor set himself to learn the business—every part of it. He was always sitting on the curb at the door before the owner got around in the morning, carrying a big key to open the warehouse. He was the last to leave at night. He pounded furs with a stick, salted them, sorted them, took them to the tanners, brought them home.

He worked, and as he worked, learned.

To secure the absolute confidence of a man, obey him. Only thus do you get him to lay aside his weapons, be he friend or enemy.

Any dullard can be waited on and served, but to serve requires judgment, skill, tact, patience and industry.

The qualities that make a youth a good servant are the basic ones for mastership. Astor's alertness, willingness, loyalty and ability to obey, delivered his employer over into his hands."

And John Jacob adds these words which contain the pith of advice handed down by all successful men on the great question, "How to Get Rich."

"The man who makes it the habit of his life to go to bed at nine o'clock, usually gets rich and is always reliable. Of course, going to bed does not make him rich—I merely mean that bed does not make him rich—I merely mean that such a man will in all probability be up early in the morning and on a big day's work, so his enemy bones put him to bed early. Regular as their work at night. Honest men work by day. It's all a matter of habit, and good habits in America make any man rich. Wealth is a result of habit."

THE WEEKLY SERMON.

Before you make any man a proposition, be sure of your course, the end you desire to reach. Know yourself, know your business, know your man.

No friendly wind is going to pilot your ship into the port of profit. You must map out your entire business voyage before you lift the anchor of initiative or set the sail of action.

It is the minute of toil after the hour of thought, the ounce of effort after the ton of preparation, that steers a business project into the harbor of success.

Before you step—look ahead. Before you fire —aim. Before you act—plan.—*System.*

Teacher—"Who is the greatest inventor?"

Shaggy-haired Pupil—"Pat. Pending, I guess. I see his name on more inventions than I do any other man's."—*L. W. T., in Chicago Daily News.*

Do not play with the spoon before you take your medicine. Learn right at the outset.

PUNCH HERE AND FILE CAREFULLY

Sips

Number 37 — Aug. 14, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Our Visitors

Mr. J. E. Crayton, dealer at Charlotte, N. C., and his Sales Manager of the Business Department, Mr. H. S. Starr, spent two days with us.

The success of the J. E. Crayton Co., for the past year in a territory comprised principally of small Southern towns, made us especially interested in learning their method of salesmans' work.

Their secret lies in three words, "Demonstration, Confidence, Instruction."

When they canvas a locality they *demonstrate* in order to secure a bona-fide order before shipping the goods to the customer. The careful demonstration in a firm's office with the principal part of an outfit shows beyond a doubt that "it works"; the name of "Crayton," the fine confidence of the salesman and the endorsements given by other firms using voicewriting are all brought to bear in getting the signed order.

When the customer raises the point "How do I know the outfit will continue to work?" the answer is "If the appliances are not serviceable and exactly as represented, you needn't pay."

The signed order of the customer makes him take more interest in the success of the appliances; without this it would not pay to ship goods to the small towns and trust to the customer using them properly.

But the lesson that every dealer must learn is the last of the transaction the INSTRUCTION.

The salesman arrives with the outfits and prepares to stay over one or two days to be sure that the firm and the employees are carefully working IN THE NAME OF EDISON GIVE THE PHONOGRAPH A SHOW.

Don't expect a strange machine to make its way without a hacker. The dictator has many a point to learn in voicewriting. The stenographer certainly needs a day's training on the Phonograph when she spens a year learning stenography and typewriting.

The success of Messrs. Crayton and Starr and their methods are proof that when failures are attributed to the machine more of them can be traced to lack of instruction by the salesman.

We want to add to these remarks that while the "bona-fide order" plan can be made to work in outlying towns, it is not always possible in the large cities where firms are trained to greater privileges and organizations are too large to get quick action.

Every locality however has compensating sales conditions. Where there is a Crayton getting bona-fide orders and quick action we find a large selling expense in carfares and time to reach the small town—in fact this is the sales lever with the customer.

In the cities the traveling expense is practically nothing and the customer expects time to try the outfits.

After all its "leg and leg" for the salesman with the right idea of "Demonstration, Confidence, Instruction."

* * * * *

There's a young man—3 stenographer—working for our dealer, W. D. Andrews, in Syracuse, who has the right idea of getting ahead. This chap Williams had a vacation and it was up to him to don the white duck pants and row the girls on the lake for his two weeks.

Did he do it?

Not until after he saw us, and we have doubts about the girls seeing him for the rest of the two weeks. He came to Orange on his own time and wanted to know all about voice-writing, from Dear Sir to Yours truly—the lake and the girls could wait, but maybe his boss "W. D." wouldn't, when he was looking for another man to sell the E. B. P.

We admire the spirit of Williams—but just as much, the dealer, that can hire, hold and encourage a Williams.

Responsibility is taken, not given and few men make success unaided.

Bad Current

In small towns sometimes the electric current furnished by the power plant is not steady and causes a variation of the operation of the phonographs. This, of course, is not the fault of the Edison Motor.

The writer remembers a town where the same engines that furnished power for the lighting circuit also ran the dynamos for the street railway. Every time a trolley car climbed a hill the whole plant slowed down.

Fortunately this condition is seldom encountered. When a phonograph motor has a tendency to slow down, watch one of the incandescent lights and see if that grows dim at the time of the motor trouble.

If it does, see the Superintendent of the Power House.

A thorough knowledge of the smallest details of one's business, well directed effort in work, and the power to organize a business—these are the three foundation stones of success.

It isn't so much knowing a whole lot, as knowing a little and how to use it, that counts.

IMPORTANT—August 24th the Court Reporters have a Convention at Lake George, N.Y. Go and see the official reporter in your locality, at once, if it is only for a sociable visit. We want them to boost the Edison Proposition in the Convention.

N. B. It is a good deal easier to develop men than it is to find them.

DO THIS FOR US PROMPTLY

By the time this copy of "Tips" reaches you, our letter requesting a record of your sales to date will have been received.

Oblige us in this by sending what records you have, even if they are not complete with the serial numbers of machines.

Each month in the future we will ask for the past month's sales—so be prepared with the records.

Here is an instance which shows the need of these records in our hands and how every dealer will profit by it: A dealer in the South wrote he had a customer ready to buy, but he would not place the order until he understood the customer could have 10 per cent. discount, the same as his Main Office was receiving in the West. Because we could not refer to records, we were obliged to write the dealer in the West and the transaction took two weeks to get the order correctly arranged in the South.

And more than that—had the Western Dealers' records been filed with us giving the branch offices of the customer about the country, we would have referred the prospect to the proper dealer and no doubt the Southern sale would have been made before.

How many sales we are missing with branches of the customers' offices we can only guess, but the Orange record of sales and the careful advice from each dealer with this branch office information will surely make money for all.

DON'T OBLIGE US TO WRITE *YOU* TWICE FOR THESE RECORDS.

More Daylight.

We see that a law has actually been passed in Cincinnati to take effect in 1910 whereby all the clocks will be set ahead an hour between May and October.

In other words, if we understand correctly, when you set your alarm clock for May 1st, instead of the usual 7 o'clock you make it 6 o'clock—get down to business at 7 o'clock and find the office clock showing 8 o'clock—the janitor has set the clock ahead an hour so everyone will start work early and finish early without working any more actual hours.

How will it work out?

Seems to us this is a great opportunity for the Edison Business Phonograph in Cincinnati.

Will the dictator get to bed any earlier? Won't he come to work late and find his stenographer waiting an hour for him, unoccupied?

Will the dictator quit an hour early in the afternoon (sure the stenographer will). Won't he find his stenographer gone and buy an Edison Business Phonograph for the privilege of getting his important letters dictated?

Why didn't the city fathers be done with it and recommend the Edison Business Phonograph for the daylight saving?

Putting off an easy thing makes it hard, and putting off a hard one makes it impossible.

Seibert's Promotion

George R. Seibert has been up to see us from Pittsburg. He's with A. W. McCloy & Co., dealers. Here is an

example of success when the wide-awake business man has the judgment to recognize a good side line and a salesman to sell it.

The Editor of Tips sat in the National Business Show booth in New York City about a year ago and explained the E. B. P. to a quiet young man with A. W. McCloy, Jr., on his card. When he had finished, "Junior" (as he is called by his salesmen) remained quite perfunctorily. "When can you arrange it. I will take the dealership in Pittsburg and push the line."

In time we got to Pittsburg and relieved the old dealer, who thought he had too many irons in the fire, and gave "Junior" a show. Incidentally we may mention that A. W. McCloy & Co. had about a hundred times as many lines to push in their immense printing and stationery establishment as the other chap.

Junior backed Seibert—an old employee—and Seibert backed the E. B. P. to win promotion. Everybody won. I believe Seibert has something to say about taking on new lines himself now.

Want a Seibert? Dig him out of your force, or watch for him passing your store! It takes a McCloy to pick 'em.



Mr. Edison relates the following incident that occurred during the time he was a newsboy on the Grand Trunk Railroad:

"One afternoon, about a week before Christmas, our train jumped the track. Four old Michigan Central cars with rotten sills collapsed in the ditch, and all went to

pieces, distributing figs, raisins, dates and candies all over the landscape. I started in to save all I could of this by eating it. Our family doctor had the time of his life with me in this connection."

THE WEEKLY SERMON.

Share the business of the men on the firing line.

In the old days, when war was the business of men, the leader's authority came from more than the power to direct.

His men knew that wherever the fight was thickest, he himself would do battle with his strong arm and keen wit.

And the same principle holds good to-day.

The leader in modern battles of business who gets the most loyal service and best results, is he who stands ready to help and work with his men as well as direct them.

Drop at times the policy of simply dictating instructions to your subordinates.

Get into the battle with them—shoulder to shoulder.—*System.*

The Tariff is settled! Tackle that prospect who said "Wait."

Number 39

Tips

Aug. 31, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Our Visitors

A dealer wrote us a while ago: "Are they selling any machines in Chicago?—I am told there is great opposition to them in that city."

E. C. Barnes sells them in Chicago, and Barnes is the Business Phonograph Co., of Chicago.

Barnes *has* sold enough machines in Chicago in the last year to make his account with us reach well into five figures, and we're mighty proud of him in Orange.

Opposition? Of course Barnes has opposition—if he didn't have it he wouldn't have sold one-quarter the amount he did.

Opposition is training for strong men.

Opposition is a "knock-out" for the weak one.

Oh! Little Dealer, could we give you the strength of Barnes or hundreds of our other dealers who have eliminated fear from their cosmos, we could put a tidy sum in your pockets selling the E. B. P.

Barnes was down here and left in two days—with his coat-tails standing out straight in the rush to be back on the job.

Opposition? Sure!

Barnes wants it to show its head, for opposition means sales. It means "show me"—that's better than idleness and lack of interest in a customer.

Opposition? Punk!

"Horse Sense" and Tact

L. B. Wycoff, in the *Office Outfitter*, uses a page in giving advice on the "Training of Typewriter Salesmen" and ends up with remarks that apply well in our similar line as follows:

"It is easy to lay down a code of rules for the salesman, but no salesman could follow them. The old quality known as "horse sense" is the best rule to go by. A man without this important qualification will never make a typewriter salesman, no matter how much time is given him.

A big thing for every salesman to remember is that it is the opinion of a young man or woman who will use the machine which often decides the mind of the buyer. Many a good sale—"nearly" closed—has been lost through the "knock" given the machine by the stenographer after the salesman has left the office. A tactful man will therefore not overlook this point—but demonstrate to the operators as well as the buyer the merits of his goods. Secure the favorable opinion of the typist—convince the buyer and your sale is practically made."

Fear

Fear is the greatest foe of man. It is never what really happens that makes trouble, it is what men fear may happen.

Fear will produce any adverse condition that human mind can conceive.

Fear is the foe man must fight hardest.

Who has not had his pulse quickened, face flushed, respiration increased and body temperature heightened through suddenly seeing his own shadow on a lonely road at night? Immediate consciousness, understanding that the shadow possessed no reality, eliminated fear. Respiration, pulse and body temperature immediately became normal. Elimination of fear restored every function to a normal state.

Men are actually killed by fear. We often read of people being "frightened to death."

Businesses are thrown into bankruptcy because owners fear that something may happen.

A man may break down his health, lose his business, wreck his prospects and drag himself and those about him into the lowest mire through fear.

The very intangibility, unreality of fear should unmask it. When the human race realizes that fear is the intangible, unreal thing that causes trouble, panics, depressions and ills of every sort will cease. Realize fear from your business, from your home, from your individual life, and you will find that you are able to mount heights, win victories and accomplish things you never knew yourself to be capable of before.

Fear is nothing but a shadow that impedes progress. Realize that fear is a shadow and you will see the clear sunshine of success beyond, and know that you may walk unharmed right over the place where you imagined difficulty lay.

You have nothing to fear!—*Wesley A. Stanger.*

THE WEEKLY SERMON.

Move as fast as the procession—or move out. Take the pace of the company you are in or make way for the man behind.

Don't stand in the way of new ideas. Don't pause in the path of better systems. Don't settle down on the ladder of success. Don't be a barnacle on the ship of business.

Change means progress. Progress means advancement.

Advancement means movement. Move!

DON'T BLOCK THE WAY.—*System.*

THE FALL BOOM IS ON! Don't be slow getting in harness.

The Edison Complete, Universal One-Price Outfit is a triumph in modern merchandising.

LEARN THIS STORY OF THE ONE-PRICE SYSTEM, BY HEART.

The greatest change in modern business came with the One-Price System. This has all been brought about since the Civil War.

The old idea was for the seller to get as much as he possibly could for everything he sold. Short weight, short count and inferiority in quality were considered quite right and proper. When you bought a dressed turkey from a farmer, if you did not discover the stone inside the turkey when you weighed it and paid for it, there was no redress.

The laugh was on you. And, moreover, a legal maxim—caveat emptor—"let the buyer beware," made cheating legally safe.

Dealers in clothing guaranteed neither fit nor quality, and everything you paid for, once wrapped up and in your hands, was yours beyond recall—"Let the buyer beware."

A few hundred years ago business was transacted mostly through fairs, ships and by peddlers. Your merchant of that time was a peripatetic rogue who reduced prevarication to a system.

The booth gradually evolved into a store, with the methods of the irresponsible keeper intact. The merchants cheated their neighbors and chuckled in glee, until their neighbors cheated them, which, of course, they eventually did. Then they cursed each other, began again and did it all over.

John Quincy Adams tells of a certain deacon who kept a store near Boston who always added in the year 1775 at the top of a column as seventeen dollars and seventy-five cents.

The amount of misery, grief, disappointment, shame, distress, woe, suspicion and hate caused by a system which wrapped one thing when the by a system which wrapped one thing when the buyer expected another, and took advantage of his innocence and ignorance as to quality and value, cannot be computed in figures.

Suffice it to say that duplicity in trade has had its day. The self-preservation of the race demanded honesty, square dealing, one price to all.

The change only came after a struggle, and we are not always quite sure of the one price yet. But we have gotten thus far that the man who cheats in trade is tabooed. Honesty as a business asset is fully recognized. If you would succeed in business you can't afford to sell a man something he does not want; neither can you afford to disappoint him in quality any more than in count.

Other things being equal, the merchant who has the most friends will make the most money.

To make a sale and acquire an enemy is poor policy. To a peddler or a man who runs a booth at a bazaar or fair it was "get your money now or never." Buyer and seller were at war. One transaction and they never met again. The air was full of hate and suspicion, and the savage propensity for physical destruction was ready to burst forth where hypocrisy and untruth fined in a point where hypocrisy and untruth took the place of violence. The buyer was as bad as the seller—if he could buy below cost he boasted of it. To catch a merchant who had to have money was glorious—we smote him hip and thigh. Later we discovered that, being strangers, he took us in.

The One-Price System has come as a necessity, since it reduces the friction of life and protects the child or simple person in the selection of things needed, just the same as if the buyer were an expert in values and a person who would strike back if imposed upon. Safety, peace and decency demanded the One-Price System. When we reach the point where we see that all men are brothers, we have absolute honesty and One Price.

And so behold! We find the government making favoritism in trade a crime and enforcing the One-Price system by law. And just as surely as this law is the crystallization of public opinion, and no law that is not backed up by the will of the people can be enforced.

As we grow better we have better laws. In Kansas City the other day three men were fined forty thousand dollars each for cutting prices.

They were railroad men, and railroad men have only one thing to sell, and that is transportation. To cut the price of it and sell to some at a less figure than to others is now considered not only immoral, but actually criminal. The world moves.—*Elbert Hubbard.*

Think of Jonah

Did you ever stop to think it is? If Jonah had stayed with that whale we would never have heard of him again.

He came out all right, however, and did things worth remembering.

A salesman was over in an Indiana town, one day.—That is, the man was there, but the sales were not. The weather was exceedingly trying. The crops in the country were poor. Factories and shops were closing on half time. There were several others, but Van Akin himself was the real cause. He was down in the mouth. He wrote a five page letter to the "House" and went to bed.

When Van came down next morning, later than usual, the clerk handed him a telegram. This usual, the clerk handed him a telegram. This is what he read, "When you've down in the dumps, just think of Jonah. He came out all right."

At first, Van laughed, just as you are doing now. The salesmanager who sent the message intended that he should laugh. Then Van grew serious; and that was according to the manager's plan, too. The salesman returned to his room. But just what happened in that room, perhaps no one but Van Akin will ever know. At any rate, "he came out all right." He took some samples under his arm, called on the trade and made sales. He is "high man" with his company now, with good prospects of becoming salesmanager at an early date.

The thing that gets a man over-board is not important. The particular brand of fish that swallows him is of no consequence. It may be despondency, discouragement, lack of initiative, doubt, fear, timidity or any other kind of fish. They are all lurking just beneath the surface, waiting with open maws for victims.

It's getting out that really counts. Jonah was in for three days and three nights, but according to the story he came out all right. It may take longer than three days and three nights, or it may take less; but get out of it, if you are down in the mouth. If you don't get out, your career is ended. If you do, your chances are better than ever.

Think of Jonah.—*Robert W. Clyde.*

NOW is the time—before that prospect hires an extra stenographer.

Tips

Number 40 September 10, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Wanted: Contestants

The following is an open letter we are sending out to possible contestants for entry in the Edison Transcribing Contest at the National Business Show which runs at Madison Square Garden, New York, from September 28 to October 2:

THE EDISON TRANSCRIBING CONTEST.

Men and Women who are transcribing from the Edison Business Phonograph will be interested to learn of the Transcribing Contest which we have arranged to take place at the National Business Show, Madison Square Garden, 8 P. M., September 28th, 1909.

The contestants will be limited to those actually receiving their room on Edison Business Phonographs as a regular occupation. This will exclude all professional typists.

The awards will consist of three handsome medals in Gold, Silver and Bronze for the three best records to be decided at the show.

Each contestant will be furnished with a cylinder containing 150 words which will be read at the rate per minute with the standard of the audible ticking 100 revolutions per minute. The contestants will not be allowed to change this speed of the machine. Ten minutes for transcribing will be allowed, at the expiration of which they hand their typewritten matter to the judges. Deductions will be made from the total number of words typewritten according to the rules governing the International Typewriting Contests, copy of which is enclosed. The greatest net amount of words written in the ten minutes will decide the first award, and following in order will decide the others.

Attached is an application for entry to the contest which interested transcribers are requested to fill out and forward direct to the undersigned or through any dealers in the Edison Business Phonograph.

We may state that there will be no expense attached to this contest at any time.

When entries are received we will communicate with the contestant and endeavor to arrange for the machine on which the contest will run, will be loaned gratis by the Phonograph Companies if a machine cannot be supplied otherwise.

The contest will take place in the concert room at Madison Square Garden before a small audience and should not embarrass the contestants, or call for much effort in the ten minutes of writing. Contestants are urged to make application for entry early, as there may be some advantage in the selection of machines. Your prompt and early preference will be given in the order in which we receipt of the written application at Orange, N. J.

Yours truly,

EDISON BUSINESS PHONOGRAPH CO.
NELSON C. BROWN,
Sales Manager.

We expect to secure a very interesting contest and unique advertising from this plan. The result of the transcribers' work will show, principally, that the ordinary machine, which will be used in making and transcribing the dictating, is a practical success.

So many persons know it will talk—"but can any operator succeed with it?"

The fact that the dictation will be made at the rate of 150 words per minute without the privilege of changing it in the contest, will show that the business man can save half his time in dictating more rapidly.

The cut of the medal shown on this page is but an artist's sketch and conveys little idea of the handsome design. The centre of the medal will be in colored enamel and the other parts in relief.

The medals will represent a value of $60.00 for the gold, $30.00 for the silver and $10.00 for the bronze.

It's a good time for Dealers in any part of the country to urge their best transcribers (notice the contestant must be now operating an E. B. P.) to visit New York. The Hudson-Fulton celebration will be in progress the entire time of the Business Show, and the city alight with light and action.

Tuesday, September 28, is the land parade in the celebration and Wednesday night, September 29, is the Edison Transcribing Contest.

If you have any extra send for application form at once. Try to secure a winner from your city—it will be a fine honor and good advertising for your local business.

THE WEEKLY SERMON.

Men fail—because they begin something.

Men succeed—because they finish a definite thing.

Stick! That is the first law of winning.

Mistakes may mark you back. Men may misjudge you. The half-way spirit may tempt you. The fight may tire you.

But to win—push the thing through, finish it—

STICK!

—*System.*

CONGRATULATE poor young men upon being born to that ancient and honorable degree which renders it necessary that they should devote themselves to hard work.—*Andrew Carnegie.*

Our Advertising Department has good Money to Spend on your Circularizing—help them.

AN ADVERTISING PLAN WAITING FOR YOU

Our advertising department is ready NOW to do some special circularizing for you, provided you supply the material. Here is the plan:

Select one of your enthusiastic customers representing some special class or profession, and have them give an endorsement which we can mention or print in our circu-

lar letter. Thus, our dealer, the Jas. A. Rasch Office Equipment Co., at Kansas City, supplied an endorsement from a leading architect explaining how the E. B. P. was useful in dictating specifications.

With this letter the dealer gave us a list of 100 of the leading architects. We wrote them personal letters—each one individually written on the typewriter—and mailed them with a 2c. stamp. The letter told how one of their profession used voicewriting and suggested they investigate the system for a similar purpose.

Advertising is news. Give us news to communicate and it is always interesting.

It is better to tell Jones that Smith is using a machine and explain just how he applies it, than to ask Jones to buy for general reasons.

We want to get away from having the prospect believe he is alone in a purchase and make him understand that firms or individuals in a similar position have found the investment good.

Then here is what you do:

First: Secure an endorsement from a good customer whom you can depend upon to boost and answer local questions.

Second: Send the endorsement with 100 names of firms or individuals in a similar business who are likely to know the customer giving the endorsement.

Don't send more than 100 names. We will come back for more if you tell us the plan paid.

Don't fail to spend time on the list and give us the individuals to address besides the firm's name, if possible.

Don't mix the classes of business in the list but have them the same as the endorsement.

Don't fail to get busy on this plan NOW.

In this connection address our Advertising Department.

The Limit of Advertising

"Please note that we have demonstrated to the prospect you sent us. Kindly follow up from Orange and I think he will buy."

This is the gist of an occasional letter we receive after circularizing and referring a prospect to a dealer. We have our limits in advertising. It must stop at handling the prospect to the dealer. Then it's his business to make follow up calls, circularize if he wishes to, or do anything that his ideas of salesmanship may dictate in closing the sale.

Special letters sent to such prospects might conflict with the dealer's remarks—and besides it's pretty near up to the dealer about that time.

As we have said before

Have you forgotten that we give *free*, when requested, the rubber stamp "Dictated to the Edison Business Phonograph?" Push this with every sale. The

customer can be told that voice writing should be identified in his office especially if stenography is also used. Every letter with this stamp makes customers. Incidently—DO YOU USE THE STAMP ON ALL YOUR LETTERS?

When you talk to the E. B. P. or instruct a customer, don't miss that essential of listening a second to the cut of the recorder on the wax cylinder. The recorder stylus is ground to an excellingly fine edge with diamond dust; the least carelessness in touching the point, with a coarse finger or on a hard surface dulls it. This dullness, chipping of the point, or lopsness in the setting will show in the reproduction.

A writer looks at his pen to see that it has ink on it and that it makes the proper marks; as a little practice will enable the voice writer to know his recorder is cutting properly and the eye can detect poor cuts on the cylinder.

Every once and awhile a dealer asks us "What does an outfit consist of?" Aware ye then, the word "Business Phonograph" means "outfit"—as it is written in the Agreement, Article No. 1. A customer must not take more or less than every article described and illustrated in the current catalogue. (Page 24 in the one now used). Show us the complaint of a customer or a competing Dealer that the outfit has been disturbed in its delivery and our legal department will take up the case.

The complete outfit for a standard price is the basis of the Edison One-Price-System that has operated for such great benefit to customer and dealer in the phonograph field.

What are you doing about keeping machines well oiled? We have it to dealers to recommend some good sewing machine or phonograph oil and sell it to the customers for their occasional use. Oftentimes a "balky" machine needs a drop of oil—just as you need food and drink at regular periods to keep agoing.

Governors on the motor sometimes need replacement. Realize that a governor must be accurately balanced or it will not govern. Therefore we do not suggest buying at one spring and bull to replace a broken part, only the whole assembled—ready-to-work article. Keep an extra governor on hand and when a repair is necessary replace the old one with it, sending us the old one for repair. We will only charge for the cost of repairs for the mirring part and you will have a perfect article when it is returned.

A man who does not believe in his proposition, either as a salesman or as a public character, soon degenerates into a confidence gamester.

Anybody can make good under perfect conditions, but it requires a real man to make good with imperfect conditions.

No man who has attained success has seen in advance the working out of the means by which he attained it.

WHICH:—New Stenographer and Typewriter $700.00 or E. B. P. $225.00?

Tips

Number 41 Sept. 20, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

A PLAIN TALK ABOUT RECORDERS.



Considering the number of Edison Business Phonographs that are sold and working we estimate that the monthly repairs on Recorders are less than one per cent. This is a very small amount, although we do not think of it when some disgruntled customer kicks about trouble that is traced to a Recorder.

Here is an instance of how necessary it is to look at these things in a practical light: A customer's transcribing department complained of bad Records from a certain dictator and the Editor of "Tips" went to look at his machine. The dictator was angry to think he had to redictate part of a cylinder—"he didn't see why, etc., etc." Looking at the Recorder we found the point scratched almost off—probably sometime in cleaning the machine got a cloth caught in it. This was the first trouble with the machines in four months. It didn't take long to show the customer that this was better than human service—considering that the "phonograph doctor" fixed the machine in a few seconds with a new Recorder.

Look carefully at an Edison Recorder; see how low the arm sets on the diaphragm to make it sensog; how little the sapphire point projects from the setting to make it solid; how the whole diaphragm is practically as unbreakable as care and experience can make it.

Then consider the speaker guard arrangement, that prevents the cylinder from touching the Recorder. Why, this feature alone prevents thousands of accidents to Recorders that must occur to machines not similarly protected.

As soon as the right occasion presents explain your position to the customer regarding Recorder repairs. Say to him, "Broken Recorders or Reproducers is strictly a question of wear and tear. You have two Recorders and Reproducers for each two machines in use for emergencies and when anything occurs to the 'extras' have them put in order immediately for reserve."

We make repairs on Recorders at 75cents (if the parts are intact) for 60c. each list. Mr. Dealer, you should have several on hand yourself and not "fuss" about a small matter when it's "part of the business."

Our business is not as bad as some others; the recent 24-hour endurance test of stock automobiles showed an average for each car of 3½ hours' repairs for tires and other troubles—or 15%.

Be an optimist—and teach your customers to pay for wear and tear—there is not a mechanical device that doesn't have it.

ANECDOTES OF EDISON



Mr. Edison's reminiscences of his first Phonograph, made in 1877, are full of interest. After conceiving the idea of the Phonograph he made a working sketch of the instrument and gave it to one of his workmen, the late John Kruesi, to be made up. We will tell the remainder of the story in Mr. Edison's own words:

"Kruesi, when he had nearly finished it, asked what it was for. I told him I was going to record talking, and then have the machine talk back. He thought it absurd. However, it was finished, the tinfoil put on, and I then shouted into it 'Mary had a little lamb,' etc. I adjusted the reproducer and the machine reproduced it perfectly. I never was so taken back in my life. Everybody was astonished. I was always afraid of things that worked the first time. Long experiments proved that there were great drawbacks generally found before they could be made commercial, but here was something that there was no doubt of.

"I worked at it all night and we fixed it up to get the best results. That morning I took it over to New York and walked into the office of the Scientific American, walked up to Mr. Beech's desk and said I had something new to show him. He asked what it was. I told him I had a machine that would record and reproduce the human voice. I opened the package, set up the machine, and recited Mary, etc., then I reproduced it so it could be heard all over the room. They kept me at it until the crowds got so great that Mr. Beech was afraid the floor would collapse and we were compelled to stop. The papers next morning contained columns. None of the writers seemed to understand how it was done. I tried to explain that it was so very, very simple, but the results were so surprising that they probably made up their minds beforehand that they could never understand it, and they didn't.

THIS year's business is doubled over last! Are YOU one of the prosperous dealers that we have to thank?

TURN HERE AND FILE CAREFULLY

TO achieve what the world calls success a man must attend strictly to business and keep a little in advance of the times.--*Edward H. Harriman.*

The Spirit of the Times

Record Breaking is the spirit of the times. The daily papers show the progress of the world in every department of business, science and athletics.

Within the last week we have doubly discovered the North Pole—a vessel has crossed the Atlantic in four days—Aviators have lowered the flying records—the mile swim has been made in 26 min. 19 3/5 sec.—an automobile has been driven a mile in a circular track in 50 4/5 seconds.

The world is not taking much newspaper notice of the progress of voicewriting, but this year's business will be doubled and speed records will be established at Madison Square Garden by the transcribers.

If you are not helping this line of progress in your territory by pushing the Edison Business Phonograph—why not?

As manufacturers we look to you—don't miss the spirit of the times in your efforts at record-breaking sales.

Be a booster—also a money-maker.

"Weighty" Advice

While the Editor sat in the station the other day a chap got weighed at an automatic machine and out popped a ticket with this inscription—

> You will obtain what you desire, but only by working hard.

He seemed to think it a joke to have a fortune told with such general advice.

But the trouble with him was that he didn't have a "desire" that this fortune applied to. Work without aim or plan makes life "stale and unprofitable" but add to it a *purpose*—a desire of accomplishment—and you have a divine combination.

That's you know that Edison in many periods of his life has been so filled with DESIRE to accomplish an almost impossible end that even a penny fortune card like that would be a welcome sign?

It's "desire" that wins most of the hard voice-writing sales. You need that ninety dollars profit—to prove an economy for the customer gets to be an overpowering desire—you follow up the plant, teaching the dictator and transcriber in your daily calls—block every tendency towards failure—your DESIRE helps you to win out with little thought for the work you do.

Pray for *desire*—it's the motive power to success and riches.

ARE you coming to New York September 25 to attend the Hudson-Fulton Celebration and the National Business Show with Edison Transcribing Contest? Let us know!

SOONER offer for sale a fountain pen without a cap to protect the point than a voice-writing machine without a guard to protect the recorder.

THE WEEKLY SERMON.

The worst fall down Marshal Ney ever got from his boss, Napoleon Bonaparte, happened in this way:

Ney had been told to perform a certain task. He looked the job over and returned with the report that the thing was "impossible."

Napoleon was only a runt for size, but on this occasion he looked about seven feet four as he turned upon Ney and said, "Impossible, Marshal, is the adjective of fools."

Marshal Ney went out and did the job.

Perhaps you need a Napoleon to hand you one like that. Nor would you be alone, nor wounded the hand-out do a bit of harm.

The little Big Man who cut his way through Europe; to whom nothing was impossible, has been the inspiration of every generation since his day. His star will never grow dim.

We of this generation have our Napoleons. They are the men who have a goal to make, and make it. They are the men who "Do Things in spite of hell" and pull the ninety and nine with them to blaze the way.

Our Napoleons are our Captains of Industry under whose direction the world is growing bigger and better and brighter every year.

And if we get it good and plenty, once in a while, when we buck at the Cayin's quest for Garcia, he's turn the thing to our own account.

Haven't Got a Man Yet!

We notice that a few of our dealers who are going to get in started with our line, write us that they are waiting for a "good man" to put in charge of the line.

Some dealers have even urged on us to send them a "good man" from Orange.

Let us give our views of the best way to secure an E. B. P. salesman; you must aim to find a salesman who first of all believes in voice-writing and does not ask the questions in order, "What is there in it?" and "What do I do?"

Assuming that the E. B. P. is a sideline in a dealer's store he should not hire a man to sell only them until the employee has showed ability and interest in voicewriting as a general salesman and afterwards proved that he is a profitable investment in selling E. B. P. by gradually working into the line.

Say to an employee "These are your general duties but I particularly want you to master this E. B. P. proposition." Gradually he increases the sales of Business Phonographs and finally he is doing nothing else but selling them.

It is wrong to employ a green man and set him to selling a side line alone; in case of failure you are inclined to charge the man's trouble to the character of the goods—and this is not fair.

Give the man a chance. Give the goods a chance. Develop the man to develop the sales. It's-at's business.

Tips

Number 42 — Sept. 28, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

The National Shorthand Speed Contest

This Stenographic Speed Contest is interesting from the standpoint of its comparison with voicewriting. Tests of five minutes each were read at 150, 175, 200, 220 and 240 words on straight matter—that is matter other than testimony and at 240, 260 and 280 words per minute on testimony. Mr. Willard B. Bottome, New York City, won from three contestants with an average record of 219 words per minute.

The Stenographers in this contest represent the highest skill and intelligence in the profession. We are sure that each had at least ten years' experience with constant practice. What business man could afford to have such an employee to take his dictation and yet many often wish to talk as fast as 200 words a minute.

Take 200 words and dictate them to the Edison Business Phonograph in one minute. You are not talking faster than you sometimes dictate a thought that is on the tip of the tongue and can be expressed better with rapidity of speech.

Now you can see what a benefit to business men the Phonograph must be and what small competition the average human bring can offer to a voicewriting machine.

The only way to have a friend is to be one. —*Emerson.*



MISS ROSE FRITZ AND MR. W. B. BOTTOME
Champion Typist and Stenographer.



Speaking of the discovery of the North Pole, Mr. Edison recently said:

"I do not know that Cook's work has any particular value from a practical and scientific viewpoint, but it has great value as a demonstration of what American pluck and energy and brains can accomplish and as a stimu-

lus for others to do something that will make their names as famous and aid their fellow man.

"Aren't we Americans great people? We call ourselves Americans, but as a matter of fact we are not. We are a lot of crossbreeds, and in that lies our power. We are a mixture of the best of Europe, for after all it is only the man who has pluck and determination and brains that decides to emigrate to a country wherein he believes he can improve his condition.

"And doesn't this country afford him the best chance to do that? Isn't it a wonderful country? I remember when I was on a railroad out West I used to see immigrants from Sweden and Norway who looked as if they never could be assimilated. Yet in comparatively few years I saw the sons of these men become Senators with every trace of their foreign extraction apparently wiped out.

"Is there any other country on the face of the globe could do that? Isn't it a peach of a country?"

The Sanitary Horn

A dealer writes that the foul odor from one of his customer's dictating horns is causing considerable annoyance. What should he do? Clean it our, says we!

Then we went on to explain that nothing more unsanitary could be found than the old speaking tube with its cloth and rubber. When we made the metal horn we had in mind that one of its greatest benefits would be the ability to clean it out.

Take the horn and scrub out the inside if you wish—let the water run through it.

The dealer should have told that customer, however, to be careful and not run water through the horn when it was on the machine. The water might run through the phonograph on to the floor and spoil his rug.

FAILURE is more often due to a want of ideas than to a want of capital. That's why you should read Tips.

Keep a card File of your Sales, always recording the serial number of machines.

Push the Stamp

Don't forget to push the rubber stamps "Dictated to the Edison Business Phonograph" which we furnish FREE upon request of dealers. Fully 50,000 letters a day in the country are written bearing this stamp; below is a result of the business it is creating.

Sept. 15, 1909.

Edison Business Phonograph Co.,
Orange, N. J.

GENTLEMEN:—Today I received a postal inquiry from a limitless home here, and upon following it up, I found out that the party became interested in the Business Phonograph, solely on account of seeing the "Edison Business Phonograph" stamp on all correspondence from several large firms with whom he did business. I can see that the little rubber stamps you furnish free have a great value as an advertisement, and as I am working on a salary and commission basis myself, I think it a good plan to furnish these stamps to the nursery firms at Syracuse, N. Y., who now have Phonographs, and who do business with the large firms I spoke of. So if you wish to send about six or seven of these stamps to us, we will see that the right potential interest people who will use them to our advantage.

Thanking you in advance, we remain with best wishes,

Yours very truly,
BUSINESS PHONOGRAPH COMPANY
OF BUFFALO,
By (Signed) HOWARD H. BURKHART.

Serial Number Records

Dealers have been told in a circular letter that we will require a monthly report of sales We will ask for this about the first of each month. The serial number of business phonographs and shaving machines is an important part of this record but some have not thought of this and do not seem to understand the reason for our asking.

There are instances when serial machine numbers are the only way to trace transactions; for instance, a dealer wrote us a short time ago and asked who sold machine of a certain serial number into his territory. We were able to tell him promptly that the Larkin Company, Buffalo, N. Y., bought them originally. Futher inquiry brought a letter signed by John Larkin saying that the machines were purchased by him as a personal gift. This was a very satisfactory explanation to the dealer making the original inquiry and ourselves; it showed the continued interest in our product by the largest single user of voicewriting in the world.

When you write about repairs—mention serial numbers. Talk with serial numbers in every case and we will understand you, and you will save much time in correspondence.

Horn Cranes are now being shipped with a small tall piece where the crane attaches to the front of the cabinet. This is so that the screw furnished with the crane may be inserted to prevent the horn drooping to one side or the other when the top is lifted to reach the motor.

What you know is a club for yourself, and what you don't know is a meat-ax for the other fellow.

Dollars outweighs the question—don't forget that in all of your operations. We wish we could pound this proposition into every salesman as hard that the mechanical side of the E. B. P. would not disturb some as it does. Keep in sight the main reason for a customer purchasing. Can I save something? Can I get along with the same stenographer force? This is in his mind—not a trial of machinery to watch as an expert would. True, everything must work well. But suppose a Recorder becomes broken—this is a trifle compared with the results that are being obtained. Make this plain to the purchaser. Don't agree with his peevishness. Show him what he is saving—what voicewriting promises as a convenience.

Some dealers hurt their sales by not taking this optimistic view. You don't have to discuss (or cuss) troubles with the purchaser—just "plug" for results and present them so attractively that the purchaser buys knowing that the "Dollars outweighs the questions."

On one hand, you prove nothing when you let a customer "put it on you" that "it didn't work"—we are selling thousands of machines that *do* work and bring encores.

On the other hand, when you prevent a customer dwelling on a slight trouble to the exclusion of the general good results, you prove your ability as a salesman and make the profit that you expect.

Get there! Everything is forgotten in the end. Fail! and even Susie Sadface, the stenographer, can tell you just why.

THE WEEKLY SERMON.

In forming a purpose in life and sticking to it, every man goes further than he hoped. Sometimes the youth whose ambition is to sit as a local magistrate ends his life in the Supreme Court of the United States.

Often the boy in a railroad office, aiming at a chief clerkship, gains the chief clerkship, finds he can do better still, and at last becomes the president of a railroad.

Trying to do a thing reaches a man to do it. Determination develops ability. With a purpose to succeed, and with that purpose kept in mind and made dominant, success will come.

Among a world filled with the unsurposeful and the aimless, the idle and unthinking, purpose will win, as a compass guided ship must win in an ocean race where all the other entries are shaping their courses as best they can.—*Tact Magazine.*

No man can explain the secret of his success. It is part ability, part ambition, part environment and part opportunity. Miss the component parts into a whole, embrace the opportunity the very moment it dawns upon you, and you cannot fail.—*Lore.*

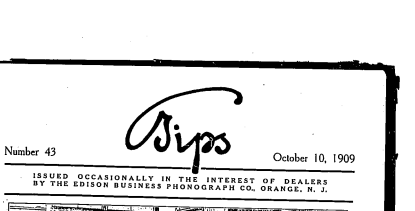
When a fellow makes the same mistake twice he's got to throw up both hands and own up to carelessness or cussedness.

TRY MAKASALA FOR THAT TIRED FEELING.

Tips

Number 43 — October 10, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



EQUIPMENT SOLD BY THE SOUTHERN CALIFORNIA MUSIC CO., LOS ANGELES, CAL.

SELLING COMMERCIAL SCHOOLS

FREQUENT sales to Commercial Schools and the great success of the Edison Business Phonograph in teaching stenography and typewriting is reason for urging every dealer to canvass this class of prospect.

In "Tips," No. 26, we showed the equipment we recommend. If dealers have any difficulty in presenting the proposition we will be glad to give advice by mail but it is sufficient to say that ten students or more can hear quite as well as one from the same record, relieving the teacher of tiresome dictation that is better given by the machine.

Dealers should look at the Commercial School sale in a broader light than the mere profit on the outfit. *First*—It provides a source for securing the services of transcribers that are often badly wanted by business firms. *Second*—It is a splendid advertisement allowing a salesman to argue with a business firm that if new students in schools can use the Edison Business Phonograph, so can experienced stenographers. *Third*—Every student that leaves a school with a knowledge of the Edison Business Phonograph will probably boost a sale, for it is largely ignorance and prejudice that produce the knockers. *Fourth*—The Commercial School is in touch with many large business firms and if properly coached become the best reference and friend of the salesman.

Commercial Schools should be treated with more than ordinary consideration. It will pay any dealer making such a sale to spend time in instructing the dictator and in making careful inspection of the appliances to obtain the best results. In schools, a class of girls and boys can play many tricks with an Edison Business Phonograph and by watching the work of a class for a short period, with the teacher to help, all difficulties can be overcome.

Make the installation of the Edison Business Phonograph a permanent one for your own reputation.

The Southern California Music Co., who furnished the equipment shown above, have now sold four commercial schools in Los Angeles and are receiving the greatest advertising benefit from their work. They writes: "We take pleasure in mailing you today, under separate cover, catalogue of the Isaacs Woodbury Business College, showing cut and write-up of your line. *We believe that if a general campaign was pursued by Business Phonograph dealers to land the business colleges, as we have done, it would be a great method of educating the public to the advantages of the voice writing system.*"

THE E. B. P. in a Commercial School provides the best advertisement, removes prejudice, and strikes at the root of ignorance that interferes with the universal use of voice-writing.

ARGUMENT: I will lose my stenography! Not if you practice shorthand a few minutes a day from the same E. B. P. dictation that taught you speed! You can practice up any time in this way!



Transcribers' Practice Records

We offer dealers six moulded records from hard wax, for Transcribers to practice from. These are four inches long, three, and 150 threads to the inch to operate on the regular Edison Business Phonograph. The price is 50c. each list, subject to dealer's discount.

The object of making these moulded records is to encourage the dealer to invite transcribers to their office and allow them to practice on the Edison Business Phonograph, by typewriting from these practice records.

These moulded records are not made in a variety of speeds for commercial schools to work in any system of teaching. Six records are made so that in practice the operator will not run out of dictation. Run them at 100 revolutions per minute.

Many times a dealer has stenographers apply to them for positions using the Edison Business Phonograph. If such applicants could be trained for a short period they would be reliable in the new position or when needed in some emergency. By this training an employment bureau can be operated by any dealer enterprising enough to provide machines for practice. Nothing is more disturbing to the business house than to need a transcriber and be unable to procure one; the dealer who fills this want and advertises it will find it pays him.

The writer operated about sixteen of these employment bureaus for the Edison Business Phonograph at one time and found aside from the service a great advantage in training the regular employees of a prospective purchaser *before* an installation was made. For instance, a business man was told that it would pay to have his stenographer stop at our office and go into the subject before purchase was made. This enabled us to talk to a young woman on our ground and at a time when she could give her undivided attention to learning the Edison Business Phonograph away from her friends and business interruptions.

When you come to think of it the stenographer does have a rather difficult time of it the first day or two when our machines are installed; therefore, anything that takes the "edge" off of the embarrassment or trouble is worth while. Besides, the salesman has a right to ask this training period of a firm, and if it is refused, a line on future troubles in such an office can be gauged.

Train the operator in your office for an hour or two if you would have short trials and cash purchases.

SEND US IN YOUR ORDER FOR THE SET OF SIX RECORDS AND SHOW US YOU ARE ALIVE.



MR. EDISON pays this tribute to his mother:

"I was always a careless boy," he says, "and with a mother of different caliber I should probably have turned out badly. I never was able to get along at school. I don't know now what it was, but I was always at the foot of the class. I used to feel that the teachers never sympathized with me and that my father thought I was stupid, and at last I almost decided that I was a dunce. One day I overheard the teacher tell the inspector that I was "addled" and it would not be worth while keeping me in the school any longer. I was so hurt by this last straw that I burst out crying and went home and told my mother about it. Then I found out what a good mother was. She brought me back to school and angrily told the teacher that he didn't know what he was talking about, that I had more brains than he had and a lot more talk like that. In fact, she was about the most enthusiastic champion a boy ever had, and I determined then and there that I would be worthy of her faith in me at a critical time in my experience, I should very likely never have become an inventor."

If you strike a them or rose,
Keep a-goin'!
If it hails or if it snows,
Keep a-goin'!
'Taint no use to sit and whine
When the fish ain' on your line;
Bait you hook and keep on tryin'—
Keep a-goin'!

Let your customer know that a personal interest attaches to him—a real personal interest that is one measured wholly by his orders and his dollar—and you will win in return that close, personal association and active support that builds up business.

Things may go back rather far for a time,—so far that some of us may get discouraged, but in reality they are only going back for a good start forward.

SEND in your order for the six Transcribers' Practice Records illustrated on this page. They'll make money for you.

Tips

Number 44 — October 20, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

MRS. ANNA D. DAY

WINNER OF THE

Edison Gold Medal

EDISON TRANSCRIBING CONTEST NATIONAL BUSINESS SHOW.



Record: 43.3 words transcribed per minute from dictation spoken at the rate of 150 words per minute, using an Underwood Typewriter.

Description of the Contest

All of our dealers will be interested in just how we conducted this Edison Prize Transcribing Contest and so we will tell the whole story more to explain the reasons for the rules than to give the contest advertising which will be done in literature now being prepared.

The phonograph at the writer's desk—an ordinary stock machine—was used for making records. No special effort in making an exceptionally good record was attempted.

The copy selected for dictation was a regular letter of some 800 words. Periods, paragraphs and quotation marks were dictated and each contestant was advised of this; they were also told that the rules governing the International Typewriting Contests would be used in marking off for errors and each were given a set of the rules a few days beforehand for their examination. These rules will also be given any dealer who is interested to conduct a contest of his own.

The dictation was at the rate of 150 words per minute with the machine turning 100 revolutions per minute. To be certain each contestant had a record dictated exactly at this speed, every twenty-two and one-half (22½) words on the copy was marked off and this number spoken for every division on the scale. It was a simple matter for the dictator to watch the spaces on the scale on the phonograph and increase the speed or talk slower to keep pace with the marks on the copy. Each machine was adjusted so the 100 speed and the contestants could not change it. Only regularly employed Edison Transcribers were allowed to compete.

After a short preliminary practice from other records the contestants had the contest records placed on their machines—they heard the first words—waited for the word "go" and then wrote 10 minutes till the word "stop" was called.

The winner shown above wrote 523 words, was penalized 90 words for 18 errors and therefore had a record of 43.3 words per minute; this record was made on an Underwood Typewriter.

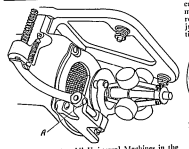
This contest should not be compared with typewriting speed contests which are nearly manual work in typewriting from copy. We obliged the girl to use *two* machines—the phonograph and the typewriter—and write an intelligent letter from high speed dictation.

The silver medal, second award, went to Miss Bertha Lange with 40.7 words using an Oliver Typewriter; the bronze medal, third award, to Miss Anna McMannus with 37.2 words using a Remington Typewriter.

The fact that thirty contestants were willing to compete for these medals—and any number to compete for these medals—and any number more might have been obtained in New York City—is an indication of the success which would attend a similar contest where a considerable number of machines had been sold.

Run a contest in your city. Write us and we will give you further advice if necessary.

September was the biggest month of sales in Business Phonograph history.



New Governor on the Universal Motor

All Universal Machines in the future will be equipped with a new governor shown above. The starting device which has appeared before on this type of motor will be discontinued. This governor having four balls will not require the fly-wheel to make the motor steady and is so designed that it will readily start without the device formerly used. The resistance on the back of the machine is now unobstructed by a strait resistance in "series" with the motor. Those who crave to refer to *Tips*, No. 21, can trace the electrical connections by omitting 2, 3 and 4—the parts that contain the starting device.

The universal motor is no better with this governor; it is only more fool-proof.

This governor also has no key screw in the shaft to assist in driving it. The fellow that "didn't see this screw" or got it burred up in taking it out to remove the governor, will now lose part of his daily job in reporting trouble.

In fact, we feel quite proud in this simplifying process. It took us a year to develop the improvement but that should not be held against us when the machines have always been all right and the loss was principally ours.

Note the screw A in the illustration; by releasing this the friction fork can be set a little closer or further away from the governor disc so that the speed may be changed between different limits. When the machine leaves us it runs 80 to 120 revolutions per minute, but if this need be changed the speed can be made from 90 to 130 or 100 to 140. Never set the governor so the speed adjusting screw will stop it, and 80 is plenty slow enough for the mandrel of the machine to run.

Speaking of improvements, we saw another phonograph motor the other day with a fly-wheel. We are just taking our's off. In two years the other fellow will probably be able to follow us.

And bye-the-bye, don't let any competitor tell you he has a universal motor unless he submits the same proof such as we can do in a letter from a well-known testing laboratory. You see that anyone can claim a thing—it's hard for a customer to prove it. Others have a motor that may run on 60 cycles alternating and direct current—but to run on all currents with an adjustable resistance—that's an Edison feature entirely.



THOMAS A. EDISON viewed the marvellous electric display on the Hudson Saturday night from the New Jersey palisades opposite One Hundred and Tenth Street. When he was visited at his home in Llewellyn Park, West Orange, yesterday afternoon by an American reporter he was found in a delighted and delightful mood.

"It was wonderful! It was wonderful," he exclaimed. "It far surpassed my expectations. It pleased me so much that I have determined to go over to New York Tuesday night and see the show there."

Mr. Edison was remainded by his caller that for his discoveries and development in electricity the display now being made at the most glittering spectacle of the Hudson-Fulton celebration would have been impossible.

"You have put the case too strongly," he replied, adding: "And this is my expression of spoaded, adding: "And this is my expression of spoaded, adding: "And this is my expression of spoaded

Last We Forget—"Push the Printed Dictation Index."



From the Tarentown, Pa., *Argus*, we reprint the following editorial on

"THE DAWN OF THE AGE OF CEMENT HOUSES"

Some time ago *Thomas A. Edison*, the great electrician and inventor, "ceased to work," but the venerable wizard has been very active, for a man "at play" and now comes the announcement that within a few days he will begin the pouring of cement houses.

The plan is to prepare a mould into which a complete indestructible dwelling may be poured in six hours. The mould will then be taken apart and reconstructed for pouring of the next house. These moulds will not be sold but will remain the property of Mr. Edison. A house that now costs $6,000 or $7,000 to build will be constructed for $1,300.

Mr. Edison says: "That house is going to solve the problem of decent living. It will take every family out of the slums that is worth taking out. There are some people, you know, who would rather live in the slums than anywhere else.

"This is for the dollar-and-a-half-a-day man. Most of my other inventions have helped chiefly the rich. This is for the poor, though the rich will benefit from it, because all buildings will soon be poured from cement. The lumber will soon be gone.

"And I shall take care the contractor shall not wrest from the poor the advantage that I am trying to give them. I shall not sell the moulds from which houses may be cast. I shall only license corporations or individuals to use them. And no license shall be given except upon the terms of a 10 per cent. profit for the contractor. If a ten-room house costs $1,300 to build the contractor must not charge more than $1,430 for it. In fact, I think I shall get some of the captains of industry in on this and let them build houses at a 5 per cent. profit. Why shouldn't they? The houses, being unburnable, would constitute the best security."

THE WEEKLY SERMON.

Be cheerful!

No one prefers to give his order to a grouch. No one selects a man with a grievance to make a sale. No one chooses to do business with a sore-head.

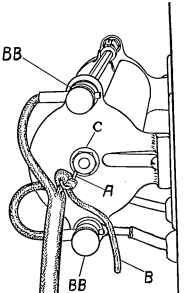
A smile removes obstacles, overcomes objections, inspires faith, and paves the way for business.

Cheer spells confidence. Confidence spells success. Men who succeed are cheerful.

Gloom spells trouble. Trouble spells failure. Men who fail are gloomy.

Cheer is an asset. Gloom is liability. It is good business to associate with men who are solvent.

Be cheerful—as a business proposition.—*System*.



The New Attachment Cord

Above is shown the manner of attaching the new cord for carrying current to the Edison Business Phonograph.

A tie-cord (B) is now provided to attach to the ring (A) placed under the nut on the end of the universal resistance. The tie-cord should, of course, be shorter than the leads which enter the binding posts (BB) and so remove the weight which formerly had a tendency to break off these connections. Look at any telephone connection at the receiver and you will see the idea.

When ordering this new cord only, for a Universal machine shipped previously, dealers should request a ring (A) and a washer (C) for attaching the tie-cord.

On direct current cords the tie will be made through a hole provided in the rim of the resistance casing.

Make a talking point of this special cord and dwell on its design, especially the current tap where it is connected to the lamp socket—allowing the user to always retain the light.

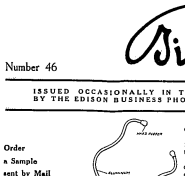
REMEMBER—We Have the Only Strictly Universal Business Phonograph for All Office and Electrical Conditions.

Tips

Number 46 November 5, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Order a Sample sent by Mail $1.75 List



The New ALUMINUM Hearing Tube

An added Selling point

Hearing tubes for the phonograph have been made in as many shapes as the human ear itself and the one aim has been to have them light and comfortable. As soon as you go into the headband design you not only interfere with comfort but the useful quality as well. Make a cup for the ear and the sound becomes hollow and the voice loses strength and distinctness: the Edison head-band tube aims to overcome these defects by flatness, and an inside tube for concentration —but the sound nevertheless does not enter the ear passage directly and low tones are not readily heard.

Every experienced transcriber wants a tube that hangs in the ear because they carry more sound and are quickly detached, feel cool, and do not shut off completely the voice of a person who might speak to them.

The trouble with the regular hearing tubes as long furnished to the transcriber has been its heavy weight and bad shape after a short period of use.

A spring in the tubes below the ear either forces the tips in too far or makes the adjustment to a hanging position difficult.

We think the "aluminum" design illustrated on this page overcomes many of the objections of other designs and will be generally popular.

The aluminum tube conveys the sound better than rubber with the spring inside and is extremely light and sanitary.

But the strongest feature in the design is the adjustable joint. The opening between the tips can thus be made at any distance to suit the pressure in the ears and on *spring is present to make the tubes ununcomfortable.*

In addition, these tubes carry the support pin for taking the weight of the long length of tubes from the ears also the sound modifier to regulate the voice at the phonograph.

The price of the aluminum tube is $1.75 list, when purchased alone, or $1.25 with an outfit in case the regular 50c. tubes are not taken.

A while ago a dealer wrote us complaining of our bad policy in adding expense to the regular price by such "extras" as these hearing tubes.

In defense we point to every machine of the kind, which has a price "with" or "without." Typewriter companies, for instance, could not change their standard price with every accessory invention. True, the typewriter companies do not sell most of the accessories—but they might buy them and include them with a machine only the limit would never be reached.

Just so ourselves, we make an improvement in an accessory that may or may not be a necessity with the machine—we cannot readily change the complete price and so the accessory is made an "extra."

The way to get over this difficulty of price with a prospective customer is to explain at the beginning that you have several styles of hearing tubes to allow the stenographer to choose from, and two of them if chosen would add $1.25 or $1.50 to the total cost—about 2%. If this is talked over in advance no reasonable purchaser would object to adding this small figure to please his stenographer.

But "spring it on the man" in closing and you can't blame the kick. The purchaser thinks you are doing something unusual and there's trouble.

A bargain's a bargain—if you talked $85.00 it's your fault—explain the charge of $86.50 and keep out of a wrangle.

Those who realize the opportunity of pleasing the transcribers with this tube will have them in stock.

IF YOU can suggest a better hearing tube, we would like to manufacture it.

The saving in electrical current with Universal motors will pay for the cylinders used. Know that?

Honk! Honk!

I believe that most people buy motor cars because it gets them over the ground quicker; "Come down to business in ten minutes," "took a spin of 30 miles," are common expressions heard every day. The auto salesman gets his prospect to "jump in and take a ride"—he inoculates him with the "speed fever" —and then quotes him a price.

We had an auto dealer once selling the E. B. P. He had the right idea about demonstrating the auto, for he was out driving all the time—but he never found a prospect that wanted to speed up his correspondence because he didn't look for up-to-date men with old office vehicles.

You can't sell fast unless you get out and find the slow people. Ask an overworked man how he would like to give his correspondence a ride—interest him on the spot—get your machines around—turn on your power and stay with him until you show an hour's job done in fifteen minutes—get the cylinder transcribed—borrow letterheads—transcribe it in your office if necessary.

If the E. B. P. could only be advertised by speed laws we might sell more.

Give 'em a ride!

Improvements

Improvements come along on the Edison Business Phonograph the same as they do on all devices and dealers should not so discourage the manufacturers by

kicking about their old stock that we will not be disposed to continue to make the machine more salable.

Everything we add to the machine gives the dealer more for his money—makes phonographs easier to sell—practically giving him greater discounts.

We are extremely careful of the dealer's interest in these changes. The advertised features are placed in his hands to show the prospective customer or not as he finds he has the goods on hand.

And mind you, we are not behind in the design of our products—but rather years ahead, as evidenced by the Universal Motor, which has not yet been duplicated although it is the envy of other manufacturers.

When you see an improvement advertised in *Tips*, remember it does not reach the customer; he does not know a cabinet was ever made with hinges or the governor changed on the motor.

The worst thing that could happen to you, Mr. Dealer, is to have us stop thinking. If we're ahead of you it is a sign to catch up. Sell your stock—get the new designs to further your sales.

But above all tell us your troubles—if you have them. We could not write anything here, intentionally, that would put a dealer out of touch with us. Your business is ours. When you sell, we sell. We're for helping up to the limit.

The secret of voicewriting sales—that stay sold—lies in the argument that gives enlightenment. Know your proposition thoroughly—know how much voicewriting saves—enlighten your purchaser—don't try to "foist" him with claims and promises that you are not sure of.

Push the line before the Holidays

Cylinders

We have a letter stating that some Edison Cylinders are too large and do not allow the recorder to operate.

These cylinders are probably warped and need to be trued up on the Shaving machines before using.

In the manufacture of every arm the recorder and reproducer are accurately tested on a "high-low blank"—that is, a cylinder half of whose length is the correct large diameter and half the small diameter. So we know that the machine is right and that the cylinders are probably out of shape when they appear too large.

The careful salesman inspects such little defects as this before making any installation and the quickest way is to take a light cut on the shaving machine before any new cylinder is put in use.

Warping is usually the effect of heat on a cylinder. Look out this winter, and caution customers about setting cylinders on steam radiators.

And say—have you run across the champion mean man that isn't satisfied to throw a cylinder away when the "low" point has been used by repeated shavings so the recorder don't touch?

When the customer reaches the low point, he should throw the cylinder away; it is none too strong and might break by further use with valuable dictation in it.

That reminds us that the average dealer don't try to sell cylinders to old customers as he might.

A purchaser with twenty-four cylinders in the beginning in a few months finds some of them broken, deeply scratched or lost so that his stock has depleted to a dozen available for use. Now, half of these are too little to be in the transcriber's hands leaving only six for dictation.

The six cylinders are used up in some spurt of the dictator—more are required quick—a rush follows to get more shaved—then trouble follows —all because of the want of another dozen new cylinders.

Remember you are the goat. A cylinder that wasn't transcribed is shaved or the boy did careless shaving—all blamed against the "System" and you as the dealer.

And when you tell these facts to an old customer get an order for new system hoses as well as the cylinders. Some of the hoses are dirty, broken and unfit for further use in the average plant.

While we are going on this cylinder talk, let us explain that Edison is the only one strictly in the wax business to-day. We are chemists and make a study of wax—others are in the disc or indestructible cylinder line and only make a comparatively few "voicewriting cylinders."

You should sell Edison cylinders to any user of voicewriting machines whether of our make or not. *Any time we can give you special advice to get a competition order, write us.*

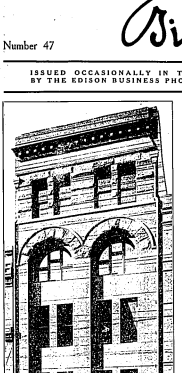
"What is the difference between an optimist and a pessimist?"

"A pessimist is always thinking of his liabilities, while an optimist thinks only of his assets."

Tips

Number 47 Nov. 13, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



OUR AUSTRALIAN DEALER.

We were shipped an order from E. B. P. to W. V. Wyper, manager of the Edison Phonograph Company of Australia, Ltd., at Sydney, N. S. W., that we thought he would have something to say to Tips readers, and here is what he wrote us:

To the Editor of "Tips"—

To-day the world calls for men of scientific training; Science in industry, Science in public affairs, Science in national education, and Science in business; men who can put time and application to business and save money and make time. There never was a period when Science in business was required to such a degree as at the present. The grandest opportunity is "NOW." The man who puts his hours in order does not wait until things become chaotic, but, with the application of foresight and good judgment, he paves the way for progress.

I was impressed with this in a letter last week: "I think the Edison Business Phonograph the most up-to-date method of handling correspondence, but at the present I do not feel disposed to purchase." This man, most likely does not count for much, as his actions show he does not trust his own judgment.

Later in the week our representative called on him with a machine for demonstration, and was asked if "Messrs. So & So" were using the Edison Business Phonograph. A reply in the affirmative elicited a remark from him that he might purchase in the near future, but that he was not in machines at present, which worked well, and are now being used by his manager. It is a peculiar fact that the proprietor of that firm is now seriously ill, with very slight hope of recovery. He was a man of strong personality, and was managing his particular business, which could have been dictated immediately had he installed the Edison Business Phonograph in the first instance, but his typists and stenographers were engaged on other work. This is a fitting illustration showing the necessity of installing the Edison Business Phonograph, and doing it "NOW."

The principle of dictation is a matter that few dictators concern themselves with, yet it makes all the difference between a man who calls letters well, and the man who does not. "I am a bad dictator," says a once manager, "and find my dictation improves with the Edison Business Phonograph." That's it. He can concentrate and construct his letters better and take the subject matter consecutively. Concentration, Constructive, Connectiveness —these are the three things that taking now of—anything right and wrong are keys of things.

Where two people are doing one thing, one leaves certain points to the other, but an Edison Business Phonograph is a receiver direct. Everything is done at the one time. Letters that grip are those which count, and such a letter must be that which approaches nearest to the "Grip" of the man who is actually selling goods. Invariably, a letter transcribed from shorthand notes is failing in its purpose because it does not speak in concise terms and get to business straight away. Verbose words are used where "Snap" is necessary. "The man dictates a good letter" is an occasional remark applied to users of the Edison Business Phonograph, and we look for something, for that remark has given letter dictation a reputation, so we say that remark. Come-specific is "Snapping"—in that part of the business and men who have "Sicknobliveness" are men who obtain the best results from the most up-to-date system.

WE advise you to order the book "How to Write a Business Letter," and offer it for sale. Read other side.

WE save at least $6.00 a year in the consumption of electrical current with the Universal Motor—Don't forget!

A Good Book for Dealers to Sell

Charles R. Wiers has written a book, "How to Write a Business Letter." The price of this is $1.00 retail, to Edison Business Phonograph dealers, 60c. if they remit the cash to him at 631 W. Delavcan Avenue, Buffalo, N. Y., and mention that they are Edison dealers.

We want every dealer to buy and read this book—not only for general information, but because it contains four pages (not advertising) on the Edison Business Phonograph, written from the author's experience of many years in the largest voice-writing plant, probably, in the world.

Perhaps we oughtn't to tell on Mr. Wiers, but he is the chief correspondent of the Larkin Co., Buffalo. They use nearly two hundred Edison Business Phonographs and old style graphophones for transcribing. In the writer's personal contact with this customer during four years no more pleasant connections could exist and we are proud to number Mr. Wiers and the Larkin Company among our best and staunchest friends.

It was not Mr. Wiers' suggestion to have our dealers handle his book. It was the Editor of "Tips." Dealers want a piece of literature of this kind to sell, lend, or present to customers, and here is something unique in advertising in that it is written by a "practical voice writer" of standing.

Figure, too, that there is 40% profit in handling this book, and many an odd penny can be made by a salesman in pushing the sale among customers.

Order one or more of the books TO-DAY. *Read the description attached.*

OFFICE STUPIDITY.

"Our typewriter is going to leave."

"What's the matter?"

"She says she wants a position with an employer who has sense enough to see when she's fixed up to go to the mattiree."

THE SALESMAN'S CREED.

I believe in the goods I am selling, in the company I am working for, and in my ability to get results.

I believe that honest goods can be sold to honest men by honest methods.

I believe in working and not weeping; in boosting, and not knocking; and in the pleasures of my job.

I believe that a man gets what he goes after; that one deed done to-day is worth two deeds to-morrow, and that no man is down and out until he has lost faith in himself.

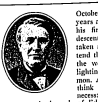
I believe in to-day and the work I am doing; in to-morrow and the work I hope to do, and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition.

I believe there is something doing somewhere for every man ready to do it.

I believe I am ready right now.

HERE'S to Thanksgiving—when we think "how different things might have been if they was'nt as they really is."



October 21, 1879, thirty years ago, Mr. Edison made his first successful incandescent lamp. It has taken all these years to extend the lighting circuits of the world so that electric lighting is now quite common. And we must stop to think that this has been necessary before it would pay to push the sale of Edison Business Phonographs and before the time was ripe to produce the Universal Electric Motor. It is indeed remarkable that Edison should be responsible, not only for the Business Phonograph, but for the electrical current which operates it, as well. We are living in the age of Edison.

CORRESPONDENCE

Palabah—For that buzzing noise early in the morning apply strong ammonia—but not on the machine. Hold a sponge thoroughly saturated to the nostrils. Usually, by afternoon all strange noises will disappear.

Stony Point—We advise you not to oil the recorder point. Users who have done this have blamed the phonograph for a slip of the tongue.

W. P. D.—Candy might be a good accessory with the transcribing outfit. But the trouble isn't where you think. Tell him to buy the Edison Business Phonograph "just for appearances' sake."

A. A.—We admit you are up against it with a stenographer whose feet don't touch the floor. This is another result of trying to use child labor. You might find a stenographer with a club foot to reach the footrest.

North Carolina—The stenographer who is annoyed by dictation "of an unbusiness-like character" should be advised to retain the cylinder for salary raising purposes. If he will have the old system with the new let him pay.

There was a young man in Detroit,
Who couldn't read shorthand at soight.
He said, "It's so queer,
I've got all the words here,
But hanged if I think they are roight!"

THE WEEKLY SERMON.

The two greatest things in a business brain are Concentration and Comprehension.

The genius in trade is a combined Edison and Gladstone.

The inventor concentrates on a special problem until it shows new lights and suggests fresh facts.

The statesman looks over the world-wide field, and determines the related values of things and sees the biggest facts in every line.

The business man of high degree has these two faculties of the inventor and statesman.

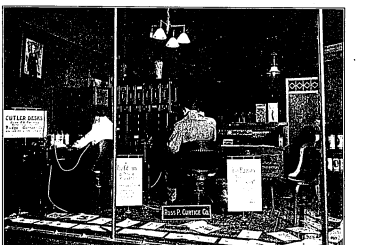
To get new facts, new suggestions, new leads —then to appreciate which of all are the big and commanding and enduring facts—

That is business. *System.*

Tips

Number 48 — Nov. 22, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



WINDOW DISPLAY OF ROSS P. CURTICE COMPANY

The Ross P. Curtice Co., our dealers in Lincoln, Neb., has good windows and they use them. They went around to the other office appliance concerns and got them to put in their filing cases, desks, etc., with the Edison Business Phonograph as the central attraction. Mr. Curtice writes us that although he just placed the display in he considers he has one prospect as good as sold through its attraction.

Commencing *now* is the time to put renewed energy in window displays. The holidays are anonrushing and all of the firms that you have circularized and canvassed will have representatives on the street that will notice a display in the window.

Many ingenious schemes can be worked out; one dealer writes us he has been having his stenographer transcribe his dictation in the show windows. This is a good plan, for, something moving is always attractive.

Then there is the scheme of writing arguments and explanations on small pieces of paper and pasting them on the inside of the glass pane with colored tape passing from the card to the accessories or parts of the machine.

Haven't you a window?

Then hunt up a good friend with a window and, do the work arranging his goods and put the Edison Business Phonograph among them.

Also an empty store is generally to be found and makes the finest kind of headquarters for a week's demonstration.

There's only one out of a thousand ever recorded their voice on a phonograph. Make this a point and invite in the public.

Use *your* window for the Edison Business Phonograph.

Or, get the *other* fellow's.

NOTICE: Whenever possible mention the serial number of machine when you order any parts for it.

EVERY good thing worth possessing must be paid in strokes of daily effort.

Opposition

Let us thank the fates, or whoever is responsible, for the "scoundrelly opposition." We should be grateful to those who oppose us. They serve as balancers, as governors. Those who oppose us in our cherished plans are our greatest friends. They put us on our mettle. They draw forth the best within us. Life would be a dead, cheerless, colorless thing were it not for the efforts we have to put forth in order to keep from getting trampled upon by the mob. Those who oppose us are our great co-operators. They assist us indirectly. They serve us as do the winds those ships whose sails are set to send them into the very teeth of the gale. Although no political party is perfect, the party in power would be very apt to abuse that power did not the leaders realize the watchfulness of the opposing parties.

A salesman can only prove that he is a business scientist when some hard-headed buyer tells him that his house is a back-number and his goods a joke. Those who oppose our ideas are our employers. They take our ideas and either polish them or smash them. If they are strong enough to smash them we should be glad, because those ideas that smash so easily are not worth keeping. If ideas can stand the tests applied to them by the opposition they will stand the test of time. The man who complains that his failure to succeed is due to opposition is very apt, in many cases, to be no weak to succeed even without opposition. The joys of mountain climbing are not found on the summit. The joy comes from overcoming obstacles. And when comes from overcoming obstacles. the summit is reached, and we look back over our tracks, we shall find that the part of the journey that yielded the most joy was the part that was the hardest. Our hats off, then, to "the scoundrelly opposition."—*Thomas Dreier.*

A Chat With the Sales Manager

A most interesting illustrated newspaper article came to my desk the other day showing how the Rev. R. G. Ramsay, 311 W. 10th Ave., Columbus, dictates his sermons to the Edison Business Phonograph. We wrote to the Doctor and asked him if we might tell our dealers about his work. And he answered—"Go as far as you like." So, Mr. Salesman, go and see the Parson when you are in need of a prospect. If they are all as enthusiastic as Dr. Ramsay there is many a sale to be made.

If you want to read a right-on-to-date piece of literature write to A. W. McClure & Co., Pittsburg, our dealers, and ask them for their house organ called "Business Tools." An article in it this month, "Mechanical Love Pirates," is especially good.

I was talking to a careful dealer the other day—one who is making money by showing trials that he can close and getting down to "brass tacks" as soon as possible with the customer—and the subject of bad accounts came up. This dealer said he didn't often lose money through poor collections because he was careful not to render an invoice to any but the best firms. In New York State the simple stamping of an invoice with the words "Pro Forma" leaves you in possession of the goods. Remember that when you render a straight invoice and bar that when you render a straight invoice and bar that when you render a straight invoice and the goods belong to your customer and you must get the money for them unless he sees fit to return them.

When you think your customer will not pay promptly, go around to him with the invoice and don't give it up until you can receipt it "paid."

They are "turning the trick" down in Oklahoma City. Smith's Phonograph Co., our dealers, are pushing the Edison Business Phonograph with energy. Some of their original circulars for distribution in local offices are very clearly written and the fellow who does it cleverly written and the fellow who does it may get an advertising man's job any time if he wants to. Many of our dealers could learn from their style in quoting the remarks of their best customers; once a firm is sold and satisfied good customers; once a firm is sold and satisfied the reference should be pushed—for we are inclined to think what the other prominent fellow does is O. K.

We wish some dealers could grasp the necessity of giving their Edison Business Phonograph salesman the stock to make it possible for them to succeed. Say a salesman draws $75.00 a month; he must make profitable he should sell, for at least $500.00 worth of goods or five Edison Business Phonographs. BUT HE SHOULD HAVE TEN MACHINES IF HE IS TO SELL FIVE. Just as the storekeeper has more goods in stock than he sells per month.

Give a good man a chance.



The Japanese Commercial Commission visited the works the other day and were shown everything by Mr. and Mrs. Edison. As the party entered the phase Mr. Edison was handed a souvenir phonograph. "Presented again," said Mr. Edison, as his wife placed on the badge. "They are very smart people," said Mr. Edison, after the guests had departed. "We are doing about $20,000,000 worth of business a year with them and they are selling us goods worth some $150,000,000."

THE WEEKLY SERMON.

Your business principles may be right; your goods the best; your service to customers faultless.

But the Public has got to know!

Keep always your talking points before the public. Get in the glare of favorable publicity. Make known the merits of your proposition.

Success comes by focusing the diverging rays of public opinion—centering buyers' choice on what you have to offer.

Make your ability, your commodity, your service *known.*

THRIVE ON THE LIGHT. —*System.*

IT is better to wear out than to rust out. Many persons have heard this saying, and then rusted away.

Number 49

Tips

Nov. 29, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

LETTERS FROM ORANGE.

Our offer to write personal letters to your customers and how the plan must be worked.

It struck us awhile ago when the Editor was out in the field that the Company could help close many a sale if some representative of the manufacturers could step in at the right time and say a few words to back up the dealer.

But there are hundreds of dealers and we could not possibly put enough salesmen out to be on hand when they were needed.

So personal letters are the next best thing and these we now offer to send wherever goods are sold or placed on trial. *We cannot send them to prospective customers who do not have machines installed,* for that would be too much of a task.

The plan is this: As soon as a dealer places goods out he may write us at once with particulars and we will send at least two personal letters calculated to help sell the goods. The letters will be signed by an officer of the Edison Business Phonograph Company and should be addressed to the man who is to make the decision in the purchase.

You cannot be too explicit in giving us particulars; state if the goods are to be purchased principally on their convenience as an their economy—the type of machines installed—if there is any competition—or any other points that we should know.

Those dealers that are far away from Orange can still have the benefit of these letters of encouragement because no mension will be made of the terms "trial" or "purchase"—and thus they will be probably well received at any period in the use of the system.

Carbons of the letters will be mailed to the dealer.

CORRESPONDENCE

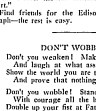
Texarkana. We are glad to know the transcribers at the G. H. B. Manufacturing Co. like the system better since you changed the diesters who erased when the machines were running. Look out for dicrators with hilhexna, ton. Nothing sounds so much like a busted recorder as a sneeze on the phonograph.

North Dakota. You did wrong to promise head band hearing tubes to fit the ladies' hair. There is no book of styles with our hearing-tubes. Send us working drawings showing transcriber's head with and without rat. 30-inch band will cost $5.00.

Bunsting. Notice you are hunting up partly deaf dicrators because they can hear repetitions better on the Edison Business Phonograph. But say—don't let these men's wives know the phonograph will make them hear.

Westerner. Glad you found the trouble with the dictation. We can understand you thought the recorder was bad when the man was only stuttering and whistling for the word.

WHO IS TO USE IT?



Don't let your valuable outfits leave your hands till you know this and have talked with the particular dictator and transcriber who is to decide a purchase. Talk frankly to the customer saying "Time-saving machinery has always its opponents and you and I cannot afford to spend our time unless there is the correct mental attitude shown from the start."

Find friends for the Edison Business Phonograph—the rest is easy.



Edison cylinders are the result of years of experiment in getting the right mixture and extreme care in keeping the materials pure. Mr. Edison is quite as well known in the field of chemistry as electricity and he heads the chemists and wax expert in our works. Improvements in wax are very important and Edison customers receive the benefit of this progression as much as in the machine design. Remember we are the only *all wax* cylinder manufacturers to-day for both amusement and business.

DON'T WOBBLE!

Don't you weaken! Make a bluff!
And laugh at what assails you;
Show the world you are the stuff,
And prove that nothing ails you!

Don't you wobble! Stand up straight!
With courage all the bolder;
Double up your fist at Fate,
And hit right from the shoulder.

—*Los Angeles Express.*

THE SERIAL NUMBER of the Phonograph should be furnished when you order any repair parts for it.

LET no man know more of your specialty than you know yourself.—*Carnegie.*

See the Parson

Here is another minister of the Gospel that is using the Edison Business Phonograph successfully:

FIRST CONGREGATIONAL CHURCH
Verona, N. J.

REV. JOHN R. PRATT, MINISTER

Nov. 18, 1909.

Edison Business Phonograph Co.,
Orange, N. J.

Dear Sirs—In reply to your kind favor of Nov. 3, I would say that I am using the Edison Business Phonograph constantly and find it of great service in my work. I had no idea what a great time-saver it was going to be to me.

I use the machine for my regular correspondence and also dictate my sermons to it. The machine is the best sermon critic I ever had. I am now able to hear myself as others hear me. Every flaw in public speaking is reproduced by the machine. It has been of far greater value to me than I anticipated when I purchased it, and I am more than satisfied.

Very truly yours,
JOHN R. PRATT.

Why not ask for Advice?

A dealer writes us that he has been using the Specker Connection, between the Recorder and Reproducer, for transcribing. He can't do it now, of course, because we have it attached to the ball joint of the Horn Crane.

His explanation is that he found the sound properly modified by the connection and preferred to recommend this arrangement instead of connecting the hearing tubes directly into the reproducer.

If you dealers could only appreciate the amount of time and thought that has been put on this question of the best reproduction, you would not use your own judgment in these matters.

A glance at the round-modifier on the end of the hearing tubes, will show that it is specially constructed to get the most sound from the reproducer, at the same time allowing the user to adjust the screw to shut off any objectionable quantity.

So, here is a lesson not to change the design and intention of any part of the outfit without consulting us.

The sound modifier in this case is supposed to do everything that the name implies, yet obtain the best reproduction of a low voice that some arrangement such as the dealer used will not accomplish at all.

Learn to write us on all these points. We can often enlighten you.

"You have missed your vocation," said Fogg, as he gazed at the typewritten letter his stenographer handed to him. "You should conduct a missing word contest."

WE are getting out a Xmas number of Tips with an index of the first fifty numbers. Send in a contribution!

The unhappy people are at the top and bottom of society, the millionaires who are afraid they're going to lose what they have, who think everybody is trying to take away their wealth, and the laboring class who have nothing to lose. Both are miserable. The top men are killed off by worry, high living, all kinds of diseases. Look at Jay Gould, look at Harriman. When a man gets $100,000 he figures how he can keep that and get more. It's the hog in us. The people who are fortunate and happy have incomes of $25 to $30 a week, enough to be comfortable and not enough to worry about. Strictly speaking, neither Rockefeller nor any other man has wealth. He can't get more than so much out of his money. He just has a lot of titles to property. The people have the property. I am surprised that Rockefeller can sell oil so cheap, much cheaper than coal when you consider its heating power. An employer does not make much from his working men, only a few cents a head, and that for the privilege of using his tools and machinery. If you go to a moving picture show twenty or thirty times a year, you pay me a farthing or a cent in royalty. It is the fractions of cents on large volumes of trade that make individual fortunes. —(*Extract from interview in N. Y. Tribune, Nov. 14.*)

THE WEEKLY SERMON.

It's an easy thing to do a thing tomorrow. It's a cinch for one to do it bye and bye. But the man whose life is sunny (he's the man who gets the money) is the man whose motto is "do it now or die."

There's a stumble stone that's called procrastination. (Ask the man who's lost his nerve to sell you whip.) For the man who's up and coming and who keeps the wheels a-humming, is the man who cuts "tomorrow" from his cry.

There's a surest way to be a "might have been." It's a snap to pick a "has been" on the run. He's the man who's always moping and in futures ever hoping. He's the "going-to-do" who never gets it done.

Is it up to you to take this gentle knocking? Will you blink to have the search light aimed your way? Are you "always borrow sorrow," with your hopes fixed on tomorrow? If you are, old man, just do your stunt TODAY.—*Tutt's Magazine.*

HE WAS A STENOGRAPHER IN DUBLIN, IRELAND.

Says Nora to Pat—"The other night, when we wuz up to O'Sullivan's you said you wuz goin' to get wurruk next wake at 17.85 per. Now phwat th' divil did you mane by per?"

"Why," says Pat, "You mild goose, don't y' see into it, it manes 'perhaps.'"

PUNCH HERE AND FILE CAREFULLY

Merry Xmas Tips

Number 50 — Dec. 15, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



THOMAS A. EDISON
INVENTOR AND PERFECTER

The past year has been the most successful in the history of the selling of the Edison Business Phonograph and I wish to thank our dealers for their display of interest. May you all enjoy a very Merry Christmas and a most prosperous New Year.

Thomas A. Edison.

WELL, this Christmas promises a remarkable finish to a year remarkable in many respects. After the panic year of 1908 the year 1909 gradually rounded into prosperity and here we are better off than ever, for all of us have learned that prodigality does not pay and it is better *to be* prosperous with money in bank than *appear* prosperous by spending every cent.

These conditions have all helped to popularize voice writing. Economy became popular with most concerns and "dictators that couldn't" and "stenographers that wouldn't" before the panic, promptly got in line and used the Edison Business Phonograph, thereby proving what we all know, that "the things that are best for us we seldom do until they become a necessity."

Look at the fac-similes of the first patent on a Business Phonograph granted to Mr. Edison, printed on the last page of this issue of "Tips," and you may picture the appreciation of the inventor for the present success of his machine.

Thirty years ago the Business Phonograph was ahead of its day: the innovation of the typewriter with the woman stenographer had to be first digested by the business world and electrical progress extend current facilities to every office before voicewriting could come into its own.

Now the bars of opposing conditions are down and it is easy to understand how our dealers who are helping us by helping themselves are considered more as friends than mere business connections.

So, then, you can understand the feelings which prompted the Editor of "Tips" to expand the modest sheet which you have received in the past into the twelve pages that follow and dress the remarks with holly and two colors.

Be kind. Read all we have written.

Our hearts are in the right place—not like some business men who carry around at Christmas a sprig of mistletoe pinned to their coat-tails.

If we awaken in you some of the same good-will — "doing-our-best-to-please"—spirit, this issue will have accomplished a great deal.



FRANK L. DYER
PRESIDENT AND
GENERAL COUNSEL

Our business by future comparison with us has made it's known phenomenal progress, as you the increase in our sales figures. In above testimony of many users we may quote. It work. The we among your sales men performance for the make. Thank you for many business and a hope may shall see

Yours truly,

Edward T. Wilson

THE Officers and Managers of departments in the Edison Business Phonograph Company have each written a few remarks with expressions of reasonable good-will beside their portraits for the Editor of "Tips."

Have you met us all?

No? Then why don't you telephone 1252 Grammercy, New York, when you are there again and arrange to come to Orange—only an hour's run—where the majority of the Edison Business family holds out?

Here is a great cement city with 18 acres of floor space working on Edison products. A visitor asked the writer the usual question, "Is Mr. Edison still active?" For answer a pile of recent experimental records in his careful hand-writing were pointed out, showing the thought expended on every subject he works upon. And just then the man himself came in and talked with all the ardor that could be expected of an inventor with the creations of his genius, growing into shape about him.

But after an Edison invention is made the strongest kind of organization is required to market it. Most other manufacturers can obtain employees from other similar concerns; but the Edison products are unique and require the development of men and methods specially fitted for the work.

On the next page we have shown in diagram form how the Edison Business Phonograph is marketed. The four department managers, Sales, Advertising, Credit and Transportation, have their portraits shown in this issue and all dealers are invited to correspond freely with these heads for the good of the business.

And President Dyer, Vice-President Wilson, Secretary Wester and General Superintendent Weber are behind the general organization, waiting to serve, if possible, any dealer who should require special attention.

Thus the Edison Business Phonograph is backed by the inventor, and an official family directly in touch with him; it is the most unique organization probably in the world, having every ability and reason for fair dealing *directly* with the dealer.

If any dealer has a grievance it is probably because he does not realize the extent of the organization and our policy of adopting rules that shall have "The Greatest Good for the Greatest Number."

We have over 200 Dealers at home and abroad to satisfy—and we work hard at the job.

Our stock-room is filled sufficiently to meet every need of the business; yet it takes a little time to fill an individual Dealer's order, because the order department, the shipping clerk, credit manager, the shop—what is usually termed "red tape"—all take time to move. If it were not so a great organization would soon be in chaos, and, ultimately the Dealer would have a much greater and more reasonable "kick" than that his orders were not shipped the same day of receipt at Orange.

It is so with repairs, too; the receiving department must accurately detail the articles received—the inspector report their exact condition—and after all orders must be sent to do the work.

But these conditions are not stated to defend any undue delays, any laxity—of our systems. We know the dealer is handling only a few orders and it is our business to help him as much as possible.

Fire your troubles, your complaints, your hopes, your successes at us.

We're here to get business—for you—for ourselves.



C. H. WILSON
VICE-PRES. AND GEN. MGR.

The Edison Re Price System with a standard outfit has helped in the building of a strong reputation for the dealer's prosperity, and the customer's confidence. We are thankful for the loyalty of our dealers, which assists us very materially to carry out these principles.

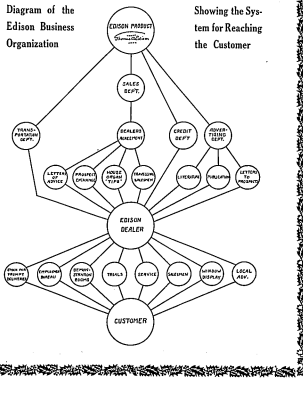
Fire the compliments of the season and wishing you a happy and prosperous New Year.

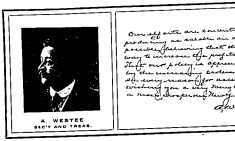
Vice President & General Manager.

Dictated personally by Mr. Wilson while away on a business trip.

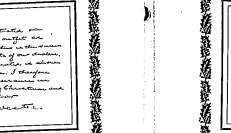
Diagram of the Edison Business Organization

Showing the System for Reaching the Customer





A. WESTEE
SALT AND PEPPER.



THE writer was connected with one of the largest sales organizations in the world when they "took on a side-line." Did they go out and "get a man" to handle it? Not on your life. The building up of a new line within their present organization could not be entrusted to a green employee, no matter what his capabilities.

They selected a man who knew their company from the beginning—an old employee—and said to him, give your time to this to get it going and gradually turn it over to the department you must organize.

Thus a side-line proved to be a success. The old employee who managed it at first knew the limitations of the company's organization and did not "shop over" with cheap enthusiasm or spend more than the profits would warrant while he pushed the sales and got the enterprise on its feet.

Would that some of our dealers could go at our proposition as sanely.

Let the dealer who reads this article ask himself if he is treating himself or ourselves fairly if he hasn't tried to organize a department along these lines for the Edison Business Phonograph.

Mark you, the first condition for success is that you have an employee that you have had for some time in your organization, or if you hire a new man—don't! Don't!—say, "See what you can do with this line," and then let him drift.

Let the man in charge of an Edison Business Phonograph Department know all about the firm that employs him. Let the boss get in touch with him—know his troubles—share in his successes—and let him understand if he fails in his specialty he is still employed, so that another salesman can be tried and the first will know he can take another position at once—in the firm, not out of it.

This advice will especially apply to the small dealer. He cannot afford to hire a special man for the Edison Business Phonograph, but he might afford part of an employee's time or to hire a new man for general work with the special understanding that he is to learn and do all that is to be done with the Edison Business Phonograph.

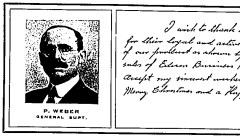
And, Dealers, when you select your man to master the Edison Business Phonograph proposition put him in touch with us. Tell him to write us letters and hear what we've got to say. We can't do harm and we can't help but do good.

There are the letters we offer to send to trial customers when we understand the features of the system you are trying to prove. These letters will give a "green" salesman new ideas—new arguments—and the fact that they come from the home of the original phonograph, signed by an officer of this company, will add prestige.

Then the new salesman can secure the greatest assistance by asking the aid of our Advertising Department. Suppose there are several hundred possible customers in your territory; get their names, addresses, and the class of business. When one firm—say a lawyer—is sold, give the advertising department their endorsement and ask them to circularize all the lawyers on your list. And so you can devise many ways of advertising without help and at our expense, *if only you will supply the ideas.*

We have in mind one dealer who put his own advertising man on a plan that we would not have sanctioned, and spent several hundred dollars—all of which was charged up to the poor salesman who was judged a failure because he didn't sell the outfits immediately to cover the dealer's advertising expense.

Get a salesman you can trust to act wisely—one that you can afford to keep permanently in your employ—and let both of us, you and I, boost him to success.



P. WEBER
SALT, PEPPER, MUST.

THE One-Price System of the Edison organization based on a standard outfit is the best policy that a permanent business can be built upon.

But, while it safeguards the dealer's profits and gives the customer the greatest value in quality of goods and service by the salesman, it nevertheless can be made very unattractive to the purchaser and resell in a less of business if not used tactfully, especially in competition.

We saw a case of prices handled about right the other day. The dealer, instead of answering a customer's request for a quotation with the bald statements, "This figure quoted is the Edison One-Price," or "We never make a reduction on such a quantity," etc, the salesman quietly quoted standard prices, but pointed out the fact that the question of purchase was not settled as yet and said, "When you know more of my firm and what our machine will do you will not think so much about price as you do now without experience."

A trial of the appliances was duly given and the Edison salesman, knowing his profit was secure if he made the sale, prepared to give such attention to the customer that his service would be considered with the price.

In other words, he impressed the customer that a price must include a profit to allow for a service and that a reduction meant less attention, which the customer would not be wise to ignore.

The sale was made against a determined effort of a competitor who had not followed up the trial, but expected to clinch all his arguments with an attractive cut price.

Remember in all cases that the solid side of your salesmanship—the part that you can always count upon in winning out—is your personality and attention to the wants of a customer. When you attempt to let price and design win without personality, every sale becomes a gamble—and like most forms of gambling it will leave you the loser in the long run.

Make price the secondary argument and always in connection with definite results, which you can present attractively because of your intimate knowledge of the customer's office. Don't flaunt "Edison Policy," except for good reason, which you can prove are in the buyer's interest. No one likes to feel that he is up against a price barrier, *fair*, immediately there is a desire to break it down. The Edison One-Price System is something for the customer to feel is for his benefit—not a scheme for obtaining high prices.

But when, after you have done the best you know how in making a customer realize values and the need of leaving a reasonable profit for your living and future services, then if it's a question of "pull out" or give up in price it's better to retire gracefully with your goods.

Price-cutting is a disease. Every time the question of price is mentioned some men shiver like a drunkard who sees a bottle and a glass. The price-cutter has weakened so many times that "price" gets to be a bugaboo; he believes that price is all the customer thinks of—and when he is around it is so, for, such a salesman talks, thinks, and acts "price" and his attitude suggests the subject.

Any Edison salesman can show, however, that more value is necessarily given in a Standard Outfit plan over a selling plan that is not based on an illustrated assembly of accessories. The desire to make things better, have, for instance, obliged us to add considerable to the price of an Edison outfit but we could not, as these improvements were frequently brought out, change our standard prices on each occasion.

The Edison One-Price System is more than a protection to the stability of a business—it is the moral force that keeps the business clean and worthy of the interest of an honest dealer.

E. H. PHILLIPS
MGR. CREDIT DEPT.

With the innumerable compliments of the Season and the greatest pleasure in the World, I am, only as a customer, Yours faithfully, Christmas 1910.

Certainly wish the Editor a Merry Christmas and a Happy New Year.

VOICEWRITING salesmen are too often one-sided in their interest—they are all mechanical or all commercial; a combination of both is necessary for the greatest success in selling the Edison Business Phonograph, as the following incidents will show:

The Hoosac Agency ordered ten machines for trial, and the salesman thought after ten days of the most pleasant experiences that a sale was sure. But the prospective customer decided not to purchase, and it developed that four machines would have been plenty to install for the amount of his correspondence and the ten machine installation came to such a figure that the company balked at the expense for the work accomplished, so the entire installation was refused.

That salesman was not commercial enough to see that the machines were installed for economy. He thought if they run mechanically that was enough.

Another salesman had a struggle instructing dictators and transcribers, but finally got the plant running smoothly. The mechanical part troubled him, for he was all commercial, with engaging personality and fine enthusiasm. Finally the customer's manager, to whom he appealed for the order, being mechanically inclined, asked a number of questions about motors, recorders, etc., and found him so lacking in his knowledge that the sale was lost.

That salesman did not know his machine and he found by experience that no amount of salesmanship could get him the order.

The Edison Business Phonograph is only a means to an end, which is handling the proper amount of dictation. Easy rees the salesman's head when he sees his machines being used continuously, for his arguments are then easily formed and proved for the closing.

Finally, Jones, the well-balanced salesman, had an installation in a big office where his two machines on trial were scarcely noticed. Every day he counted the cylinders dictated—figured out the economy—answered mechanical questions —and prepared for his closing.

The day came to see the "big fellow" and the first question asked was "Why should I buy?" It wouldn't have done in that five minutes interview to say "The machines run beautifully." What the salesman did say was "Here is an economy statement of what voicewriting has done for one dictator and transcriber—we can duplicate that record throughout your entire office."

Where can I get a two-sided man? —say you.

Develop him—say we.

There is only one phonograph to learn and that is easily done. The trouble is, your commercial salesman never stops to study the reason for a trouble and its cure. Urge upon him knowing what "caused it and what removed it"—and after a little, mechanical difficulties will not come so fast that he can not easily overcome them. Philip Armour said: "I make mistakes, but I don't respond to encores."

Let your commercial salesman learn the mechanical side of the business phonograph by using it—encountering the little "bugs" that his customer surely will later in using any contrivance.

He can gain this experience inside. Then instead of trying to make a lame explanation or attempt a small adjustment outside with only his commercial instinct to guide him, he can act surely—quickly —and inspire confidence by his mastery of the whole proposition.

Many a good salesman quits because he "doesn't know how" and the dealer himself is largely responsible for this. Watch—coach—instruct—encourage—an employee and you can develop a loser into a winner.

L. C. MCHESNEY
MGR. ADVERTISING DEPT.

Our advertising of the Edison Business Phonograph has been just a reflection of the natural interest in our business, nothing in particular to be thankful for, and a great deal to be sorry for. Your kind words we answer in the same spirit, and wish all of you a very Merry Christmas and a Good Installment of Prosperity for 1910.

L. C. McChesney

"IT WILL live in the Past, the Present, and the Future!" Scrooge repeated, as he scrambled out of bed. "The Spirits of all Three shall strive within me. Oh, Jacob Marley! Heaven, and the Christmas Time be praised for this! I say it on my knees, old Jacob; on my knees!"

* * * * *

But he was early at the office next morning. Oh, he was early there. If he could only be there first, and catch Bob Cratchit coming late! That was the thing he had set his heart upon.

And he did it; yes, he did! The clock struck nine. No Bob. A quarter past. No Bob. He was full eighteen minutes and a half behind his time. Scrooge sat with his door wide open that he might see him come into the Tank.

His hat was off, before he opened the door; his comforter, too. He was on his stool in a jiffy, driving away with his pen, as if he were trying to overtake nine o'clock.

"Hallo!" growled Scrooge, in his accustomed voice, as near as he could feign it. "What do you mean by coming here at this time of day?"

"I am very sorry, sir," said Bob. "I am behind my time."

"You are?" repeated Scrooge. "Yes, I think you are. Step this way, sir, if you please."

"It's only once a year, sir," pleaded Bob, appearing from the Tank. "It shall not be repeated. I was making rather merry yesterday, sir."

"Now, I'll tell you what, my friend," said Scrooge. "I am not going to stand this sort of thing any longer. And, therefore," he continued, leaping from his stool, and giving Bob such a dig in the waistcoat that he staggered back into the Tank again; "and, therefore, I am about to raise your salary!"

Bob trembled and got a little nearer to the ruler. He had a momentary idea of knocking Scrooge down with it, holding him, and calling to the people in the court for help and a straight waistcoat.

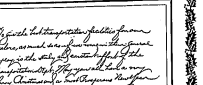
"A merry Christmas, Bob!" said Scrooge, with an earnestness that could not be mistaken, as he clapped him on the back. "A merrier Christmas, Bob, my good fellow, than I have given you for many a year! I'll raise your salary, and endeavor to assist your struggling family, and we will discuss your affairs this very afternoon, over a Christmas bowl of smoking bishop, Bob! Make up the fires, and buy another coal-scuttle before you dot another i, Bob Cratchit!"

Scrooge was better than his word. He did it all, and infinitely more; and to Tiny Tim, who did not die, he was a second father. He became as good a friend, as good a master, and as good a man, as the good old city knew, or any other good old city, town, or borough, in the good old world. Some people laughed to see the alteration in him, but he let them laugh, and little heeded them; for he was wise enough to know that nothing ever happened on this globe for good, at which some people did not have their fill of laughter in the outset; and knowing that such as these would be blind anyway, he thought it quite as well that they should wrinkle up their eyes in grins, as have the malady in less attractive forms. His own heart laughed; and that was quite enough for him.

He had no further intercourse with Spirits, but lived upon the Total Abstinence Principle ever afterwards; and it was always said of him, that he knew how to keep Christmas well, if any man alive possessed the knowledge. May that be truly said of us, and all of us! And so, as Tiny Tim observed, God bless Us, Every One!—(From Dickens' Christmas Carol.)



JOHN T. ROGERS
TRANSPORTATION MGR.



A TRANSPORTATION department in a great organization like ours is one of the most necessary and at the same time the least heard about of any.

The average dealer orders goods weighing over 100 lbs. knowing he will not have to pay for their transportation and has no occasion to think of the routing, rates, and the other details which the Transportation Manager has to arrange in the shipment.

The fact that most of our dealers carry a small stock accounts for most of the trouble when complaints are entered about delayed shipments. Selling goods from a sample is never satisfactory, for, when an order is secured there is generally anxiety about the arrival of the goods ordered from Orange and losses occur, attendant upon such a transaction, which should not be charged to a transportation department.

If the dealer will refer to his agreement with the Company he will find that we are not responsible for damages to goods en route, yet we agree to deliver goods weighing over 100 lbs. at our expense, provided the routing is selected by us.

In other words, we have a simplified plan of refunding freight charges and do this with the understanding that you let us decide the roads they shall be shipped on.

When the dealer wants goods "Rushed" it is usually up to the Transportation Department. If the shipment is to be made on routes where considerable other of our goods are moving it will pay, not only in time but money, to wait for an Edison through car; then there is no delay in loading and unloading at junction points on the railroad.

Yet the dealer who finds a delay of a few days in the shipment, when he receives his invoices, is displeased and probably would be better satisfied if we shipped promptly in "part carload" and he received the goods with a week's delay en route.

Occasionally, a dealer has a legitimate "kick" and we are quick to recognize it; goods shipped by freight went astray and they were not found for some time. As soon as we saw the effect of this on the dealer we instituted a rule that goods not received by a dealer a certain number of days after they were due at destination, would be followed by a new shipment.

Packing the goods properly has a great deal to do with the service of a transportation department. Some firms "skimp" on their packing materials and workmanship and lay it to the carriers if there is undue breakage. We think the trade will grant that we exercise the best care in packing and on the average have very little breakage.

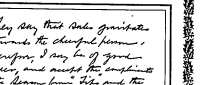
This brings up the point that the carrier is the one to make claims against for breakage. We have pointed out that all goods are at the consignee's risk after they are delivered on the cars at Orange.

Claims for shortages are quite distinct from the transportation, of course, but let us point out that thorough packing is sometimes the cause of complaints when articles cannot be found that are shipped and billed. Don't let the porter throw out all the packing until you have checked up the invoice, is a good rule. And it is a good plan to know how an outfit is packed in case you have to ship one, so use a nailpuller and save a few packing cases.

But, let us explain these points to you by personal letter if you are dissatisfied with any service by the Transportation Department. Our part in the Edison Organization is not to make rules except for the general good and a department that doesn't make efficient service its chief aim is as useless as a phonograph that won't talk.



N. ELSON C. DURAND
SALES MANAGER



EDISON business a phonograph sales are made in the customer's office. There isn't one sale in a hundred that is made in the dealer's store.

Therein lies the strength and at the same time the weakness of our proposition of selling through dealers.

Fortunately we are strong because the majority of our dealers recognize the need of personal outside solicitation, and supply it. And to these dealers it is attractive, that they get business outside and do not have to charge up expenses for floor space, light, insurance, etc., as they do to the commodities they carry on their shelves. The stock can be small enough for current sales (demonstration machines are in use in the dealer's office) and with no expense, but by an employee's time in soliciting, it is possible to make quick changes of capital by *finding* the customer and not *waiting* for him to come in the store.

But nothing short of an explosion will land the minority—the "inside" dealer—and his Edison Business Phonograph into a customer's office.

Think you, reader, this is rough?

Then probably the shoe fits.

Remember how when we signed you up as dealer, we told you what had to be done—that you would succeed only by going outside to solicit?

Can you blame us for finding fault because no one is carrying the message of voicewriting into the offices of your locality?

And just at holiday time we ask both the "inside" and the "outside" salesman to keep outside soliciting all the more diligently. If you are busy, so is the dictator that needs voicewriting and all of its conveniences during the irregular hours of the season. Confronte the prospect with actual conditions that demand the Edison Business Phonograph, and you are more liable to make sales.

We might mention two incidents that happened this week to show the "signs of the times." One dealer in a city of a million inhabitants admitted he was doing a satisfactory business for his expenditures, and 70 per cent. of his sales was confined to only 5 per cent. of his territory in the heart of the city. *That dealer will live another salesman.*

Another dealer—an "inside salesman" —was succeeded by a live young man who hired a small office and went into the voicewriting business *without* a side-line. *The business is that city will boom.*

The dealer who does not try to gain some perspective of his work but takes the business as it comes is doing himself and ourselves an injustice.

"Inside" you gain no enthusiasm. If he should happen in, the customer with his own ideas of using your goods, makes a purchase and departs leaving no picture of possibilities of other sales, no experience, no endorsement—nothing for you to build on.

"Outside"—if you are working diligently—you create business by your enthusiasm and your intimate knowledge of other's difficulties which you have helped to overcome with your goods. Every sale gives you confidence, references and experience to make a larger and better business.

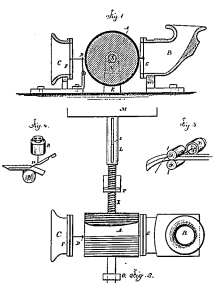
And outside sales—quicker sales—help to cover fixed expenses by their volume. For instance, it is just as easy to keep ten machines on trial as it is five. The salesman who plans to do this has a bigger average of successful results than as if he had all his eggs in one basket with one or two firms who require but a small amount of his time.

The old saying holds true: "If you want a thing done go to a busy man." Show us the pusher—the fellow with his coattails standing out straight—and we will show you plenty of sales.

Go *outside* for business—*inside* there's only stagnation.

Fac-Simile of the Original Patent Drawing
Edison Business Phonograph

T. A. EDISON.
Phonograph or Speaking Machine.
No. 200,521. Patented Feb. 19, 1878.



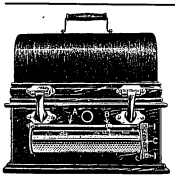
Witnesses
Chas. H. Smith,
Horace O. Trusdell.

Inventor
Thomas A. Edison.
per Samuel W. Duvall
Atty.

Tips

Number 51 December 18, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Hearing Tubes for Commercial Schools

It was recently decided to equip the 10-way rail for commercial schools with the upper part of the hearing tubes furnished separately, leaving off the long piece of rubber tube and giving in its place 50 feet of rubber tube *not cut in lengths*. This will enable the purchaser of a commercial school outfit to cut the rubber tube to the length he wishes for each pupil seated around the phonograph. Before, there was about 4 foot 6 inches of tube attached to each of the hearing tubes, and this was not long enough for some pupils—in other cases it was too long.

When the new aluminum tube is furnished with commercial school outfits the price will be $20.00; with head-bands $22.50, in each case including 50 feet of rubber tubing and the 10-way rail. The price for the same equipment with regular tubes has already been quoted at $10.00.

To refresh the memory of dealers we may say that the outfit recommended for the ordinary school is:—

Dictating outfit Spring Motor *free mineute type*, price	$60.00
10-Way Rail and Aluminum Hearing Tubes	20.00
Hand Shaving Machine	35.00
Total	$115.00

The New Universal Resistance

Recently we improved the slide rod (a) making it of hexagonal stock, and the sliding collar (b), a hexagonal nut to which the pointer and contact are attached. Now the spring cannot turn and contact must be made on the resistance wire at all times so that the rigid instructions about shutting off the electric current before changing the pointer, are no longer necessary.

A new index plate showing the different electrical currents has also been made and is furnished with all machines of the Universal Type. It should be more plain now on this plate that the universal motor may be adapted to any commercial lighting current.

At C on the end of this resistance is the loop for tying the new attachment cord. This was fully explained in a previous article.

We do not know whether the average dealer appreciates the Universal motor properly, but they may, when this talking point is copied by others after a few more years have elapsed for competition to catch up.

We just had a case of a dictator who insisted in turning off the current at the socket of the lamp, instead of at the machine. The cleaning woman, who came at night, turned on the lamp for light, and so the machine was run continuously for 24 hours.

Include this caution in your instructions to users.

The Old Argument

How many words can you get on your cylinder?

This old, tiresome question is fired at you time-and-time again.

Well, run the machine slower or talk faster, and you get more on a cylinder—don't you?

Run the machine at 160 revolutions per minute and speak 150 words per minute for 8 minutes (that's the time an Edison Business machine will talk) and you have 1200 words.

But the other fellow has 160 threads per inch, and you have only 150 threads.

We standardized 150 threads a year before the other fellow woke up to saving the user 50 per cent. of his cylinder bill, and he did a foolish thing, we think, to make 160 threads, which is inclined to give the customer the disadvantage of selecting a standard machine of whichever model as new ones are introduced.

The difference is only 6 per cent., or 10 seconds more talk on a cylinder.

We think any customer had better tie up to Edison and standardize his plant at 150 threads. Make this a point.

"Better Late Than Never" wins no first money.

CUT PRICES are not a short cut to a big business.

More Rubber Stamps

The President of a large company in New York was rafting with the Editor of Tips the other day and inquired about his business.

Growing! says I.

Putting his hand on a pile of correspondence on his desk, he replied, "Well, I should judge so. I frequently see letters now stamped at the bottom, 'Dictated to the Edison Business Phonograph.'"

Yes, the rubber stamp to identify voice-written letters has been a great achievement. But there is still great activity to be shown by our dealers before *all* letters will bear our stamp.

The trouble is lack of enterprise among the salesmen: they do not realize that a liberal, quick, work could mean so much for the general good.

We heard the other day a dealer explain that stenographers were largely the stumbling block in the use of the stamp. "It was too much trouble to the rush of business to affix the stamp just over the initials."

Another said there was no reason for affixing the stamp.

So, we have tried to overcome these obstacles with more stamps to fit the various occasions and the firms as they are met.

Here are three propositions:

Personally dictated to the Editor. Business Phonograph but the writer was obliged to leave before signing.

DICTATED TO THE EDISON BUSINESS PHONOGRAPH. N. C. D. - P. C.

No. 1 Given free upon dealer's request.

No. 2 Regular stamp furnished with the dictators and transcriber's initials; price 15c, postage paid in U. S.

Then to satisfy the good customer where it would be of advantage to do something specially attentive, we have prepared a self-inking stamp like the cut on this page, with a rubber stamp like No. 1 or 2, inserted at a cost of 35c, postage paid in the U. S.

Needless to say we have obtained these cost prices from the stamp manufacturers who have already furnished us thousands—and a lower figure would be hard to find.

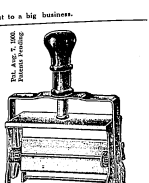
Thus, we can furnish the special stamps, Nos. 1, 2 or 3, with the names inserted for the busy persons and No. 1 with name or without, for the best agreement to be advanced, viz., "You should not be responsible for a letter if you don't personally sign it."

If one of these firms change their dictator or transcriber, so that the initials or the old name is not proper on the special stamp, the change should properly be made by a stamp manufacturer. New initials can be set in an old stamp, but it requires skill to "face" the stamp so it will all print properly.

But a new rubber stamp can be ordered just as cheap as to have the old one changed, and, therefore, we advise you to e'ther have new ones made locally, if necessary to have them quick, or send to us an order for a new stamp.

Get in the Edison stamp business!

Make the mail advertise your wares!



Are You Going to Stop January 1st?

There are several points wherein an artist, a poet, a musician, an essayist or a playwright has the advantage of a business man. For instance, your artistic party can dope, drug "vulge, booze and soak his epidermis in nicotine until Nature grows disgusted and tosses him into the hell-box. But your business man has got to be decent from the start. Neither his colleagues nor his customers will stand for a hot-whisky voice, beady eyes, and the dark-brown breath.

Commerce is built on confidence. The world will not long deal with men who keep bad hours, and walk the bohemian ways that lead to bedlam. Therein is the world wise—cut it out!—*Elbert Hubbard.*

THE WEEKLY SERMON.

The dealer is a specialist, while the buyer be'ng a consumer of a great number of different things, has only a general knowledge at best. The person with only a general idea as to value, pitted against a trained specialist, is at a great disadvantage.

Therefore, to be on ethical ground the seller must be the friend of the buyer—not his antagonist. For a seller to regard the buyer as his prey is worse than non-ethical—is it immoral—a violation of the Golden Rule.

ELBERT HUBBARD.

BRAINS AND THE MACHINE AGAIN.

A young typewriter had just been hired by a prominent lawyer. She had never done regular work before, and was somewhat nervous.

The lawyer settled himself back in his chair, and began dictating from mind a brief. He had pegged away about five minutes, when the girl stopped, with a horrified look on her face.

"What's the matter?" asked the lawyer.

"Would you mind saying that all over again?" the girl asked, with eyes full of tears.

"Why?"

"I forgot to put my paper in the machine!"

Though you bide your time, cease not to labor while you wait.

When you turn over a new leaf January 1st, what will you do for Edison?

Weak Records

I was tired with a long day's work in Washington and the next day I was to see some of the government officials with new Edison Business Phonograph.

That was in 1903 when the first machine came out.

My greatest pride was the recorder, which was the first that could be found on any talking machine—to my way of thinking.

The machine I was to demonstrate was unpacked and placed in my hotel room during the day and just to test it I made a few remarks to my recorder before going to bed.

The reproduction was "rotten."

I tossed in my troubled sleep all night and the next morning arose to find the "bug."

There wasn't any!

The fact was that with my tired voice I got a "tired" reproduction. The next morning I was rested and with my usual voice made the good record I expected.

If you wants to know what makes a good record, remember the characters you have seen on the stage. You have heard the whisper of the stage villain without the slightest effort, but the stage frightened amateur could not get his voice over the footlights.

Some dictators have stage fright speaking to the phonograph. But the novelty soon wears off and a little practice makes them see only good makers but better dictators of correspondence.

Don't ask for special recorders for these weak sters. It would be a good thing if we had a phonograph that would instantly get them over heir stage fright—but we haven't.

If there was a record with a permanent contruction that was better—more sensitive—we would adopt it on all machines at once.

We confess that what we have is as good as re can make today.

Flooded" Recorders

We had a good sensible letter from a large user of machines down in Texas, complaining about "flooded recorders."

Now this occurs when a dictator holds his mouth inside the horn and talks for hours at a time so as to condense his warm breath against the cold sides of the horn, allowing the moisture to run down into the recorder.

The record with this film of moisture is not as sensitive as it would be without it, although there is no reason why a fair record should not be made.

Look at your various dictators and see if they are having trouble of this kind, and then explain to them the following remedy:

If they will take a piece of blotting paper four 6x12 inches and form it into a cornucopia with an opening on one end of about 2 inches and on the other end about 4 inches, they can push this inside of the horn and it will form itself to the inside so as to take up any of the moisture from the dictator's breath. Our experimenters have gone into this very thoroughly, and we think the blotting paper idea is much better than any cap which might be put on the bottom of the horn to receive this moisture, or any insertion into the horn of a screen or paper diaphragm.

If the dictator will take the trouble to place a few staples in the blotting paper after he has it formed to the inside of the tube, he can remove it quickly and wash out the horn so that it will be sanitary at all times.

From this you can gather something of what the ordinary speaking tube is after continued use. The moisture of course does not reach the recorder, but it soaks into the rubber tubing around the speaking tube, rotting it and making it about as unsanitary as anything could be.

THE WEEKLY SERMON.

While discussing the almost miraculous rise of a well-known member of the piano trade recently, a dealer remarked: "He has been favored by extraordinary luck, everything that he has touched seems to have turned out right, and besides being lucky he must be something of a wizard."

Not a bit of it.

The gentleman to whom he referred hasn't any supernatural powers, but simply strength of mind to keep hard at it all the time.

He is not a conjurer, but simply a persevering, persistent worker with grit and determination.

I have known him for many years and I have known that at times he was on the ragged edge, but still he gritted his teeth and kept at it, and, according to the world's standard, he has succeeded.

Yet many men accept defeat because they imagine that they lack some special qualification, some streak of genius which is really not needed at all.

It is not the genius which they are in need of, but the commonplace everyday capacity to buckle down to hard work and stick to it.

This capacity could be cultivated by many if they put their minds to the task.

They would find it immensely more worth while than the "luck" which they accord to other men.

The successful business life is one of ceaseless activity and no man should delude himself with the idea that there is any element of luck in his success.

It is the busy, active, energetic man who wins out.

It is the enthusiast who keeps close to the subject and is not easily led by false lights on the shore. Everyone to succeed must have confidence in himself and what he is doing. To tell pianos one must believe in them, know them, enthuse over them.

Enthusiasm is the lubricant that makes the wheels of success go round.

A grouch is sand in the bearings.

EDWARD LYMAN BILL.

An old negro who had business in a lawyer's office, was asked if he could sign his name.

"How is dat, sah?"

"I ask," the lawyer answered, "if you can write your name?"

"Well, no, sah. I nebber writes my name I jes' dictates it, sah."

"O make you have to spend; to grow a crop you have to plant the seed. Its YOU against the chances of a crop.

Tips

Number 52 December 28, 1909

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS
BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Foot-trip Breakage

Sometimes we hear of a dealer who is troubled with foot trip chain breaking. We have a mental picture of such a dealer not following directions in installing this device as on Page 4 of the instruction sheet.

If you will take hold of the foot-trip lever at the machine and move it—doing the work by hand what the chain has to do—you will see that the strain on the chain should be very, very little.

The rules that prevent chain breakage are *four: first*, see that all the twist is out of the chain; *second*, clamp the flexible tube to the pedestal and make a short trip for dictator and just the right length for the transcriber as on page 4 of instruction sheet; *third*, make the adjustment at the foot trip lever on the machine so that the chain is not stretched by the pull of the pedal; *fourth*, teach the user how to adjust the chain at the lever.

It's the old story of intelligence. Some of our dealer's have a minimum of trouble with hundreds of machines in use while others can not make a few work well.

The Edison foot-trip whatever its faults, has stood up for five years. For the occasional trouble that's reported, its wise to see if you are not at fault.

Transcribing Department Troubles

The Editor took the trouble to go into a large firm's office where they were using the Edison Commercial System, and investigate why they were not doing more work.

I found that the convenience of the Edison Business Phonograph to the dictators had made them all neglectful of their work, and of the 200 cylinders that were transcribed each week, I found after keeping a record that 44% of the cylinders came to the transcribing department after two o'clock, and 17% of them after 4:30. It was also a noticeable fact that between the hours of eight and ten only 10% of the week's work was received in the transcribing department, while complaints were occasionally lodged against the system by the dictators because 20% of the work was left over.

These figures tell their story to anybody who will take the trouble to look into a voice-writing plant. The remedy was quickly made in this case, for when the management saw the figures and understood that the convenience of the system had worked against the economy of transcribing, there was a circular note sent out, and the trouble corrected.

Getting Down to "Brass Tacks"

Try as we will, we cannot in some cases understand from correspondence what a dealer means in explaining a mechanical defect. And the shop cannot believe that a really defective article ever left their hands, as is occasionally claimed.

If you were in the Shop's position realize that it would be to your interest to do everything well, and therefore, if a general bill of complaint was filed against you by the dealer in Oshkosh you would promptly say—as they always do—SHUAW ME.

Kind dealer, help the sales department in this work of making a perfect machine.

We want things right as much as you do—and more, *for*, perhaps we can catch some inefficiency that would spell hundreds of chances for sales, where you have only one customer to lose.

The way to go at the question is this. Tell us you have machine, serial number X, received about blank date, and you believe certain parts of the mechanism is wrong. We expect naturally that you have tried adjustments, for these are necessary after long shipments and the rough usage of the carrier.

A good way to secure instruction, and not wait for shipments of new machines that probably will not touch you, is to send us a cylinder which you have dictated upon showing your complaint.

Pack this cylinder in excelsior—put it in a woolen box and send it to us express prepaid. DON'T SEND THE CYLINDER WITHOUT CAREFUL PACKING.

But, suppose, for instance, you think the gears are too noisy. Tell us you have taken a stiff brush and removed if possible any small chips that would make the trouble.

Everything has failed?

Then, this should be presented as an exhibit for the Shop. It is valuable for the purpose of locating any neglect or poor work that you and ourselves pay for, in workmen.

When you hear from us this Exhibit should be carefully packed and returned directed to the company, *for the personal attention of Nelson C. Durand, Sales Manager.*

One caution before we quit the subject.

Don't send in an exhibit of a machine or part that shows your attempts at "fixing." The shop, very justly, look at the amateur attempts to use the file or hammer as doing the very harm that is claimed was the original trouble.

Intelligent co-operation on the question of mechanical service by the shop will avoid all the troubles—and its up to you to help.

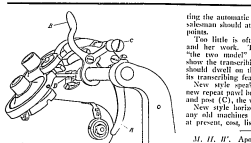
SUCCESS is rooted in reciprocity. Are there any branches of your customers to be sold in other cities? Tell us!

Number 53

Bips

Jan. 7, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS
BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Keeping Up the Good Work

The machines sent out from this date will be equipped, as shown in this illustration, with the new speaker guard (A), leaving the scale with an unobstructed view, and the post (C) on the side of the arm, for ease in operating the lift lever and sliding the arm.

An examination of these improved devices will show their real value as selling points. To have the scale left to the unobstructed view has always been desirable, but, invention had not proceeded far enough to see how the speaker guard could be placed in back to do this as in the new model.

It was, of course, out of the question to remove the speaker guard, which has been one of the most valuable attachments ever placed on a business phonograph.

Now, we have not only taken all attachments from the front of the support rod where the scale is found, but we have greatly improved the speaker guard in placing it in back, making it more neat and mechanical.

The new feature of the horizontal post directly in back of the lift lever will be particularly liked by the transcriber, who constantly repeats by moving the lift lever.

If the lift lever (B) and the post (C) are pressed together by the thumb and the first finger the correct action of lifting the arm is obtained.

Sliding the arm to left or right by means of this post is easier and keeps the fingers in a convenient position during the operation.

We think the whole arrangement, not forgetting the automatic repeat, is now ideal and every salesman should at once grasp the added talking points.

Too little is often thought of the transcriber and her work. The competing salesman with "the two model" equipment is not anxious to show the transcribing machine. Edison salesmen should dwell on the universal model and show its transcribing features as well as the dictating.

New style speaker guards (A) include also new repeat pawl brackets (D) and lift lever (B) and post (C), the whole costing list $1.50.

New style horizontal posts may be placed on any old machines by substitution for the screw at present, cost, list 15c.

M. H. W. Apologize. Referred to the phonograph when we wrote "if your outfit is not up-to-date."

Gussie We are sure that you operate the phonograph lovely, but we want business phonograph operators, which is quite different work from playing the parlor machine.

Jozsa We don't have special horns and footrips for dictators with the nervous affection you describe. Why not try hanging the whole machine on wires or get a strait-jacket for the man? Don't lose the sale if you have to supply a hypodermic needle with the outfit.

HEREAFTER NO SHORTAGE CLAIM WILL BE ALLOWED THAT IS NOT MADE WITHIN 3 DAYS AFTER RECEIPT OF GOODS AND ACCOMPANIED BY THE PACKING SLIP. AND NO ORDERS FOR REPAIR PARTS CAN BE FILLED UNLESS IT IS PLAINLY STATED THEY ARE FOR A CERTAIN SERIAL NUMBER MACHINE.

Go Right On Working

THE people who never make mistakes are mighty uninteresting.

Taking the Credit

All Universal motors from this date will bear the name-plate shown below. We think we have hid our light under a bushel by not pushing this feature of the Universal motor more in the past. We want every salesman to realize all that is claimed for this motor and present its advantages more in the future. The name-plate on which is printed "current consumption .25 amperes," will help arguments on these lines. Any single condition direct current motor that has ever appeared on a phonograph has taken about ½ ampere, and these single condition alternating current motors that we have tested of other makes, have taken 6/10 amperes. Usually current costs 5¢ a kwh hour (for a 16 c. p. lamp consuming .5 ampere), so a phonograph of a consuming .5 ampere), so a phonograph of a single condition direct current type costs to run 4c a day of eight hours, or $12.00 a year; single condition alternating current motors cost $15.00. The Edison Universal Motor costs but 2c a day, or $6.00 a year, saving from $6.00 to $9.00 over any other types. Hammer these facts into the consumer and back up your statements by the affidavit test sheet of the Electrical Testing Laboratory, New York City.

TYPE A.D.C.
No. 6000
UNIVERSAL FOR ALL LIGHTING CIRCUITS
50 CONNECTION WITH VARIABLE RESISTANCE.
CURRENT CONSUMPTION .25 AMPERES
EDISON BUSINESS PHONOGRAPH CO.
ORANGE, N.J. U.S.A.

The Golden Rule

If you are supplying machines to out-of-town concerns have the interest to write Orange and get the names of dealers where the equipment is to be installed so as to arrange the proper local service. You would not take the proper interest if machines were shipped into your territory by another dealer who made the profit on the sale—and it is the same when you sell the goods outside. For instance, it is not a square deal if our supply branch offices of a good customer away from home, and let them get along as best they can; there is the re-erection of diamond and transcriber and the satisfaction which comes from contact with a dealer who understands the proposition.

Write to the proper dealer and make a deal with him to assist you. We will help you and follow up the case to see that everybody is satisfied. If you have some money "down from home" in the shape of a long felt order for shipment, spend some of it to make satisfaction

EVEN the fellow who knows it all can learn a little by experience.

KEEP SMILING

Learn a trick from old St. Nick,
In optimistic lore,
Though his pack, doth break his back,
He only smiles the more.

—A. V. S.

THE WEEKLY SERMON.

The salesman who devotes too much of his time in discussing the merits of competing instruments invariably loses.

If, to use the colonial expression, he exhausts his energies in "knocking" competing instruments he at once arouses curiosity on the part of his callers to investigate the causes why he should become so abusive when referring to certain wares.

On the contrary, if he is over-polite he then exalts his competitor in such a way as to create perhaps too valuable an opinion in the minds of his customers regarding the particular firm to which he alludes. There is always a middle-of-the-road plan.

It is well to remember one thing: That he is held employed as a selling force—that he is paid his salary to sell and not to abuse—and that it should be the one aim of his arguments to convince his customer and not waste any time in trying to explain what his competitors are doing in putting forth instruments without merit.

In truth, most people are willing to be won by argument and is is convincing argument and not abuse that a salesman should use as his stock in trade.

No buyer is so easily convinced as the one who is willing to argue the point, but unfortunately there are salesmen who seem to feel that they are employed not to reason logically with the customer, but to differ on the subject too profusely, and in the end their claims are lamentably weak in ingenuity.

It is said of one of our famous lawyers that he wrote an argument in favor of the gold standard and submitted it to his wife. She was unconvinced.

He then wrote another in favor of the silver standard.

After reading it his wife could not understand why anyone should be in favor of the gold standard.

So it is throughout the world.

It depends upon the point of view from which we present our arguments.

There is a measure of right in almost all things and an almost equal degree of wrong.

Salesmen and competing wares every time they mention them. They should act wisely. They should concentrate their efforts upon that which they are selling, and if they have faith and confidence in their wares, enthusiasm born of confidence will have an effect upon the customer so that he can be won over easily.

The man who lacks confidence in that which he offers is doomed to failure.

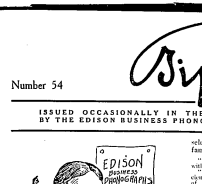
EDWARD LYMAN BILL.

IF you could use a large blue-print showing a cross-section through the mandrel—write us

Tips

Number 54 — Jan. 19, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



The Business Phonograph Co., of Chicago—First National Bank Building—is E. C. Barnes, and likewise Barnes is the Business Phonograph Co., of Chicago. Barnes has sold more outfits than any dealer in the world during the last six months, and the Editor of Tips has been on a still hunt to find out how he does it. Now the secret is out. Those of you who have repeated in chorus, "How the devil does he do it?" are right—the devil does do it, as the Office Outfitter discloses in their December number. Look at the snapshot above and tell us if those are not devils?—or are they customers returning trial machines?—or just plain salesmen with demonstrating outfits and "attachment cords"? Anyway, you see the orders in the cartoon, and we, sure enough, get the orders at Orange.

Brother, we'll tell you why "Barnvie" succeeds. He gives a *Service* to every customer that makes them lay awake nights to do Barnes a favor in return. Barnes don't really sell voice-writers—he just conducts the *Barnes Boosting Bazaar*.

You know how grateful *you* feel towards a physician that has cured your sickness quickly. Dr. Barnes has a reputation in Chicago for curing sick correspondence, and he very wisely has his prescriptions filled at his own Bazaar. One patient recommends Dr. Barnes to another, and he seldom fails in his treatment. Here is one of his famous circular letter prescriptions:

—We want to help you get the best possible service with your Edison Business Phonograph.

First of all, do you always keep the head a safe exact supply of cylinders? Remember that the cost of reminiscence is no more and the conveniences of voice writing is lost when you are compelled to first write out your dictation.

Each business man who uses cylinders to such excellent advantage as you do, in a few months finds some of them chipped or cracked, broken or lost, so that the available stock is depleted. Half of them are not to be in the transcriber's hands, leaving only a very few ready for dictation.

The dictator—in a sport—uses them all, more are required quick, a rush follows to get some shaved and the result is confusion.

The boy shaves a cylinder that was not transcribed—he shaves a cylinder carelessly, and the blame is attached to you.

Now you are going to need four or more cylinders a year anyway, and you might as well have them on hand. They are good until they are used up.

The Edison Business Phonograph is recognized as the best dictating machine because it is the simplest. It renders dictation upon the intelligence with which it is used. That is up to YOU.

"You will find us ready to do our part. We maintain an efficient organization to supply the service you require. We continued use of the machine. Avail yourself of it.

"Should you have trouble don't blame the system. Analyze it. Even the telephone is trying at times, and a train might be late on the best organized railroad. Let us help you. Write us a letter. Call us by 'phone. Send a telegram. A reasonable amount of correspondence and it will serve you well. Call on us when there is anything that we can do to help you—and inventory your cylinder stock now."

In solid form all of Barnes' success is summed up in this: Every dealer is a local Business Doctor who becomes famous, or not, according to the cures he makes—and always for the medicine he sells. The practicing business doctor needs to follow up his patients and shove the same interest as any successful physician.

August 27, 1909.

Co., Henry E. Dorn,
Director of Exhibits, A.-V.-P. Exposition,
Seattle, Wash.

Sir:—The National Phonograph Co. deserve the greatest commendation for its comprehensive display of Edison Phonographs and Records.

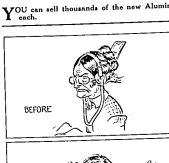
This firm has attained the highest standard of excellence in the manufacture of cylinder talking Machines. The Edison Phonograph is unique in its recording, making sounds simply as pure and true reproduction of the original rendition.

Special mention must also be made of the Business Phonograph invented by this firm. This instrument they have now perfected to a point of practical and lucrative value, which unquestionably will revolutionize our present system of business letter writing.

Respectfully submitted,

INTERNATIONAL JURY OF AWARDS.

YOU can sell thousands of the new Aluminum Hearing Tubes to old plants. Price $1.75 each.



Our staff artist read circular letter 33, in which we state that aluminum hearing tubes will be placed in all outfits hereafter, and immediately dashed off the sketch above and this poetry, with one hand:

Aunt Phebe Snow
Was far below
The average, as transcribers go.
But now they say
They raised her pay,
'Cause she beats the rest by half a day.

Seriously, we have good talking points in this aluminum hearing tube; light, sanitary, no spring to press in the ears, and, best of all, it conducts the sound better than other designs.

This new tube is furnished with transcribing outfits, whether you order them or not. No substitutions of head-band hearing tubes are allowed, but if you order head-band hearing tubes they must be at an accessory price—$2.00 list. Those who want to make this substitution should realize that they get a $1.75 aluminum tube now with every outfit, and if they order a $2.00 head-band tube extra they can still sell the aluminum tubes as an accessory to many old customers.

We are frequently asked why don't we give a choice of the two styles in an outfit?

Because if we do so, it teaches the dealer, *and we don't recommend the head-band tube* except in a few cases.

The aluminum tubes are made attractive because we want them to take the place of the head-band. Transcribers ask for the head-band because they only know of the old style tubes, and it's your business to tell what we know is best and most desirable—the aluminum style.

Hundreds of trials have been lost because the transcribers could not hear everything with a head-band and ear cups. Therefore, don't be fainthearted and ask "Which style will you have?" fainthearted and ask "Which style will you have?" when by so doing there is any chance of losing a sale.

THE WEEKLY SERMON.

Don't govern your thoughts and actions according to the other fellow's standards.

Think for yourself. Make your own brain get busy. Make it record its own impressions. Make it create its own impulses and ideas.

The moment you say, "I wonder what people will think," you admit the superiority of the judgment of others.

You've got a brain of your own, or you couldn't comprehend what all this is about. You've got judgment of your own, or you wouldn't agree or disagree with what you are reading right now. You possess the ability to think for yourself, otherwise you wouldn't know whether you agree or disagree with what is printed here.

Why not exercise that brain? Why not put some confidence in that judgment? Why not rely on those thinking powers to steer the ship of Self?

Being natural isn't hard. Trying to be unnatural is. Thinking your own thoughts is much easier than thinking what you think the other fellow thinks. And there's so much more satisfaction in being one's own self than there is in trying to be somebody else.

Be true to yourself. Believe in yourself. What others have done, you can do. You were made a part of the great Scheme of Things because there is work for you to do. Do it! Don't worry about what somebody else will say when you take off your coat and dig in. Just dig! Dig like fury! And, above all—

Make sure that you are you. Be yourself!

JEROME P. FLEISHMAN.

"Shirkers get paid what they are worth."

"Do unto others as though you were the others."

"Life is too short to spend in chewing the rag."

WOULD you like to have "TIPS" No. 1-50 bound? We will have it done (if you supply the copies) for $1.25.

Tips

Number 55 — Jan. 26, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

The Art of "Closing"

"How long should you leave machines on trial?"

"What would you say when a prospective customer said this?"

"If a good prospect wanted an extension of a trial, would you allow it?"

"How can I close a prospect that has had trouble in adapting themselves."

"Do you know of a way of selling without trials?"

These are some of the questions propounded to the Sales Manager. They are all answered in a general rule—the Golden Rule of Voice-writing Salesmanship. *Insist on the bona-fide order or the money when you have proved what you claimed, whether it takes three hours or three months.* The application of the rule is as follows:

The average case among our dealers is that the firm hires a salesman on a commission basis: advertising or soliciting brings a prospect; the demonstration of the goods is made; an installation worth at least $225.00 list follows; and afterwards it is a problem when and how to get the order or the money.

Now the "how" should insist on a salesman making a demonstration of the system before every installation—no matter how bright the prospects of a sale or how pressing the instructions.

Be useful in demonstrating. Suppose your prospect wants the machines "right after dinner." Let the salesman bring at once *one* machine, with accessories sufficient for demonstration. "The balance of the equipment is coming" will be sufficient explanation—"but I must instruct you on this sample machine NOW."

The lazy salesman says this is all unnecessary—and perhaps it is, if you do not want to play safe and sure.

Demonstration brings out the definite facts, just why the prospect is ordering. Before the installation be able to say, "Mr. Prospect, if I prove to you this or that will you buy in blank days?"

When the "boss" knows why he is buying machines from the manufacturers and putting them out he can hold the salesman to results, and further the salesman can proceed "hammer and tongs" to prove to all concerned that he did what he promised. If he didn't prove the claims he knows the reasons early in the trial and "pulls out" quickly if the conditions can't be changed.

So Mr. Boss says to Mr. Salesman, every morning in a few minutes' conversation, "Show me what you are showing your prospects." He notes the conditions of every unclosed plant from the salesman's daily call. One prospect was buying for convenience; "he dictated four cylinders after hours"—score one for closing. Another big prospect that buys because the plant will show an economy is reported on, "Wrote ten cylinders per transcriber yesterday—average 8 to date—if we can keep this showing up we can close promptly in 10 days."

Figure it out, Mr. Dealer, if you stand to make $90.00 in 10 days on a trial—that's $9.00 a day—isn't it worth calling every day regularly and consulting your evidence against a prompt closing?

You know when you're got enough data. Write it out neatly on the dealer's letter head. No matter how weak the personality of the salesman he can be strong and forcible with his "ultimation" —he has accomplished what he said he would and there's the evidence.

Remember, any business man puts up a resistance to buying. The dealer is a business man like the prospect and he should *know* that the machines are worth the money in every case, when he can be as strong as he pleases in his presentation of the facts.

There's where accomplished claims put the "mechanical kicker" out of arguments; the prospect says, "I'd buy to-day if it wasn't for the trouble yesterday." Your answer: "Here are my figures on economy and a little trouble like yesterday made them less. I'm selling you on results and after all the machine has given better service than a human being, wrong the many calls you are making on it."

So, "close" with proven claims which the salesman takes care are *good* claims by his daily calls and coaching of the prospect. And let the "Boss" interest himself in these daily records and attend to the "frame up" of the ultimation.

The Edison Business Phonograph will show more time and money saved than any other office appliance sold to-day if correctly applied and sufficiently used. PROVE IT.

The art of "closing" is discussed on this page.

Read every word. Write "Tips" your experience in "Good Ways of Closing." and let your 200 brother dealers gain by your advice.

IT'S not what you think—its what the prospect finds by use—that affects the "closing." And its your business, by constant coaching, to make the finding favorable.

THERE is a physiological moment when "closing" can be affected. If the salesman is ready to show "why," with facts and figures—he wins.

Why Wait?

Say to ninety per cent. of the prospects: "I have come for your order" and they will reply something about what the machine didn't do "day before yesterday." This is only the natural resistance of the purchaser. It will be so often the voice-writing machine is furnished in white enamel and writes the letter while the record is made—probably one hundred years from now.

No, brother—it isn't the machine, its human nature that you must consider in the "closing."

When the prospect makes his little speech about "machines," don't fish in your pockets for the screw driver—get out your figures showing what has been accomplished in the days of the trial and say, "We can easily overcome that, but here's figures why you should buy."

Knowing How!

The man who knew his machine found the chips going everywhere but down the chute of the shaving machine. Blower not working. Drawer full of chips. Out comes the drawer, the chips are emptied, a match is lighted and held to the wire screen to burn off the chips that clogged up the opening. Back goes the drawer. A strong "draft" now pulls down the chips. It's all done in five minutes. *Kwitcherkickin.*

That Boy

Light cuts! That's the secret of good shaving on any machine. Teach the user as soon as he hears the "kiss" of a heavy cut to stop, re-adjust the knife for a light cut and take three operations if necessary to shave the cylinder. Heavy cuts dull the knife, tear the wax and raise the deuce generally. Get a hold of Willie Fishmouth—the office boy—and pound this into him with an axe and a mop.

A Statement by Mr. Edison

Attached to this issue is the personal statement of Mr. Edison regarding the Universal Motor. Every salesman should carry a copy of the *facsimile* and present it in his canvass. Orders for a supply should be sent in our Advertising Department.

Use also the disinterested statement of performance of the Universal Motor by the Electrical Testing Laboratory with Tips Number $5. This, with Mr. Edison's statement, should prove beyond any doubt our claims for universality and economy and nail the substitution of any article by a competitor that does not produce a like amount of evidence.

CAUTION. Be sure that branch houses have the power to purchase before you go to any expense with a trial of machines. We will gladly undertake to reach the main office of any prospect to convert them first, if necessary, mentioning your firm as the local dealer to sell the branch in your territory.

Name Plates

Should every Dealer wish a celluloid name plate to place on machines bearing his name and address, we will gladly order them in lots (not less than 200) at $6.00 for the whole quantity. Any wording can be placed on the plate, which is about ½ inch wide and 2 inches long.

HELLO.

When a fellow thinks he's beaten,
And he's feeling down and out,
When he has his courage oozing,
And his sand goes up the spout;
When he starts in feeling lonely,
And he gets to feeling blue;
That's the time you want to help him—
With "Hello, there! Howdy do!"

WANTED ENTRIES

Attached is a circular describing the Second Annual Transcribing Contest to be held this year in New York. Can you produce some one to win the championship?

"The men who do things and not the men who merely talk about things are the men who bless the world."

"Head, Hand and Heart."

THE WEEKLY SERMON.

The man who forgets to call loses the Large Order. *The* Lucky Man *gets it.*

The man who neglects to wind the clock misses the Right Train. *The* Lucky Man *gets it.*

The man who leaves the Important Letter in his pocket does not get the Helpful Answer. *The* Lucky Man *gets it.*

The man who comes to the office too late misses the Big Chance. *The* Lucky Man *gets it.*

The man who delays in answering the telephone does not catch the Straight Tip. *The* Lucky Man *gets it.*

The man who is not there when the boss wants to fill the Vacancy Higher Up miscomments with the job. *The* Lucky Man *gets it.*

The man who mislays his specifications does not make the Success-ful Estimate. *The* Lucky Man *gets it.*

Be Lucky!

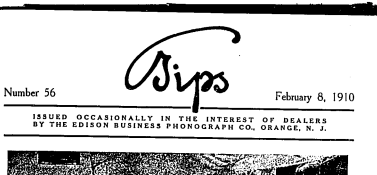
KENDALL BANNING.

THE faithful phonograph has to talk for itself to be purchased most of the time. Let the salesman help by showing how many times it talked and how much it saved by talking.

Tips

Number 56 February 8, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Y. NARAYAN'S SCHOOL OF SHORTHAND SPEED
3, Esplanade Row, Madras, India

A most interesting and enthusiastic circular has just been received in the mails, describing the E. B. P. used in the school of Y. Narayan, India, from which we have reproduced the illustration above. This is a part of the copy in the circular:

How is a climator that never tires, never gets hoarse and never gets nervous. It talks distinctly and as slowly or as rapidly as you wish. As you improve its speed can be increased. If you get behind it stops and repeats. You can have elevation of all kinds according to the kind of work you utter.

The endless record Edison Business Phonograph as a climator is unlimited. The climator is a machine which gives the speed of dictation and the time upon which it can be made to speak, the possibility of increasing or decreasing its speed according to the ability of the student, make it invaluable as a help in this work.

From which you will see that we do not have to apply at home for appreciation.

"Anyone who wants a convincing proof of the general success of voicewriting can point to its popularity in teaching stenography. If the pupil, engaged in the difficult mental operation of writing shorthand, can use the Business Phonograph, how much more easily can he or she write from phonographic dictation direct on the typewriter!

Dealers and Salesmen will do well to include this use of the E. B. P. in Commercial Schools in their arguments with business firms.

The dealer who has a commercial school interested in his business has an employment department at his disposal without any expense to him.

Many pupils in these schools are particularly good transcribers, being rapid operators on the typewriter and also are well educated: to have access to such names may often mean a help to the dealer in making a sale, especially when he wants an operator quickly.

Boost the Edison Business Phonograph in Commercial Schools.

THOMAS A. EDISON—BORN FEBRUARY 11th, 1847. ¶Let us make this month the greatest in the history of Business Phonograph sales in honor of the inventor's birthday.

BE interested and enterprising enough to see that your customers use the printed dictation index—without it the E. B. P. is not a complete success.

Have You Met Him?

(1 the genius "dictator" there are a few specimens in the office that would electrify the world—if it were ready for electrification. There's Willoughby, the sales manager. Willoughby must be troubled with the scratchits. At least when he wants to think his inspiration appears to come from different parts of his epidermis. A dig at his scalp above the right ear starts him off on "Yours of the 24th received, etc." A brush of the tuft of hair above his brow gives him "and in reply will say, etc." A rub of the cheek leads him into the second paragraph; a pinch of the adam's apple comes next, then follows in succession a scratch of the chest, a sharp thrilling of the right arm, while a pool in the middle of the back ends the paragraph. The third paragraph begins by a vigorous rubbing of the hands, although the day is hot, and continues by an extensive application to both thighs; after that the calves of his legs need a complete overhauling, and the letter ends ingloriously with k's thumb sunk deep in the back of his chair. The second letter starts off with a thorough massage of the face, and ends up in the same place or number one. And so on, until Rose begins to lather a twinge of St. Vitus dance, and seeks relief a twinge of St. Vitus dance, and seeks relief a twinge of St. Vitus dance, and seeks relief

THE cost of living is high. You need the money—the business firms the economy. Get together, in February.



The progress of the Edison Commercial System through every land is brought to mind by the receipt of the photographs above of our Scandinavian Dealer, Filma Co., y Globe, 66 Drottningsbacr, Stockholm, accompanied by our catalogue translated into Scandinavian.

Enterprise and Profit

We filled so many orders for accessories for Barnes of Chicago, last week that we inquired the reason and here is the circular he sent out, and out of sight is the trouble of shipping the goods and lots of us taking in the money:—

THE CARE OF THE EDISON BUSINESS PHONOGRAPH.

I want to emphasize the necessity for keeping the Edison Business Phonograph carefully cleaned and oiled.

Any kind of a machine demands this attention, and there is no reason why the Business Phonograph should be an exception. But will rain the highest turbine engine or the most delicately adjusted watch machine can be expected to run satisfactorily for any length of time without attention? A little oil can and no oily cloth can go over the machine and in less than five minutes make it look as bright as the day it left the factory. It will work as well, too. This should be done each morning.

The shaving, which falls to a height, carefully kept supplied so as to obtain, neatly dressed persons.

The nickel part should be kept bright; the mandrel free from wax; the top plate free from shavings, and the feed rod should not be permitted to gather dust.

The Edison Business Phonograph Co. engineers have compiled a booklet, entitled "How to Install, Operate and Maintain," which treats in a comprehensive manner of the use, care, adjustment and repairs of the Edison Business Phonograph. You should own a copy of this booklet. If you have not received one, I will be pleased to see a copy, write us for one to-day. It is free.

The horn should be cleaned, inside and out, for sanitary reasons, and should not be permitted to rust.

If the flexible speaking tube is used, it should be cleaned occasionally. Run a feather through it to do this. The wax rots and the rubber rots. Then it no longer conducts the sound. Records grow faint and the repeater, or the machine, or the operator may be blamed, when the only trouble is that the rubber lining of the tube has rotted. Get a new one.

The operator's rubber hearing tubes should be renewed from time to time. The rubber may be cleaned with a cloth wet with gasoline. When it becomes old and rotten and loses its elasticity, it should be replaced. Don't wait until you have discomfort in your ears. The cost of a complete new hearing tube is only seventy-five cents.

Good results with the Edison Business Phonograph can only be obtained when the machine and all the conditions used in connection with it are kept in good condition.

Very truly yours,

BUSINESS PHONOGRAPH COMPANY,
OF CHICAGO,
EDWIN C. BARNES.

When You're Dead

It beats the deuce how the folks will weep us
you lie in your cellin so fast asleep, and sing of
your goodness in countless ways while the par-
son preaches and talks and prays. 'Tis queer
how the public will eulogize and laud you up
to the vaulted skies, when the undertaker has
called your bluff and squirted you full of em-
balming stuff. But when you walked on the
earth, I swear, you were nothing more than a
plodder there and you'd have fainted or dropped
down dead at any praise that the public said.
It's only when you're a lifeless stiff that the
heartless public will note to the diff.—*Ex.*

KEEP A-TRYING.

Say "I will," and then stick to it,
That's the only way to do it.
Don't build up awhile and then
Tear the whole thing down again.

Fix the goal you wish to gain,
Then go at it heart and brain,
And, though clouds shut out the blue,
Do not dim your purpose true

With your sighing.

Stand erect and like a man,
Know they can who think they can,
KEEP A-TRYING.

—*D. S. Day.*

"Do the thing right and do it right now."

"Two to one in all things against the angry man."

"Violence symbols weakness—strength shows itself in patience and poise."

THE three principal cast iron parts of the swivel plate arm are not interchangeable. Send us the whole arm for repairs to those parts.

Tips

Number 58 — February 18th, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

TIPS will regularly recommend good business books for Dealers and their employees to read and sell to customers. These books will cover every phase of Edison Business Phonograph Dealers' work, including Advertising, Electricity, Credits, Salesmanship, Biographies of famous Business Men, and general works on business building.

The average man or woman does not do enough reading on their business, and everyone connected with selling the Edison Business Phonograph would do well to spend a few dollars on this plan to own, read and sell these books, which will constitute a good Business Library.

The Publishers of these books, to whom we have written, enter heartily into our plan. We want you to order the books direct from them and prepare not only to read them, but *sell them to your prospects and customers, making the profit which the publishers' trade discount allows.*

And, too, no finer souvenir could be given to a good customer or a prospect, to hold their business or effect a sale, than a good book treating pertinently of their business or giving indirectly the advice you have to give.

Forbes & Co., Chicago, Ill., publish four books which we have read and can honestly recommend this week. *They will allow 50% discount to any dealer* who orders on his letterhead, mentioning this recommendation and the arrangement.

Should the dealer only care to know of the books and read the publisher's literature, Forbes & Co. will gladly respond to any inquiries.

With this issue of Tips we enclose reviews and extracts from the following books, but take this occasion to pass a few remarks on each:

THOUGHTS ON BUSINESS. By Waldo Pondroy Warren. Two volumes, Cloth, 12 Mo. $1.25 each, list.

Tip Readers should be familiar with extracts from these books printed under the heading "Weekly Sermons." Each thought occupies only a page. They are quickly read and are doubly interesting because they are classified under such heads as "With the Manager," "Buying and Selling," "Starting Points," etc., etc. Every corporation, business man, or clerk will do well to make an investment in one or more of "Thoughts on Business."

THE MAKING OF A MERCHANT. By Harlow N. Higginbotham, partner of the late Marshall Field, President of the World's Columbian Exposition, and Prominent Financier. Cloth, Large 12 Mo. $1.50 list.

This is one of the most important books on business ever published. No merchant, credit man or clerk can afford to be without "The Making of a Merchant."

THE TRANSACTION OF BUSINESS, by Arthur Helps; and HOW TO WIN A FORTUNE, by Andrew Carnegie, bound in one volume, 12mo, cloth back, price $1.00 list.

Besides articles by the above men, there are included in this book strong articles by John W. Ferguson, of the Chicago Edison Company; John Farson, of Farson, Son & Co., Chicago; W. T. Fenton, president Chicago Clearing House Association; Sir Francis Bacon, and Elbert Hubbard.

BOOKS that TIPS recommend for dealers to read and sell through special arrangement with the publishers is the subject of this page

Extract from "Thoughts on Business"

Good Reading for Employees

A good way to stimulate the energies of employees is to furnish them with good books, which will awaken them to see their opportunities in life and give them a purpose to work for.

In an industrial establishment recently I saw a bulletin to employes which read:

"At the office will be found a number of helpful books, which we believe, will be of great value to those of our employes who will read them. To bring these books within the reach of all, we have purchased a quantity of them and offer them to employes. The regular selling price of these books is one dollar."

When I spoke to the manager about the plan he said, "Yes, we not only sell them the books, but we give them all the time they want to pay it in—several months if they want to."

"And do you dispose of many books?" I asked.

"Not so many as I would like," he replied. "I think we have sold three or four hundred of this last lot. But when you stop to think that we have several thousand employes it doesn't seem a large percentage. But it reaches those that are in earnest, and those are the very ones we hoped to reach when we began this plan. The right kind of a book will do wonders for an employe."

EDISON MONTH is reflected in heavier orders, livelier correspondence, from all the dealers.

FEBRUARY is a short month! Commence your "closing" early!

Tact in Closing

The principal criticism of the Edison Business Phonograph is summed up in the word "complicated."

The writer smiled when this remark was made by a prospective purchaser, the other day.

"And pray, what *good* things did you find out about our machine?" said I.

Now you know the average man is not a knocker at heart, and here are some of the favorable remarks he made as I quizzed him:

"Yes, I will admit that the universal motor idea, both for electrical current and office uses, is a good thing in any design."

"Yes, the speaker guard is essential."

"Yes, the automatic repeat with the easy lever is much better for the transcriber."

This was enough. Right there I suggested that if we removed all those devices and went back to a more primitive type, we would make the machine appear less complicated, *but*, "wouldn't the design be less effective?"

Sit a man down to the typewriter of ten years ago and then to the one of to-day, tell him that (like the Phonograph) it takes practically no practice to operate it, and as sure as you live, on this "complicated" argument, he would select to use the old pattern without the adding attachment, three-colored ribbon, etc.

It is the fellows who are trailing along and trying to catch up who howl "complicated"—when they haven't got a similar design to sell.

It was so five years ago when the first of the new Edison features were introduced. The scale, the correction system, the inverse repetition features, were new and the cry was "complicated"—still it was copied,—after a fashion.

Besides, "Do you know, Mr. Customer, the record of what the Edison machine has done in your office?"

"No?"

"Then I can show you here, that we have accomplished fine results. You have admitted that certain Edison features are good, if not indispensable. Did you stop to reason that a 'complicated' design might mean more 'efficiency,' for you can't add a part for some useful service that does not make a more successful machine."

These are some of the arguments that the thinking, enthusiastic Edison salesman advances when he is confronted with such criticism.

"Eternal vigilance is not only the price of liberty, but of every other good thing."

"Are you a cheerful loser? If so, you are bound to win out in the long run—take your medicine."

FORBES & CO., publishers, mentioned on the first page of this issue, have a striking poster to send you with your initial order for the books "Thoughts on Business." Don't delay—send today

THE WEEKLY SERMON.

In order to achieve a responsible position in any great corporation a man must show a disposition to assume responsibility. I maintain position so assumed is rarely taken away from a man once it is found out that a man assumes responsibility with good judgment, there are always plenty of people who are perfectly willing that he should continue assuming it.

Few men can make a success unaided. As a man emerges above the surface of clerkship and begins to take responsibility he becomes more and more dependent upon those below him to carry out his instructions, and no man ever achieved great success unless he was ably supplemented by the right kind of subordinates.

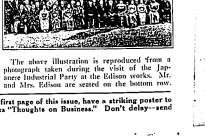
One of the chief requisites to success is the ability to choose and hold assistants who will cooperate in every way to execute plans that are devised.

As an illustration, nothing distresses a man more than to have a poor stenographer and to see her eternally correcting mistakes, or to be constantly harassed by the fear that some mistake may have crept into his correspondence owing to the shortcomings of his stenographer. It is a continuous strain on the man.

And this is true of all kinds of subordinates. If a man has no confidence in the men under him he is always fretting for fear they are not carrying out his orders correctly, or doing something they ought not be doing. This alone justifies a man in being very particular in choosing the right kind of subordinates, and if he has not the faculty or genius for selecting them he will probably wind up a failure himself, because there is no man who can do all the work of any big corporation.

PAUL MORTON.

No sale is complete until you have shown the customer that he should use one of the "Dictated to, etc," rubber stamps. It is just as easy to march, as to mark time.



The above illustration is reproduced from a photograph taken during the visit of the Japanese Industrial Party at the Edison works. Mr. and Mrs. Edison are seated on the bottom row.

Tips

Number 59 February 25, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



A free Commutator Cleaner for the Universal Motor

We are sending under separate cover a tool for more conveniently cleaning the commutator of the Edison Universal Motor. The use of this tool is fully explained in the instruction sheet accompanying the device, but a few words may be added as follows:—Referring to Fig. 3 above, the brass stud mounted on a piece of wire, is intended to hold the piece of rubber bearing tube (Fig. 1) rolled inside a strip of fine sandpaper (Fig. 2) and then placed on the stud so the lap of the sandpaper will be held by the wire, as in Fig. 4. If now the sandpaper is held against the revolving copper commutator inside the left end of the motor the surface may be cleaned so that the brushes which bear against the commutator will have a good contact. A piece of clean rag, if used before the sandpaper and attached to the tool in the same manner, will remove any accumulation of oil or dirt. *Use care not to injure the commutator by allowing the hard wire of the tool to touch the motor.*

It is not the intention to send these tools out in quantities or with every outfit, since one tool in the hands of each salesman or mechanic is sufficient. Or, perhaps, you have a good customer who is able and thoughtful enough to use one of these commutator cleaning tools, in which case we could supply them as well as your employees. If more than the sample tool sent out with this issue of Tips is required, drop us a line and we will send more.

The "Rap" Letters from Orange

We wish dealers would use us more extensively in ordering "Rap" letters sent to their customers they are "Closing." If we only give a little help and you can possibly make your profit of, say $80.00, it pays to employ every means—and one of them is to let Orange write the "Rap" letters.

Here is what some of the dealers think:—

With reference to the recent sale of machines to the Duplex Printing Press Company of Battle Creek, we in all made 9 or 10 trips to their office and only on one occasion were able to see Mr. Stone, their Manager, and then not over two or three minutes. Mr. Buckley found it our other responsibility to go into detail regarding the possibilities of our machine with this prospect, the Duplex Printing Press Company, and is well satisfied that your personal letters to them helped to quite an extent in making the sale, because they reached the persons that he could not reach.

THE BUCKLEY OFFICE OUTFITTING CO.

We believe a personal letter from you to firms having Business Phonograph on trial assisted us materially in closing sales.

THE BERGH PIANO COMPANY.

We believe that the set of letters sent direct from your office was of great assistance to us, and we certainly think it is the biggest help a salesman can have. We are very honest in our opinions that it will prove profitable for you to continue writing to people who have the machines on trial.

THE INDIANA MUSIC COMPANY.

I substantially state that I believe it will be to our mutual benefit for you to still continue the practice of sending personal letters for your dealers to firms having Business Phonographs on trial. The work that you are doing for us in this respect has assisted us materially in making sales. Hope you will continue the practice.

A. W. HALL.

It is my earnest and honest conviction that this work is of the very first importance.

W. W. WARNER.

It would be a matter of great regret to us to learn that you had discontinued this. It is our opinion that the effect on the prospect is worth a great deal more than the expense of sending these personal letters to them from Orange. Still hust letters cannot be overestimated, in our opinion. Hope that you will continue this service.

THE BUSINESS PHONOGRAPH COMPANY OF TEXAS.

THANKS FOR YOUR FEBRUARY BUSINESS!

THE VOLUME HAS BEEN A GRAND EDISON TESTIMONIAL

MARCH is the longest month of the year for work. Get busy!

The Pace is not too hot

How to increase human efficiency in business by psychological methods was the subject of an address recently made before the Chicago Credit Men's Association by Walter D. Scott, Professor of Psychology at Northwestern University.

Professor Scott declared that we all possess hidden springs of vitality and brain power which only need to be brought to the surface by concentrating our powers to the limit. According to Professor Scott, the average business man who continually is fearing nervous prostration as a result of the terrific energy injected into his business is a better subject for additional brain work than is the man who is loafing along and taking things easy.

"When a man is doing his best," said Professor Scott, "by changing conditions he can do even better. The same idea is worked out in athletics. A man runs till he is exhausted. Suddenly he gets what is called 'second wind' and then he forges ahead with renewed energy. This he forges ahead with renewed energy. may happen several times. He had used what was merely superficial energy and which when exhausted, led him to believe he had reached the limit of his endurance.

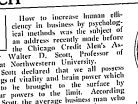
"This is where we make our mistake, and the study of psychology has shown both the reason and remedy. We must get down beneath this superficial energy and tap layer after layer of genuine energy, which is waiting to be used.

"How to get at these layers of excess vitality and utilize it in commercial life gradually is being solved, I believe. Chicago business men have the most strenuous on earth. This excess expenditure of energy is one of the reasons for the remarkable health records for our commercial and financial success. It has brought these hidden springs of energy into play, and great industrial achievements have resulted.

"Competition is perhaps the most potent factor in increasing human efficiency. What is often termed overwork is merely underwork combined with worry. *MORE HARM RESULTS FROM LOAFING THAN FROM OVERWORK.* The more we do the more efficient we become, and as the business men of to-day utilize psychological methods in forcing their employees into the use of their reserve energy and vitality remarkable results will attain.

"The study of the mind of the individual by his employer is becoming more and more a necessity of modern business life, just as the study of chemistry and physics is necessary in some lines of human endeavor.

"Through this study the efficiency has not kept up with the remarkable development in other lines of work. People are born to-day possessed of no more tact than their predecessors of twenty centuries ago."



A MESSAGE FROM MR. EDISON TO THE CHRISTIAN ENDEAVOR WORLD

Orange, N. J.,
Jan. 25, 1910.

Dear Mr. Wells:

If there is any message I can give that might be of value to your young people, it would be this: to be interested in whatever they undertake or may be doing at the moment; to dismiss from their minds everything else but the one thing they are doing at the time, and to think only of that one thing in all its bearings, from every viewpoint, and to be master of it. Don't mind the clock, but keep at it, and let nature indicate the necessity for rest. After resting, go at the work again with the same interest. The world pays big prices to men who know.

To accomplish things there must first be an idea of possibility, then the watchword must be "Try"; and keep on trying with enthusiasm and "Try"; and keep on trying with enthusiasm and a thorough belief in an ability to succeed. If you are convinced that a certain thing can be done, never mind what the world says to the contrary,—experiment, if you are really interested.

Forget entirely the word "disappointment." Failures, so called, are but finger-posts pointing out the right direction to those who are willing to learn.

So far as I can see, these principles have influenced me in the years that have passed. In fluenced me in the years that have passed. In addition, I have always believed that hard work and a living general interest in everything that and a living general interest in everything that makes for human progress will make men or women valuable to themselves and to the world.

With greetings and all good wishes to your young people, I remain,

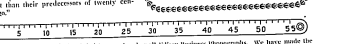
Yours sincerely,

(Signed) THOMAS A. EDISON.

"Patience makes kings."

"To escape criticism: Do nothing, say nothing, be nothing."

"The first item in the commonsense creed is obedience."



The scale illustrated here (reduced 1/4) is now printed on all Edison Business Phonographs. We have made the figures very large, so that operators with bad eyes will no longer have difficulty in seeing them. In combination with the figures we have placed a white line, which leaves the scale entirely unobstructed, this combination is the most important improvement that has appeared for some time.

THE Salesman who thinks with his heart always gets the worst of it when he strikes up against the prospect who thinks with his head.

Tips

Number 60 March 7th, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

APART of every salesman's canvass should be to discuss the attitude of the stenographer. Many weak solicitors are so impressed with the business man's kind permission to grant a trial of the appliances that they do not carry the conversation far enough to secure the employer's support before they "tackle the penitentiary."

Edison Business Phonographs were originally designed, and are constantly improved, to induce the business man to use voice-writing. When he does find the machine convenient and indispensable for his work, he will probably attend to his stenographer, and applaud, at least, any interest she may show in helping him.

Consider the best design of a voice-writing machine when Edison entered the field in 1905; it was nothing more than an amusement phonograph having a six inch cylinder. The salesman who presented the old machine, apologized to the dictator because he could not provide for his making a correction or for hearing his previous dictation after an interruption, but argued that if the business man would only put up with these shortcomings of the machine, he could get typists to take the place of stenographers at half the cost.

Consequently there were not many sales in those days because most business firms hesitated to disorganize a stenographic force, posted on their affairs, in order to experiment with machine dictation which admittedly was ineffective in such important details of the system.

The situation was much on a parallel with the quack doctor who could not help his patient, but added "I can throw you into fits and I'm a—— on fits."

Edison was the first to make a machine for dictation that allowed a system of corrections and for instant repetition. It took several years to prove the efficiency of these devices, but it has been accomplished and now part of the business world understands that disorganization of a vital part of the office force is not necessary in adopting voice-writing, which is only a species of stenography that everyone reads and anyone writes.

Explain this to a business man. Say to him "If one of your stenographers should offer to install a system in your office that would give you greater convenience in dictation and that would enable herself to turn out twice the number of letters without more effort—would you discourage her?"

"And if she asked a bonus of a sum of dollars (represented by the cost of the system) payable *when the economy was proved*, would it not be a good investment and would not the stenographer who made the system 'go' be considered in line for promotion?"

Certainly!—you would boost such a suggestion.

So it can be seen that the stenographer can best be "handled" by the dictator whom she is going to help. If possible, let the dictator do the talking to the stenographer and get the idea out of her mind that a cheaper or different girl will replace her.

Would you help a system that would do away with your services? I guess not. Neither would the average stenographer who caught the wrong end of the idea. Bear this in mind. Tactfully induce the business man to help you and show him that the stenographer must want the system as much as he. And further that it will pay him to raise the stenographer's salary rather than lower it.

TACT WITH THE STENOGRAPHER is the subject of discussion on this page.

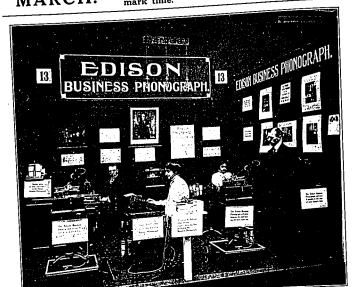
Suppose the salesman talks it over with the prospect and he decides to offer the stenographer another $1.00 per week if she makes the system succeed—isn't it cheap? Such a solicitor can be sure of co-operation. The girl has only to write six folios more a day at 4c. a folio to cover the raise, and she will surely do it.

Also many stenographers do not catch the real idea which prompts the purchase of machines by her employer, and so leave him outline there in a friendly chat, with the Edison salesman present, is the tact that often wins confidence and the order. For instance, a business man wishes to purchase machines principally for their convenience, dictating short instructions to his stenographer after hours, etc.; if this be understood probably no objection to the system would be made on her part. But leave the stenographer out of the conversation and misunderstandings are sure to occur.

Don't leave the canvassing of a prospect half done. Talk over the stenographer situation.

TACT in handling the stenographer situation does not call for the salesman becoming a "Lady Killer." But it does require a salesman's appreciation of her position, and an effort to overcome a possible misunderstanding by using the employer's assurance in the beginning.

"MARCH."—The name of this month is suggestive. Don't mark time.



Exhibition by the London, England, Dealer.

Good and Bad "Trials"

Barnes of Chicago was down to Orange to see us. It's a fine thing, these visits; the dealer sees the color of the eyes of the people who have been writing him letters and the general misunderstandings caused by letter writing and unacquaintance with a manufacturing proposition, are cleared up.

Barnes told us of one prospect that had been willing to "try" machines for two months but wouldn't install them. Why? Just because the prospect said, "I don't see how they will be of much use to us—but I will give them a trial." Barnes always replied at such interviews "I can't afford to buy appliances for you to prove the machines are useless. I know they are just the thing for you. It is only a question of a little time before you will need the system in earnest—then you can command me."

That concern are now users of several machines and will eventually buy thirty.

The abuse of the trial system is largely the fault of the salesman. Learn to know a sincere prospect when you meet him—the other kind will get in line finally and meanwhile will not cause you loss or disappointment.

EDISONIZED MOTHER GOOSE.

(Little Boy Blue.)

Blow Little Boy, come blow your horn,
Of trials and sales you'll surely be shown.
Blow loud and deep,
On plain and steep;
Less prospects and buyers go fast asleep.

"There is no joy in life equal to the joy of putting salt on the tail of an idea."

"Enthusiasm is the lubricant that makes the wheels of trade go round."

HANG UP THAT SALES POSTER we sent under separate cover, where everyone interested in the E. B. P. can see it.

Tips

Number 61 — March 15, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Be More Than a "Machine Man"

The Edison Business Phonograph Salesman should realize the full possibilities of his job and aim to direct a firm in systematizing their correspondence rather than to mechanically install a voice-writer and trust to luck that a use will be found for it.

When Edison in 1905 brought out the Edison Business Phonograph he provided for this use of system with the machine. Tips has written much about it since, and the Edison literature is full of it.

This grasp by a salesman of the right ways to use a Phonograph and the place in the firm where it is most needed, places him beyond competition in many instances.

One of the most successful Edison Dealers makes most of his sales by the guarantee of service and system. They are the shining lights of the voice-writing trade and the despair of the machine salesman of competition, who never understands quite why they lost out.

We suppose that as long as talking machines are made they will all of them talk. The machine itself, of course, is the central object of attraction. But with the machine goes "service and system" in which any dealer may excel and largely influence a purchaser.

It is wrong to lead a business man to believe that the shape of the machine or some trivial improvement—although these may all be on an Edison design—is the whole reason for its adoption over another. The prospect should have plans for using the machine after its purchase and the most intelligent and best fitted dealer should get the business if his appliances have any claim to good design or superior quality.

The business man hires a professional systemaizer to re-arrange his office; he does not ask what tools he will recommend before he starts; it is the brains, the plans, the reputation of the systemaizer that swayers him first.

So the dealer may to a large extent rise above "machine" competition in his sales and it is his duty to do so.

Study correspondence systems—know what you are talking about. Be an addition to the machine—not a part of it.

Yesterday? Forget it! Today is here and that's enough to keep us for awhile. The joys of tomorrow, if we work it right, will make up for the woes of yesterday. All's well with the world.



Note—Dealers are requested to start a book department in connection with their handling of the Edison Business Phonograph. We have no financial interest in the sale of books and interest Dealers to direct all orders and correspondence to us. Practically All books recommended in this editorial department are carried in stock and can be had by ordering or specifying reading for all connected with selling, advertising, mechanical, electrical and correspondence work. If other books are desired we will be glad to recommend the Dealers to the Publishers and the discounts to them if they mention this paper. Dealers must be sure to identify themselves with the Publishers, as all arrangements are specially made for them.

Three Books from The Elementary Electro-Technical Series, by Edwin J. Houston, Ph.D., and A. E. Kennelly, Sc.D. Price, $1.00 list each.

Alternating Electric Currents, Fourth Edition, 359 pages, 115 illustrations.

The Electric Motor, Second Edition, 377 pages, 112 illustrations.

Electric Incandescent Lighting, Third Edition, 514 pages, 164 illustrations.

Send your orders to the McGraw-Hill Book Company, No. 239 West 39th street, New York City. They will allow dealers a discount of 33⅓ per cent., transportation additional. Every person who has any part of his duties connected with the E. B. P. should buy and read the-e books, especially the first one on Alternating Electric Currents.

The A, B, C, of Electricity, by William H. Meadowcroft. Price, 50 cents. Send your orders to the Excelsior Publishing House, No. 27 West 21st street, New York City. They will allow a discount of 50 per cent., transportation additional.

The A, B, C, of Electricity is a plain book for plain people. It is written in such simple style that it may be readily understood, even by a boy. It is endorsed by Mr. Edison, and has had a sale of more than 85,000 copies up to this time.

BUY a cheap level in any hardware store, and place it on the support rod of all machines to be sure they set level when in use. This is particularly desirable on the transcribing machine.

NEW CHIP PANS

that set under the Mandrel of the Phonograph, are now ready. If you need any for your stock or customers, write us.

How Storr Got His Man

H. S. Storr, a dealer in Atlanta, won his spurs in selling Edison Business Phonographs for Crayton & Company in Charlotte, N. C. Crayton was up to see us recently and told the Editor of TIPS some of Storr's exxperiences while working for him that illustrate the need of resourcefulness in selling in a small town such as his territory is made up of. Here is the story:

Storr found himself in one of these Cotton Mill towns where the proprietor of the biggest mill was the best business man to sell if the great mill was the best business man to sell if the other firms in town were to be improved and sold quickly. "Why don't you sell Mr. Blank? He has the biggest office in town?" was the question fired at Storr. But Mr. Blank, the Cotton Mill owner, would not even look at an Edison Business Phonograph and had no interest in convenience or economy in correspondence.

Did Storr sit down and write out a report of troubles? Did Storr buy a drink and a segar to help out his imagination in what he would report about prejudice and lack of enterprise in the town?

Not Storr. These men were just like others, if he could only get their attention—arouse their interest—wake them up to their opportunities.

Perhaps he could reach his man at his home and he would act differently there. So he called Mr. Blank on the telephone—not the local 'phone but the *long distance*. He had a time to convince the operator that he wanted to pay for a long distance message when a local one would do.

The Cotton Mill owner in his home answered the long distance 'phone call, admired the originality and persistence of the "Edison man"—allowed him to come out with his machine and finally bought several.

Next day Storr saw the other fellows that waited on each other's judgment and got them all, for, he had started with the hardest sale and the key was found.

The finest thing about this whole story is that the employer—Crayton—appreciated Storr and was willing to boost him, although he no longer worked for him.

Crayton has other good men left—he knows how to discover them—develop them—keep them —and even see them promoted as he did Storr.

Therein lies the secret of any dealer's success. Goods do not sell themselves—salesmen of the proper temperament and ability must be encouraged to move them.

If you would be a Crayton, secure in a big business, know the boys on the firing line and train them to be winners.

Be the captain of a good team!

Encouragement helps. The employer who never opens his heart and says "that's good," a pretty sure to find things bad.

The pen is mightier than the sword—and about as useless and rusty in these days of Business Phonographs.

Be a Book Dealer

Have you bought the Forbes & Co. books recommended in TIPS No. 58. Good reading will improve your mind and selling them in your place of business or outside to customers will likewise improve your finances. Sometimes the things you would like to say to a good prospect are aptly expressed in one of the books we recommend, and selling it to him or making a loan of the book with the solicitation to sell him a quantity for his employees, will make you the gainer all around. Then, every person who is supposed to know what makes a Business Phonograph operate should read the elementary Electrical books we should read the elementary Electrical books we have recommended in twelve's TIPS. Don't be ignorant like one of the dealers who recently wrote "I didn't get the 110 Volts mentioned on the packing slip."

TO-DAY

Write it on your heart that every day is the best day in the year. No man has learned anything rightly until he knows that every day is doomsday. Today is a King in disguise. Today always looks mean to the thoughtless, in the face of an uniform experience that all good and great and happy actions are made up precisely of these blank todays. Let us not be so deceived, let us unmask the King as he passes.—*Ralph Waldo Emerson.*

EDIGONIZED MOTHER GOOSE.

(*Little Bo-Peep.*)

Little Bo-pip has lost his grip,
And can't tell where to find it,
Let him alone, and he'll come home
Bringing his sale behind him.

"The man who is worthy of being a leader of men will never complain of the stupidity of his helpers."

"Whenever any good comes our way, let us enjoy it to the fullest and then pass it along in another form."

COMPLAINT FROM A DEALER

"I didn't get the 110 volts mentioned on the packing slip."

Tips

Number 62 — March 25th, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

"CREDIT"

A Talk By Our Credit Manager



So many of our dealers are in constant correspondence with me that I wish I could quit letter-writing and meet them personally to have a little talk on "Credits." But let me say through the columns of TIPS what I would say to an assembled convention of Edison Business Phonograph Dealers,—for there I would meet you all. The whole Edison selling plan is built on uniform outfits—uniform prices—uniform treatment. It is much the same as if all the present dealers pg Edison to manufacture for them and agreed to uphold a selling price for the goods and pay for them on even terms. Now, it wouldn't be fair to all of you if I were the person intrusted with the collection of accounts for your manufacturer, and, knowing your wishes, I gave better terms to one than another or treated anyone except in a uniform manner—would it? If one dealer secured goods on consignment it would be practically taking *your* money and starting another in business; and exceptional terms are almost as bad as consignment accounts. We don't know but what a customer is seeking special terms from a number of dealers, and to give one dealer "terms" and another not, is pure favoritism which is not allowable if our mutual relations are to exist. Just think of your trading at the Edison Co-operative Store,—what right has the cashier to give one better terms than others?, and you have my position. I often think that by keeping faith with all of you in insisting on the terms of the Agreement, that perhaps I am an indirect force for business progress. I reason this way:—Every dealer knows the terms of payment. This makes him insist on prompt collections from his customers. Result, prods for all. If I were lax it would tend to react in losses for the dealer. Then, too, a high standard of honesty in accounts means a high standard for the position of an Edison dealer, and those that take a dealership may know they are in good company. We often have dealers apply to us for exceptional terms, claiming they are better fitted than most firms to sell the goods and therefore we should be more lenient in requiring prompt payments; perhaps we are too conservative in these matters, but then a desire to be fair to all assures us that we are right in not breaking rules. That an Edison dealership requires a definite capital and honest intentions is not a bad reputation for the old dealer that is doing business, and here again the new dealer can strive to be in good company.

One little point and I must finish:—Many of our dealers take advantage of the Cash Discount —2%, 10 days. In doing this, I believe they are only getting square on their accounts because many customers take 2% on their purchases from the dealer. If only a proportion of your customers take the 2% cash discount, you should figure this out and take 2% on the same proportion from the manufacturers. Suppose you fail to take the 2% Cash discount and the customer does take his 2%—then you are out 4%.

Think it over. I only mention this in your interest.

SELL SATISFACTION

Success in the selling game doesn't simply mean goods sold. It means customers satisfied.

It means treating a man *after* you sell him as well as you do before. It means bills paid outside of court, and complaints handled on square-deal principles.

Irritating back talk and aggravating threats never got a good-will settlement nor brought back a disappointed customer. A "Chip-on-the-Shoulder" attitude drives trade away.

But courtesy, tact, frankness, fairness—disarm antagonism, melt opposition, bring back business.

Sell satisfaction—and your goods will sell themselves.

WHAT A PITY

the E. B. P. has only one leg and can't walk as well as it can talk—then it could sell itself.



NOTE.—Dealers are requested to send a book department in connection with their handling of the Edison Business Phonograph. We have no financial interest in the books and instruct Dealers to direct inquiries and correspondence to the Publishers as listed below. Only such books as we carefully examine and recommend as decidedly interesting or necessary reading for all commercial selling, advertising, mechanical, electrical or correspondence work, are mentioned here, and we will be glad to recommend other books if we receive a request from any of the dealers to the Publishers and in each case, it is hoped they handle all books at a profit, which is part of the idea of this plan. We must be sure to identify themselves with the Publishers, as all arrangements are specially made for them.

Success in Letter Writing. By Sherwin Cody. Price, 75c.

We have selected the best known books on this subject, knowing that our dealers and customers would be the most interested by such publications.

This book is a fine example of a reasonable priced publication, written in the plain, simple style of a Master of English—Sherwin Cody. Every dealer should obtain and sell it to dictators and transcribers with whom they come in contact.

* * *

Men Who Sell Things. By Walter D. Moody. Price, $1.00.

Salesmen in every line should read this book and take the advice to heart. Dealers could not do better than to place a copy in the hands of each person handling the Edison Business Phonograph. It is equal to a whole year of Tips in suggestions.

"Ginger Talks."

* * *

A. G. McClurg, Chicago, publishes both of the above books and will give substantial discounts to dealers who order direct in accordance with the instructions.

Subscribe to Business Periodicals

The Editor of Tips reads interesting articles and glances through the advertisements in several business periodicals each month, the names of which are given below.

The Office Outfitter. Published by the Class Periodical Company, Chicago. Subscription price, $1.50 per year.

Office Appliances. Published by the Office Appliance Co., Chicago. Subscription, $1.50 per year.

System. Published by the System Co., Chicago. Subscription, $2.00 per year.

The Phonographic World and Commercial Review. Published by E. W. Miner, 23 Doane St., New York. Subscription, $1.00 per year.

Beach's Magazine. Published by E. H. Beach, Detroit, Mich. Price, 25c. per year.

The first two periodicals are particularly interesting from a trade standpoint and should be read by every firm who is seriously in the office appliance line. Both Editors of these publications are personal friends of Tips, and dealers who write and order by themselves can secure subscriptions for $1.00.

System, a well-known publication, is more on the magazine order. Probably it carries the greatest number of popular advertisements of any publication. The publishers do not reduce their rates to our dealers, but will give a book as a premium.

The Phonographic World is a commercial school publication. Every dealer should know what stenographers are doing, and you will read more about the amusements in this periodical than in any other. Mr. E. W. Miner will send our trade this magazine for one year for 50c.

Beach's Magazine is the brightest bit of business literature that one could read. It is worth more than the subscription price advertised—25c. per copy—but I think Beach has sold us he gives a year—but I think Beach has sold us he gives a discount even on that price to our people. Write him.

KNOW WHAT IS GOING ON IN THE BUSINESS WORLD. ORDER ALL THE PERIODICALS WE MENTION. THEY WILL ALL COST LESS THAN $5.00 AND YOU $50.00 WORTH OF GOOD HUSTLE READING THE EDISON BUSINESS PHONOGRAPH ADS.

MISERY.

Nothing to save but money,
No one to hear but the horn,
Everything working but money,
In you wonder I'm forlorn?

WHAT IS HONESTY?

Honesty does not merely mean that you will not lie with your lips, or steal your employer's money or property. It means you will not be dishonest in your work by slighting or neglectfulness in your work by slighting or neglectfulness in your work by slighting or neglectfulness in your work by slighting it, that you will not steal your employer's time, waste or spoil his goods, do every task do your level best in everything, do every task to a complete finish, stamp every job that passes through your hands with superiority, with the trade-mark of your character—*Success.*

"He that will not hear can not judge."

"Help yourself and everybody will help you."

Have YOU ordered any of the business library we have recommended? Read about ordering Periodicals.

Tips

Number 63 — April 4, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO, ORANGE, N. J

IF you could picture the early days of voice-writing away back in 1905, when we first started in the field, you would see that competition was based largely on the advantage of the Edison mechanical foot-trip over the "rubber syringe" pneumatic.

For years nothing was available on a voice-writing machine but a "cheap pneumatic"; it was a thin, small, rubber tube with a syringe bulb on the end. The tube got punctured easily and the air never stayed in the bulb.

The advent of the Edison mechanical foot-trip brought joy. In fact, we made foot-trips popular with the dictator. Before, the machines were set in the desks or on them and foot-trips were not much used except by the transcribers.

When we commenced to push the business in the large cities, it was out of the question to cut holes in the dictators' decks and quite as impractical to set a machine and cabinet in among his correspondence. The pedestal was the logical solution of the problem and with it came a foot-trip for both the dictator's and transcriber's use.

Few of those who have examined the present Edison pneumatic foot-trip can realize the amount of thought, study and experiment that has been undertaken in order to have the design overcome the faults of the fundamental pneumatic idea that has always been before us. The "rubber syringe" could have been supplanted by a metal piston of the same fundamental pattern much earlier than it was, but Edison could not see how that overcame some of the pneumatic faults.

The ideals that we have had in mind are shown in the "automatic impulse" idea in the Edison pedal.

Have you ever had any experience in manufacturing? Do you know how long it takes to invent and produce some radical improvement in the design of an article like the foot-trip?

If so, you know what troubles are. We have had ours, but are not going to inflict them on you.

Suffice it to say that you can employ brains but they sometimes don't produce the designs you want on time. Say to an expert, "We want a pneumatic foot-trip, built low, operating under light pressure, positive in its action, etc," and then you must wait on inspiration—and perspiration.

But now we have a foot-trip that has been worth study. It has been put under a shop test and worked enough times to equal years of commercial use and we know it will stand up to the hardest usage. It has been tried out in practice for months to bring out every improvement that could be suggested by voice-writing cranks of the first water.

One point should not be missed; the pneumatic design is in such form that it may be attached to old machines. Thus we have given to every former customer the advantage of bringing their old models up-to-date. This is thoughtfulness which any purchaser should appreciate.

Look at the amount of thought, labor and material that the whole represents and figure that $5.00, the price, is very small because, we want every device "attachable" at a reasonable price for the good of the business and the satisfaction of the old customer.

This signifies that degree of interest in the permanent success of the proposition which the prospective customer should recognize is greatest at the *HOME OF THE ORIGINAL PHONOGRAPH.*

It strikes me that our product will now satisfy the small user more than ever before. The small business man and professional men in all ranks, want a Universal machine and one machine will usually be sufficient. These customers want to push the machine about and require the pneumatic foot-trip for the most satisfactory use. A separate recorder and reproducer with the Universal motor and pneumatic foot-trip is an ideal one-machine proposition. This is an Edison selling point that we should not overlook.

We shall watch the dealers' interest in this new design with a great deal of attention. We don't mind saying that nothing short of a dealer that is "a dead one" will fail to order an attachment—try it on his machine—and get into the pneumatic class quick.

That reminds us it will pay to order early. *"First Come, First Served."*

A SPECIAL

Number, discussing Pneumatic Foot Trips.

With your first order for pneumatic foot-trips you should order a tube of the special lubricating mixture for the pedals.

DID you receive Circular Letter 34, and does everyone know that outfits with "Pneumatics cost $5.00 more?

YOU CAN obtain mechanical foot trips with outfits only 'till April 22d.



MRS. ANNA D. DAY
Champion Edison Transcriber
Records 40.5 words per minute
Photographed with the Aluminum Hearing Tubes, especially for Her

Our Policy Towards the Ladies

We see where a prospective purchaser has been advised (not by an Edison dealer) to buy the oldest second hand type of machine that could be found for the transcriber with NEW dictating machines. In other words, "anything is good enough for the transcriber."

This has never been the Edison policy.

We believe that the business woman who uses voice-writing should be given the best machine that can be produced in material and design.

One hour's dictation will often require eight hours' transcribing—and this transcribing labor should be made as easy and convenient as possible.

Edison transcribing machines are just like the dictating. Compared with other designs, they are easier to repeat, give a better reproduction and the aluminum hearing-tubes with the sound-modifier are superior by a good measure.

Every salesman should shame the purchaser who would buy any old machine for his transcriber.

March was the biggest month in Business Phonograph sales history! Thanks! But April, with the introduction of new designs, will be bigger! Will you make some of the dealers' profits?

DO YOU appreciate our thoughtfulness in making the Pneumatic Foot Trip interchangable with the mechanical?

The Cause of Failure

Once in a while some dealer discovers a flaw in the voice-writing system or a grave fault in machine design. He immediately writes or calls on us in person to deliver an ultimatum that: "Unless all the conditions are immediately made perfect, he will quit selling the goods."

"The stenographers are all against me," is a complaint we sometimes hear. Nervous apprehension marks the *dreams* of this dealer pervaded with ascetic old ladies who threaten to beat him to death with hearing tubes.

Another dealer could sell machines if we corrected just one part of our design that he doesn't like. The fact that the majority of Edison salesmen like this particular part does not convince him—the dealer knows why he fails—and of course he is right—at least *he* fails.

We always think that the other fellow has no troubles. Our conditions are always the worst. Yet when we take everything into consideration, experienced salesmen in voice-writing would rather sell Edison equipment than any other, for rather having been on the other side of the fence they take hold of our line and easily convince the customer that our design is superior.

As an old salesman, who knows all designs, says: "This job reminds me of the Irishman who was hired to knock down a Protestant church which was compelled to give way to the onward march of trade. Pat remarked, 'This is the finest job I ever had. Just think of me the finest job I ever had. knocking down a Protestant church and getting paid for it.'"

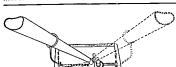
Dear Brother, just get it into your head that several hundred dealers are selling thousands of Edison Outfits a year and have been doing it at Edison Outfits a year and have been doing it at Edison Outfits for years. Satisfied customers the same season for years. Satisfied customers are increasing everywhere. You can succeed if you are enthusiastic for the system. You can fail and negative your selling force if you are timid, or apprehensive of slight troubles, and pessimistic of the future.

Remember that old fable of Phrenlus, "The Bald Man and the Gnat." Phrenlus relates how Bald Man sought to crush a gnat that had settled upon his pate, and only succeeded in striking himself a heavy blow.

We think that dealers should be careful about being annoyed by a pessimistic gnat in the shape of a nonprofessional salesman whom they employ. "Make the goods different and I could sell them," "Make the public different and they would purchase the goods"—these are what the employer of salesmen always hears. We can gain much knowledge from the reasons for failure, but it should encourage us to go on—not to cease—to remove the *cause* of failure—WHICH IS GENERALLY THE SALESMEN, PROVING NOTHING—EXCEPT THAT HE IS NOT THE RIGHT MAN IN THE RIGHT PLACE.

The pitcher who is batted freely may lose the game if retained in the box. Let him retire to right field and give the pitcher with new curves a chance. The ball is not to blame. IT IS THE PLAYER.

"PNEUMATIC ATTACHMENTS" cost $5.00 list. Remember the outfit with it sells for $5.00 more.



Horn, Patented Nov. 19, 1907
Crane, Patent Applied for

The Ball-Joint Horn Crane

Machines are now equipped with the Ball-Joint Horn Crane, as illustrated above.

This Edison design has several very important advantages:

First: Convenience. The whole arrangement may be easily moved, as shown in the illustration, to suit the position of the dictator, and both hands are free to handle correspondence. The ball joints at the horn-crane support and where the horn is attached to the machine allow the maximum movement. It is not necessary to disassemble the parts when the hinged cover of the phonograph is closed, as illustrated, leaving the crane and horn connected ready for immediate use.

Second: Correct Horn Shape. The horn, made of heavily enameled steel, is fastened into a broad narrow mouthpiece which is cut out trumpet shape to allow freedom with closer confidential dictation and yet retain the small cross-section which produces a better record than the same large diameter of a round horn. This shape of horn produces a much louder record than the speaking-tube.

Third: The Horn is sanitary and indestructible. Having no rubber or cloth in its construction, as in a speaking-tube, the horn is sanitary and may be frequently cleaned.

How Seely Sells Them

Seely was driving into the Editor of Tuts some of his pet theories—or should I say practices, for, on this subject of "trials" he was talking about there is not a dealer better qualified as an authority. Seely has as high as a hundred machines out on trial at a time. Don't think for a minute he sets them on doorsteps with a card "Have your money ready when we call." And, don't think the machines stay out long periods before he "closes" the prospect. Here is his practice—which is necessary in New York City—To place machines on trial whenever a good prospect appears and treat the trial as a demonstration of the system in actual practice. When a short time has elapsed—about 10 days—of good performance he is through with his demonstration. If he cannot secure the order promptly, he "pulls out," but a firm is always left with the proof before them that the system was a success. Seely counts these "demonstration periods," mostly all sales—now or later. Many machines are ordered back after a "pull out." The advantage to Seely is in keeping the machines and business moving, with few firms that he can't go back to and sell eventually even if he don't get the order the first crack. Says he—"It's all right, Mr. Jones, you can't give me the order now. I must have my machines to conduct a 'demonstration period' at another firm. We will see you again soon when you're ready to place your order. We proved all we claimed, didn't we?" And the beauty of Seely's plan is that he DUES follow Jones up; he don't kill the prospect by pulling out with angry words—he leaves him as friendly as if it were one machine taken in and out by a salesman in a 10-minute call.



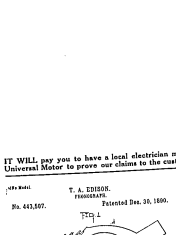
All hearing tubes from this date will be equipped with a support like the illustration. Instead of a pin, the support is now a loop which may be placed in the transcribers belt, or over a button, to carry the weight of the tube.

"The duty of obeying is no less than the responsibility of commanding."

"We awaken in others the same attitude of mind we hold towards them."

IT TAKES 5 minutes by the clock to attach a "Pneumatic"—when ou know how. Bette order an assembled machine for guidance.

IT WILL pay you to have a local electrician measure the current consumption of the Edison Universal Motor to prove our claims to the customer.



The Pneumatic Foot Trip is not new to Edison, as the fac-simile of his patent in 1890, above, will show.

The Effect of "Price"

Does price affect the sale of goods?

Yes, I think so.

Show me two articles of different price and immediately the lower figure becomes attractive because I do not have to spend so much money.

But at the same time I want to know why the other article costs more; then the quality. If it is in the goods, appeals to me, for I know that usually the better article is the most expensive.

Fortunate is the merchant who can show both lower price and better quality in his offerings, and doubly so if his reputation lends confidence to the purchaser's choice.

I have written the above neat little sermon to prepare you for the inevitable reference to the sale of Edison Business Phonographs, for, now you know our prices are higher than they were.

Five years ago, when Edison again entered the Business Phonograph field, the prices were raised 25 per cent. over the machine that the public had bought for 18 years before.

Edison made the price of a Direct-Current Outfit $75.00 when no one paid more than $60.00 for the other machine.

Then there was a battle of price vs. quality and Edison won so handily that "Edison Quality" became the goal and price was forgotten as a talking point.

So much for quality.

To-day, if you look into the prices of voice-writing machines you will not find much difference—if anything they favor Edison.

Granted that "two machines and a shaver" is a normal small purchase, you will find that the advertised prices gives Edison 8% advantage on a Spring Motor equipment, 2% advantage on a Direct Current Motor Equipment, and 6% disadvantage on the Universal Motor Outfit.

If it is true that Edison Outfits are the only ones that contain 12 cylinders we can add another 4% to the Edison advantage.

Prices can be forgotten—it's six of one and half-a-dozen of the other—quality and reputation is the only question to-day in the purchase of a voice-writing equipment.

We could fill you up with a dozen Edison quality arguments, but we ask you to digest only this one now:—the argument of the Universal Motor.

Recently another universal (?) motor has made its appearance. We purchased one on the open market, took it up to the Laboratory and had it tested. The report of our Engineering Department shows the motor is NOT universal, for it will not operate above 60 cycles 110 volts; has no variable resistance; and consumes 25% times as much electrical current as the Edison Universal Motor, thus costing the consumer $6.00 to $9.00 more per machine per year.

"Quality" costs the purchaser a few dollars more for an Edison Universal Motor Outfit. It is spent in the finer electrical construction which saves the additional price in a short time.

WORK.

Yes, work hard.
Forget your troubles.
Make every hour count.
Keep up your momentum.
Close up your old prospects.
Smile at the calamity howler.
Make April your best month.
Keep the manufacturer busy.
Accomplish something every day.
Make a spring record worth while.
Don't waste time on worthless cases.
A rabbit's foot may be lucky, but a plodder's foot is better.
April "ems's" don't grow on bushes; they thrive on pushes.
Work, WORK, WORK!

PRONOUNCE the first syllable of "Pneumatic"—NEW, and demonstrate what you have to the public.

Tips

Number 64 — April 14, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

If the Dealer will look at his Agreement with this Company, giving the Conditions of Sale for Edison Business Phonographs, etc., he will find in Articles 5 and 6 that the handling of used or second-hand equipments, of any make, is prohibited. *These Conditions of Sale are still in force* and the matter in Circular Letters 33 and 35, issued under date of March 28 and April 7, 1910, bearing on this subject, only premises that we will license or permit such transactions if that is in the best interests of the business upon application of the Dealer.

Get a clear idea of these matters. Everything that we do is in the interest of the general business. Rules and conditions are not made by us just for the sake of "tooling," but to make more money for the Dealer—meaning sales in which the proper profit will appear—

and protect one Dealer from another who might be unscrupulous or thoughtless of the other's interest.

Now everyone knows, if he has been in business long, that the worst disorganization is provoked by a general m'xing up of new and second-hand articles. No price is standard under such conditions; the salesman spends more time selling the old machine than the new, and deliberately loses profits by substituting the used articles at a lower price.

Everyone read circular letters No. 33 and 35 which explain how you can handle used machines. We here add a few remarks.

Witness the Typewriter Companies that never allow their salesmen to sell a second-hand or rebuilt machine, and have the most severe penalties against it. Still in Chicago, I am told, the trading and selling of second-hand machines has become so prevalent that the salesmen themselves (against the rules) show a customer how to "beat the game" and get a new $100.00 typewriter for $93.00.

But we have taken the broad view of business and realize that there are conditions that face us in not assisting Dealers to buy and sell used machines; these are:

First—Our Dealers (or ourselves) do not want a strange second-hand man to start up business and make a living by disorganizing prices which the Edison Dealer might control.

Second—Customers want to trade in old machines for new.

Third—The Customer who wishes to sell his equipment, and who cannot be reinstated as an active user, had best be treated with instead of having him adversise negatively.

Therefore, Circular Letter No. 35 will explain how used Edison machines can be bought up by the Dealer, and sent in to us for re-building and licensing for re-sale as a second-hand article.

EVERY EDISON MACHINE THAT IS BOUGHT UP AFTER BEING USED MUST BE IMMEDIATELY SENT TO ORANGE FOR RE-BUILDING, AND AN APPLICATION FOR A LICENSE MUST BE FORWARDED AT ONCE. EDISON IS THE REPAIR MAN FOR ALL OUR DEALERS AND NO EDISON MACHINE MUST BE RE-SOLD WITHOUT HIS LICENSE, WHETHER IT BE GOOD OR BAD IN THE DEALER'S OPINION.

The allowances for old machines of a competitor is a different matter from buying and re-selling used Edison machines, as we have explained in Circular Letter No. 33.

Just as we are interested in Customers regarding *our* old machines, so we are interested in helping Dealers who want to conduct transactions connected with *other* machines, with this difference:

First—We cannot re-sell competitors machines taken in exchange, nor can the Dealer do this legitimately.

Second—We do not owe any attent'on to users of competitors' machines, but the Dealer must consider that to handle such is purely a money-making transaction which he is free to reject and *which we do not urge upon him.*

REMEMBER THAT NO USED MACHINES OF COMPETITORS' MAKE MUST EVER BE BOUGHT WITHOUT OUR SPECIAL PERMISSION IN EACH CASE, AND THAT ALWAYS THE OLD MACHINES MUST BE RETURNED TO ORANGE TO BE SCRAPPED, TO GET THEM OFF THE MARKET.

Don't plead ignorance in any of these transactions, but write us if in doubt.

Where is your order for "pneumatic" machines and attachments? Get in line for customers orders. Learn the goods in advance of the demand.

RULE FOR GOOD SHAVING: LIGHT CUTS. WHEN YOU CAN HEAR A CUT IT IS TOO HEAVY.

HAVE THAT NEW SALESMAN read Tips—past and present—with all the Company's literature. Ignorance is not excused.

Everybody "On the Job"

Two head lines caught my eye in this morning's paper:

NO MAIL BOX NO MAIL.

Government will save $6 annually at each delivery of a letter by not installing the house-hold, amounting to $180,000 annually.

FIFTY WORDS IN NIGHT TELEGRAMS FOR THE PRICE OF 10 WORD DAY MESSAGE

Am. Tele. & Tele. Co. recently absorbing the W. U. Tele. Co., decides to save their night wires busy by this concession to the public.

Several thoughts ran through my mind; wasn't this saving of the waiting on the part of letter carriers like part of the saving by voicewriting when the Edison dictator has his "mail box" always at his elbow and does not have to "ring the bell" for a stenographer?

And if the government can save $400,000 by such a simple rule, how much do all business firms themselves lose by waiting—to say nothing of the advantage of the voicewriting system in other directions?

Then this "telegram night letter" for regular day prices; isn't this an indication that the world does not approve of unnecessary speed in communications? And how wants despatch of the despatch of mail by voice-writing is fast becoming popular?

Stop to think, too, that these telegrams are usually followed by urgent letters that are more quickly phonographed, and you see the trend of public desires to save the minutes.

That made me think of the thousands of telegrams we receive in the course of a year and the many dollars that are spent by telegraphing.

Wouldn't a letter be better and cheaper in some cases? If firms got down to answering mail on our Edison Business Phonograph couldn't they gain the despatch that they now endeavor to put on business by telegrams in many cases?

And say, brother. Take this telegram proposition a little to heart. Don't "put it up to the factory" quite so much as you do in "wiring" that you must have "two million quick." Not that we don't carry the stock; not that we are not thankful to get the order; but some Dealers think the telegram starts the goods that same day to them, when in fact the Shop must have time to enter, pack, and ship.

If you have a gift in salesmanship—selling about so many a month—keep the shipments coming to you—give a thought to the time it takes for delivery—save us both expense—and realize that the over-worked word RUSH isn't as powerful as you may imagine. Everything is RUSH these days.

Summer is coming when you will be required, more than ever, to furnish capable transcribers. Get in touch with Typewriter Employment Bureau. Set aside a desk for practice in your office. Buy the moulded Edison Practice Cylinders. Be a real BUSINESS FORCE in your locality.

Dictating and Transcribing Outfits

In Circular Letter 34, and in the printed circulars on the pneumatic foot-trip attachment, we explained that outfits must be ordered "for dictating or for transcribing."

When a dictating outfit is ordered we make the rubber tube on the foot-trip three feet long and do not include a foot-rest.

When a transcribing outfit is ordered we make the rubber tube on the foot-trip *five* feet long and *do* include the foot-rest.

The only object in this change from a standard outfit equipment is to save two (2) feet of expensive rubber tubing and a foot-rest which is not necessary or desirable for the dictator.

We figure that the dictator must generally face the machine to operate it, and so the foot-trip pedal should be in front of the pedestal, when three feet of tubing is sufficient; nor does a dictator require the foot-rest which the active man at a dictator's desk must step over when he moves about.

However, we are satisfied if the Dealer orders just what he requires and will simply use judgment not to accumulate foot-rest castings that he will not use, nor rubbing in long lengths that could be cut into short lengths.

For instance, Dealers may order *dictating* outfits, and in addition to other specifications, state "with transcribing foot-trips," or they may state "with long length rubber foot-trip tube but not foot-rest."

Be reasonable, that is all we ask. We will not charge extra for an outfit ordered with any part of the foot-trip devices. But we want to save the "junk" that accumulates in a Dealer's office when he orders what he doesn't need.

EDISONIZED MOTHER GOOSE

Hey! Diddle, Diddle!
She quit in the middle,
And wouldn't work after the noon.
The Manager laughed
To see such chaff,
And the Dealer got another one soon.

"No man ever pushed himself forward by patting himself on the back."

"What others say of me matters little; what I myself say and do matters much."

CORRECTION. "The Office Outfitter," published by the Class Periodical Co., Chicago, is $1.00 subscription price for one year. We published the price as $1.50 in Tips No. 62. If you order TWO years subscription it is only $1.50. Order it TO-DAY!

Tips

Number 65 April 18th, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

AN IMPORTANT COMMUNICATION FROM THE TRAFFIC MANAGER

To the Edison:

We are continually receiving requests from our many dealers, to trace shipments that are made to them. In a large percentage of the cases the tracer is unnecessary, for the following reasons.

First—The customer has not allowed sufficient time, under ordinary conditions, for the goods to be delivered.

Second—The goods are in possession of the customer's local R. R. freight station in many instances, when they request us to trace.

These facts are true, as you are aware, and could be overcome if our dealers would consult the representative of the transportation company located in his place of business, at the same time submitting to the agent of the carrier, the memo of shipment which is sent, as information to the trade, and represents a copy of the invoice. Should the memo of the shipment become mislaid, and they will present the invoice, which shows the routing that we have observed in connection with the particular shipment, this would assist the agent in furnishing the customer with valuable information. In other cases, before the shipment is made, it is the expressed wish of the dealer that the shipment be followed by tracer. As you know from experience, when a request is made on a Transportation company to trace a shipment that has not been in transit long enough to effect delivery, while the request may be turned over to the tracing clerk, to follow the consignment as requested by the shipper, Mr. Tracing Clerk, who is up to his neck with requests of this kind, consigns the tracer to the waste basket, and therefore the request is of little importance.

The majority of the Transportation Companies have through service in what is termed package cars, to the larger percentage of the towns where we are represented by dealers, and it is to their interest to maintain their schedule of these cars, to discharge and effect delivery at the earliest possible moment, and if the serv'ce of the rail and water lines is not adequate, in the opinion of our dealers, and they are in a hurry for a certain shipment, we will, upon their request, forward the shipment by one of the standard Express Companies, and charge them, of course, with the d'fference between the freight and express rate, providing the shipment weighs 100 pounds or more, in accordance with our dealers' terms of agreement.

I wish you to be acquainted with the facts that are embodied herein, as I know you are at all times zealous in the interest of our dealers, especially those located at a distance from our factory, where considerable time is absorbed in effecting delivery. The Traffic Department is kept posted as to the existing conditions among the lines of the carriers. As you are aware, the writer spends at least one day a week in New York City acquainting himself with these facts. We know just where traffic is tied up, due to congestion, avalanches, snow-bounds, etc., and if we route a shipment via a certain gateway, that may, in the opinion of the shipper, not be just right, we have a good reason for doing so, and in your correspondence with the trade, I would suggest that if the question of transportation is brought up, that you advise them along the lines indicated herein.

Yours very truly,

JOHN T. ROGERS,
Manager Traffic Dept.

WARNING

A case has come to our attention of wrong quotations to a customer who requested discounts on quantity purchasers. In the Agreement dealers are permitted to give a discount of 10 per cent., 15 per cent. or 20 per cent. when 10, 25 or 50 Business Phonographs are *purchased at one time;* this does not mean that the customer can give an order for *less than the discount quantity and secure a rebate* on the proper quantity if accumulated by small orders at different times.

When you buy a carload of an article you usually secure a better price than when one article alone is purchased; so we are willing to have dealers sell 10, 25 or 50 machines, *when delivered at once*, for a less price.

Big purchasers who want the quantity prices on small orders, claiming they will use a quantity, in a short time, must give their bona-fide order for the entire quantity and specify reasonably short delivery dates for parts of it, if they are to secure the quantity discounts.

Have you received the new agreement with circular letter number 36? Sign the agreement and return AT ONCE.

Talk With Your Customers Now

and understand what demands they will make on you for substitute transcribers this Summer. If you are prepared, you can do a great deal more.

We are modest, so don't like to say what fine endorsements we received on "phonautics" Have you ordered?

Service—Salesmen

We are and talk with a great many prosperous Edison Dealers and from this large majority, and from the few who have difficulty in making the right profits, can learn many lessons in management.

First, let us make this one fact clear: *The Universal Edison Product represents practically only one simple machine and its peculiarities to learn.* Dealers in most other office machinery have complicated designs to sell, with sometimes many different models, requiring the additional services of expert mechanics.

The Dealers who are making the most profit to-day are the ones who recognize the above fact; they obtain a salesman adapted to both ends of the business—selling and service; they put more service-salesmen to work when others are "broken-in"; they recognize the economy of an all-round-man and the added expense of a "machine man."

Looking at others' experience in this matter we can authoritatively speak of the International Correspondence Schools of Scranton, Pa., who employ hundreds of "solicitor-collectors," with two duties in one, that of soliciting the prospect and collecting the money.

The schools tried in the first place to hire students to get the business and additional employees to collect the accounts. It wasn't the employees to collect the accounts. It wasn't the solicitor's fault if he enrolled a poor paying student; nor was it the collector's fault if the student didn't meet his obligations—he was a poor student.

One half of the employees pulled against the other half. It wasn't that there was any enmity between them, but human nature showing through a —it was just human nature showing through a wrong plan of getting business.

The right plan was quickly adopted; the solicitor who got the student had to collect the line who got the student had to collect the bill—he was a "solicitor-collector" and promptly all losses were stopped because the whole responsibility was placed on one employee.

Now in our line the conditions are much the same as in the I. C. S. We want "service" salesmen" who will create satisfaction—bring in the money—accept all the responsibility—know both ends.

It's easy to hire the irresponsible salesman. It's just as easy to employ the chap that can take a machine apart and can't put it together so it will work.

But the all-round-man has to be discovered by a thoughtful boss; and generally the right one doesn't know that he has the qualifications, unlike the "breezy" salesman or the unkempt mechanic.

We know of a case the other day that illustrates the point: a Dealer sends several outfits, by truck, to a prospect and two employees—the salesman and mechanic to install them. The outfits arrive but the salesman is not trained to assemble them, so he waits for the mechanic who is not on time. Practically double the time is spent in the installation which might have been done quickly and without any loss of dignity by the salesman alone.

Again, outfits are on trial and a service call is sent in by the prospect. The mechanic arrives, tells the story of his life to the prospect, worry, tells the story of his life to the prospect, and interferes greatly with the "closing" by the salesman.

Dealers who can find good "service-salesmen" can save probably 50 per cent. of the salary expense over the two employee plan. Thus, profit is insured by the right selection of employee.

Profit is sometimes wasted in services that the customer does not ask for or expect; a large firm buys a number of machines, when the firm buys a number of machines, when the Dealer's salesman immediately becomes a slave to duty and proceeds to spend all he has made in the sale.

The greatest service that a large firm could receive, in such a case, is the good advice for them to employ a man for internal service. The salesman thus organizes the customer's plant so that everybody has more satisfaction, instead of merely assuming all the blame which attaches merely assuming all the blame which attaches to the care of many machines among all classes of dictators and transcribers.

We know of another user who insisted on discharging his transcriber every little while discharging his transcriber every little while and putting the blame on the Dealer who pro-and putting the blame on the girl, but spend needed to not only furnish the customer's business patiently teaching her the customer's business in his office. Such extreme service should ness in his office. Such extreme service should not be expected or given.

One dealer doubled his profits by buying a motor cycle and the salesman who could motor cycle and the salesman who could in this way make twice the calls.

Another, discovered everyone making aimless excursions at his expense so he put a city map excursions at his expense so he put a city map and located all the customers, prospects, and and located all the customers, prospects, and trials with different colored tacks. Now he supcrials with different colored tacks. Now he supplies the employees' orbits and has "routes" orientals the employees' orbits and has "routes" oriented where the most number of calls are made, thereby making more profits.

You know dozens of acquaintances who with double the income would not keep out of debt—they don't study economy and the management of their affairs.

It is so with the merchant. His income is his discount on the goods he buys and he must spend this judiciously if he is to progress and stay in business.

"You can never stand well with the boss by telling him of those who are laggards."

"You have not fulfilled every duty unless you have fulfilled that of being pleasant."

April is another long month. Orders here show it will total as large in sales as March. You can make big sales with "phonautics" alone.

Tips

Number 66 — May 3, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

ANSWER THESE QUESTIONS!

Any Salesman who wishes to send in written answers to the questions below, can receive the editor's corrections and remarks.

I. What is the price of your machine?

II. What is the difference between a dictating and transcribing Outfit?

III. How much will a single outfit cost, to be used for dictating and transcribing?

IV. Do I need a shaving machine and should it be the leand or electric type?

V. What will you allow me for the old type Edison machines if I buy new ones?

VI. What will you allow me for the old graphophones if I buy new Edison machines?

VII. Do you place the system on trial, and for how long?

VIII. I do not want all the accessories in the Edison Outfit; what reduction will you make for the pedestal, for instance?

IX. I think my Main Office can buy these outfits cheaper than you can sell them. Is that so?

X. Why should I not buy these outfits from the Dealer in X? (Note: the Dealer in X is not in the locality).

XI. What guarantee of the performance of the equipment do you give a customer?

XII. Do you give any discount on quantity purchases?

XIII. Will you furnish me an experienced transcriber if I should require her?

XIV. What evidence can you give me that your electric phonograph motor operates on only ½ ampere and is universal for all electric lighting currents?

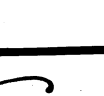
XV. Can you furnish the head-band hearing tubes and at what price? Are these the best to use for transcribing?

XVI. Can you substitute the speaking tube for a horn in an outfit and which do you recommend.

XVII. What are the points of superiority in your pneumatic foot-trip? How much will this cost if substituted for my present mechanical foot-trip?

XVIII. What does it cost to operate a phonograph (a) for Electric Motors, (b) for wax cylinders?

A HANDY MAGNIFYING GLASS



Did you ever wish to see a magnified image of any one of the parts of our machines?

A Recording sapphire is chipped, perhaps, but you don't know surely. Or a wax record is not good, but it is soo small a cut for you to see with the unaided eye.

We advise all dealers to procure a magnifying glass for these purposes. The illustration shows a good glass, used by jewellers, made by Wm. Dixon, 59 John Street, New York City, price 40c, mail prepaid, in the United States and Canada.

Send to him direct for the glass, mentioning that you are an Edison Business Phonograph Dealer and enclose forty cents—this is a wholesale price.

STORAGE BATTERY vs. SPRING MOTORS

"The City current is not available at nights or on Sundays; can I use a Storage Battery?"

This question is occasionally asked us. We now answer it here.

If we were compelled to give a categorical answer, like a witness in court, we would say "yes, you can." If we reply according to our best judgment, we would say "don't," for the following reasons:

The chief sellings points of the Edison Business Phonograph are economy, simplicity and convenience. Years of study have enabled us to build our present standard outfits to represent the perfection of these points. Hence, we say that any additional equipment that adds expense, complication or additional care in connection with an Edison Business Phonograph is not desirable.

Storage Batteries would require an extra investment; simple and efficient as the storage battery is, its maintenance would tend to introduce a complication; and its care would involve additional work to keep the outfit up to its best standard of perfection.

So, our advice is, that in a case of this kind the dealer should sell a customer a few spring motor outfits, (in addition to our regular electrically operated machines), sufficient for dictators who wish to work overtime when current is not available.

ADOPT A NUMBERED FORM for orders sent us—if it be only a plain sheet of paper. Then when you write us refer to the number of the order. Correspondence and orders should not be mixed.

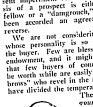
A PROPERLY MADE OUT ORDER from a dealer is a pleasure to handle. It helps us to give you prompt service. Your order is one of many; make it easily to fill.

THE TEMPERAMENT OF THE BUYER

Extracts from an Article by James Tolen, in the Advertising and Selling Magazine

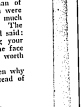
The veriest tyro in selling, when asked as to the essentials of success in a salesman, will answer, "Know your line and be able to size up your man," "But, ye gods and little fishes," what ideas they have of "sizing up a man," what ideas they have of "sizing up a man." Talk to the average traveler you meet on the road about psychology, physiognomy or temperament, and his answer will depend on his breeding and your apparent physical ability to resent impertinent remarks. The ordinary analysis of a prospect is either that he is a fine fellow or a "dingrouch," meaning that he has been accorded an agreeable reception or the reverse.

We are not considering now the salesman whose personality is so strong as to dominate the buyer. Few are blessed with such a natural endowment, and it might be added in passing that few buyers of concerns, large enough to be worth while are easily dominated. The "highbrows" who revel in the analysis of such subjects have divided the temperaments into three classes: The *Phlegmatic*, the *Nervous* and the *Sanguine*, each of which has certain marked physical characteristics.



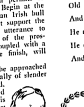
Phlegmatic

The phlegmatic man is generally full-blooded, heavy-featured and slow of speech. Like every rule, this one has its exception, but, generally speaking, such a man thinks slowly. This affords the opportunity for a careful presentation of the salesman's arguments, and persists of considerable elaboration of detail. Begin at the beginning (that's not so much of an Irish bull as it looks) and let each argument support the other, grouping their rapidity of utterance to just about the utmost receptivity of the prospect, and their cumulative effect, coupled with a few strong "reasons why" at the finish, will generally gain the desired order.



Sanguine

The nervous type of man must be approached altogether differently. He is generally of slender physique, thin and white faced. He is a live wire and if reached for without the necessary cue is likely to administer a distinct shock. He thinks rapidly, generally in jerks. One chance word will bring to his mind with lightning speed a dozen ideas all extraneous to the subject in hand. To get his attention and hold it, your arguments must be presented tersely but suggestively. That is to say, be brief, but let every sentence be so framed as to contain the germ of an argument which will develop in his fertile mind and keep it busy.



Nervous

As a case in point, a salesman had been endeavoring to secure an order from a man of the type, but without results. The prices were too high. Local houses quoted prices much lower. The salesman talked quality. The prospect puffed on a Carolina perfecto and said: "Now, old man, there's no use wasting your time. You can talk till you're blue in the face but you can't convince me that quality is worth such a difference in the price."

"No?" came like a flash in answer, "then why are you smoking a 15 cent perfecto instead of a two-for-a-nickle?"

He got the order.

The third pronounced temperament is the sanguine —the cheerful, genial man, full of good red blood, with a vitality that is almost exuberant. Make your arguments the same way—good, straight-from-the-shoulder talk—full of strength, snap and vigor. In the writer's opinion he is to be won more by the candor, frankness and straight-forwardness with which the merits of the article are presented than by an attempt to be "clever." The apparent, absolute confidence of the salesman in the merit of what he is selling carries conviction to a man of this type. The salesman is not hampered by the shyness of the phlegmatic or the irritating vagaries of the nervous man.

EDISONIZED MOTHER GOOSE

Old King Cole, was a busy old soul,
And a busy old soul was he,
He called for his horn,
He called for his 'phone,
And he called for electric-tee.

"The only way to secure friends is to be one."

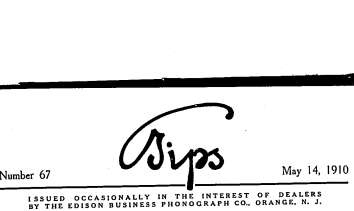
"What would be the good of havin' luck if nobody was glad; or of gettin' things if there was nobody to divide with?"

DON'T WRITE AN ORDER in the midst of your letter. Use a separate, numbered sheet for the order. It will help us to make a prompt shipment to you.

Sips

Number 67 — May 14, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



EMPLOYMENT BUREAU IN THE OFFICE OF DUN NEW YORK DEALERS.

This is the time of year that every good Edison Dealer that aims to be a business force in his local community, takes up the vacation problem in earnest by preparing to furnish substitute transcribers.

The telephone bell rings—"Can you furnish a substitute transcriber for two weeks?"

The *machine* Dealer says "No."

The *progressive* Dealers say "Oh! yes, Mr. Blank, what are your requirements? We have some well trained girls. I will interview them and send you up the one I think will suit you."

Fall *sure*, when the customer asks you to help him get a substitute, and you will invite confidence and friendliness that may result in more business and complaints that may result in more loss in the future than the small trouble amounts to.

Do the customer a favor in this way, then, when any question of charges for repairs or replacements come up, or new equipment is to be added, you will find you have made a cheerful buyer and one that will be glad to help *your* business.

The illustration on this page from the office of the Seely Office Appliance Co. in New York shows how necessary the employment bureau is to-day to the Dealer who wants to succeed and keen in touch with his customers.

The smallest Dealer has coalitions in proportion to those of the dealer in New York.

Everywhere the stenographer is looking for positions. Not a typewriter employment bureau or a commercial school but what has dozens of waiting applicants.

Set about bringing just a few of these business women to your office and show them the simple operation of voice-writing and you have projected a convert into the business world that will surely bring you returns for the slight trouble of your teaching.

Mr. Seely can address hundreds of business women to-day that have spent a few hours in his office in practicing on the Edison Business Phonograph, and *these women are constantly assisting him directly and indirectly to more sales by their knowledge and friendliness.*

Any Dealer's store has women employes who can give part of their time to receiving, teaching and keeping records of the stenographers who apply.

Start in to-day to prepare this employment bureau. Place at least two machines convenient for practice and make it some woman employe's business to receive the applicants and teach them.

EDISON Transcriber's Practice Records are six in number and list at 50c each. Order TO-DAY. It will cost only 30c extra for mailing expense.

WHEN in competition make the "other fellow" put in writing the service he will give. Price means nothing without service.

Proof—not mere Salesman's talk.

We reprint the following news note:

"At a recent speed exhibition before the students of the Sherbourne Secretarial Schools of New York, Miss Rose L. Fritz, the world's champion typist, scored 159 net words in one minute. Miss Fritz used the Underwood typewriter in one minute and twelve seconds."

This reminds us of the fact that Miss Fritz, a wonderful speed expert, can write only 159 words per minute in stenography *and typewriter only about at fast.* Arguing backwards the average typewriter operator who does 50 words a minute is considered good, and probably does not write stenography much faster than 75 words per minute as a rule.

But for argument say the stenographer is an expert and writes 140 words a minute which is the highest Civil Service requirement.

Show the dictatee this point, i. e., that he is obliged to limit his speed of dictation to his stenographer's capacity, while he could naturally speak as fast as he pleases to the EDISON BUSINESS PHONOGRAPH.

Now let me show you a little canvassing stunt which will bring out this point very clearly: Count off *just one hundred words* in any letter or piece of printed matter and ask a dictatee to speak the words into an Edison Business Phonograph at his *natural* rate of speaking. To tell instantly the exact speed of dictation without counting a watch, divide 666 by the spaces passed over on the phonograph scale. *The answer will be the rate for one minute's dictation.*

Example. One hundred words are spoken into the Edison Business Phonograph (150-thread feed). Three and one-half (3½) spaces on the scale are passed over. The result is a speed of 190 words per minute obtained through dividing 666 by 3½. (Note: The revolution of the mandrel must be exactly 100).

Oftentimes a sale can be made with the argument: "This is the only office appliance that actually saves the time of the *brains* that direct the *business*. All other machines save only the time of the *clerks,—the helpers.*"

"Hoss?"

"There is the convenience of dictating at any time, etc., and also the fact that no stenographer can compete in speed with the mechanical amanuensis."

"Don't believe it."

"Just read these 100 words to the machine"—and the proof if given, as explained above.

It seems very mysterious to the purchaser, but the calculation is mathematically correct, as you can prove with your watch.

But you started the argument without watch in hand to put the dictator through his paces—and you thus bring out your point.

Read the regular circular describing the pedal of the pneumatic foot-rip. Note that we furnish a special graphite lubricant in tubes, price 25c list; this is put up in our Laboratory. You had better order a tube TO-DAY.

Here's where you can help us!

Laurence Lucker—know him? Our Dealer in Minneapolis.

Laurence called in to see the Editor at Orange and had time for communicating this one idea —to be passed out to the other Dealers through Tips.

"THINK OF ALL THE MEN YOU KNOW WHO DICTATE TO THE EDISON BUSINESS PHONOGRAPH, AND THEN THINK HOW THEY EMPLOY ANY OTHER TIME IF THEY EMPLOY ANY THE PHONOGRAPH."

I did some thinking.

No, the men who use voice-writing *as dictators* do not generally use an Adding Machine, Typewriting Machine or any of the other time-Duplicating Machine or any of the other time-saving office appliances you see advertised—those machines are used by superamanuenses.

The idea is good.

Let's put salt on its tail quick!

Go you to at least one rapid dictator, that we would care to mention in our advertising, and tell us the speed of his dictation. If you do not wish to disturb, get one of his records, put it on a machine, register the speed of the mandrel at the speed at which it was dictated, then transcribe a hundred words and afterwards let these scribe a hundred words talk when you hold a watch. If hundred words talk when you hold a watch. If the time is 35 seconds then the speed is 100 x 60/35 or 171 words per minute.

LET US SEE WHO READS TIPS AND HAS SUFFICIENT INTEREST AND COURTESY TO HELP US BY ANSWERING A REQUEST LIKE THIS.

Read the new catalogue. Show the argument "Stenography vs. Voicewriting" to the stenographers. Remember, the catalogues cost too much for door-step *distributing*; they are made to follow your business card and help your personality. Don't mail them when a local prospect writes—go and see the prospect and with the catalogue before you, tell the Edison story page-by-page. High class literature is for high class salesmen —respect it as you do yourself.

"No man regrets the flight of time except the one who fails to improve it."

"The man who thinks he can't is usually right."

"Your heart does the work."

PNEUMATIC ATTACHMENTS for $5.00 each, represent—not the full cost, but—the net exchange price for a new for an old trip. To save complications, however, we don't require the old trip back.

Tips

Number 68 May 25, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Last Fall, Mr. V. E. Nichols, Vice-President and Cashier of the First National Bank of Englewood, Chicago, purchased an Edison Business Phonograph and used it in taking descriptions of checks drawn on out-of-town banks which were sent out for collection. His bank thus substituted voice-writing for long-hand in taking records of checks which might be lost in the mail and have to be replaced. The cylinders holding descriptions of the checks are held six weeks without being transcribed or shaved—then they are shaved for use once more. The point is that the Phonograph will "talk" back a record of a lost check, whenever required, which can be done at a small fraction of the expense of a long-hand record.

Mr. Nichols has prepared a very interesting letter of endorsement giving full details of just how he is using the Edison Business Phonograph, and to make the explanation complete we have reproduced as considerable expense, the special adding machine form, in facsimile, as used in the system.

Part of Mr. Nichols' letter tersely says:

"But a small part of the many millions of descriptions of out-of-town checks which banks are perpetually sending to protect themselves against possible loss in the mails, are ever referred to or used, and it therefore becomes very desirable to cut down the cost of taking such descriptions to a minimum. *The services of two clerks* were formerly needed to handle these items. Since we have commenced using the Edison Business Phonograph *one clerk* does the same amount of work and *finishes it in about one-third of the time;*" and *finishes it in about one-third of the time;*"

These bank endorsements and descriptions will be furnished specially to dealers upon request. Every live dealer is urged to order sets for each of his salesmen to carry, *but not to pass out,* as the number of copies is not sufficient for general distribution.

Write us to-day. Then tell us later of your experiences with the banks for the information of your brother dealer and ourselves.

It takes years of experience to learn what is the best catalogue for a business—Now we think our new production is just about right.

EVERY locality has several banks. Here is a new system for their use, including the Edison Business Phonograph

Of course you have read it.

Too busy to read it?

Say—look over it as you go home on the cars, and give our advertising department a little encouragement.

And you can't tell, some business man might read the cover as you hold it, and become sufficiently interested to make inquiries and order an equipment.

When you know the Edison catalogue you will realize that it furnishes a series of pictures with texts for the prospect to look at while the salesman turns the pages. "Here's the dictator," "This is the way the transcriber works," "The central transcribing department is what you will eventually have here," "Now, our machine is designed, etc," "You need to buy, now, one."

Go right out and try the effects of this new catalogue canvass on a prospect!

The finished elegant style and business-like get-up of the catalogue will make the prospect have more respect for your goods.

And, above all, don't spoil a fine effect by doubling a rubber stamp on the back page. Have your name printed there. If we can afford the cost of the whole work you should be able to pay the printer a small sum to have your name presented carefully.

Some large concern in your territory wants a discount on purchases, and claim they receive it at another point, which they name. You know the dealer there, so you write and fix up between yourselves to allow the discount that *seems* proper. This is all wrong—you should tell the whole story to us, and we will give you advice that is sure to be right. To set you straight on this discount question, *read this*:—quantity discounts should not be talked about to purchasers who can not be induced to purchase outright at least ten machines; rebates on a number of small orders—discounts after a number of small orders —and other irregularities *don't go. Err on the right side*—make the customer wait until you ask us. And, before you take any unusual action with a customer, think of the hardship you may work on the number of dealers about the country who might be involved in selling branch offices.

TELL US WHAT YOUR BANK SAYS!

HOW about vacations in your own office? Have you appointed understudies in the E. B. P department?

Branch Office Prospects

Learn how to get business from these Branch House prospects.

Every once in a while a dealer makes a plaintive wail because the Home Office of some prospect sells the Branch House prospect (whom he has been trying to sell), not to buy; or else the Home Office ships the machines to the Branch, thus cheating the local dealer out of a sale.

Learn this: *FIRST*, have a distinct understanding in every installation that the prospect has the power to purchase and that no Home Office can interfere. *SECOND*, When you have a Branch House prospect and learn that purchases are made or passed upon by the Home Office, write to the prospect's Home Office and explain that you can give as good a discount on equantity purchases as any other dealer, and bequantity purchases as any other dealer, and besides you can give the local service while others cannot. *THIRD*, Tell the prospect's Home Office that it can obtain the same quantity discounts, by distributing the orders among different dealers in order to obtain local service, as long as it specifies that any order is part of the whole order.

These transactions should be confirmed with us to prevent misunderstandings. Help yourself in the above way and let us add our assistance if you wish.

Don't be a Mollusc!

Ever see "The Mollusc"? It's a play.

A mollusc is a sea animal that does not work for a living—just attaches itself to a rock and absorbs its food from the water.

The moral of the play, of course, is—don't be a mollusc.

This week we were reminded that we have an occasional "mollusc" in our organization. A big *firm came to us* about the purchase of a number of outfits but the dealer in the prospect's territory was, we are afraid, in the mollusc class. As the prospect came *direct to us*, it indicated that the dealer was evidently waiting for the tide of business to bring him a living.

In "senology" a mollusc is always a mollusc—but it is different in "Edisonology." We love to turn our mollusc into a man-eating shark with an equal preference for lady stenographers.

WHICH?

A stenographer wishing to say the most horrid thing she could to a successful Edison salesman who had sold her employer a Business Phonograph, remarked, "You ought to be sat upon." Whereupon the cautious salesman got safely behind the director's machine and sent the following phonogram for the lady to hear: "You have told me I ought to be sat upon. Is this a promise or a threat?"

Tips on the Universal Motor

If the reader will read page 11 of the instruction sheet which accompanies each Business Phonograph outfit he will find these words (referring to the Universal Motor):

"Remember that if a slightly greater speed or power is required in the motor no harm can be done by changing the electrical resistance as far as one inch from the mark on the plate."

Bear the above in mind when the Universal Motor does not start readily and the pointer on the resistance is set at the normal mark.

This is the great advantage of a variable resistance. The motor may start all right in the slop under the exact electrical conditions named on the resistance plate, but, *local conditions may vary with a low voltage or frequency, requiring more current in the motor, with a consequent changing of the resistance.*

Moving the pointer on the resistance, toward the Binding Posts, allows more current to flow in the motor.

Remember, too, that it is not necessary to soak the bearings of this motor with oil; the motor will use only a tiny amount of oil each day and any excess will creep up and finally clog the brushes on the commutator.

Should the commutator and brushes show a very dirty and oily condition it is necessary in some cases to clean them, as follows: Remove the driving and idler pulley and the front, or commutator end, bearing-bracket. Take off the brush holders and soak them over night in gasoline or benzine; also wash off the commutator carefully, replace the brush holders, see that the spring tension is correct, replace end-bracket and pulleys, and the motor will start promptly in any position.

Aluminum hearing tubes are the standard ones now. If your order simply "a hearing tube"—the aluminum is shipped. In the same way a 10-way hearing device includes aluminum hearing tubes—price $20.00 list.

Urge transcribers to brush off cylinders before reproducing, using the camels-hair brush; the wax edges clog up the reproducer point.

"Work for yourself by working for the good of all."

"Yesterday can not be recalled; to-morrow can not be assured; this day only is yours."

"The man that endures is the man that wins."

ARE THERE any parts of your territory unworked? In outlying cities, get the names of the best firms on your mailing list, at least.

Tips

Number 69 — June 1, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

LEARN TO GROW

Supposing you have one or more salesmen that are profitable—why don't you put *more* of them to work?

Now that some of our dealers have been in business several years, the bad effect of letting their Voicewriting business grow top-heavy with customers is beginning to have a bad effect on their sales force, which has not grown in proportion.

Take a case before us: a dealer with one "service-salesman"—bright and energetic—has sold 200 machines. Now other salesmen should certainly be added.

But the dealer leaves the proposition to the one salesman, and he don't want other men on the work, so he struggles between "fool errands" and big prospects, and wishes it was all virgin territory again so he could commence all over and not be "troubled" by those he has sold.

This certainly is the wrong attitude.

Think of the benefit these old customers would be to two or more "service-salesmen" who called on them regularly and use them for references in getting new business!

You know the Edison Business Phonograph is like a mirror—it reflects the man that confronts it.

Leave the customer alone, or be slow in calling on him, and he grows sordid; the machine reflects his attitude, and trouble follows. On the other hand, "pally him up" regularly so that he feels good, and you make him a booster.

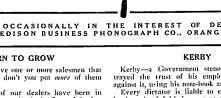
Then too, business rivalry among several salesmen is a stimulant that will show in the returns.

Let the first salesman be "boss" if you will—field manager is a good title—but put some ginger in the sales with more men.

Learn to grow!

A minute of judgment is worth a day of energy.

All men are created equal,—the difference is in the development.



"Troubled" By Those He Has Sold

KERBY

Kerby—a Government stenographer—has betrayed the trust of his employer and testified against it, using his note-book as evidence.

Every dictator is liable to experience a similar breach of faith in a greater or lesser degree, when he employs a shorthand amanuensis.

Is the stenographer entirely to blame?

Is not the error in the judgment of the superior in adopting a stenographic system?

Would the shrewd business man choose the average stenographer as a confidant with whom he might discuss his important affairs? We think not!

Yet the stenographer employed in the ordinary way—as we believe Kerby was—practically becomes an *assistant* to the dictator, whose mind may be filled with great business affairs, and who, in order to put his ideas into concrete form, dictates freely of matters that may be of the utmost importance and secrecy.

HERE IS THE GREAT ADVANTAGE OF VOICE-WRITING IT CONVEYS NO SUGGESTION OF IMPORTANCE TO THE TRANSCRIBER—LEAVES NO TELL-TALE NOTES AFTER THE CYLINDER IS SHAVED.

Money is a great temptation to a moderately paid stenographer to divulge business secrets, although, for the honor of the craft it must be acknowledged that we hear of comparatively few cases of breach of faith on this account. The escape of secrets is more often due to the feeling of self-importance and the almost universal love of sensational gossip when the affairs of business have a dramatic setting.

Had Attorney Lawler employed an Edison Business Phonograph it is not likely that Kerby—lest he been the transcriber—would have realized the importance of the dictation, nor would he probably have been present when correspondence was burned, etc.

And the further moral is, *"Destroy your notes with the Edison Safety Shaver."*

To be a success, stick like a barnacle to a hog's bottom.

THE COMET certainly pulled up the general Dealer's May business. Did it yours? No? Then perhaps you weren't out "on the trail."

LOOK through every dictation horn and see that the cork in the end is removed. Learn to unpack the outfit.

"Hot" Talks, No. 1

Those talks are addressed to *salesmen*—men who must earn their living selling goods in hot weather as well as cold.

If you *are* a real salesman and the thermometer rises high enough to affect a purchaser's temper or his reasons for not buying, the common sense thing to do is,

WORK IN THE COOL OF THE DAY.

In tropical countries, where people learn to live despite the heat, there is always the *siesta* when the sun is high and no active work is done.

"I'p north" here, we do not have to resort to hammocks between 12 and 4, but we can be wise in arranging to do our least important work at that time.

Arguments for Summer voice-writing are plentiful. The less the dictator feels like working the more need of the best pads when he is active.

Early morning is one of the best times to present your arguments. Make the most of this cool period to tackle your hardest prospective customer.

Prospects arrive fresh to business—they say "Hot day yesterday?" "Going to be hot to-day" —but very seldom "Too hot to argue or think" —in the early morning.

And the salesman in the morning: he too feels better—his linen is clean—he doesn't look like a subject for an ambulance call. *Remember: Ill-fitted collars mourn wilted hopes.*

So, readjust your schedule of work for Summer. Get to work on the important things early in the day—when it is cool. Do more work, if —or less—when it is cool. Do more work, if you have to, to win—but work when it's coolest when you won't kill your business and your business won't kill you.

Next week we give "Hot" Talks No. 2 on Canvassing in the Evening.

The Rainy Day

Look in at any commercial hotel on a rainy day and note the corridors filled with salesmen.

Did you ever stop to think that some of the biggest orders have been taken on rainy days, when competition is weakest and customers have time to be gracious?

"I have come out in the rain especially to see Mr. Blank. Will you kindly tell him I am waiting?"

What prospect could resist such a salesman's appeal?

You may have cosy chats with your prospect when it is wet outside. The weather seems to say, "We won't be bothered by visitors."

It doesn't rain very often in business hours. Any salesman can afford to have it said of him "He doesn't know enough to come in when it rains."

Rain should whet your appetite for orders.

Whoop 'Er Up

Cut at Ballyvho there was the devilhoopy this week. Ballyvho is a new town to us and it must have been so to four dealers at least. Two local applications for dealerships—all the local banks wiring us what fine fellows the applicants were—old dealers ordering express shipments marked "Rush Ballyvho"; — we haven't had so much going on since we were married. We figured it out that if every territory was worked like Ballyvho was worked last week we would have to keep the factory busy nights and put a special wire in our office. Hurrah for Ballyvho—and the Ballywhoers. Wish all the dealers—four at once—an more, would move on other defenseless cities—and shoot the whole damned country full of phonographs.

The Hog In Us

A telegram just received from a Dealer reads:

"Shall we sell to customer here for use in——?

We confess that this is a more considerate spirit than is shown by many dealers—and we know how hard it must be to act squarely under such circumstances with "good money" (or bad) waiting.

We are all human, and all have a little of the hog in us.

But—are we honest to ourselves when we deliberately get a customer in trouble by shipping Edison Business Phonographs to a distant branch house and so let them make failures of the system to reject on future local business?

We advise the golden rule.

Not only do you as a dealer hurt yourself by selling without a service but you do a bigger wrong to the distant dealer who has no recourse but to lose money for service.

Tips would like to know from any dealer when other dealers inconsiderately make sales outside their locality without advice to anyone.

DON'T grant a discount—a concession of any character,—to a customer until you obtain our advice. Play safe! Don't guess on such an important matter.

WHY should salesmen feel discouraged because prospects are too busy to talk to them, when, if they were'nt busy, they would'et be prospects?

"Think less about your rights, more about your duties."

"Things are never so bad as they seem, and all difficulties sneak away when you look them squarely in the eye."

Tips

Number 70 June 13, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



The Residence Dictation Outfit

We want every dictator (who can arrange to have transcribing done on a Regular Outfit) to use the special Residence Dictation Outfit at home.

You should personally canvass each dictator, showing the descriptive circular. Don't circularize the prospect—go and have a personal talk —it's a ready sale if you present the matter properly.

Here is the canvass: "Mr. Dictator, you often have important letters or ideas that you want to dictate at home, and you know voicewriting is the only convenient and practical way. We have a special Residence Dictation Outfit made for just this use.

"It does not cost much.
"It takes but little room.
"It is easily stored, out of sight.

"Place the cylinders and dictation pads in a drawer; close the hinged cover down with the sneaking tube underneath—and put the machine in an out-of-the-way corner.

"Suppose you are indisposed and stay at home for a day. The office boy brings your important mail up to your house and waits to carry back the cylinders. You could dictate personal directions to assistants or remarks to your chief at the office—and the contents of these cylinders could be 'heard' on an office machine, without transcribing them.

"Here you have a 'telephone with a memory' and the time at home to dictate complete and private communications."

Remember it is not good practice to sell this outfit for transcribing.

The Residence Dictation Outfit has purposely been designed to boost the summer sales; talk it up for summer homes and for the use of business men who wish to be freed as much as possible from office routine in the heated term.

Through the medium of this outfit the enterprising dealer has also an opportunity of interesting public transcribers to do work for home dictators and for business and professional men whose affairs are not large enough to require the employment of a stenographer. It might pay a dealer to have his own transcriber do work of this kind, if she is thoroughly capable.

We caution the dealer on these two points: *First:* Order the Residence Dictation Outfit from us, and obtain a cabinet without holes or slots; *Second:* Don't change the special outfit, but if changes are desired, sell the Regular Outfit; *Third:* Read and understand the contents of circular letter No. 35 announcing the particulars.

IT may be inconvenient for you to canvass the dictators—but think of the convenience to them of using such an outfit this summer!

TEACH VOICEWRITING even if you teach stenography at the same time. Ignorance is our greatest enemy.

The New Edison Dictation Records

When you read this you will have received Circular Letter No. 35 describing the Edison Dictation Records and instructing dealers in the details of their sale.

There are twenty-five of these gold moulded records; they are 100 threads to the inch; and they are the amusement size—4 inches long.

Mr. J. N. Kimball, the well-known stenographic expert, with offices and school at 1338 Broadway, New York City, prepared the matter and dictated the master records.

Mr. Kimball is without doubt the best known Champion of speed work in the stenographic and typewriting professions. The International Typewriting and Stenographic Speed Contests are held yearly under his directions, and he is a constant contributor to current literature on those subjects.

"Why do you make appliances to help stenographers?" is a natural question.

Well, we wouldn't if they didn't learn voicewriting at the same time.

We want you to read the page "Stenography vs. Typewriting" in our new catalog—then you will understand our breadminded views on the stenographic situation.

In our opinion, it pays to make stenographers familiar with our proposition. The only preventive on our part is that they become expert in *two* systems of ammunosis work.

Edison Dictation Records are the perfection of voicewriting; the enunciation is exact; the tone broad and loud; the voice pleasant and humanlike. Stenographers who hear these records know that voicewriting is a practical need, even if they don't acknowledge it.

Ignorance of our proposition is the greatest enemy we have.

So much for intentions—now to the practice. It is estimated that 200 Commercial Schools are helping their pupils with the Edison Business Phonograph. Also that thousands of amusement machines are giving stenographic practice at home to "graduates." None of these schedules have had the advantage of more than a personally dictated record on a soft wax cylinder.

HERE ARE THE FIRST PERFECT MOULDED PHONOGRAPHIC DICTATION RECORDS THAT HAVE BEEN GENERALLY OFFERED FOR SALE BY AN ORGANIZATION.

Commercial School teachers and pupils will recognize their pedagogic value. Speeds and vocabulary have been carefully considered. The records are more than mere "canned talk"—they are systematized instruction, and as such are easily recognized.

EVERY DEALER SHOULD ORDER A SET OF DICTATION RECORDS AT ONCE AND DEMONSTRATE THEM TO THE COMMERCIAL SCHOOLS IN THEIR RESPECTIVE LOCALITIES.

Remember: A Business Phonograph to operate them must be 100 threads fered; known as the 3 minute model. We have made the records of this tiered because all amusement machines are available for their use, and also because Business Phonographs having a coarse thread do not wear the wax by constant repetition.

An attractive poster and descriptive circular have been prepared for advertising. Order these promptly to be shipped with other goods weighing over 100 lbs.

"Hot" Talks No. 2

Solicit business in the evening—then it is cool and the prospect is apt to be sociable while he is away from business cares. Many salesmen in other lines canvass in the evening the year through—and for less profit than there is in the sale of the Edison Business Phonograph. Take a Residence Dictation Outfit to the home of your customers at night and show them its value; where it will be used; where the wife can agree with your arguments; where a machine belongs and a stenographer is less appreciated.

They're not in our Weight

Curtiss recently flew in his aeroplane from Albany to Governor's Island. They say this is the beginning of real aerial navigation. Well, if that's the case we may as well begin to circularize the aviators so that we can sell them an Edison Business Phonograph when they get "up in the air" with their correspondence. What lady stenographer would be flighty enough to fly with a man in the air, when "taxies" are around the corner? And, mind you, if she does butt into this new field of ours, it will be a case of meeting us at our machine weights—50 pounds—and will exclude the "experienced old stenographer." Business is surely looking up. "Pot-hooks" won't hold the men when they can fly away,—talk to an Edison Business Phonograph,—and have nobody to talk back.

WHY should you and I work and strive to overcome difficulties in order that we may finally succeed, when there are forty-three good reasons why we might fail?

"Do not think the other fellow's opportunities have been greater than yours; he made them."

"Lazy men are just as useless as dead ones and take up more room."

RESIDENCE Dictation Outfits will be more appreciated in the home than the stenographer in the office.

Sips

Number 71 June 18, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

In the face of all of our cautions, about talking a firm's word for it that they receive a discount for quantity purchases elsewhere, and in spite of our pleadings and commands to consult us in all such questions, we just had a case of "bone-head" with one of our most conservative dealers.

The local customer, who was purchasing two machines, said "We receive a discount of 10% in view of the large number of machines we purchase for use about the country, so we must have the same discount here at this branch office."

Now, the dealer knew that he was selling a large user. The mistake he made was in taking the customer's word that they had purchased twenty-five (25) machines *of one time*, entailing them to the fifteen (15) per cent. quantity discount.

The dealer should have said to the customer "This question of discount will have to be referred to the Edison Co.; I will have their advice in a few days."

As a matter of fact, this customer has practically told us that *quantity* purchases on their part are out of the question. "When any of our branch distributers want machines they will buy them."

They have never bought more than a few machines at a time and never received a discount of any kind.

HOW to use the privilege of quantity discounts.

STENCIL THIS ON YOUR MEMORY

Quality discounts are given only for purchases of 10, 25 or 50 Phonographs at one time, and the purchases are not accumulative. Never accept any advice but ours when in doubt about these discounts.

For instance, a customer could purchase any number of machines, less than ten at a time, and never be entitled to a discount.

Having established a discount by the purchase of any of the three quantities of phonographs (10, 25 or 50) the customer receives this in the future. Cylinder prices are governed by quantities purchased and *accessories are never discounted.*

Our dealers being scattered in every corner of the earth, there is only one possible discount arrangement, and that is the present one. It is open-and-shut. Buy the quantity and get the discount. Show a lack of confidence, and buy two at a time, and there is nothing coming to you.

Buy a quantity of almost anything, and you can get it cheaper. Have one room in your house papered and it will cost more, proportionally, than if you had ten rooms done at once.

Dealers should remember, however, that we allow them to give discounts for quantity purchases—*but we do not oblige them to.* We had a case brought to our attention the other day, where the dealer could not afford to give the limit of discount for a purchase of fifty machines, because the customer was located far out from the center of a city and service cost too much under the conditions.

THIS DEPARTURE FROM THE COMMON DISCOUNT, HOWEVER, WAS FULLY DISCUSSED AND UNDERSTOOD BY THE CUSTOMER. TO MAINTAIN THE ONE-PRICE EDISON PLAN IT IS ESSENTIAL THAT EVERY DEALER SELLS ALIKE EXCEPT IN SPECIAL CASES.

We think that every salesman should know of the quantity-purchase discount, for this is often a great inducement in making large sales. The intelligent salesman, however, does not get in trouble by making discount quotations that conditions will not allow.

A voice on the telephone says "Do you allow any discounts?—is your best price $90.00?" Don't tell the story of your life in a case like this, and quote quantity-purchase discounts. You may be quoting your foot in it with some old customer who has been buying one machine a month until he has acquired ten.

On the other hand, if you are discreet, you can make a strong closing point with the discount which is allowable. When a customer knows that anybody gets a certain discount under certain conditions he wants a better one—offering the regular arguments,—"See who we are," "Look at the advertisement in selling us," "We must have more than ordinary purchasers," etc.

Hold your discount quotations until you know it will be an effective argument for selling ten or more machines. Don't let it become a boomerang on promptly closing an installation of less than ten. Quantity purchase discounts are like whiskey —a good stimulant when used at the right time.

THINK of every customer you have sold and approach him—personally or by letter—to buy a Residence Dictation Outfit.

ALL the dictators will not be away, idle, or lazy, this summer. For instance, Teddy Roosevelt—he's on the job.

The Ways of an Easy Loser

Generosity, in giving away your salary or commissions, is all right if you don't kick later on about being "broke."

An Edison salesman who deliberately allows a competitor to use his accessories on competitive machines exhibits the sportive carelessness usually attributed to the author ashore. This thoughtlessness hurts *his* future and the future of our product, besides.

Weary years have been spent on the design of many of the accessories that go with an Edison Business Phonograph. To sell them, or allow them to be used on any other than an Edison machine, when you know such a procedure will work an injury to you, is wrong in principle and pernicious.

We don't blame a *conniving* salesman: *he* wants to obtain the horn, or the aluminum tube, or the cylinders, that will bring *him* the best results and *his* machine.

And the most foolish case of this kind is to allow a customer to obtain two kinds of machines on trial and then mix up the accessories in use, so that the distinct mark of excellence for the Edison equipment is not apparent.

Get wise!

The Stamp of Success

Are you boosting that rubber stamp "Dictated to, etc" An English firm saw the stamp on one of our American Customer's letters the other day and wrote for information. There are fully 100,000 letters mailed a day bearing our advertisements. Could there be anything better? A sample of the system's worth, an acknowledgment of time saving in every line.

Boost the stamp.

Dealers are often slow in this, as evidenced by the many direct requests from customers who read the instruction sheet.

No Leafing

A very attractive post-card with silhouette cuts comes to us from our Seattle Dealer, Eller's Music House. This post-card contains an invitation to attend demonstrations of the Edison Business Phonograph during the week mentioned, between the hours of 11.30 A. M. and 1.30 P. M. and from 4.30 to 6 P. M.

Borgum, the Edison salesman, is winning business by activities like this. He wrests office business while he's in—and also takes time to go out canvassing—so he advertises office hours—Catch the idea?

Judge—"How old are you, Miss?"
Elderly typewriter lady—"I am—I am—I am—"

Judge—"Better hurry up; every moment makes it worse."

"Hot Talks" No. 3

Salesmen in every line bear an almost insignificant proportion in number to those whom they influence towards the purchase of their goods.

You have the short end of the commercial lever. Early and late you may "plug" to improve your condition only a little—but at the other end of the lever you have moved the prospect toward the balance of trade at much greater speed than you often appreciate.

Summer places more weight on "the long end." Will you match it at the short end, by clever sales plans—more judicious hours of work—that will add to your forces and keep the balance true?

Choose, now, on which side of the balance you will add the weight of your effort.

Choose the Edison end!

Edison Backing

We got into a lot competition, the other day, for an order for 10,000 cylinders. The customer was told to begin with that he could buy cylinders weighing 272½ more than ours. When the whole row was over, and we had spent about $7.00 worth of telegrams, the dealer got the order on all the counts. It certainly pays to put up a fight. We wouldn't be in the talking machine business if we couldn't "save" back. Any time you need anyone in your corner—call on us.

WHY does the peevish gentleman think a Universal machine should have a spring motor price because he has a crank?

'Twixt the optimist and pessimist
The difference is quite droll,
One, looks above the horn and speaks in it,
The other views the hole.

"Each morn, if you would rightly live
On this terrestrial ball,
Name o'er your foes, and then forgive,
Else don't get up at all."

CIRCULARIZE the pastors of large churches. They are fine prospects with no stenographic departments to give an opinion.

Our Fifth Anniversary

Sips

July, 1905
July, 1910

Number 72 — July 8, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

About July 4th, we will be shooting off fireworks, or celebrating otherwise if we pick the winner in the prize-fight, still a mild occasion like a *Fifth Anniversary* of the Edison Business Phonograph will probably not cause excitement or comment.

However, when we reflect that through the efforts of our organization, we are actually securing at the present time over half a million dollars a year from the public in exchange for our product, a laudable pride in creating such an industry is excusable.

In the five years passed, Edison has led in the advancement of the voicewriting art. Here are some of the inventions and plans that have established standards in the business.

The Dictation Index, which makes corrections easy. *Instant Repetition for the Dictator:* one of the principal reasons for failure in the past to interest the average business man. *One hundred and fifty thousand feed*, saving 50% of the customer's cylinder expense. *The fast alternating current motor* which made it possible to successfully sell 90% of the world's territory, before unsolicited. *Universal use of the Business Phonograph* on any electric lighting current, or on any office use; this made it practical to interest dealers in selling. *A Power Shaving Device that removed the chips*, and made shaving a clean and easy task.

Five years ago, there were no standard equipments—hence no standard prices—and $60.00 was the price of a machine before Edison entered the field and established standard outfits and the one-price system. The Edison price was, at once, increased to $75.00, and for the first time profits were provided to support active advertising and selling plans.

But, what has stimulated invention and suggested better prices and new selling plans if not the activity of the Edison Dealer? He brought the orders—the money—without which, even an Edison project must eventually fail.

The average dealer has done his part in the double team—Manufacture and Selling. Either member working *alone* or half-assisted, would not have moved the business. *Together*, our effort has been irresistible.

We are progressing just in proportion to our ability to co-operate. Let *manufacture* weaken in producing better goods—better ideas—and Sales are retarded. Let the *salesman* fail to move the goods—put them in practice—and manufacture must stop until he does.

LOYALTY to the Edison product by our Dealers has been an asset in our sales campaign that we highly value.

We have educated and trained many salesmen in the voicewriting field and to have the confidence and combined support of these men is our constant thought.

Success cannot come to a manufacturer through good goods alone. They require salesmen who are trained to know a good product and appreciate the effort that is made to reduce any shortcomings to the least degree.

Tips is a fair reflection of the spirit at the Edison works that would make every dealer LOYAL to the Business Phonograph.

Everything you see in the voicewriting game that is important was created by ourselves years in advance of others—we say this not in conceit of accomplishment as in pride of being the first to give our trade the latest and best ideas to help them in making money.

This is our claim for loyalty in the future—that we are striving and spending to maintain a supremacy in every branch of our business. Others may "jump up" at times and tempt the thoughtless—transient—dealer or salesman, but the rank and file of the Edison Organization, we think, will not be fickle.

Our whole faith and future lies in the success of our dealers. We have no other offices—no agents—no salesmen—to take profits or credit from them. Good dealers—LOYAL dealers make the successful manufacturer.

KNOWLEDGE, CONFIDENCE, ENTHUSIASM are *positive* qualities that will lighten the load.

IGNORANCE, HALF-HEARTEDNESS, PESSIMISM, are *negative* qualities that will clog and stop the commercial machinery.

If-r start on our *Ninth Year* with a determination to act our part even better than in the past, with five years of experience to guide us.

You deserve the future success that your loyalty in the past has laid the foundation for. *Tips* and the Edison Business Phonograph Company extend their sincere thanks for a Birthday made possible by your activity.

What we have accomplished in our first five years

THINK how YOU felt when you were five years old—lively—happy—and tickled with the outlook—THAT'S US.

WAX CYLINDERS

warp and blister when exposed directly to the summer sun. How much better it is then, to have them protected in System boxes than to place them unprotected on wooden pegs—the old way.

A LOCAL electrician helped an Edison dealer and his customer in deciding on our design. The electrician's report, after comparison with The competing machine, was in part, as follows:

"The Edison machine, I find very much more efficient of the two in current consumption. The Edison shows a consumption of .7 amperes. This machine has the resistance for either 110 v. or 220 v., while the other has not."

New Classes of Prospects

The dealer, now-a-days, that confines his operations to business offers is missing many opportunities. Two endorsements, printed below, which local dealers have sent us recently, show what may be done in selling clergymen and writers. In this connection do not forget the Residence Dictation Outfit.

Los Angeles, Cal., June 8, 1910.

Dear Mr. Brossell—I have used the Edison Business Phonograph for eight months and am much pleased with my Phonograph for myself and my friends, but I paid little attention as to their opinion of it, for I was fully satisfied myself, but I was not long in finding out that my friends were equally pleased with it, and I have had the pleasure of selling a number of machines to them. I am now in the retail piano business, and as you will see by the enclosed circular, I have a very large mailing list, and I am using it now for ELEVATOR, a paper which I am publishing, and am sending out a circular every week, and am meeting with success. I have also been successful in selling a number of machines to the readers of my paper, and I am sure that I can do a great deal more in the future. I am also using the Phonograph for dictating all of my correspondence, and as soon as my Secretary can take it off, whenever convenient. I am very much pleased with the Phonograph, and would not be without it for any consideration.

If there is any need or with that comes to your attention, that has not been anticipated by the above statement, that I have not discovered it, it is no fault of yours, as I have not discovered it. It is an enormous saving, convenience and satisfaction.

Very sincerely yours,
(Signed) CHAS. P. LUMMIS.

Walpoleboro, N. C., May 25, 1910.

I can say this, with reference to the Phonograph: I have never had any use into any office are blessing saving time which is equal to it. I do not think I could have gotten along without it, for the sake of my time alone, if I could not have one, I would not take any thing for it. I have found it a very much needed desk, and in a much more satisfactory manner than before. The old system, but this arrangement and convenience in the Phonograph at my side and my stenographer in another room, is much more satisfactory. For the importation of literary I certainly think the Phonograph should be in every study.

Yours very cordially,
FIRST BAPTIST CHURCH,
T. W. Chambliss, Pastor.

If you are planning a trip to the East this summer, we hope you will write us in advance and prepare to visit the Edison Works as our guests. When you reach New York telephone 1352 Gramercy and ask to be connected with the Orange Office; there is no charge beyond New York.

Hot Talks, No. 4

A good argument with the prospective dictator and stenographer in Summer; is the privacy she acquires by wearing thin dresses. Why not be reasonable in the manner of dress. Save perfect freedom in this case, turn down his collar, take off his collar—the phonograph supporters, take off his collar—the phonograph never shocked. And the transcriber has her ways of keeping cool, too; she likes to roll up her sleeves, turn down her waist at the neck and generally arrange her dress in ways that would not be becoming for a stenographer taking notes in the presence of the dictator—this difference in the presence of the dictator—this difference in dress has as much effect on the phonograph as it does on her mirror at home.

Oh You Ty!

Have you ever seen Ty Cobb playing base-ball? I often wonder whether Ty was just giving an exhibition or really loved the game, until this article came to my notice in a morning paper:

"Why is Cobb a great ball player? The first and most important reason is that he loves the game. I never have seen a man who had his heart more in baseball. If Cobb was not a baseball player he would be playing some game that Cobb was not a baseball player he would be playing some game that he could love as much as baseball. If he were only a ball player he would be glad to take any salary or think more of base ball than Cobb does. Cobb, being a bright young man, naturally sees that he is getting a big salary for playing baseball, and he likes baseball, and so he is in baseball for a profession. Furthermore, baseball is a game that requires brains, and Cobb is one of the people who has enough brains to understand that they can employ nothing but money ball players and be glad to take any thing for the receipts. But I believe Cobb owns stock in three baseball clubs, and if he were charged something for the privilege of playing baseball he would be sure to pay it, and if he were charged something for the privilege of playing baseball he would be sure to pay it, and if he were charged something for the privilege, and if he were charged something for the privilege, and if he were charged something for the privilege

PITY THOSE WHO NEVER KNOW THE REWARDS OF EFFORT

Organizing a Customer's Plant

An intimate study of conditions in a plant of thirty Edison machines disclosed many interesting facts.

The *first* and most important fact was that the genuineness responsible for the mechanical success of the system hardly knew a recorder from a reproducer. The dealer having finished with his most active work in selling the plant was obliged to see it placed in the hands of a man who admitted his inability to cope with the most ordinary voice-writing problems.

Second: there were no records kept in the transcribing department by which individual efficiency or total economy could be calculated.

Third: if a new cleanser appeared, no one took the interest to inspect him properly, but he learned voice-writing by transcriber's complaints.

Mind, this was a successful plant and as far as present results go there can be no dispute about efficiency.

But will this condition always remain?

We mean to show how much better and stronger such a customer could be organized with the object of preventing carelessness after a time, when familiarity with the system is liable to breed inattention to details.

These are the plans we recommended and which will be adopted at once.

I. The caretaker of the machines, being shown mechanically, was not to attempt any emergency assistance at first but have the recorders from the transcribing machines and one extra machine, ready for substitution when trouble was reported.

II. The following records were arranged to be kept in the transcribing department:

First: Weekly records of the follies transcribed and copied by each operator.

Second: The number of cylinders received for transcribing at the different hours. (With this record the management could correct the tendency to crowd work into the later hours.)

Third: Weekly records of the number of cylinders dictated by each correspondent with remarks about any difficulty encountered in transcribing due to poor dictation.

III. The head of each department where dictation was done to be responsible for "breaking in" new dictators and act on advice from the head transcriber concerning poor dictation.

This organized effort in the customer's office was needed to cement the interests of all departments; as it was, no one of the departments heads would take the initiative to do what should be done for the good of all.

Now, with the help of the dealer, this groove-ing plant should increase and prosper. Their experiences should point out a duty to every intelligent dealer who has more than a "days, 10 days' easily" interest in his work.

Individual mental attitude is essential but "organized" mental attitude beater and corrects the little faults in color-scribing which tend to break down the surest of our system in force.

Learn Your Book

Let the dealer take an interest in this organization of his customer's office, and he will save himself trouble, expense and misunderstanding while the work he does will bear fruit in unsonnic re-orders.

In a recent investigation by the Government the president of a corporation was asked for a few facts. He replied: "You can have them all." Then he gave the committee all the facts that were asked for—right off the tongue—any date, any figure, any technicality, any detail.

Not strange that he is at the head of his concern.

There's a reason.

How many Edison salesmen can tell all about their proposition, without "looking it up."

What is the weight of a machine? How many letters does the average stenographer write? How fast does the average dictator speak to a stenographer? What is the record for typewriting speed?—for shorthand? How many words ing speed?—for shorthand? How many words does an entire cylinder hold in his life? What does an entire dictators make in voice-writing? What are you starving for several customers?

Get a book—write down facts—learn them, so you can sell them "right off the tongue."

Ask us some questions—we will help.

Time works wonders. So would men if they put in twenty-four hours a day as Time does.

Credit absorbed—like a drug store confectionary vanishes overnight.

IF I SHOULD DIE TO-NIGHT

If I should die to-night
And you should come to my corpse and say,
Weeping and wailing your my lifeless clay—
If I should die to-night,
And you should come in the midst of your woe—
Your every thought other than this you know,
Just say, "Here's that ten dollars that I owe,"
I might arise in my white cravat
And say, "What's that?"

If I should die to-night
And you should come to my cold corpse and kneel,
Clasping my hand in yours and call me your feel—
If I should die to-night
I say, if I should die to-night
And you should come all alone to me, and there and then
Just even bring back part of the ten,
I might arise the while,
But I'd drop dead again.

—*Ben King.*

"Don't be a knocker. If you work for a man, in heaven's name, work for him."

"The industrious man is light-hearted—the man who works is the happy man."

N. B.: Never attempt to adjust the speaker arm for a thicker or thinner Cylinder than the Phonograph is designed for. When the low limit is reached throw the Cylinder away.

Tips

Number 74 July 28, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

The New Universal Motor Brush Device

The brushes on the Universal Motor are generally satisfactory and thousands of successful plants are operating to-day with the design of brushes you are familiar with.

But the practice of two years has shown us that in some cases the customer cannot be depended upon to place a small amount of oil in the motor bearings—the oil is "sniffed" everywhere else, it seems, principally, on the brushes and commutator.

We have, therefore, made a new arrangement of detachable tension springs to hold the brushes on the commutator, lessening the harm that oil and dirt does and allowing the brushes to be more readily removed for cleaning.

All Universal Motors shipped in the future will have this new construction.

New brush parts, that can be quickly attached on any old motor will be shipped as ordered at the nominal price of 50c list, when the old brushes are returned.

The only instructions we will issue on the attachment of the new brushes is as follows:

Referring to the illustration the new parts of one motor are: Brushes (a), two brush pins (b), two springs (c), two fibre washers (d).



Cost of Exchange of Parts On Any Old Motor 50c List.

Proceed by removing the belt and motor pulley; then the pulley by releasing the screw and the spring from the upper bend screw; finally remove the screws holding the left end of the motor and bearing for the motor shaft, exposing the brushes and commutator.

The old brushes should now be removed and the cover, if it has not already been taken off. The ends on which the brushes turn have a small bore at the point where the pins pass through in the top, this bore should be removed.

Place the new brushes in position and insert the pins (b) in the bore of the post as shown. The pins (b) should move freely and drop on the commutator of their own weight.

The fibre washers (d) have an upright slit in one end to which the springs (c) should be attached. Place the washers on the springs attached to brushes (a) and (b) and, using the machine screws remove the old brushes. Connect the springs to the brushes and see that they do not interfere with the oil slot (m); if desired the fibre washer may be turned to change their position or tension.

The new springs are a little slight length to compensate for wear properly on the cylinder; by lifting the brush up with the finger the tension can be ascertained and increased if for any reason the spring has been lengthened. A very light tension is required, too strong a tension will waste the power and cause heating.

Replace the new ball bearing, the motor pulley on the shaft, and the idler pulley with spring to give the right tension on the belt. Use care to assemble the cup to the left side of motor with the oil hole on top; tighten all the screws evenly, as care has to spring the bearing and cause the shaft to bind.

See that the motor turns freely before using. If there is slight scorching at the brushes, let the motor run and they will adjust themselves to the commutator.

Remove the old brushes for credit.

In overhauling a motor the cleaning of the commutator is always desirable. Dealers should remember the Commutator Cleaner we give away for this purpose; we do not touch, however, to give them to customers except when we understand their mechanical ability.

Commutators can be cleaned much more quickly when running at high speed; remove the governor on the right end of the motor and start the motor for short periods at the high speed, when cleaning.

The adjustment of the sliding resistance (on the back of the cabinet) is important. *A little more or less current will often cure a motor trouble and this adjustable feature is one advantage in Edison design not enjoyed by others.*

Improvements in design will never end; they should be welcome because they immediately increase sales and lower selling expense. But improvements do not not imply defects in our improvements do not not imply defects in our case we do but better the best. We do not conceal improvements for this reason: we advertise our advancements; and if small nominal charges are necessary for new parts and the dealer must reforate the they are desirable, customer to meet them. To penalize the manufacturer for improvements is to kill progress.

A CUSTOMER will often appreciate your enterprise in taking a machine to your shop and thoroughly over-hauling it for a reasonable charge; it is better than "tinkering" in his office

THE dealer must be a USER to educate the AB-USER.

Important Rules in Recording

Two small but very important details of voicewriting were discussed with one of our dealers, the other day.

We were saying that *the most vital rule for the dictator to learn, was the art of fattening to the cut of the recorder* on the wax cylinder before speaking. This need not consist of the laborious effort of pleuing the ear to the end of the horn; just a slight turn of the head to catch the true cutting sound of a good recorder is enough.

Every user of more than one Edison machine has extra recorders not required in transcribing. *These extra recorders should be carefully put away to be used when some accident happens to a dictating machine.*

Every salesman should give this much instruction at least; show a customer how to restruction at least; show a customer how to replace a pone recorder; and also tell the customer to send bad recorders to us for repairs at cost (just as the dealer does with us). In leisure (just as the dealer does with us). In this way, small repair calls can be avoided.

It further developed in conversation that one of our dealers had on a certain occasion *readjusted the speaker arm* to allow the recorder to touch a thinner cylinder than it would normally reach.

This is very poor practice.

All machines are adjusted at the factory for certain "high and low" limits. That is, the speaker arm, holding the recorder and reproducer, is limited (by a set screw in the center of the arm casting) between the highest cylinder and the lowest cylinder that the machine should operate upon.

To lower the low limit is wrong because the cylinder becomes too thin for practical use.

When cylinders commence to show a small diameter from shaving it is wise to try all of these suspiciously small cylinders on a regular phonograph and put them out of commission if they are below the lower limit of the recorder.

My Stenographer won't let me!

We hear occasionally that hen-pecked excuse, "My stenographer won't let me"; and only last week had to write some arguments for a dealer to present to a poor, defenseless male, who probably said to the salesman; "If you can think up something to say to *her*, let's have it."

Here was an agency of the R. C. Dun Co.; the woman stenographer had been employed there for years and understood the business thoroughly; the work grew too much for her to handle; she *would not* use voicewriting; but she would agree to having another stenographer employed with duties like her own.

Now, champions of the Edison Business Phonograph should not shove on over-zealous desire to exclude stenography in favor of voicewriting entirely. Read our new catalogue, "Stenography vs. Voicewriting" to know our attitude on this point. It covers this case very sensibly.

Where this stenographer showed poor judgment, was allowing the "boss" to employ another woman to divide the work with her; other woman to divide the work with her; other woman to divide the work with her; other

I AM TOLD THAT SUCCESS COMES IN CANS.—FAILURES IN CAN'TS

NOW'S the time to take it easy. For—the weather may make you uncomfortable at times and it will be liable to try your patience unless you take it easy.

Taking it easy doesn't mean—lay off work and sit around thinking how hot it is and making yourself hotter by useless kicking.

Not by a long chalk.

That's not really taking it easy at all.

The more you think about the weather, the hotter it will seem and the less you think about it, the less you'll care.

Forget it altogether, keep busy and—you'll find you're beginning to take it easy without realizing.

Now—when I say "keep busy" don't think I'm going to tell you to hustle, and get all worked-up so you will fuss with everybody around you, get in rows, probably lose some of your best friends and, at any rate, make a lot of new enemies.

That's no kind of advice for a man to follow in the month of August.

And—that's not the kind of "taking it easy" that gets results—which is exactly what I'm going to talk about.

Yes, sir! I'm going to tell you how taking it easy gets results.

Ever watch two fellows in an argument and notice how the cool one—the one who takes it easy—wins out?

Did you also notice how hot the other fellow got—what a lot of energy he wastes and—how he loses out?

It's the man who keeps cool—the one who relaxes—the one who does his work with a lot of reserve energy left over—who gets most results for least effort.

Summer is the very best time to get such results, because summer is the best time to relax.

In summer you aren't carrying around any excess weight clothes. You aren't apt to overeat. You realize you need a lot of sleep and rest. You realize you need a lot of days when you take it. You are out-of-doors a lot in summer, breathing the fresh air and getting into condition. Your circulation is good in summer, your pores are all open and, if you go about your work sensibly, your summer health is the best health of all the year.

This is why men think easier and faster in summer time.

So—now is the time for you to do the thinking and planning which will produce a lot of results for you later on.

You've got a lot of problems to solve. Now's the time to ponder them. Now's the time to think and study out the solution of these problems. Now's the easiest and best time to find out how to do a whole lot of things you've been wanting to do for ever so long.

Take your time about it—take it easy but—keep thinking.

The rest will take care of itself. You'll get so interested thinking what you're going to do, that first you know, you'll be wanting to "try out" some of your new ideas.

Then—you'll find yourself getting into your own and has to go see some tough old codger you've been wanting to land for months so you can try your new plans with him and see how they work.

You'll find yourself approaching him from a different direction than any you've ever tried before, too.

You'll take a different way of getting at him and, when you do get him, you'll take it easy and, before you know it, you'll have him landed because your relaxation will tend to make him loosen up also.

That's the way to get results in hot weather—take it easy.

Don't add to possible irritation by asking any man "Is it hot enough for you?"

Anybody can ask such a question—most fools do ask it—and some fortunate ones (if they learn by experience) get kicked for doing it. The reason such a question is irritating is because it suggests an increase of heat which may already seem unbearable.

If you must say something about the weather—and you can conscientiously make such a statement—say you "understand there's a cool wave coming."

That will be a pleasant suggestion, at any rate.

Don't try to talk with a customer when he's manifestly "too hot." Tell him you see he's too busy—that you will come around some other time—and make your "get away" quickly.

That saves your time and his and he'll like you for all the better the next time he sees you.

If you think a customer is not up to stand a little conversation, try to make what you say reduce his temperature.

This may sound impossible but—it isn't, as you can easily find out by trying.

Your temper and manner will make a great difference. Keep sweet, keep a cool mind and—take it easy.

Buyers are thinking out their plans for the fall right now. This is the time for "missionary work" but—don't forget to keep your thinker relaxed so it may act freely.

Don't get "all het up."

That reduces your energy and your earning power.

Keep cool! Take it easy.

That saves your strength and increases your earning power.

All things get further ahead of him who wails.

It makes a lot of difference to a man's future whether he begins the day with the object of finishing his task, or whether he merely begins his task with the object of finishing the day.

TAKE IT EASY

By George B. Spencer in "Office Appliances"

When you strike a firm where the woman runs the business, talk to the silent partner—he may see much virtue in another talking machine for an assistant.

Tips

Number 76 August 20, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Are You Prepared for the Fall Season?

HOW is your stock? Can you say to a prospect—while his interest is alive—"We'll have the machines installed TODAY." Or, must you show your sideline attitude by promising the goods "when we get them in?"

Business to-day is done by the merchant or salesman who has the goods to show and deliver. Ninety per cent. of the prospect's ardor for purchasing is cooled when he believes he is causing trouble; he argues "if the salesman hasn't got goods to deliver it's probably because there is no demand."

Encourage the prospect to say: "Don't order machines for me specially—because I really might not buy them after all"—and you have lost that sale. D'-ye-mind?

Are you alive—hopeful—confident of your abilities?

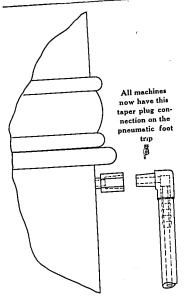
Then, you know what you can sell and you need the goods to deliver.

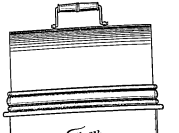
We're not pushing you for orders—just introducing you to business demands that surely will prevail this Fall.

And you get to-day the latest type of machine; the only kind—down to a screw—that you will be able to order for a long time. Mr. Dealer—let us introduce Mr. O. P. Portunity.

If you are a loyal Edison Dealer a "Fall-Down" is impossible.

BE OUT FOR BUSINESS WITH THE NEW FALL LINE!





The Fall Line

Well, we are on the job with as fine a model of voicewriter for the Fall business as ever came from the home of the Phonograph.

The pneumatic foot-trip parts are now built on the machine and not attached. See the cut in the catalogue. Cabinets are furnished like the illustration with a deep moulding at the base and the word "Edison" in small neat letters.

The top plate casing has been rounded on the edges and increased in thickness to give a more artistic finish.

Altogether, the machine presents a carefully developed mechanical appearance which is the result of five years' labor.

Yet, while these improvements will add materially to our sales arguments and create better impressions, there are no changes so radical that a dealer's old stock will be unsalable. The Edison policy of improving one design so that all new parts can be added to old designs is maintained, although we do not advise any one to be worried about improvements—for they are all good Phonographs.

Everybody is stepping lively these days—for, *It's west*, in order to meet the demands of the progressive dealer and the trade—and,

You should keep up in the procession and not hold back the arrival of the whole army of Edison salesmen.

There will be those who read this and commence to be anxious about "those machines in the back room."

It's never too late to mend. You don't have to "bring any machine up-to-date" to sell it. Months ago when you bought them it was the latest thing and thousands of them were being sold—just as you can *NOW*, if you try.

When you start your trying don't stop with your old stock. Necessity has kicked many a man into Good Luck. Keep up the good work. Order the new machines.

Be a dealer.



THE SELF-CLEANING RACK ROD is now furnished on all Business Phonographs and Shaving machines. The sketch above shows the long spiral groove which is milled in the back rod for this purpose. Formerly, this rod, on which the speaker arm slides, was not milled and it was possible for an accumulation of wax and dirt to gum up the parts. By milling the rod, one movement of the arm across, cleans the surface and forces the dirt into the groove, afterwards allowing the arm to slide freely.

THAT PROSPECT OF YOURS IS ABOUT HOME NOW!

Tips

Number 77 August 24, 1910

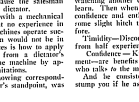
ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

THE story of the hunter's dog that chased the fox and was reported later by a farmer to be *slightly in the lead*, is somewhat like the Edison dealer who starts in chasing prospects and later allows the prospects to chase him.

We believe that a primary cause for discouraging results lies in unfamiliarity with the Edison Business Phonographs because the salesman does not use it practically as a dictator.

Salesmen often go to work with a mechanical knowledge of the machine, but no experience in actual voice-writing. Our machines operate successfully, or thousands of them would not be in use. The trouble in most offices is how to apply them—to know the machine from a dictator's standpoint—to make use of the machine by appreciating its abilities and limitations.

For instance, the Editor knowing correspondence troubles from the dictator's standpoint, was called to straighten out a tangle where "machines" were blamed for all the trouble. We found that 95% of the kicks were the result of a poor office system; dictators were paid to *rush* out correspondence, which they did at 250 words a minute, speaking about as distinctly as a side-show barker. A day in this salesman's office, brought the dictators and transcribers together and secured the co-operation that got the letter mailed—not delayed.



"This is the way I do."

If the Editor had not used voice-writing personally and been familiar with the details of correspondence, it is a question if we would not have been still looking for "machine" trouble outside of the human machine.

Do you dictate your mail by voice-writing?

Why not?

"OH! I'm just a salesman that doesn't have occasion to dictate." Well, let's find a way. Arrange with your boss so that you can dictate a daily report—follow up the results in transcribing—see for yourself, and know how *you* succeed with voice-writing—and then you can canvass with your own simple story of continued experience and not an imaginary operation.

Is your office too small for a stenographer, Mr. Dealer? Can't you employ someone who *does* operate a typewriter along with other duties, if it is only for the few letters you write us? Dictate! Transcribe! Use and study what you are selling—what you pretend to advise about.

We know of one small dealer, who did his own typewriting; he took our advice, dictated his correspondence to the Edison Business Phonograph and transcribed it himself; in this way he quickly learned both ends of the business.

The Edison Business Phonograph is like a cow. You can't learn to milk one by standing by and watching another do the work. Grab hold and learn. Then when you instruct another you have confidence and enthusiasm that is not jarred by some slight hitch that you never "observed" before.

Timidity—Discouragement—Pessimism — grow from half experience.

Confidence — Knowledge — Strength-to-Argument—are benefits which the salesman derives who talks *to* the machine and also talks *about* it.

And be consistent. Don't let the prospect stump you if he asks that embarrassing question,

"Why don't you use voice-writing in *your* office?"

We use forty machines here. From the President to the smallest assistant we write with our voice.

YOU MUST BE A USER TO RECOGNIZE THE AB-USER.

MAKE YOUR VOICE WRITE TO-DAY.

And when salesmen know that their employer's office uses the E. B. P. successfully it will help them more than first appears.

Wherever the salesman may be can start with confidence, "Drop in our office any time and see the system in operation." The shy prospect that fears having a salesman talk him off his feet will go to the dealer's office unobserved and take in what he sees.

When a prospect calls it is not necessary to have a trained E. B. P. salesman take charge. Any one that happens to be around can show what you are doing in a more sincere and attractive way by taking the prospect up to a dictator or transcriber to observe them at actual work.

We know a bright salesman that was badly handicapped by his boss, the dealer. He wanted to go out to work but was in constant fear lest some good prospect would call and be "queered." He knew his prospect would get this: "Wait and see the salesman. We don't know anything about it."

Let the dealers who read this ponder on the condition their office is in and the help they are giving the sales by placing the machines in use.

SELLING EDISON BUSINESS PHONOGRAPHS when you don't use them in actual practice yourself is like conducting a Correspondence School to teach swimming.

"THIS IS THE BEST DAY THE WORLD HAS EVER SEEN. TO-MORROW WILL BE BETTER."

EDITOR'S NOTE—This article written by J. N. Kimball, appearing in a current commercial school publication, is interesting for what it shows the troubles of the stenographer her own system of dictation. We do not fully subscribe to repeat these sentiments except with caution.

POOR LITTLE GIRLIE.

Not once, not twice—more than that—more than a hundred times, I believe, have mothers come to me with confidential complaints regarding the treatment received by their daughters at the hands of their employers. In every case it was something like this: "Jennie gets to the office at nine o'clock, and he (meaning the Boss) comes in at any time before twelve. Then he dictates a letter or two, maybe, and goes out, making her remain in the office until one o'clock before she has any lunch. Then she sits around while he talks business with people who call, until it gets to be four o'clock, and then she gets a big list of letters which he wants to sign before he goes home, and it is often half-past six before she gets her supper. Etc., etc. Likewise. Et al. Ad lib."

Now what do you think of that? This is no fancy sketch—it happens oftener than once a month, I assure you. And—it makes me mad every time it occurs.

In the first place what the dickens have I to do with it? Can I go downtown and take that offending individual by the scruff of the neck and shake him until his teeth rattle and he promises to do differently? I don't want this job. I am sorry if "the poor girl" don't get her supper before six-thirty (although it is sometimes ten before six-thirty [although it is sometimes ten before I get mine) but I don't see that I can help it.

But what is really at the root of this thing, anyway? I'll tell you. This "poor little girlie" business is now overdone in every way. Now business has been overdone in every way. Now and again you will see letters printed in the daily press in the same general strain as the complaint I have outlined above—I have one before me now where "the poor little girl is before me to ask her employer when he said, so-and-so did not catch the word," I tell you when she did not catch the word," I tell you the "poor little girlie" business has to go—it has no place in business. Just so busy as she remains "a poor little girlie" she should remain at home. The real trouble is that many young women try to go into business offices at such an immature age that they have neither sense nor ability with which to back up their ambition.

When a girl goes to work she goes into a very different environment than she had at home. It is seldom is it in any way harmful, but it is different. She leaves behind her the attention to her comfort which has surrounded her from babyhood—she is simply a piece of the machinery of the business in which she is engaged, and if the business in which she is engaged, and if the business is any value to her place, for the place must adapt herself to her place, for the place must adapt herself to adapt itself to her. I don't will never try to adapt itself to her. I don't will never try to adapt itself to her. I have said it, know how many hundred times I have said it, but it is always true and therefore bears repeating: a young woman and a young man should stand on the same plane in business—unless she can do this she has no place in business and business has no place for her. In a long experience I have never had father or mother say anything concerning the treatment received by a son—only a daughter? What is the difference? There is none—only it is hard for the mother to understand this, and the daughter mother to understand this, and the daughter mother to understand this, and understand it. Get sometimes doesn't want to understand it. Get sometimes doesn't want to—a man or woman in line or get out. Whether a man or woman in line or get out. Whether a man or woman that is the stern rule of business—it is logical; that is the stern rule of business—it is logical; more, it is right.

Whenever a young woman enters the lists to contest fortune with her brother, she should expect contest fortune with her brother, she should expect no favors—should desire none. The moment no favors—should desire none. The moment a woman says (as she has the right), "I a woman says (as she has the right), "I mean a woman says (as she has the right), "I mean a woman says (as she has the right), "I mean a man," just then can do that work as well as a man," just then can do that work as well as a man," just then can do that work as well as

FORTUNE MAY FIND THE POT, BUT YOUR OWN INDUSTRY MUST MAKE IT BOIL.

The Dictator's "Better Half."

A dealer writes us that a prospect is trying our machine in comparison with a competitor's, but refuses to take into consideration the report of his transcribers as to the better recording and convenience of Edison machines.

In other words, the dictator assumes that the transcribing operations has nothing to do with him. But, is this true?

When a transcriber hears a record better on a certain machine, and its superiority of design certain machine, and its superiority of design helps her to write more letters, doesn't this directly affect the dictator? Certainly it does!

When this same business man commences to "holler around" for his mail at 5 P. M. and Edison machines can "deliver the goods," isn't that of interest to him?

Of course, some men pretend they don't care what kind of clothes their wives wear, or whether they have the right kind of help in the household. Such men, however, are quite equal to complaining, when neighbors make remarks, or when their own stomachs are affected.

It is up to the dealer to handle such customers. Show them the conveniences to the dictator in the Edison design and also the effect of our devices on the work of the transcriber; mention-ing and proving the transcribing advantages of such parts as the aluminum leaning tube; the automatic repeat lever; the clearness and enunciation of the Edison reproducer, etc.

Show the dictator that satisfying his assistants with the machine *they* need is a great considera-tion, for, two hours dictation keeps *them* busy eight hours transcribing.

Those new style nap-plates with rounded corners require a slightly longer belt. Tell us, when ordering, about the length.

PRINCIPLES OF EDISON SALESMANSHIP.

1. Get the order or the cash, first—if you can, but don't be afraid to prove your arguments by trial.

2. Don't talk about one-day trial or 30-day trial. Say "I want your order when I have proved my arguments."

3. Then, follow up every new customer by daily calls, at least. There's profit in success, and the first few days usually tell the story.

4. Rely on figures to prove the economy you claim. Don't attempt closing unless you have "brass tack" arguments up your sleeve.

5. Keep a record of the cylinders dictated, by shaving the cylinder, yourself if necessary.

6. Believe in your goods and the customer will believe in you.

7. Things and persons that do not serve, die. Don't make a hardship of your service to customers; look upon it as the lever to their friendship and assistance.

8. Be an Edison man—all through.

WHEN YOU CHANGE a hand to an electric Shaver be sure to slip off the belt from the hand crank shaft.



When business' a pleasure.

Mr. A. A. Bratton, General Manager of the North American Supply, our dealers in Columbus, Ohio, is a salesman after my own heart.

He's just saying nice things into that one long ear of the old machine most of the day. And ear of the old machine most of the day. And ear of the old machine most of the day. And

YOU should be very careful, you know, you might get interested in your work and let your pipe go out.—*William A. McDonald.*

"Sammy," a Serial Story for Salesmen—Part 1

ZZ-Z-Z-Z-Z

Sammy swung from his chair into the accustomed groove that marked his way to the office. Languidly throwing himself against boss's office. Languidly throwing himself against the door he put his knife away, brushed his hair with the other hand and straightened up for the brisk entrance that experience had taught was the proper conduct when Flagler fixed him with piercing eye.

Sammy had worked six months as office boy for Flagler & Co. To his restless mind this seemed a long time. Something was about due in the form of excitement if the job was to hold him much longer—but he didn't expect it so soon.

No one noticed him as he entered.

Flagler was talking in the end of a long slim horn. There was evidently something doing, and Sammy's curious gaze shifted from the boss's intent face to the turning cylinder—to the word "EDISON" on the box —and past it to the [illegible] looking stranger, standing in polite expectancy.

In a moment Sammy took in the situation: A Salesman! Flagler's going to buy a phonograph!



Nothing could have been more welcome in Sammy's dull existence. He heard "Years resp. Flagler & Co.," as his boss finished talking—then he turned something, moved something and Sammy listened and followed with the others the words as they came out of the horn.

There was no mistaking the derisive speech of the boss. So intent was Sammy in listening that he was only awakened into activity on hearing Mr. Flagler's command:

"Sammy, ask Miss Blair to step here."

Outside the door, in the vicinity of his own small desk and in the atmosphere of the office workshop he felt his professional importance returning.

"Miss Blair, who let that salesman in with the machine?"

"I did—when you were out—they don't want me, do they?"—in a breath.

Sammy, as if he had arranged the whole scene as part of the office drama, sat down wearily at his desk before he replied:

"Sure, it's up to you to get busy."

* * * * * * *

Inside, Drummond, the salesman, was saying:

"Mr. Flagler, when Miss Blair comes, explain to her the help she can be to you in this matter.

"Years ago, as I explained, business men just got up with an incomplete machine, time and put up with an incomplete machine, time and put up with an incomplete machine, just so substitute typists for stenographers—reduced their salaries—all very false economies.

"We're changing that old distrust of the stenographer now with the dictator's help. If Miss Blair understands then you will do your private work, and that you desire to retain her knowledge of your business, and that you will advance her if she makes it a success—the will feel better, if she makes it a success—the will feel better,

"In putting up my case as a salesman against you—and here's I'd the only one that can lose you—and here's I'd the only one that can lose you, and here's I'd the only one that can lose you, and here's I'd the only one that can lose you,

Don't Make Excuses—Make Good!

SAMMY.

A Serial Story for Salesmen. Part II.

Junior Salesmen

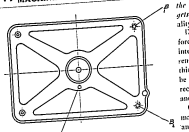
Junior Salesmen are of recognized benefit in disposing of almost every office appliance.

Senior salesmen—older men with more experience—are often handicapped, in the writer's opinion, without the assistance of a Junior in selling the Edison Business Phonograph.

The Junior has the ability to make the approach and instruct the customer where the Senior would not do as well. But, during the conclusion of the trial, the Junior figures in a most important role; shaving the cylinders—daily calls—small repairs and adjustments—records for economy arguments—all these details regarded for the Senior help him in closing.

Sprtel to the Senior presents his arguments he has not suffered by too much intimacy with the customer's office; he has been able to study his customer's office; he has been able to study his customer's office; he has been able to study his

WHEN IN COMPETITION AND ELECTRICAL CONDITIONS ALLOW, SELL THE D. C. MACHINE FOR $60.00—IF IT IS A QUESTION OF PRICE.



The New Pedestal Top

Following our policy of making improvements in details wherever there is the slightest possible advantage, we are now supplying with outfits a new pedestal top, illustrated above, with levelling screws B, B, and provision for holding the cabinet from falling or slipping by means of a wood screw into the bottom of the phonograph cabinet through the hole, A, in the pedestal top.

Each pedestal is assembled before shipment and the levelling screws properly set, but adjustment may be necessary when reassembled by the dealer. A small level should be placed on the front or back support rod of the machine on which the arm moves (not on the cabinet or top plate casting).

Raise or lower the screws B, B, until the machine is level and the cabinet is solid on the pedestal, finally tighten the lock nuts so that the screws cannot move.

With the hinged cover the machine is often thrown out of balance when the top plate is raised to look at the motor; a wood screw through the hole, A, will hold the cabinet fast.

A level machine is particularly desirable in transcribing where the heavy reproducer-weight must "float" in a level position so as to allow the reproducer point to follow the groove made by the recorder.

"SAMMY"—PART III

Putting machines out on trial has an element of risk in that it is generally more uncertain than wrapping them up and selling them over the counter. Articles thus sold are frequently returned or not paid for. But risk is cut down by a clever salesman until trials are a better proposition than a mere delivery because *he knows the user; aids in the success of the goods; and gets the money* by adding his salesman's personality to the customer's natural desire to purchase.

Drummond knew two sides of the triangle of forces in Flagler & Co.—he felt sure of Flagler's interest as a dictator and Miss Blair's common sense to make a good transcriber. Sammy—the third side—was a doubtful force as yet, he might be small officially and physically but he must be reckoned with or the triangle would not stand and the salesman's plans fall flat.

Co-operation stood out big in Drummond's estimate of successful conditions in a prospect's office and there is no doubt about it, from Sammy's reputation for mischief, that if that gentleman should appoint himself a walking delegate for organized prejudice in Flagler's, voice-writing would be speedily called off.

None of these doubts assailed Sammy. If Flagler had decided to try a flying machine and appoint him as the machinists he could not have been better pleased.

The dussing of Flagler's desk was neglected. Elegh called over the truckman coming from the elevator with pedestal, phonographs and boxes hanging from both arms and Sammy shaving the way to the boss's office.

"Mr. Drummond, don't forget that Mr. Flagler is left-handed. Do you have left-handed machines?"

"Hello, Sammy! I'm a little late. Why no—I never thought about what left-handers do with a phonograph. Which side does Miss Blair take dictation on? Then let's set the machine there."

Like the trained salesman that Drummond was, he had left practically nothing to be done in the customer's office except to set the parts of the outfit in position, numbers were found on all the boxes, the horn crane was already attached, everything was ready for use in a few minutes.

"What's the thermometer for?"

"That's a level, Sammy; we level the machines with these screws under the pedestal and that makes the cabinet set solid, too."

"Now here, Sammy, is something I want you to do. Take this supply of dictation pads and keep them handy so that Mr. Flagler can always have one or two on his desk."

"Say, if I'm to run this business show me all about it. Flagler's absent minded; he may forget where he laid the phonograph, and I want to know what it looks like."

"Well, sir; sit down here in Mr. Flagler's chair and I'll put you through."

(*To be continued.*)

RECORDERS not in use on transcribing or unused machines should be carefully kept packed away in cotton for future use. Dyamind?

Tips

Number 82 November 17, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

BARNES of Chicago is certainly as live a wire as ever touched the binding posts of an Edison motor.

The business firms of Chicago couldn't know him better if he had been wearing a sandwich sign for the four years he has been a voice-writing man around their offices. And therein lies a lesson for the leader who would succeed.

A volume of sales is built on a volume of prospects; advertising with ink don't make *ribe* prospects. Ink is a seed. The plant—the flower —the sale are the result of personal attention and study *after* nature—human nature—has shown the spark of life.

Barnes has a volume of prospects in Chicago, —ink seeds. Out of these he selects—mind you, "selects" the promising customers on whom he can afford to spend his time and attention.

Brother, if you want steady, quick sales like Barnes *don't* spend your trials—your money—on 100% of your prospects. Concentrate on—say 30% —what mean business and keep boiling down and refining the 100% in the fire of your personality.

"The old gal put an Blanks Co. is dead," said Barnes. "We've been waiting her to retire these two years. Sorry, of course, but she is no doubt happy now in a place where no Edison salesmen will disturb her peace of mind. We put machines in Blanks' to-morrow."

No risk there. Barnes knows the prospect.

* * *

When John D. Howe dies I suppose the citizens in Kansas City, Mo., will have something like this on his stone:

Here rests the body of *John D. Howe.*
Unrested and unsatisfied in life. He multiplied his voice with ten thousand phonographs for Kansas City.

"Jack" Howe is for Kansas City (and a particular piece of property known as the Robert D. Keith Co.) from sunrise to pajamas. He rests none of the time—but then he is unconscious. He's always unsatisfied—never *dis*-satisfied. Long may his voice write.

* * *

Kansas City is in line with other successful dealerships in the question of service to customers. The unthinking dealer goes on indefinitely making hurry calls for repairs and adjustments—regular fire department service—and complains of the nuisance. It is in the dealer's hands to handle this repair question intelligently and make some money. After a customer is sold, you must train him to help himself—that is one way. But the average business man is unmechanical and won't even clean his machines; therein lies the trouble—dirty, sticky machines.

Start an inspection service for your customers. The Keith Company do this successfully, charging 75c. a machine a month for trial inspections. The service includes cleaning, oiling and adjusting—not the replacement of parts.

You will find when your customer sees a dealer's employee regularly, he usually improves in his use of the system, and with clean machines kept in order by regular visits, rush calls will be less.

* * * * * *

And while we are on this question of "nuisance calls" let us point out the advantage of mapping your territory. Buy a city map mounted on a board so you can place colored tacks where the customers and trials are located.

When a salesman or mechanic goes out on a call, a glance at the map will suggest other calls he might make in the vicinity that will make his efforts much more effective.

Systematize your calls. Work intelligently.

* * * * * *

Do you have customers where there is a possibility of selling them more Edison machines? My friend, Child, in St. Louis, makes the most of this situation in a clever way; he finds a user with an older type of machine, demonstrates the latest model—succeeds in selling the latter looking article with the argument that the old ones can be used in a less conspicuous part of his office.

"You want the best and latest, Mr. Boss. I will take these old machines, put them in perfect order for Mr. Clark, who really needs the system, and renew the service on the entire plant, if you buy the new models."

* * * * * *

The speaking tube connection, that fits over the recorder and reproducer, did not please a dealer because it was too snug and came off with difficulty. Watch me, gentlemen!—the hand is quicker than the eye. I release the set screws holding the recorder and reproducer—allow the connection to adjust itself, so that it does not bind—tighten up the set-screws once more—PRESTO—trouble gone. Just a matter of seeing that the angle of the stems is adjusted correctly.

Tips and Trip

"A successful man is one who can guess right three times out of five." Therefore have five prospects for three "trials."—don't calculate that 100% prospects means 100% sales.

"AN ACTIVE CUSTOMER IS WORTH TEN PROSPECTS"—provided you use him to win the business of the ten.

"SAMMY."

Oftentimes a sale is made or lost during the first experience of the dictator or transcriber with the machine.

Drummond knew this. His watchful eye followed the machines "from shop to letter" during the first day and Flugler, when he felt the inspiration of voice-writing, found a guide at his elbow to tactfully prevent "respondent dictation" "a foot from the horn" and the general bad opinion that dictators form when they are misinterested.

Sammy made bold to enter Flugler's office with Drummond and watch the imitation of the boss's voice.

Drummond felt Sammy his ally by this time and made double shift to include his education with Flugler's by closing the cover of the machine, turning off the current at the lamp socket thine, turning off the current at the lamp socket —just as if the machine was in a week's disuse.

"All ready, Mr. Flugler. Please be patient with me if I bore you at first, because I want you to learn this machine from a common sense standpoint as you would a motor car that you expected to run yourself."

"Close the cover of your machine when it is not in use—it will keep it clean and keep away the meddlers."

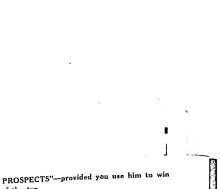
"When you lift the cover, connect the horn,—so. Turn on current at this switch. You see the motor won't run; that's because the current at the lamp socket is not turned on. Always leave the current on at the lamp socket and use the switch at the machine; but if the machine doesn't start see if the current is on at the socket. Perhaps the current is off of the entire office. You would be surprised to see the calls we have after installations to educate the users on this one detail—and you will save us both trouble by catching this one point."

"Notice the lift lever and this guard at the end of the mandrel. When you lift the arm the guard raises to allow the cylinder to pass. That prevents the damage to the recorder if you should forget to raise it out of the way with lift lever."

"I've shaved a cylinder here very roughpurposely. I want to here the sound of the surface through the reproducer. Hear it? Look at a cylinder occasionally and see if Sammy is taking his work well. Don't think you have to attend to too many details, only you should know how easily a careless boy can make a cylinder unpleasant to hear for the transcriber."

WISE MEN are instructed by Reason, men of less understanding by Experience, the most ignorant by Necessity.

In my time I've seen some pretty absent minded men, but I have never met a fellow who didn't know when it was pay-day.



This is the way we are now equipping Universal motor resistance to insulate the binding posts. I and I₂ are porcelain cups, enamelled in black. The large binding post screws are discontinued and in their place special small round-head screws, S and S₂, are passed through the insulators to hold the pin tips of the attachment cords. Spring washers (not shown) are placed underneath the screw heads to hold the insulators and not break them. It will not be necessary to remove the insulators when it be necessary to remove the insulators when attaching the cord. Every part of the binding posts, and pin-tips on the cord, are now insulated, preventing shocks and short circuits through careless-ness. The price of this equipment complete, as illustrated, to place on any machine previously sold is 35c. list, subject to the regular dealer's discounts. Postage extra.

IS YOUR WINDOW WORKING?

Borgum, you will recall, is that hustler in Seattle, managing the E. B. P. Dept. at Eiler's Music House. He is the chap that invented demonstration hours for Edison salesmen. You can see Borgum certain hours if you wish to know voice-writing—most other hours he will see you—sure as death.

Borgum wrote:

"We have pulled off a model office demonstration in our window this week and we are herewith enclosing a couple of newspaper notices, which we think are mighty good. During the first two days we distributed 2,000 circulars in every office in the city."

We wrote:

"Fine. But write us again, later, and tell us what you sold from this effort."

He answered:

"We received orders for three installations and have already closed one of these from with the prospect of early closing for the other two. With these results so far, we figure that the window display easily pays us for our efforts, not considering the general publicity and educational value."

Tips

Number 83 November 2, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

IF you could sit beside us in the morning as we go through the daily mail you would learn many ways to facilitate your business and ours.

Here is a letter of several pages, we like to get them—honest. A letter is a conversation and at best we don't have enough good talks; if we had more there would not be the one belated missive at a time when advice from us is often too late.

The only fault with a long letter from a dealer is that it touches on a dozen subjects;—all for different departments. Such a letter loses time for the dealer; the order in one part of it takes it to the order clerk for a day; the traffic department must wait for its part; and so with other subjects for other departments.

Of course, we facilitate everything as much as possible by redictating remarks for departments, but even this slows up the business machinery a good deal.

The dealer's order blank we have just printed for the use of dealers will facilitate shipments. Ask for this form and keep your orders out of the body of letters. Small dealers do not need such a form if they will confine their orders to any single sheet of paper.

Here is another letter with the most meagre reference to a mechanical trouble. How we wish we knew what had been done to correct it, or that we even knew the serial number and type of the machine. You know how peevish it makes you, (who expects to find unmechanical minds), when a customer says simply "it won't work".

Picture us. A dealer can't send machines back on suspicion; he's got to think and act in his job of selling, just as we have to think and act in our business of manufacturing. *Is the motor running correctly?*—this can be readily seen by watching the governor balls. *Was a new recorder or reproducer tried?*—breakage might occur to any mechanical device. *Was the machine properly oiled and cleaned?*—a drop of oil will work wonders. *Are the centers on the feed screws and is the mandrel set up properly?*—a screw driver and ten seconds for this adjustment.

Then here is a letter: "We intend to order more machines when we close a trial we have had out two months." For the love of Edison, does he stay after two months? Pocketbook or voice paralyzed? Cheer us up a bit! Say: "I have written letters in that plant for three cents a folio that cost them eight cents before but can't close them," or something else in definite. Or, tell us why the customer won't close—perhaps we can help.

What is this? A monthly report of sales without serial numbers or types of machines; how can a dealer run a business successfully without names. Something comes up months after a sale; a machine is stolen; a strange machine appears in your territory, and in all these cases the serial number tells the story and supplies the missing information through both our records. *We must have serial numbers or quit business—so must the dealer.*

And where is the letter you owe us as a business courtesy? Dealers owe us consideration as long as they occupy territory that must be worked. Some conditions require explanation. We ask about sales prospects; other questions of business arise to be answered. The dealer who does not reply promptly and fully is not fulfilling his end of the sales agreement. Neglect on our part would not be understood and our business would suffer. Why not the same spirit on the dealer's part?

Comments on the Morning's Mail

Business is a difficult problem at best and we should try to reduce friction to a minimum by improving in the little things we mention. On our part, we recognize our shortcomings—but we work at the job, taking and giving, doing a day's work; improving in the whole, we think.

Give us the deuce if you will, remembering to do it regularly, intelligently, and in a business-like spirit.

The action we see in your communications, is an index to your activity in selling; if you don't warm up to us it certainly must be hard for the best Edison customer who has invested several hundred dollars in a voice writing plant.

On the job—it's November.

FROM DENVER:—"Electrician's report attached, shows Edison Universal takes less than one-third amount of current consumed by competitor. Closed customer."

TIPS IS ON THE JOB AGAIN—BEEN TIPPING PORTERS AND BELL HOPS.

"SAMMY"

Whether Drummond had wasted his salesman's time on Sammy remained to be seen. Whether Sammy would "queer" the plant of Flagler & Co. was also a problem—but, any Flagler & Co. was also a problem—but, any salesman with an interested friend at court has an advantage, so Drummond figured it.

Flagler entered his office and found a Business Phonograph beside his desk. Drummond was there also. Flagler looked in from the stenographer's room: "Good morning Mr. Flagler. When you have your mail together I want to help you dictate. I'll be out here with Miss Blair when you call—all right?"

—and with a pleasant nod disappeared.

To have a stenographer transformed with good dictation and have her know what the dictator actually does to produce her records, Drummond thought, from experience, knew was good policy.

So, Miss Blair, instead of the assisting and "useful" that she anticipated, as once found a pleasant salesman seated beside her preparing to dictate and explain what Flagler, her boss, was about to do in the next room.

"Miss Blair, you should understand what good voice-writing is. You see, I will instruct Mr. Flagler to periodically write your notes for you. Whenever you hear the word 'Operator' he is speaking to you. He will often give instructions—ask you to make replies without his dictation—send messages to you. Please get the habit that he is doing this at double speed at convenient times and to facilitate his correspondence—he's not doing it to make a 'machine' of himself or you—just the reverse—he has only furnished you with a wax memory.

"Catch the idea? You wouldn't be worth a thing to him if you had a phonograph memory, and didn't use it. You'll be worth a lot if you *do* work this memory to his advantage."

Drummond caught up a letter from the desk and dictated the contents with a dictation blank before him. Corrections were illustrated. Extra curlons were indicated. Miss Blair understood the whole system before he finished.

"The important things for you to remember are the length of letters which the index shows and the points on the scale where corrections are marked. When you take up a cylinder to write in front *at the index first.*

"*Generally five* points on the scale cover an ordinary full page letter, *double* spaced, with address and signature. Experience may show you differently. If you find a letter with *ten* points marked off for length you could single space it for one page. A very short letter might be a memorandum for some one in the office—you had better listen to the address on the machine before putting paper in the typewriter, in order to select the right letter head.

"When you look at a dictation index, put the cylinder on the machine and take a few minutes to listen wherever a correction is marked. For, a correction might refer to another part of the cylinder. Whenever Mr. Flagler happens to think of something that might be a correction he just talks it; he might say 'Operator—in that letter to Jones make the date when he can call the 20th'—you want to know that before you write Jones' letter.

"And sometimes, late, you will find a letter marked '*Rush*,' which should be written first and sent in ahead for his signature.

"I am going to take this records out of the machine now. You only need the reproducer. Sammy will have it put away and if some discussion arises your machine in an emergency he can ask for it.

"The aluminum tubes are extremely light. Don't 'punch' them in your ears—just hang them loosely—and remove the weight by fastening the wire holder in your belt.

"I purposely dictated this letter in short parts so you could start and stop the machine with the foot trip to hear enough to remember and write. It's just like reading your notes; you study your shorthand—so, in the same way, get the sense of a sentence or expression and then write."

It took Miss Blair but a few minutes to catch the idea, and Drummond saw with satisfaction the first letter transcribed at Flagler & Co.'s as Sammy appeared—"The boss wants you. just as Sammy appeared—"The boss wants you. I'll be shaving for a week if he writes all those letters on his desk."

(To be continued.)

It is a salesman's duty to demonstrate, to prove that the article he is selling is worth the price asked for it. If he cannot see the value himself; if he does not believe the article is worth the money, he is no fit salesman for the line he is carrying. Unless he can practice the law of mutual benefit and have full confidence in believing he is practicing it, he had best get out of the field—the sooner the better, not only for himself but also for the house he is striving to represent.

* * * * *

The tireless Japanese auctioneer patiently wheedled the bargain-hunting crowds. An article plainly worth several dollars receives a starting bid of ten cents. Everyone listens to the glowing description by the Jap. A dozen bids follow. Each bid is the occasion of more description. There is a pause at one ninety. Sold! Who got it? Why, an employee of the auctioneer!

You see, the Jap couldn't get his price so he didn't sell the article at all.

Reflection. Here is an exhibition of the highest art in demonstrations. The Oriental knows that demonstration is the greatest factor in Salesmanship. And behind the joy of haggling is a well established price limit which is never revealed. Modern salesmanship has improved on these market place methods, however, by making the price limit at once—saving the haggle—eliminating the One-Price-System—making selling an honest, manly, employment.

Tips

Number 84 November 23, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

CONSIDER THIS MONTHLY INSPECTION PLAN

Intelligent, live dealers all over the country have awakened to the plan of contracting for the monthly inspection of machines in their consumers' offices.

Dealers, naturally, will not broach such a plan to a prospect, but after the sale is made and the customer's plant is organized, it is necessary to arrange the question of mechanic's calls on some regular basis in order to prevent a loss for the dealer and insure the efficient working of the machines.

Just now we are giving one of the largest Edison users a price on this inspection service; the customer took it up with Orange, and we were obliged to write to five dealers to standardize the cost of the work for their different local offices.

THE DEALERS AGREED ON 50c. A MACHINE FOR MONTHLY SERVICE, CONSISTING OF CLEANING, ADJUSTING AND OILING. NO REPAIRS OR REPLACEMENT OF PARTS ARE INCLUDED IN THIS AGREEMENT.

Dealers must see the immense advantage in this arrangement. When you are paid for keeping a plant running, the business at once becomes more interesting. Complaints and hurry repair calls (that never will be paid for) are reduced to a minimum. Satisfied customers will pay for a large part of the mechanic's time—a natural result.

We hear the dealer (who has closed many of his large plants with difficulty after arguing price with close buyers) saying, "You couldn't get many customers in my territory to pay for such service—we have to do that work free."

You can obtain inspection contracts if you go about it properly. First, understand we are only proposing cleaning, oiling and small adjustments for inspection service.

When you propose the monthly service, don't talk about "repairs"—that is another matter. Very justly the new customer will say: "It is customary to keep machines after sale in repair for a year. I don't pay for such service."

Present your plea for inspectors this way: "Mr. Customer, you know the average dictator and transcriber don't keep their machines cleaned and oiled; they don't want to dirty their hands, and, furthermore, cannot be bothered with understanding where to oil an electric motor and something about its operation."

"We propose to do the janitor's work on Business Phonographs—cleaning, oiling and polishing. You have persons clean your offices regularly, polish your windows and beat your rugs.

"What provisions are you making for the same service on our machines? Dirt and lack of attention are enemies to any machine. Is it fair to neglect machines running eight hours a day—doing human work—saving you thousands of dollars—and then send for me in a hurry to perform "repairs" that are usually nothing more than balky, dirty machines.

"With my increasing business I would have to keep several mechanics sitting idle like hell hops in my office part of the time waiting for your hurry calls.

"Help me systematize my business and make your plant more of a success. What employee is there who would not even privately pay 75c. a month for this service to help insure quick, accurate use of his machine? It's only 3c. a day."

WE WANT EVERY DEALER TO WRITE PROMPTLY WHAT HE THINKS OF THIS PLAN, SO WE CAN STANDARDIZE THE PRICES AND PREPARE LITERATURE FOR YOUR USE.

Are the prices right? Two prices, it seems, are sufficient—one for the small, another for the big plant.

How many calls a month should he make for the price? Will you agree in general on one call a month and in special cases make several calls, depending on the size of the plant, etc.?

MONTHLY INSPECTION RATES

75c per machine for plants with 5 machines or less.

50c per machine for plants with more than 5 machines.

Dealers are asked to change the number of *Tips* 82 to 83 and vice versa, so that the installments of the "Sammy" series will come in proper sequence.

WE REQUEST YOUR PROMPT ADVICE ON THE ABOVE

CAUTION: Cylinders heated by standing on steam radiators give bad results; when left on machines they stick, as offices cool off.

"SAMMY."

(Continued from Tips No. 83.)

Drummond next explained the correction system; teaching Flagler that when he gave this help to the transcriber he was really saving much more time in getting his letters back than it cost to make out the dictation index.

"Now take up your correspondence, Mr. Flagler. Dictate to the machine as if you were speaking in the telephone. Adopt a tone of voice that would carry on the telephone without the return voice—"talk up, please." Realize that Miss Blake can't say that to you in the phonograph."

"Hear that cutting sound of the recorder? That's a sign that your voice will write well. Listen at each cylinder when you begin, for an instant only—then you will never dictate to the reproducer. Hear the difference when the reproducer is in position? No cutting—eh? Perfectly clear? And on every cylinder before you finish listen with the reproducer: know that you are writing—don't trust to luck."

Flagler was coached through an entire cylinder and letters were checked off on the Index; he was taught to talk to *Miss Blake*—not to the machine. He naturally blundered in some places; then the index was marked and he talked the corrections, with the assurance that Miss Blake would hear him *before any* part of the dictation was written.

"Mr. Flagler, will you please tackle the next cylinder alone? I am going over this with Miss Blake and will remain to answer your questions and talk over your results before I go."

"Place the index in this cylinder—the correspondence with it—Sammy can take another cylinder to Miss Blake as fast as you finish."

Sammy sat looking at Miss Blake as she wrote the Book's eighth cylinder.

"I don't see what kick you stenographers have on the phonograph. Flagler in there is doing all the heavy work. All you do is to press the button and hear your note-book talk—and you even didn't have to write the note."

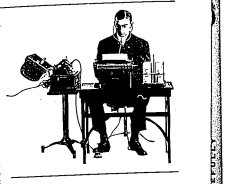
"It isn't the difficulty of the machine," replied Marjorie, "but the idea of the thing that gets on my nerves."

"It's no easy—that's the trouble," she went on. "Why, yesterday I was a stenographer—now any typist could write this talk, and my value goes down to a typist's level."

Sammy was about to do some more Edison boosting when he saw Drummond behind Margaret motioning to her continue.

"Sammy, you know how the boys used to dictate to me when I wrote shorthand—he repeated —in cigars as he talked—walked the floor—and I had to get down what it was all about and then write an intelligent letter. Now look at this dictation to the phonograph. It's almost perfect. He's trying now to make a machine out of me, and I think he believes I am worth less."

(To be continued.)



MR. LIGHT

Gold Medal Winner Edison Transcribing Contest, October 26, 1910

We had our Transcribing Contest at Madison Square Garden on October 26th, and the above illustration shows Mr. Light, the gold medal winner.

Mr. Light wrote 516 words in ten minutes with the least errors, from dictation at 150 words per minute.

If you compare this record with professional typewriter speeds, it is possible to go as high as 121 words a minute on the typewriter—a record made by Emil Trefzger on the Business Phonograph in our London Office.

We publish an endorsement also by Miss Rose Fritz acknowledging 118 words a minute on the typewriter written from the E. B. P.

MARK YOU, THESE HIGH SPEEDS WERE MADE FROM SLOW DICTATION.

So we decided at the start of these contests to make them phonographic ones—not typewriting contests.

One contestant this year we knew had great speed on the typewriter; but in writing from the phonograph she did not do as well as the regularly employed operators, comprising the average contestant; she found difficulty in starting, stopping and repeating at the high speed of dictation on the cylinder.

An interesting fact is that Mr. Light, the winner, has used the Commercial Graphophone for four years and the Edison Business Phonograph the last four years, making eight years in all.

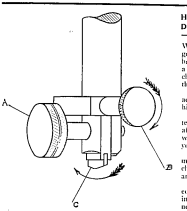
Mr. Light does all the transcribing work for the President and his son in a large company. They find voice-writing so useful that they pay Mr. Light high wages, and so disprove the many pessimistic arguments concerning low operators' salaries, slow advancement, etc.

WHEN you break the turkey wish-bone think of big November sales—then go to work and make good the balance of the month.

Tips

Number 85 — December 10, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



THE NEW RAPID ADJUSTMENT SHAVING KNIFE

The above illustration shows the design of the new Knife; when the clamp screw A is released, the adjusting screw B may be used to turn the Knife C to any angle for a rapid adjustment.

A complete descriptive circular is sent with each Knife, containing further details.

The price of the new Knife and bar complete as illustrated is $2.50; for the Knife (C) only, $2.00.

These screws, especially the clamp screw A, are made large enough to adjust with the fingers —*never use pliers on the screws.*

Be sure the clamp screw A is released before adjusting with the screw B; if this is not done *the thread in the top of the knife setting will be stripped.*

The Rapid Adjustment Knife will be shipped in working order and operating on standard shaving machines when inspected at the works. The dealer may not need to adjust the knife when it is installed—but if this is done the user, afterwards, should be cautioned not to tamper with a perfectly operating knife, treating it the same as the old knife which was unadjustable.

Handling Dead Ones

"What shall we do with a customer who asks us to sell his machines—says he can't use them?" Well, cheer up first!

Watches are indispensible but there's many a good time-piece found in a hock-shop. We can be very frank in talking to these customers with a change of heart; most of them praise the machine—they acknowledge the trouble lies with themselves.

But it is small satisfaction to make a customer acknowledge his weakness; we want to retain him as a "booster"—and here is a good way.

Say to the customer—"Sure. It's an easy matter to dispose of them. But naturally, I can't afford to add two selling costs to your machines, which would be the case if I sold them over for you.

"Now you know how valuable they are to many firms—just you find the prospective purchaser by talking them up and offering them at an attractive price.

"Tell me, any time when you have an interested party, I will install your outfit for him, charging you only for the few articles that will be needed to make the outfit complete and in good working order."

In this way customers are bound to help and be satisfied. The dealer does not lose if he is intelligent enough to make the proper charges for new parts, etc.

Special Uses

The trade will be more impressed as times goes on with the special uses of the Edison Business Phonograph. Thown in Lynchburg, Va., is a lawyer who travels into surrounding cities and towns to copy titles to property: the trains are generally arranged with a morning and an afternoon train in and out: he must rush to the court house and attempt to locate and copy the title to a property if he is to avoid staying over night.

Simple matter after he met Ogden down in Lynchburg. Ogden hasn't many big offices like most of you fellows, but the business men down there travel, which makes their time at home just as valuable as the office slave.

Mr. Lawyer now carries an Edison Business Phonograph—arrives between trains in a small town—drives to the court house—talks a stream from the county records—and beats it back to the station and home with his haul of voice-writing.

DO YOUR CHRISTMAS SHOPPING EARLY FOR DECEMBER SALES.

WHY use the commutator cleaner? The new universal motor brush maker them unnecessary and stops service calls.

"SAMMY"

"Excuse me, Miss Blake, I've been listening," said Drummond.

"What's the record to-day?"

"Eight cylinders so far. That's fine!"

"Every efficient machine you are—don't you think?"

"You don't mind my discussing these matters with you for a few moments—do you? You've put up some pretty stiff arguments, and I want you to feel right about this system, so you'll take the proper interest.

"Honestly now, you think this machine is very clever and a big time saver—don't you?

"Can you imagine Edison stopping the manufacture and sale of the phonograph when it's doing the work because he can't find sensible business women to help a man like Mr. Flagler?

"Many girls just like you have these doubts about how voice writing will affect them, but still the sale of the system goes on, and the facts are that men like Mr. Flagler in dozens of cases right here in the city do appreciate the transcriber that does her part.

"You might as well argue that the chauffeur is worth less than the conductor.

"You'll do stiffer folios to-day on the typewriter. A few days ago you could do only forty folios.

"Yesterday you were driving an old style business vehicle; to-day you have a modern one. When you put a motor under the system—whether it's an Edison or a gasoline motor—you speed up the same people. And when the saving is shown so clearly in dollars and cents the boss feels better about the employee who helps him in either case."

(To be continued.)

The President of the Shorthand Reporters Association Says:—

November 20, 1910.

The Southern California Music Company,
325-331 South Broadway,
Los Angeles, Cal.

GENTLEMEN: In response to your recent inquiry as to how I like the Edison Business Phonograph which you installed in my office about a year ago, it gives me pleasure to say that after what I consider the severest test to which a machine of this kind can be subjected, they are in perfect condition and doing good service. I have always found them absolutely reliable and easy of manipulation, giving no trouble to either dictator or transcriber. I used the machine several years in my work, and have carefully examined the merits of the various machines, and do not hesitate to say I consider the Edison Business Phonograph the best talking machine on the market to-day for the exacting work of the court reporter.

Yours very truly,

(Signed) W. F. TIFFANY,
President Shorthand Reporters Asso.

Do you use the tie cord properly to prevent strain and breakage at the binding posts of the universal motor resistance? Don't be careless.

New Speaking Tubes

There was a time when flexible speaking tubes, covered with soft rubber inside, were a detriment to continued good work; the soft rubber hardened and broke and the tube would not carry the voice—it was then called "dead."

But now we are furnishing speaking tubes with the rubber covering replaced with rubber cloth, which makes them durable.

So, when you sell a customer, try to understand his wants and give him the speaking tube or the horn, whichever he likes best.

This is especially necessary in competition. We hold the patents for the flattened horn, and no other shape is as good. This obliges a competitor to enlarge on the convenience of the flattened horn. If the Edison salesman is not speaking tube. If the Edison salesman is not wise he blindly installs his outfit with a horn without mentioning the flexible tube or demonstrating to the prospect so prove that he has it; the result is occasionally a preference for other goods on just this one point.

Remember the while that the horn produces a louder record and is more generally acceptable on account of the wide mouth-piece and the freedom it gives the hands.

The regular horn crane (price $1.00 list extra) has been used effectively to support the flexible tube, through which it is passed, making it handy to reach.

When a speaking tube is sold with an outfit it is equipped with the speaker connection, which fits over the recorder and reproducer; when it is sold singly it, the speaker connection, is not furnished unless ordered in addition, price 50c.

Bear in mind, therefore, to order outfits with speaking tubes, if you expect to sell any. Of course, it will be possible to unsolder the speaking connection from a horn and re-solder the speaking tube. *But, the speaker connection must in any case be attached to the horn or speaking tube—as left on the machine—for, then the cover will not go on.*

Thirty-three (33) inch speaking tubes can be furnished, price $1.75; the regular length is twenty-seven (27) inches, price $1.50; speaker connection in both cases, extra 50c.

ELECTRICAL TEST ON MOTORS JUST MADE IN CHICAGO

Volts.	Amperes.	Watts.
110	.72	81.70—Connecticut
110½	.84	92.35—Edison D.C.
111	.168	17.35—105.15 Universal

Tested on direct current.—Column 3 shows the comparative cost of operation.

HAVE YOU MADE YOUR TEST?

CONFIDENCE

Merry Xmas

Gips

Number 86 Dec. 15, 1910



It is with the greatest pleasure that I wish a very Merry Christmas and a most prosperous New Year to our Business Phonograph dealers, their Salesmen and their employees.

Thomas A Edison

The Passing Year



FRANK L. DYER
PRESIDENT AND
GENERAL COUNSEL

Here it is Christmas! Another year nearly gone—crowded with recollections of three hundred strenuous days of business.

To the individual dealer it may not seem that we have made remarkable progress. You are right from your standpoint. From ours, we have done the best year's work of all.

Let any dealer manufacture Business Phonographs for himself alone—supposing he were competent to do so—and he would make quick changes, rapid progress, until his business grew. The slowing up process would continue in proportion to his growth, and his progress in the past.

The Edison Works is a great industry. The improvements we think of to-day may require a month or a year to become operative, depending on the magnitude of the change.

Look through the pages of Tips, and you will find a continuous stream of betterments. Depend upon it, that progressive idea of *yours* will show up in practice, surely, if slowly.

And stop to think that Edison progress is not limited. We do not confine ourselves to new *yearly* models. We go at it hammer and tongs for improvements every *day* in the year. We acknowledge criticisms for immediate correction. We try to be sympathetic and helpful in making the salesman's work easier. Besides, we carry the principal stock at the Edison Works so as to put the latest and best in the dealers' and customers' hands.

But the greatest progression we believe lies in the improved attitude of the dealer, the public and the customer. In the past year the dealer has become bigger and better satisfied, and the public, as well as the customer, has become more appreciative and enthusiastic.

Take it all in all, 1910 was the greatest year in our history.

Nineteen Eleven



C. H. WILSON
GENERAL MANAGER

The important fact that voice-writing sales have steadily increased in the face of a commercial situation which is generally deplored by business men, statesmen and politicians, argues well for the prosperity of our dealers in 1911.

Louis D. Brandeis, Counsel for the Shippers in the R. R. rate hearing, has tersely defined the National needs:

> "What we need in this country is a combination to reduce the cost of production in place of combinations to increase prices. The result of the application of efficiency methods in many departments of industry have shown that in the United States we have been shockingly prodigal of our resources of labor and material."

President Taft has appointed permanent committees, sitting in the Executive Offices of the White House, to decide upon economical methods for conducting the Government business.

Postmaster Hitchcock is wiping out the deficit of his department by the application of simple, reasonable business methods.

No amount of money spent in advertising could have produced the demands for economic appliances which have become almost a factor in National growth.

Doubt, prejudice, pessimism can no longer stand in the way of progress. Economy is now a question of necessity. Personal preferences must give way before the greater principle of life—namely, existence. So we feel that voice-writing prosperity in Nineteen Eleven is only limited by all of our activities. Let us go out into the New Year with these conditions fully in mind.

Surely a Happy and Prosperous New Year awaits us.

Sales



NELSON C. DURAND
VICE-PRES. AND SALES MGR.

To be a success in any job you must get a perspective of the entire subject and calculate to omit the unimportant details as far as possible, so that you can concentrate on the big things that are worth while.

Now your problem of selling the Edison Business Phonograph, viewed in perspective, shows that there are ten—one hundred—five hundred—business concerns or individuals that should buy in your territory. Have you prepared a file with their names?—The best man to see?—number of stenographers, etc?

Yes? Then, realize that the big thing to do is to get in touch with these prospective purchasers. You can circularize and advertise—that will help—but you must get out and talk to the firms, also, knowing that advertising has helped to introduce you.

No list of prospective purchasers? No canvassing plans? Well, you are *not* selling the Edison Business Phonograph—probably you know that.

Successful salesmen keep working among their prospects with a systematic follow-up and a "nose for business"; they are like reporters for the newspapers who are constantly circulating in the channels where news is found.

This reminds me of the cub reporter who was detailed to report a society wedding. He came in late. The forms had been held waiting for his story. He said, "I didn't get anything, for the couple eloped."

If you "go up against" prospects like that reporter you will soon learn your faults and how to sell successfully—but, never if you sit at your desk and wait for experience. One turndown doesn't mean anything—see a dozen firms a day—smiling, enthusiastic, inviting a "call again." Brilliancy is not so necessary as "plugging."

Tips can't help this opportunity to lecture a bit even though we know that we have the most loyal and interested salesmen on earth.

Cheer up! And a bright and Happy Holiday to you all.

Our Office



E. J. BERGGREN
SEC'Y AND TREAS.

When you come to Orange, you hang your hat up in the Administration Building—one of the great five story cement buildings in the Edison Works.

All office and correspondence work is done here—the "home of the red tape" as some one has said.

You will find we take our own medicine in using the Business Phonograph, from President Dyer down. Our Central Transcribing Department for the general work of all Edison Companies consists of ten employees who write letters for three cents a folio.

All dealers' mail is placed in the office of the Vice-President and Sales Manager to be answered with the assistance of two secretaries and their clerks. It is our aim to attend to all correspondence the same day communications are received, endeavoring to present an example of promptness to the trade and prove the claims for our own system.

In this work of correspondence, dealers can assist us greatly by confining orders to separate order forms and placing important communications of different character in separate letters where they will receive the attention of various officials or employees.

Our office fully realizes that our dealers are independent business men who must be influenced and educated rather than criticised, unless our criticism can be accompanied by interesting advice.

We wish that all of our people knew each dealer personally, for then we could all address each one of them with better understanding. But in our mind's eye we see many faces we do know—and to you—our acquaintances—possible Holiday and a New Year of Prosperity.

"Sir, you are very welcome to our house;
It must appear in other ways than words;
Therefore, I scant this breathing courtesy."

Manufacture



P. WEBER
GENERAL SUPT.

Building a Business Phonograph is, in many ways, more difficult and exacting than making a time-piece, which latter is the popular idea of accuracy in manufacture.

If your watch runs slow or fast, runs down or becomes noisy, your business is not affected—with a business phonograph perhaps it is.

Constancy and uniformity of motion in all moving parts of a phonograph are required, It is easy to detect a variation of less than 1% in the speed of revolution of a cylinder playing a musical note.

And what makes it easily the most unique and wonderful machine manufactured to-day is that it performs its human-like work successfully *without assistance*. No extraneous power can compel a more perfect operation. When it leaves our hands we have practically endowed it with "individuality"—we have almost placed the breath of life in the wheels and wax—improved over the human, if possible.

We believe that we build the most perfect Voice-writing Machine obtainable. This is not conceit. Our customers demand it, and the inventor of the original machine still has the aim, desire and ability to fulfill the most exacting requirements. Our dealers—considerate as they are—being independent of the factory, must necessarily regard us as strictly business connexions. We operate without branch offices, and we ask prompt payment for our shipments in return for goods that operate successfully.

But, build as we will, the occasional ills of the machine must be understood in the field to be corrected.

With pride we acknowledge that as manufacturers we could not succeed to-day but for the intelligence and mechanical interest that our dealers display in their daily work.

Advertising



L. C. McCHESNEY
MGR. ADVERTISING DEPT.

A short cut in advertising our product lies in addressing a letter directly to the prospective purchaser showing clearly the advantages of voice-writing, and urging immediate investigation through the local dealer, whose name and address appears on an enclosed postal card ready to mail.

When you add to this plan the follow-up of the salesman who originated the mailing list, you have cut out all lost motion, all useless expenditure, and concentrated the last ounce of advertising effort at the desired time and place.

In this way Edison advertising has covered the entire country according to the growth, demands and interest of the local representation. It is estimated that fully one million letters have been mailed from Orange in the five years we have been employing this plan of circular letter advertising.

More spectacular campaigns of newspaper and magazine advertising might have been tried but we have withstood these opportunities "to see ourselves in print," and worked directly for efficiency and quick results with the unassuming personal letter.

In 1911 even greater activity will be displayed. We urge the dealer to make up his lists most carefully and retain a copy for the local salesman's effort in canvassing the same firms.

Remember that mailing card returns are not always an index to effectiveness: often-times the better—larger—more conservative prospect does not commit himself to writing for a catalogue—but, we find he knows the Edison product well enough when the salesman makes his personal follow-up.

The Advertising Department wishes you all a most prosperous New Year, and, with your co-operation, will surely make it one.

Credit



E. H. PHILLIPS
MGR. CREDIT DEPT.

A dealer's credit is like his shoe; if small, it pinches; but, if large, it causes him to stumble.

Small capital—small credit—is sometimes an unfortunate accompaniment to energy and ability in selling the Edison Business Phonograph.

Large capital and credit are very desirable, but they usually indicate the "side-line" dealer, who does not always secure the specialists who could make the most of such favorable conditions.

Can you sell Edison Business Phonographs? Then, your first duty to yourself is to obtain capital sufficient to meet the manufacturer's terms on purchases that you know must be made if you yourself are to be satisfied.

The raising of this capital must remain a local issue with the dealer. If he has ability to sell goods which he cannot purchase, it is a logical conclusion that local connections are in a position to know and investigate the truth better than the manufacturer. After all, the manufacturer can do no better than to treat all dealers uniformly; make the goods worth handling by high standards of credit; and, by a minimum of risk, have more profits for the advancement of the growing industry.

We urge upon all dealers operating on small credit to give this subject the consideration that the growth of the business demands. Local capital can be interested now that could not a year ago. Capital *must* increase with the growing public demand for the voice-writing system.

It is a pleasure at this holiday time for our Credit Department to reflect upon our close and friendly relations with the trade—a condition which could only exist with a fixed and honorable policy toward all.

May you enjoy a Merry Christmas, and may the New Year bring you added prosperity.

Engineering



CHAS. SCHIFFL
CHIEF ENGINEER

It is one thing to multiply a machine after it has once been created, but quite another problem to obtain that starting point in design which will repay the expenditure for tools and material to satisfy the sales of a great organization like ours.

When you come to visit the Edison Works, you will find that Invention and Engineering form a distinct branch of the industry. This branch is independent of manufacturing and is separately organized, with its own power plant and shops complete.

In the Engineering Laboratories, Mr. Edison spends his time, actively interested in every detail pertaining to technical matters.

The Sales Departments of many other concerns suffer for lack of this engineering ability and the spirit of progressive development which in our case encourages the men on the "firing line" to assist in keeping the product up to the most advanced standard.

How fortunate it is for the future of the Business Phonograph that the Edison Works are so thoughtfully organized. For a Sales Department to know that an open ear is offered at all times by a capable engineering force constitutes a keynote of success.

Furthermore, the close association of Engineering and Sales is one of the most attractive guarantees of the value of an Edison Dealership. To know that selling efforts will continually be made easier by active invention and progressive design is a distinct consideration for those who give their time, energy and capital to disposing of our product.

With renewed efforts we will plan and work to make your New Year both Happy and Prosperous.

Traffic



JOHN T. ROGERS
TRAFFIC MGR.

Simply "shipping" goods at the consignee's expense is an easy task. But to assume the expense and become responsible for good routings and satisfactory deliveries is the work of an organized Traffic Department, such as ours.

This service is more valuable to the dealer than would appear at first thought. It embodies an expert's study of traffic conditions; avoiding routes that are in trouble through strikes or other difficulties; special consideration for the consignee by inviting R. R. competition; quicker deliveries by combining small shipments in carloads; in fact, working just as if the expert were the dealers' representative, paid by them, to advise the manufacturer.

So, let us have as much co-operation as possible. Try to calculate your future demand for goods in time; carry a reasonable stock; consult the local freight agent about delays, even before consulting us; anticipate slow deliveries during the storms of winter. And, in other ways, help the Traffic Department to make a better showing with less correspondence, or telegraph charges, and to a record for giving better satisfaction.

After all, let us say that we appreciate the position of the dealer as an independent business concern desiring to turn over his capital as often as possible. This includes the necessity for prompt deliveries on short notice.

The Traffic Department wishes you all a very Merry Christmas and a most Prosperous New Year, in which it will assist to its fullest power.

"His Christmas."

1.

"You can decorate your office,
With a thousand gilded signs,
And have upholstered furniture
In quaint antique designs;
Have the latest telephone exchange
Where you can say 'Hello'
But," said she, "I just made up my mind
That stenographer must go."

2.

"You can stay down at the office,
As you have done, after hours;
And if you are partial to bouquets,
I'll furnish you with flowers,
You can spring the old club story
When you come home late you know,
But remember, I've made up my mind
That stenographer must go."

3.

"You can let your bookkeepers lay off
And see a game of ball;
The office boy can leave at noon
Or not show up at all.
There—what is this upon your coat?
It isn't mine—don't laugh—
I think I know the gift for you—
A BUSINESS PHONOGRAPH."

(With apologies to Ben King.)

STENCIL IT ON YOUR MEMORY.

"I must work OUTSIDE these golden months of the New Year when ambition is young and new resolutions for economy are made by every office manager."

Tips

Number 87 December 30, 1910

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

The Personal Letter Campaign for 1911

We have organized a new department to facilitate the personal letter campaign, to be known as the MAIL SOLICITED DEPARTMENT.

All dealers are urged to co-operate with us in our New Year effort to make the Edison Personal Letter even more effective—although the results have been splendid in the past.

This will, in part, depend upon the character of the dealers' mailing list; if the list is carefully prepared and frequently revised, the advertising will show better returns—the business will grow faster—and we will put in more and more money and effort.

Dealers owe us such mailing lists because they occupy valuable territory that must produce sales, you *want* know the prospective purchasers and both of us concentrate to sell them by mail and personal solicitation if we are to continue successfully in business.

SPECIAL FORM FOR LISTS.

Under separate cover we are mailing printed forms on which the mailing lists must be furnished; *all* of the columns *must* be filled out; the last column, calling for "occupation," will be useful if special "class" letters are desirable at any time.

WE WILL RETAIN LISTS.

Dealers should, therefore, keep carbon copies—several are desirable for the use of salesmen and clerks. Remember, that a constant revision of the list will show us the attention we request.

CONCENTRATION OF "TYPE AND TONGUE."

Our plans do not include an indiscriminate mailing of letters; they are based on the supposition that salesmen are calling on the prospective purchasers named in the lists. By the concentration of "TYPE AND TONGUE" both efforts will be more profitable.

SIZE OF LISTS.

It is better to start with fifty names on a mailing list that you know are complete and accurate, than five hundred names hastily copied from a telephone book. Aim to address *our* "type" as you would *your* "tongue"—to the right man—the firm with a need for our system—the prospective purchaser you believe will eventually order. Try to build up comprehensive lists that you can furnish to any salesman—to-day or next year—until the firm is sold or determined to be "hopeless." As a guide to the possible work we can do for dealers in the Mail Soliciting Department we have calculated that *prominent* business concerns represent one to 1,000 population; to these best prospects we can, at proper intervals, mail personal letters each year. For instance, the total population of your territory is 200,000; you could maintain a list of 200, and, discarding the "hopeless," adding new names, enlarged. The foregoing is a conservative figure, assuming that *all* of our dealers will actively respond with their full quota. But one dealer's *loss* through lack of interest will be another's *gain*, for our efforts will not diminish and our complete campaign will be carried out.

"Get on the job" when you receive this. Give us targets for our ammunition. Don't procrastinate. Some things are more important than others—one of them, YOUR MAILING LIST, CORRECTLY MADE OUT ON THE SPECIAL FORM.

This personal request by MR. Edison, as shown below, will be used in an attractive circular enclosed with our personal letters:

I want every ambitious man and woman in business to dictate or hear at least one letter on my perfected Business Phonograph. The rest I can safely leave to their good judgment.

Thomas A. Edison

THOMAS ALVA EDISON—BORN FEBRUARY 11, 1847. A most fitting birthday gift would be your largest report of sales in January. Nothing could please him more.

RESOLVED: That I will go out and show the E.B.P. to at least one new prospective purchaser each day in 1911

New Motor Suspension Springs

An important Edison patent is the suspension of motors underneath the phonograph, by means of springs, which insulate most of the noise and vibration. It is very impractical to mount a motor directly in contact with the phonograph mechanism. Rubber washers, used by other manufacturers, are only a temporary and inferior substitute for the Edison spring suspension.

While our design with three devices has been greatly in advance of others, it has been our constant endeavor to reduce the sound of the operating motor, especially when alternating current is used.

To-day we are shipping all universal motors (not other types), with lighter suspension springs, by means of which the communication of noise and vibration is practically nil.

Look at your next purchase. Place the responder on the wax cylinder (not moving), and with the battery taken try to detect the noise of the motor when running.

If you haven't noticed the small hole in the top of the body of the sound modifier, you probably don't know how this takes out more of the noise. Place your finger over this hole in back—the noise is greatly increased or diminished as you remove your finger.

It is troublesome but not difficult to replace old springs with new ones. Dealers who wish old springs with new ones will be furnished them to have these springs will be furnished them without charge—but their employment is seldom a matter of necessity.

SAMMY

Drummond was ready Monday morning to make his "closing" with Flagler. He had good economy figures and several instances of decreasing outside of office hours that helped his "convenience" arguments; furthermore, he had counted 100 words from copy and held his watch against Flagler's dictation as it was reproduced, in order to prove that he was talking at fully 160 words a minute. Flagler had thus cut his time of dictation about half.

But, thought Drummond, Monday is a bad day to tackle my man like Flagler with a voice-writing argument. He accordingly waited until Wednesday, timing his call for two o'clock when Flagler had said he would be in and finished with lunch.

Drummond arrived in time to have a private conference with the faithful Sammy. All the troubles that the plant had encountered were rehearsed, Sammy telling with glee of the one time that Flagler dictated to the reproducer and had to re-dictate a cylinder.

Time was up—two o'clock—and Flagler found a very serious salesman confronting him.

"Mr. Flagler, I've called to get your check for my machines."

"Why, I've just commenced to get used to them—" thought you allowed thirty days' free trial of the phonograph," replied Flagler.

"My plan, Mr. Flagler, is to get my money when the customer gets results. I have made more than a purchase by you now is a good investment and when you agree with me you will be willing, I am sure, to accommodate me."

As Drummond took his posters from his pocket to present a memorandum of results, Flagler walked to the window and back, finally burst-ing out with, "I'm not going to pay any two hundred and thirty-five dollars for a new thing like this, Drummond, unless I know more about it. I can't agree you my check to-day or even promise when I will buy. Why, I've got to try these machines for probably two months more!"

"Furthermore"—he went on—"I'm not satisfied that this machine is built right—I've had some trouble with it that were very annoying."

As he paused, Drummond asked abruptly: "How much trial did you get when you bought your automobile and your amusement phonograph?"

"The answer is this, Mr. Flagler, I have a machine that is paying for itself every day. In three months it will not have cost you a penny. three months it will not have cost you a penny. But you put me off while you accept other articles without question and pay for them. Why? cles without question and pay for them. Why? Simply because you have confidence in your judgment in one case you're succeeding in business

"Mr. Flagler, you are acting on lots of propo-to-day because you are not positively sure of, but sitions that you are not positively sure of, but you back them up with your judgment and on the average you are right.

"The fair to me. I've spent my time against yours here for ten days. I've proved definite results—you don't always get as sure a proposition in all your business affairs. Look at my figures here—let us get together on this thing.

"As for your troubles with the machine—examined with my machine as you dictating to me, and some mistakes as dictating to machine and some mistakes as dictating to the reproducer will be forgotten."

"Drummond, I guess you are right. A business man's mind has got to be made up most of the time—like a woman's. Your mind the time—like a woman's. Your mind seems to be made up now—so I'll match you with my decision to-day."

Sammy answered the buzz, "Send for Mr. Lightwin, I want him to go into this phonograph proposition with us, at once."

(To be continued.)

When you telegraph, realize that we are not always to blame for the necessity of this expensive form of communication. If there is need sive form of communication. If there is need for more than ten words, wire a night message. Or, if you can make a letter do, write us. We want to facilitate business, but caution you against the "wire habit."

YOU SHOULD CARRY stock outfits with the new special finished cabinets.

Tips

Number 88 January 16, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

Two Valuable Books.

EDISON—His Life and Inventions; Two Volumes, by Harper & Bro., New York.

The Editor of Tips has known Mr. Edison personally since '88, and most of the time since has been spent in his employ.

"The old man," as he is affectionately called by his intimates,—has been an inspiration and a teacher, not only to the writer, but to thousands of other employees. With a close personal knowledge of Edison's daily life always clearly before him there has naturally been a tendency to write and refer to him in a disconnected manner in dealing with many subjects. It is, therefore, a great satisfaction to the Editor that other friends have written a complete story of his life and inventions.

Prior to the publication of this book no complete, authentic and authorized record of the work of Mr. Edison during an active life has been given to the world.

Dealers should have a special interest in this book. F. L. Dyer, the president of this company, is one of the authors; the work as a whole has been approved by Mr. Edison, and the data, anecdotes, and history of his great and small inventions have come from his own library and conversations.

Neither Tips nor the Company can have any part in the distribution of these volumes. In the first place, Mr. Edison, owing to his personal connection with the work, does not wish to do any self-advertising. And, secondly, the publishers, Harper & Brothers, are so bound by contract with their book trade that purchases of the volumes must be made directly from them at the list prices, plus mailing expenses ($4.28 in all), or from the local book-seller at $4. The publisher's circular is enclosed with this number of Tips for further description.

A SUCCESS MOTTO.

Don't grumble, don't bluster, don't dream and don't shirk,
Don't think of your worries, but think of your work;
The worries will vanish, the work will be done:
A man sees his shadow who faces the sun!

—Unidentified.

If you are looking for a perfect vacuum exhaust the head of the man who "wasn't hired to do that."

Special Cabinet Finishes.

Office furniture to-day is finished in four principal styles: (1) Golden Oak, similar to our regular phonograph cabinet; (2) Light Oak, known as "Library Bareau"; (3) Stained Oak in various shades, called Flemish (dark), Mission (Medium), and Fumed (light); and (4) Mahogany—dull or polished.

With the growth of our business the time has come when our salesmen should furnish cabinets on machines to match the different finishes which they encounter in their customers's office furniture. We are therefore prepared to ship cabinets with special finishes as named below *after ten days from receipt of the order.*

Material	*Finish*	*Extra Cost*
Oak	Mission	No
Oak	Library Bureau	No
Whitewood	Dull Mahogany	$5.00 list
Mahogany	Polished	$12.50 list

Mahogany cabinets specially finished cabinets are ordered with curtain cylinder racks will be matched at no extra cost.

Sample boards showing the finishes will be forwarded upon application.

When cabinets only are ordered the base list price of $7.50 subject to usual discount.

We wish to point out, in the case of mahogany, that our limitless finish on whitewood ($5.00 extra, above list), is clever enough to deceive an expert judge of wood. It is much better than any finish that could be accomplished on Oak.

If dealers attempt to exchange cabinets they will find it a very troublesome transaction. In each case they must return perfect cabinets of the latest style with the deep moulding at the base; pay return transportation charges; and accept a charge for refinishing the returned cabinet (this charge will be nominal, but must be understood in order to guarantee positively new pouch in shipments to other dealers).

The best way is to always order specially finished cabinets with complete outfits. Customers can be told that special finishes take a little time; then, when dealers order outfits they can exchange the special cabinets they receive for the customers' regular cabinets, thus conducting the exchange locally and saving the factory and other charges.

Remember, that cabinets for Direct Current and Universal Motors are drilled differently to receive the resistance. This is also true of spring motor cabinets, which have the crank hole on the side. *Therefore, specify the style motor for the cabinet, or order machines of the type in the customers' offer.*

CORRECTION; TIPS No. 89 SHOULD BE CHANGED TO No. 87.

WE WANT YOUR MAILING LIST in accordance with our request in last Tips. DON'T DELAY.



Great Advertising.

Mr. Julius Tisch, of the Tisch-Hine Co., our dealers in Grand Rapids, Mich., sends us the cleverest and most attractive piece of literature we have seen in the history of voice-writing. We say this honestly, because it is designed to advertise both the house of Tisch-Hine and the salesmen who will call upon the prospect who is addressed.

The brochure is about 6x8 inches, of heavy paper, folded double, and sealed with a Tisch-Hine purser. Inside the photographs of two of the specialty Salesmen are reproduced on white paper, "mocked in." Opposite is a notice that the prospect may expect a call soon, etc.

We think enough of this dealer's enterprise to print a copy of the salesmen's photo above. Mr. H. E. North is the voice-writing man. You will notice he has his machine with him. That's good business; he knows some trouble is being taken to show what they have for sale. How much better this plan is than allowing a salesman to spend time and money canvassing with only a card case in the hip pocket and a "game of talk" in place of the article.

And, mark you, gentlemen—Tisch-Hine and H. E. North are successful.

Isupint!

Nature gives some folks gravity in place of brains.

The cardinal principal of voice-writing success is CONSTANT USE of the machines; troubles disappear, quick sales are possible; arguments are made good with results. DISUSE IS MISUSE.

"SAMMY"

The final test of salesmanship lies in the fatal minutes of "closing"—and Drummond realized this when Flagler, the President and General Manager, called in his Auditor, Mr. Lightwin, to test his arguments.

There was no time wasted after introductions were made. Drummond proceeded with his daily records of transcribing results to prove his arguments.

"Mr. Flagler," said the auditor, "it seems to me you are the one to pass on this purchase. I see you are the one to pass on this purchase. I have no check on these figures."

Flagler was quick to shift responsibility. "That's just why I called you in Lightwin.

"I want you to watch this trial a while longer and know for yourself whether this system is going to be of use for the whole office force. If it's good for me it should be for all—and this must be decided by you first."

Drummond stood up—he could talk better standing.

"I happened to know you had an expert system-atizer employed here not long ago. You paid him well for his advice, but you didn't keep him here to see his system working for a month after he proved his points to you.

"I came here on my own responsibility to prove a system and I have done it—fairly, and at my own expense.

"Because I brought my tools with me—that is no offense. If you don't want them I will take them out while you study the results.

"But that would be unfair to both of us. Why should you put two stenographers, instead of one, to do Mr. Flagler's work, assuming you the price of the equipment in a short time, probably need habit of "long trials" that you probably need with typewriters or adding machines. My results are positive—speed and dictators are not souls are positive—speed and dictators are not always so.

"Mr. Flagler, let's cut this short. Give me the order for my two machines. You can't lose. I represent just as responsible a firm as you have in the city. Call up any of my customers, who bought just as I am asking you to buy, and they will endorse my goods.

"Let Mr. Lightwin go into this system further with other machines which I will install whenever he says. But give me my wage—as you did your expert systematizer—as I proceed."

Flagler gave his consent by his expression, and Drummond was wise enough to quit talking.

"Much obliged, Mr. Flagler; we won't bother you any further now. Mr. Lightwin and I will fix the matter outside."

PINES.

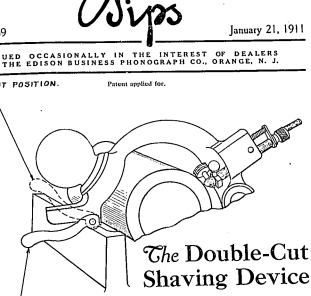
Editor's Note—I have been asked "what became of Sammy?" and "what the chief, with readers, here called "sweet heart-breaker" in "Sammy" North-rop—the gentle salesman. Sammy simply lived to be one of our most quick sales; Sammy still on the job and if you wish, you can get him for a big customer, with the minimum disturbance of trouble to the purchaser. Sammy is most efficient. If you are scared for said customer, Sammy is wise enough to hunt him up and educate him.

Tips

Number 89 January 21, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.

2ND CUT POSITION. Patent applied for.



1ST CUT POSITION.

The Double-Cut Shaving Device

TRADE MARK Thomas A. Edison

All shaving machine arms are now equipped with the device illustrated above. It accomplishes two things: *First, Does the work faster,* because the depth of the second cut is automatically adjusted by simply raising the lever, thus saving the second operation of re-setting the knife and stopping and starting the power. *Second, Prevents rough surfaces* by the automatic adjustment of a light finishing cut.

The operation of using the device may be simply explained as follows: Set the shaving knife as usual with the lever "down." Take the first cut. Then, *without stopping the power,* re-setting the knife, lift the lever up until it touches the shaving machine arm. Lift the entire arm and place it on the left end of the straight edge as usual; the lever will then readjust up without assistance and the correct second cut be taken, automatically.

It is important to note that the weight of the arm holds the lever in the second cut position after the lever has been lifted by the hand. If the arm is lifted off the straight edge the lever will drop to the first cut position; and, if the lever is disturbed while "up" the knife will be raised and the cylinder will be shaved in grooves as often as the lever is raised and lowered.

The shaving boy must be taught the simple operation. In view of the prevention of rough shaving, the trouble he can cause by "monkeying" with the device is not to be anticipated. Further, if he doesn't want to use the device at all the shaving arm is not made inoperative.

Dealers or customers who wish to have old arms equipped with the double cut device will be charged the difference, i. e., $5 cents list, transportation extra. In returning old arms it is better to strip them of all parts, including knife and bar, and feed nut and spring.

WE SEND "RAP LETTERS" to prospects who have machines on trial; they contain strong arguments over the personal signature of the Vice-President.

MARK A MAP WITH THE LOCATION OF YOUR CUSTOMERS—It will save a whole lot of time in seeing how to call on them systematically.

EXTRA TIPS

If there is an old mechanical foot-trip in use in your territory your plain duty is not finished until it is replaced with the pneumatic design.

We say the same about the old rubber bearing tubes; they should be replaced with the adjustable aluminum ones.

Here's an offer. Tell us of the customers with old accessories like these and we will write them, soliciting orders for your benefit.

Will you look the matter up?

Many of Tips' readers will sniff at a sound modifier lesson—but right at that point is where many a new transcriber gains an unnecessarily bad impression of voice-writing. Teach a transcriber, first of all, to adjust the screw in the modifier, so that the surface noise of the cylinder is cut off and only the clear sound of the voice remains. Early in the use of the machine, stenographers are very sensitive to "scratch," and when it can be removed so simply it is a shame that any Edison salesman should forget to explain the operation. Overlooking these little things often loses a sale.

Read the instruction sheet on the construction of reproducers: There is an important detail that you should note, namely, the *rubber gaskets* on each side of the diaphragm. Usually a salesman will overlook the repair of a reproducer gasket tirely. Take any old reproducer that has been in use—say a year—and note how live-rubber gaskets in place of the old dead ones. Be sure to replace the metal, paper and rubber gaskets in their proper position. Tighten up the screw ring, using the strength of the fingers—no more.

This is not a difficult operation, and it greatly improves results.

Order rubber reproducer gaskets TO-DAY, and do some practicing.

Important: Now then you have the rapid adjustment shaving knife in which the sapphire blade can be replaced, be careful to specify *sapphire knife only* when you need a knife for the new style bar. And look out when you put a new knife in place that you get it "face up," so that the edge will cut.

It cost us a dollar or so good money with stenographers (we have a hundred or so more)—telegraphing here he could measure the current consumption of the Universal Motor. You may need just such figures for comparison in our next comparative trial. Why wait? Get any local electrician on the job TO-DAY. Be able to prove by a disinterested report that other Universal (?) Motors cost $8.00 to $10.00 more a year per machine to operate.

Paste *three* numbers on the cylinder system boxes at equal distance; the one number that is usually put on does not appear to the dictator at all times and causes him the trouble of handling the box to turn it around. Three numbers prevent this.

(Original)

Monthly Inspection Service

U. R. Wise and Company

Mechanicsburg, Everywhere

Inspection Order No. ..... Date .....

Name of Customer .....

Address .....

Serial No. and
Type of Machine .....

Inspection to commence .....

In consideration of the sum of $ ..... per month we agree to inspect, clean and oil the machines mentioned in the above agreements and shown thereon, and, when necessary, to make Shaving Machines, and when necessary, to make such adjustments as can readily be done without removing the machines from your office. It is expressly understood that this agreement does not consider a guarantee against repairs, does not consider extensive repairs rendered necessary by abuse, misuse and accident, nevertheless will work to specifications returned of the machines from your office, nor are any repair parts included.

This agreement to remain in force until cancelled in writing by either party.

U. R. WISE and COMPANY.

U. R. WISE and COMPANY:—

You are hereby authorized to care for our machines on the above terms.

Signed .....

AN INSPECTION FORM

We give above a suggestion for an Inspection Form. Every dealer should have a form of this kind, either printed or typewritten. If dealers will drill their salesmen and mechanics into soliciting for these Inspection Agreements there will be less kicks from customers, and in addition to the income from such agreements, the tion to the license from such agreements, the satisfaction of old customers will bring new business that would otherwise be lost.

There is a physiological effect in presenting a neatly printed Inspection Form for signature at the end of an argument with a customer; he *sees* you fill out the form for a small monthly payment; he listens to your service talk with a definite figure before him of what it will cost; he is apt to sign an agreement if you have it ready; he will put it off if you appear to have to regular proposition in writing to present.

The Editor, at the first opportunity, will prepare a folder on the benefits of inspection for salesmen to present or distribute through the mails.

Watch the speed of the mandrel after new machines are installed. Starting at 100 revolutions they will gradually increase with oiling and wear and should be adjusted occasionally.

BUY A SATURDAY EVENING POST. If there are any advertisers in your territory you will find them good prospects: they are receiving replies—else they wouldn't advertise.

Tips

Number 90 — January 26, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Selling Plan No. 1

(Demonstrating in the Homes)

Every day, if you are a hustling salesman, you encounter the busy prospect who is inclined to cut your remarks short with "Can't you see me some other time when I am not so busy?"

To these prospects the suggestion to demonstrate quietly in their homes in the evening should be well received.

You can promise more than a dry talk on "writing letters," saying something like this:—

"Let me come up to your home some evening. I will bring my appliances and show you the whole system when you are free from interruptions. You can talk to the machine; see how it operates; discuss your present cost of writing letters in the office; put yourself in a position to KNOW this important Edison product which is a big factor in correspondence today.

"And here is an entertaining part of my demonstration. You can invite your friends, neighbors and family to make a record of their voices on the wax cylinder which I will leave with you to preserve and reproduce any time.

"Read over this circular. You see I give you the voices of the family in "canned form." The children will grow up and leave home and you will want a record of their childish voices—perhaps one of their recitations. Then the old folks can make a record too."

This is only one of the many ways to interest a prospect and make a sale by demonstrating. It is especially desirable when the prospect is a "boss" that you cannot reach in business hours with any degree of satisfaction.

Any salesman who will report cylinders given away at "home demonstrations" will have them replaced, "no charge, in next shipment." Make this report more than a mere claim; tell us in an interesting way what you did and accomplished.

The circular we speak of above is very attractive, showing the home scene illustrated on this page. We have printed them for dealers who refer to this number of "Tips" and agree to make home demonstrations when the opportunity presents. *Write for some today.*

EDITOR'S NOTE—This is the first of a series of Selling Plans to be followed by others used by successful Edison Salesmen. The entire series will furnish a guide to the beginner and the experienced salesman as well. Prospects must be reached in various ways and by different plans which the dealer must apply at the proper time.

WILL YOU HELP THE EDITOR? Send us descriptions of your best selling plans, to be written up in Tips like the above. Here's a chance to become famous.

OUR CIRCULARIZING FORCE IS NOT BUSY ENOUGH—SEND IN YOUR MAILING LIST! SEND IT IN!!

Bright Work

John D. Bright, the man who runs the Business Phonograph Co. of Texas, at Dallas, writes us of the first organised and successful effort to do public voice writing. He says:

"Swiggard and Lynn have quite a number of our Machines, some of which they keep in their office, and the balance of which they rent to people at $1.00 per month, with the understanding that they are to get the transcribing. They furnish the records and the machines, $5.00 a month and send for the machines when they are worn out. This is working very promptly, and secures the cylinders in addition to the rent of the Machines, at $1.00 per month per folks. They are also talking to the people who have their records transcribed, but when, at times, have more records than their transcribers can do promptly, tell a man that it help to us here, as we can give him his operator could once he should at times. We prefer here who will take care of, that they are quite a remarkable trade in this line, and do it for him in a reasonable time. I think it amounts to a great saving of worry and of money to have three Multigraphs and a Typewriter, address the envelopes, work they fill in, letters, circulars. They are cheap and turn out a finished product. They are delightful.

We have another concern in Fort Worth that we will have lined up, we think, by the 15th of December, with probably a total of four or five Machines, to do the same class of work.

We advise you to write Bright and get any pointers you need to start something like this in your city.

Edison Business Phonograph Co.,
Chicago, Ill.

Bridgeport, Conn., Dec. 5, 1910.

GENTLEMEN:—

Rubber Stamp Results

We are in receipt of a letter from Mr. ——, P. O. Box ——, in reference to orders which he is placing with us, and he further writes as follows:

"I now take this opportunity of asking you a favor. I notice at the bottom of your letters, also in the PHONOGRAPH, I understand this is to be a phonograph, conscientious letter has been given me, and kindly let me and shall feel much obliged if you will kindly let me know the reason this manner, and whether same is on account of letters being taken down notes by shorthand, perhaps as compared by talking down machine.

We are to-day writing him, giving him your matter and address, and we think you will probably take the matter up with him direct, advising if you have a satisfactory Agency, and if not, the manner in which he could order such a commercial outfit.

Inasmuch as the system is very flexible to us we are able to recommend same very efficient, and economical.

THE ACME SHEAR COMPANY,
(Signed) Per THOMAS C. SHEAR, Secretary.

Dec. 9, C. W.—E. R.
Phonograph 3-98.

Pitching the Voice Writing

This story was told while the boys were laughing at an Edison salesman who was afflicted with a very high-pitched voice that did not reproduce well on the

mmeline. It was said, he would hold his chin in and make desperate efforts to speak in a manly in and make desperate efforts to speak in a manly baritone, but he never could lower his pitch.

"Perhaps here is a suggestion that will help, brother," and a salesman told this story:

"One cold, wet and windy night I came upon a negro sequestionator shivering in a doorway of a store. Wondering what the darky could be doing, standing on a cold, wet night in such a draughty position, I said:

"Jim, what are you doing there?"

"Scuse me, sir," said Jim, "but I'm gwine to ring hahs to-morrow mornin' at church, an' I'm tryin' to ketch a cold."

A Short Trial Artist

Peter Hacigaluzi & Sons, San Francisco, in handing an order for the first part of this month from the Pacific Coast Casualty Company of San Francisco, report as follows:

"We entered this order simply on a strong recommendation of our machine by them. First, not a demonstration of our machine should beginning for trial. We think this is an exemption thoroughly in the new year 1911, and as an exemption thoroughly in the future as well. We put out the trial business as much as possible. Of course it is necessary to use a certain amount of judgment in this matter, for the reason that some of prospects are not prepared for a short trial in some cases, as you understand. If the prospect was would assure an order, and would result in our losing out, turned down, which would result in our losing out. As in the above case, the writer and three principals of the concern, and their first request upon entering the proposition was for their machine to try at home for a week. This simply was that we need not say that these goods can sell itself. Therefore we do not put these goods out on trial, but will order you to concern who would just as soon think of borrowing out their neighbor's wife as to turn them out on trial. This argues writers as their Business Phonographs. This argument went and the writer came back all up a pronouncement in any case, however, it is our intention to do away with the long trials."

The Tally.

It isn't the job we intend to do
Or the labor we've put into;
That puts us right on the ledger sheet;
It's the work we have really *done*.

Our credit is built upon things we do,
Our debit on things we shirk,
The man who totals the biggest plus
Is the man who *completes* his work.

Good intentions *do not pay bills;*
It's easy enough to plan.
To wish is the play of an office boy;
To *do* is the job of a man.

—*Richard Lord in System, the Magazine of Business.*

MY! Those specially finished cabinets are fine; Read about them in Tips No. 88—*then order.*

Tips

Number 91 February 10, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Selling Plan No. 2

(Demonstration in Offices)

Experience has proved that Demonstration is necessary in selling the Edison Business Phonograph, for several reasons.

1. *Demonstration is economical.* While it may seem a hardship to transport the principal parts of an outfit to show a prospective purchaser, it is the least expensive means of knowing whether a sale is possible or not. *The man who will not give the salesman fifteen minutes to show the system will probably not give his time to a more lengthy trial.*

2. *Demonstration locates the best material for dictating and transcribing.* Canvassing a firm having several dictators and transcribers *without* a demonstration does not bring out the objections that an actual test will. By obliging prospective users to speak and listen, the clever salesman can often select the ones with the most need and enthusiasm for the System.

3. *Demonstration is the only sure means of obtaining bona fide orders without trials.* Certainly a prospective purchaser should be given the opportunity of investigating the System if he is to be asked to buy without a trial. Furthermore, demonstration is a mark of the salesman's confidence in his goods and the very act places him in a position to insist on an order and point to the trial as unnecessary.

4. *Demonstration is a check on the inexperienced salesman.* Trials are easily secured by enthusiastic salesmen who do not always realize the necessity of following them up to a successful conclusion. When a trial order is secured *after* a careful demonstration, the sale is half made, and the interests of all concerned are protected. The dealer knows he has invested wisely—the salesman that his time will be profitably spent.

The art of successfully selling the Edison Business Phonograph consists in locating the best prospective purchasers on whom it will pay to concentrate in education and in proving the System.

To spend a short time in a preliminary test of what we believe to be good material for a sale is only an extension of advertising—another step in the eliminating process of locating the buyer.

If we neglect demonstration we are only taking greater chances, with perhaps an expensive penalty waiting us, in a refusal to buy after a tiresome trial.

Experience shows that February is a better business month than January.

Don't be too proud to carry a demonstrating machine.

Every successful salesman shows his samples if possible. In our line we can do this more easily than many others. Hence, we should not be foolish enough to miss the advantage because demonstration appears troublesome at first sight.

MAKE ALL CHECKS OR DRAFTS PAYABLE TO H. S. STORR

H. S. STORR
DEALER
EDISON BUSINESS PHONOGRAPHS
70 N. BROAD ST., ATLANTA, GA.

....., 191

Please ship to.....

Edison Business Phonographs.....*Motor* *Accessories Complete @ $*

" " " " " " @

" *Shaving Machine* " " " " @

.....*Dollars as follows*

for which agree to pay..... F. O. B. ATLANTA
Discount for Cash on installation.

ALL VERBAL AND WRITTEN AGREEMENTS ARE MERGED IN THIS ORDER

Signed.....

THIS ORDER NOT VALID UNTIL APPROVED BY H. S. STORR

NO PROTEST

THE EDISON PHONOGRAPH



Thomas A. Edison

$ ..... ATLANTA, GA., ... 191....

ON ..... AFTER DATE.... PROMISE TO PAY

TO THE ORDER OF H. S. STORR

..... DOLLARS.

PAYABLE AT.....

This note having been given to the said H. S. Storr, as per contract, it is hereby agreed that the ownership and title to the said goods remains in said H. S. Storr, until this note is fully paid.

VALUE RECEIVED WITH INTEREST.

SIGNATURE.....

ADDRESS.....

Two valuable forms used by H. S. Storr, our Atlanta dealer are reproduced above.

The order form is necessary to avoid misunderstanding in settlements. The dealer who is not careful to secure such an order is often confronted by the customer, after the goods are installed, with statements that certain wrong prices were quoted or terms were offered that make the sale impossible. A dealer who employs a salesman should especially insist on a signed order by the customer for the smallest article, and the salesman himself should want the same protection as the dealer.

Mr. Storr does a good business in outlying territory. He carries a demonstrating outfit with him and invariably shows the system in practical operation to the customer; then he is in a position to secure a bona fide order.

When the goods are installed, Mr. Storr does not rush the customer through a hasty education, but spends a day or two in proving that his installation was a true representation of what he claimed in demonstration.

With this earnest attentiveness, the customer is brought to the point of either paying for the outfits at once or in making a part payment in cash and the balance in notes on the note form shown above.

With notes Mr. Storr is in a better position to make collections than with simply a customer's promises; he can also negotiate these notes with his bank in obtaining money for more machines from us, which he purchases in most cases for cash, thus saving two per cent.

Ever meet a factory representative? He carries a machine! Do you?

Tips

Number 92 — February 14, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS
BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Selling Plan No. 3

(Proving Arguments By Trial)

You must remember that practically every installation you make is a trial of the system up to the time when you receive payment for the outfits.

"Trials" grew out of a desire on the part of conservative prospects to defend themselves against unscrupulous salesmen who tried to collect payment on the slightest evidence of interest in their goods.

The honest buyer has only to experience one unpleasant instance of a salesman claiming that a bona fide order was given—when the intention was merely to investigate—to insist on a trial period for every future purchase.

Of course, there are dishonest buyers who adopt the method of sincere purchasers and ask for trials with no intention of retaining the goods under any circumstances.

These conditions the salesman must be shrewd enough to understand and investigate the customer's sincerity as he would his credit, since, after all, both are questions of honest dealing.

But, granted you have tried to make a bona fide sale through demonstration, and a sincere prospect requires further evidence before purchasing, there should be no hesitancy in placing the system on trial.

THERE IS NO OFFICE APPLIANCE SOLD TODAY WHICH COMPARES WITH OURS IN THE EASE WITH WHICH DEFINITE ECONOMIES CAN BE SHOWN IN SO SHORT A PERIOD.

The cardinal principles of salesmanship in successfully conducting trials lie in three things:—

First. Selecting the prospect who will buy with proper proof.

Second. Securing co-operation in the use of the system to produce results.

Third. The interest and ability to tabulate these results and present them with strong closing arguments.

An energetic salesman can always find prospects to employ his time. The real test of his competency lies in spending his time *profitably*. He must weigh the prospect's intentions and decide to put his time in with those offering the least risk of finally refusing to buy. The cultivation and selection of ripe prospects by canvassing, advertising, and demonstration are equally important as the more mechanical work of conducting the trial.

Enthusiasm, the ability to make friends, and knowledge of the system are qualities that produce results in a trial: without the proof of definite values a sale cannot be made. So, it follows that a salesman who cannot organize a prospect's office and have the dictators and transcribers co-operate for higher accomplishments is badly handicapped.

Whatever the circumstances, the faithful, if not brilliant, salesman can carefully follow up he daily calls the comparative results of voice-writing vs. stenography. Edison figures don't lie. Closing arguments become easy with definite results to show the prospect.

This a trial of the Edison system becomes a game worth playing, with sure rewards for the enthusiastic salesman.

A SALESMAN who can close one trial in ten days can make at least $10 a day for his firm and himself. Get in the game! Take a chance! Edison machines can do everything but ask for a job!

SAY TO ANYONE: Here is proof in our Partial List of Satisfied Users that 75 million letters are voice written a year, saving at least 5 million dollars for Edison customers

1200 Boosters

We take considerable pride in announcing a new *Partial List of Satisfied Users.* This contains 1215 names classified under 295 different kinds of business, located in the principal cities of the country.

Every user in this list has personally replied to our inquiry concerning satisfaction with our System. There has been no attempt to collect a list of the greatest possible number. We have been content to secure a representative collection of the best of concerns carrying on a great variety of businesses.

Attention is called to the insert in the front of the booklet which notifies the reader *that the parties named in the list will not answer inquiries.*

At first sight, our failure to present the names of Satisfied Users as *references* may seem peculiar; indeed some persons might take it as an indication that the list is not trustworthy.

To dealers, we may say that our limitation in offering the list as we do is principally in their interest. The reason will be quite apparent, on explanation. For instance, a prospective purchaser—possibly a large firm with a staff of prejudiced buyers—might send a cautious or prejudiced buyer—might send a confidential letter of inquiry to every name on the list. Such a letter would ask every conceivable question: "did the machines ever get out of order?" "did you ever have trouble obtaining transcribers?" etc., etc.

Out of many letters received in reply, the enquirer could, of course, prove any attitude he wished to assume, and although every answer might be practically an endorsement of our system, the wording of each letter that best suited his arguments would be quoted.

The whole procedure would be manifestly unjust. Hence, the "Smart Alec" who now proceeds to circularize the New Edison list for scrap knocks will only be out his time and postage.

To further block these efforts to discredit our splendid showing we ask each dealer to locate the names of his customers in the list, to supplement presents, and point out to them our forgoing reasons.

The list presents a great testimonial of extended popularity into many trades and professions. Any prospective purchaser who glances at its contents will find these questions answered—"Is your system much used in offices today?" or "will the system be practical in my office?"

Finally, the reader should bear in mind that we were allowed to publish the names of many of our customers—especially the large concerns —only on the express understanding that they should be exempted from answering inquiries.

The booklet, "A Partial List of Users," can be ordered from our Advertising Department in small quantities for salesmen's personal distribution; it is not intended as a piece of general advertising.

CONSULT THE LOCAL DIRECTORY with the *Partial List of Satisfied Users.* Are there any branch offices of users in your territory? Any prospects in similar lines?

Contents of a Demonstrating Outfit

The whole art in making a smooth demonstration lies in rehearsing the description of each part and operation *with the part or accessory at hand in perfect order.*

Needless to mention, the machine itself is of first importance; have it in good order and of the type you expect to sell (ascertain from the prospect if electrical current is available—if not you must carry a Spring Motor Machine).

For ease and convenience in transportation, have a leather handle attached to the machine and another detached handle with snap catches and another detached handle with snap catches ready for your assistant to use on the some machine, if you can obtain help.

Then, obtain a small leather case and pack it with important literature (especially dictation indexes) and accessories. The latter should include two cylinders in numbered system boxes, four trip, amendment card, speaking tube and hearing tube.

Go about your demonstrating in a business like way. Learn to stop talking when you have shown how a letter is dictated and transcribed, and have made brief mention of the important features of the machine and system.

Remember the object of your work is to make a sale.

Finish your discourse in time to come to the main point before exclusive or business callers the prospect to end the call.

The prospect will ask you questions and urge you to demonstrate, if you have interested him.

"TAKE THIS TIP. ASK THE PROSPECT THE NAME OF A FRIEND YOU CAN REPEAT THE DEMONSTRATION TO AND PERHAPS HE WILL INTRODUCE YOU ON THE PHONE OR BY CARD.

An enthusiastic dealer compliments our Mail Soliciting Department with these words—

"The less of average holds good in this business just as surely as in manufacturing lines. Acting on our experiences, the prospects recording to our calculations. The rule of ceived will not six hundred. Well, here, 'an order for every card' holds good here. Good work! Keep it up! That's the kind of work that will make 1911 a winner!"

Not that We Think—

A young salesman recently entered a restaurant, glanced at the menu and then looked at the waitress.

"Nice day, Little One," he began.

"Yes, it is," she answered, "and so was yesterday, and my name is Ella, and I know I'm a day, and my name is Ella, and I know I'm a little peach and have pretty blue eyes, and I've been here quite a while, and I like the place, and I don't think I'm too nice a girl to be working here. If I did I'd quit my job. My wages are satisfactory, and I don't think there's a show or dance in town to-night, and if there is I shall not go with you, and I'm from the country, and I'm a respectable girl, and my brother is cook in this hotel, and he weighs two hundred pounds, and last week he wiped up this floor with a fifty-dollar-a-month travelling man who tried to make a date with me. Now what'll you have?"

—*Realty Magazine.*

Number 93

Tips

March 10, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Selling Plan No. 4

(Providing Edison Operators)

If everywhere you tried to sell you could say "I have an Edison operator who will write double the letters your present stenographer is writing", or "Your stenographer has not done as well with the Edison Business Phonograph as an operator that I can send you", you certainly would sell more—wouldn't you?

Every Edison dealer realizes this, sooner or later, but some do not seriously apply themselves to the task of having operators available for positions, forgetting that such a convenience will help them and their customers when the demand arises.

One of the most serious mistakes that a dealer can make in this connection is to be a party to robbing a customer of his help. Loyalty to the customer is the first rule. You cannot successfully *organize* a territory and make more sales by *disorganizing* the customers you already have.

A dealer says "What shall I do for operators—the demand is increasing"?

First: In a diplomatic manner, explain to a customer that he must *try to keep* his operators by appreciating the work they do in double production. A user we know, who employed both stenographers and transcribers, placed a higher wage scale on the latter, which consequently produced more applicants to operate the Edison Business Phonograph than he could accomodate.

Second: Every sale is made with successful operators; the scarcity is caused by losing track of them. Therefore, make it your business to know and carefully list every operator you train. A little tact will impress these business women with your genuine interest in their welfair; they will then visit your office and tell you of new recruits whom you should be able to train and list. Souvenirs, such as the dictionaries recently offered, prove a means of registering good stenographers.

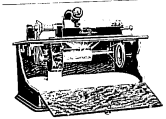
Third: Keep in touch with Typewriting Offices, Business Schools, The Y. W. C. A. and other sources of stenographic supply. One dealer successfully showed a Y. W. C. A. stenography class how to qualify for Edison transcribing and this proved a steady source of supply.

IT'S A WISE AND ENTERPRISING DEALER THAT RECOGNIZES THIS SITUATION, PARTICULARLY BEFORE THE SUMMER SEASON OPENS.

This is MARCH. Twenty-seven (27) working days full of possibilities for Edison workers. DON'T MARK TIME.

PUNCH HERE AND FILE CAREFULLY

Is there a R. R. Office in your territory? Read the article below.



The Improved Shaver

Description of Changes. The Cabinet has no chip *drawer* but is hinged in front to allow access to chip bag which takes its place; the motor-driven cutter is in a bag (similar to vacuum cleaner) which is quickly detached and replaced; the chip chute extends through the cabinet to the cylinder; all tubes extend through the top plate so that the connecting-hose system cannot be rifled without lifting the top; the motor-hose has been rebuilt; pulley for direct drive has been added; the belt is so located so that the belt cannot drop off. The cylinder has also new construction metal seldom be lifted. All new shavers have the knife bar combined with a bronze, easy clamp lever, rapid adjustment shaving knife and double fly-nut shaver. *Items for erected to know: Electric motor attachments remain effective. No price, see $30.00.*

The most exacting critic of shaving machine technique, will, we are sure, be satisfied with the above design.

In regard to the new prices we have simply to state that is a question of cost and $500 additional for the new design is necessary.

Often times dealers do not appreciate Edison design in its results and particularly in its adaptability to selling, which requires interchangeable hand and electric power in one machine.

In the first place we point out that the removal of the wax chips by air is known to produce the finest wax surface and while a cheaper device could be manufactured, the result we aim at could not be accomplished.

The device for removing the chip now in use by another company today, for instance, is the device formerly sold on all Edison amusement machines for years. It is cheap, but not entirely effective.

The Edison standard of results calls for a better surface, which requires an exhaust fan and correspondingly a motor of more power—both adding considerable to the expense.

In the second place, every Edison shaving machine is equipped for hand shaving, adding in the case of Electric Shavers, the countershaft and hand drive attachment.

No other firm does this for the customer or the salesman. Why?

The Edison Company appreciate that a customer wants the choice of either a hand or electric drive, and it would add expense and cause dissatisfaction to all concerned if every shaver was not quickly adaptable to either. To add the Electric drive without the exclusive of different machines and without the expense of carrying two types in stock is a great advantage to the dealer.

So, also, is the dealer and customer benefited by the rapid adjustment knife. New salesman and outlying customers require an easy quick adjustment of the knife in place of the professional adjustment necessary in a less ingenious and expensive device.

WE WILL BE PLEASED TO HAVE THE COMMENTS OF THE TRADE, AFTER TRYING THE IMPROVED DESIGN.

Soliciting in R. R. Offices

Recent sales have shown the interest of the Rail Roads in effecting economies with voice-writing.

THIS IS A NOTICE TO ALL DEALERS TO PROMPTLY DEMONSTRATE TO R. R. OFFICES IN THEIR TERRITORY AND IN EVERY INSTANCE REPORT RESULTS TO ORANGE WHICH WILL ACT AS A CLEARING-HOUSE OF RAILROAD INFORMATION AND ADVICE.

The work of the government and of such great economizers as Brandeis, Emerson and Ralston have awakened the managements of the Roads to every improvement possible in the cost of operating. Prejudice against any method that shows economy has been put aside, and the device that can prove a money saving will have an audience if properly presented.

This is particularly true in the Freight Claim Departments, where, in addition to the desire for economies, there is the necessity (also forced on the R. R.'s) of promptly settling freight claims

The Comptrollers, the Auditors and particularly the Freight Claim Agents are the ones to reach.

DON'T BE A PIKER IN PRESENTING YOUR PROPOSITION.

The R. R. management in most cases must have the prospect of a big saving presented to them to wake them up.

"Two machines and a Shaver" is all right as far as it goes—but in any event, look over the Freight Claim Department and make a true statement that you can save them one third to one half of their stenographic expense *and enable the work to be done promptly.*

Successful sales are made to R. R.'s, by proving big economies. The Freight Claims are behind. Two machines are a den bike; they inject prejudice into the department; the results are proportional if you can make the R. R. see it—but not so apparent as the results of a big installation.

Make a bid for big results!

The Edison Company is behind every dealer with its full-est assistance to help you make good.

Above all, make it clear that you are an Edison exponent and get in your demonstration early.

And tell us what you do!

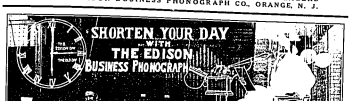
When a Competitor copies Edison features years after their introduction you can realize how far we are in the march of progress and how weak we frequently are not to be more enthusiastic for what we have.

PUNCH-SEEK-AND-FILE CAREFULLY

Tips

Number 94 March 16, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.



Selling Plan No. 5

(Window Display)

We reproduce, above, a postal card photograph of a window prepared by the Stone Piano Company, our dealer in Fargo, N. D. This dealer deserves the greatest praise for a very unique and practical arrangement. An air pencil was used to paint on the window the dictator and the clock from our current advertising. Actual voice-writing was demonstrated in the window space by the Sales Manager and his stenographer in despatching the firm's regular mail.

From our experience of many years we give the following suggestions:

Make the window sell the goods. Too often a salesman makes a window display an excuse for laziness by loafing on the trimming of the window followed by a period of waiting make it the center of an active campaign for business getting, using personal calls, circularizing, newspapers, etc. to direct attention to it.

Use the machine or have it moving. Aside from attracting attention, a machine should show the purpose of its use. During those times of the day when a window is most noticed, a dictator, a transcriber, or a shaving machine operator can demonstrate with profit.

Explanatory cards and cards with talking points. A display should be thought out with reference to the passer-by, whom we must assume does not know our business. If dictating is desirable. A clever plan is to allow the transcriber, working beside the dictator, or alone, to typewrite various talking points and paste them on the window to be read. Descriptive cards may be pasted on the window with colored tape running from them to parts of the machine. *In a word, aim to make the whole story of voice-writing as comprehensive as possible to the onlooker.*

Make it an Edison display. Hammer it into the prospect that we are selling an *Edison* product, by using the name and trade-mark in a prominent manner.

You can borrow or rent a window. Oft-times a part or whole of a window may be secured, if you have none of your own.

Have window office hours. Never depend on a window alone for a living. Be on hand at regular hours—and spend the balance of your time as usual. Interested parties will generally leave their cards and a receptacle for cards may even be placed on the outside to assist the busy and reticent prospect.

Every dealer and salesman should know the rules in appointing outlying Representatives—Read Circular Letter No. 41.

Dealers' Outlying Representatives

Let dealers and their salesmen read and understand Circular Letter No. 41, recently mailed, on the Appointment of Outlying Representatives. It is often difficult for the latter to take the time to understand the plans devised at Orange for the extension of our business. Circular letter No. 41 clearly explains how outlying representatives can be appointed to assist a dealer operating from a given point. Sit down and read the letter. Give the plan serious thought. We want you to realize that the growth of a business like ours makes it necessary to reach the prospects in outside districts who have heard of our success in the larger centers.

"THE DEALER WHO SHOWS THE ABILITY TO ORGANIZE AND WORK OUTLYING TERRITORY WILL BE GIVEN GREATER OPPORTUNITIES BY THE MANUFACTURER. POWER GRAVITATES TO THOSE WHO CAN ASSUME IT. THE DEALER OF THE FUTURE, WHO WILL CONTROL THE PROFITS, MUST BE BIG ENOUGH TO ENLARGE HIS SPHERE OF INFLUENCE.

Desk Brackets



Before the pedestal became popular and was found to be a convenient means of installing the Edison Business Phonograph, the Desk Bracket was used entirely for dictation. We have a supply of these which dealers can use in many instances. *Order a desk bracket with your next shipment (Price $10 list).* It saves *your next shipment (Price $10 list).* It saves room in crowded offices and swings out of the way. It can be substituted in the dictation outfit in place of the pedestal. Never install it for transcribing.

When installing the Pneumatic Foot-trip Attachment, in place of the mechanical foot-trip, observe these points: *Make the start and stop buttons work easily*, remembering that the pneumatic pressure is very slight and will not lift a button that sticks. *Also note the clutch* teeth; if these are worn so that they release while the foot is still on the pedal, the teeth on the pulley may easily be filed to correct the difficulty. If the teeth are badly worn it may be necessary to place a washer on the stud next to the existing to set it over. We will supply these washers without charge, upon application.

Handling Big Sales

Small dealers are often confronted with big "prospects", which they do not handle so as to produce big results because they lack the nerve, training and capital of the larger dealers with more capable salesmen.

The small dealer who deals in small installations is inclined to think small, which we do not particularly complain of, but we want to not particularly complain of, but we want to suggest to the entire trade that they think over and profit by the advice which follows:—

Suppose, for instance a large Railroad Office, is located in a territory where a dealer is representing the Edison Business Phonograph. Possibly it is not the habit of the dealer or salesman to hunt up the big concerns and offer to place one hundred (100) machines on trial to prove to them a big saving in economy. The dealer's livelihood depends upon small transactions with sure profit and small investment with the manufacturer, and so the big concern is not approached in a way that in many cases secures the big order.

"Two machines and a shaver" is the limit in most cases for trial. We, ourselves, advise this as a normal proceeding in order to prevent disorganization. An abnormally large vent disorganization. An abnormally large trial, if unsuccessful, may leave the dealer in a badly overstocked condition, and such a suggestion to the entire trade is decidedly unbusinesslike.

But now in these days of increasing popularity of the Edison Business Phonograph we hesitate to limit caution the dealer—small or large—not to limit his aggressiveness to small concerns or small trials when big effort to prove economies for large firms, like the Railroads, promise large returns.

Remember the Edison Company is behind you. Talk as big as you please to the biggest prospects and let us help you if necessary. "Don't Pike." See the big boss. Skin, if you can, Pike." See the big boss. Skin, if you can, the petty prejudice of the flea-bite trial by reaching the Manager who pays the bills and wants big proof—a big working voicewriting department—to base calculations upon.

Talk as big as Edison would himself—then ask for help if you need it.

The only man permitted to enter Fortune's gate is he who keeps on fighting, and never yields to fate.

If you have an outlying Representative at the present time, report it promptly on form 1952.

PUNCH HERE AND FILE CAREFULLY

Tips

Number 95 — March 27, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THE THOMAS A. EDISON, INCORPORATED, ORANGE, N. J.

RETURN IN FIVE DAYS TO
THOMAS A. EDISON, INC.



MESSRS. TYPE AND TONGUE,

FOLLOWUPS,

PA.

Selling Plan No. 6

(Circularizing Dealer's Prospects)

Edison salesmen have their powers and personality magnified and extended by our circularizing plans. We send our personal soliciting letters, primarily, to facilitate the salesman's personal calls—NOT TO CREATE A PROSPECT THAT THE DEALER HAS NOT MADE PROVISION TO REACH WITH PERSONAL SOLICITATION WITHIN A SHORT TIME, FOR, SUCH A PROSPECT WOULD PROBABLY NOT BE SOLD IF INTERESTED BY US.

A live salesman in ordinary territory should easily solicit ten or more firms a day. Even with other duties besides soliciting, such as caring for trials, making mechanical adjustments for customers, etc., he can at least call on ten firms to ascertain their manager's names, the number of stenographers, etc.

With this daily increasing data of prospects a list of one or two hundred names that will be worth while may quickly be supplied to us for circularizing. Lists that do not show this accurate knowledge will be questioned.

With frequent new lists, furnished as we call for them, a territory can be successfully covered in so far as the dealer shows a disposition to do active canvassing with capable salesmen.

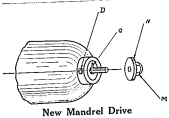
The injustice of extensive circularizing on our part for the dealer who does not supply a proper sales force can readily be appreciated by those dealers who are under a heavy expense for salesmen and who must command our efforts to assist their salesmen to accomplish the maximum results.

Every dealer should compile a list of prospects and edit such a list continually, otherwise full information concerning prospects cannot honestly or successfully be made up on short notice. When we require lists from a dealer we write expecting to have them furnished soon with *new* names, if possible, and *old* names that are useless, omitted.

Lists must be made up on the special blank forms which we furnish. Every column left blank for information should be filled out with name of firm, location, business, party to address, and if you can add the number of stenographers employed, it will help us to write more intelligent letters in many instances.

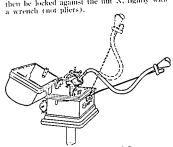
AS A MATTER OF PRINCIPLE AND FINANCE we cannot circularize for a dealer who does not provide active salesmen: the combination of type and tongue is essential.

HAVE YOU DEMONSTRATED RECENTLY to the Freight Agents and Freight Claim Agents of R. R.'s in your territory?



New Mandrel Drive

Mandrels are now assembled to the driving shaft in a more convenient manner for adjustment. The pin, O, in the interior shaft, now does the driving; the set screw, D, serves as a temporary adjustment in fixing the position of the mandrel for just the right amount of endplay. The lock nuts N and M complete a practically permanent construction; knurled nut, N, should be threaded on the shaft against the mandrels with the fingers, so as not to disturb adjustments; hexagon nut, M, should then be locked against the nut N, tightly with a wrench (not pliers).



New Speaking Tube and Support

All dictating outfits ordered with speaking tubes, in the future, will be equipped with the new mouthpiece on the speaking tube and the support crane illustrated above.

This device provides a combination of the conveniences of the dictating horn and the flexible speaking tube. The dictator is now provided with the wide, flattened mouthpiece found on the horn, which produces better records than the old round rubber mouthpieces formerly furnished on speaking tubes and allows a greater movement of the speaker's lips away from the center of the opening; the new mouthpiece, being heavily nickel-plated, is also more sanitary because it is larger and does not attract as much moisture with accompanying dust and dirt.

When the tube is placed in the support crane in which it is held with a spring clip it provides, practically, the same features as the dictation horn, although the record made through the tube is not quite as loud and the flexible tube itself, is not as sanitary as the metal horn which may be more readily cleansed.

Dealers and customers should always appreciate that no speaking tube is proof against deterioration with age, and therefore, the tube may have to be replaced in time.

One feature of this flattened mouthpiece is interesting to our salesmen who continually encounter the dictator who carelessly talks to the reproducer instead of the recorder.

If the speaking tube is *held in the hand* the mouthpiece turns into a vertical position when the reproducer is on the cylinder and as this is very inconvenient for dictation the user will be forced to turn back to the recorder before dictating.

DEALERS SHOULD NOTE THAT THIS ENTIRE DEVICE IS FURNISHED WITHOUT EXTRA CHARGE WHEN ORDERED WITH OUTFITS; THIS DEVICE IS AN EXPENSIVE ACCESSORY FOR COMPETITOR'S CUSTOMERS.

Dealers will be supplied upon application with descriptive circulars of the speaking tube and support crane for local circularizing and soliciting among old customers who should be found ready purchasers.

When sold as an accessory the mouthpiece price, only costs 50c. list; it may be attached to speaking tubes by heating the old ferrule to melt the shellac. The old parts may be replaced by the new mouthpiece, attaching it with fresh liquid shellac and allowing it to dry.

Complete 27 inch speaking tubes with new mouthpiece and recorder and reproducer connection and ball joint support costs $3.75 list; 33 inch tubes cost $4.25 list.

Recognizing Possibilities

Clever Edison Salesmen place their machines on trial with a definite object in view, which is to prove a particular claim made to the prospect. Too often the salesman makes the preliminary request "let me put in a couple of machines". Some times a small installation is desirable and many times a larger one would multiply results into big economies that would force recognition. If you make a small installation, endeavor to select a transcriber and arrange to obtain sufficient dictation for a good economy record. It might require three dictators, supplying thirty letters each, or perhaps four with twenty-five letters a day. *A good rule to remember is that big firms require big proofs.* The Pennsylvania R. R. require more than deductive grands based on one or two stenographers, while this might prove sufficient to the Dinkenspiel Outfitting Co., where the President, Mr. Dinkenspiel, can look into the next room and see the machines in operation.

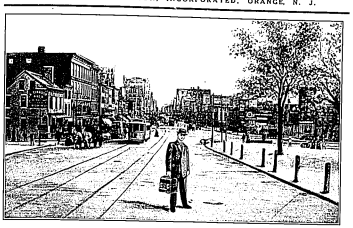
If you don't have a say in every sale to a R. R. — and we are not asked for advice — one of us is going to feel mighty bad.

PUNCH HERE AND FILE CAREFULLY

Bips

Number 96 — April 7, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THOMAS A. EDISON, INCORPORATED, ORANGE, N. J.



Selling Plan No. 7

(Outlying Representatives)

The dealer who stays at home when his territory embraces outlying points is not doing justice to himself or the manufacturer.

Every adjacent locality contains a certain number of preferred prospects which, at least, should be on the mailing list of the dealer with the intention of reaching them during a systematic business trip at frequent intervals.

Thus, in addition to the dealer's home town a circle of outlying prospects and customers can be reached that will multiply among themselves and add a profitable income to the more carefully worked territory where the dealer lives.

New fields are frequently a means of stimulating a dealer's business that does not grow at home. This is especially true of small towns where salesmen encounter "a run of luck" and seem to do better work among strangers. We know of towns of less than 200 population where nearly fifty machines are in operation among small users.

If the reader will observe the town illustrated above, he may be inspired with the business possibilities that awaits him outside. Look sharp and see the salesman with the phonograph "on the job". To work outlying territory you must carry a machine and demonstrate frequently; remember you are away from home and until you have several customers in the locality the subject of voice-writing is new and requires personal proof.

We have covered the privileges of appointing outlying representatives by dealers in printed Form 1952 which every dealer should read and understand. The necessity for assistance is apparent wherever machines are sold; aside from the local service which an outlying representative can give to customers is the advertising done by a person acquainted in the community between the dealer's calls.

YOU MUST FILL IN AND MAIL US FORM 1952 for every appointment of every Outlying Representative.

Give the Manufacturer as good a chance as you can on shipments. Anticipate! Take some chance in a small Stock.



A. C. Welch

DIED.

The recent death of two great men at the head of their professions, both personal friends of the Editor and advocates of voice-writing, marks a distinct loss to the business world.

Benn Pitman, The American exponent of the Pitman system of phonography.

A. C. Welch, Senior Reporter of Debates, House of Representatives.



Benn Pitman

Collections

Too often dealers complain that they cannot collect their accounts. They complain because collections are slow and that customers take all sorts of liberties. In every case the dealer puts the blame on the customer and never looks into his own organization to find out what is wrong. The house that establishes a rule for prompt collections is the house that will get the business and that will get its money when due. Almost any business man will take all of the time he reasonably can in payment of accounts, for he knows that every dollar in the bank to his credit means just that much more working capital and means an interest earning of a certain specified amount. Business men or not looking for firms to be lax in collections, but they are aware of the existence of those who do not insist upon prompt payment and the firm that does not establish the rule of prompt collections must expect to be held up. Establish a rule for close collections. Let it be known that you expect your bills paid when they are due. Of course, a "tight" policy of no leniency under any circumstances will kill business but no same business man feels badly when a firm asks him for money that he owes. You must pay your bills promptly to get the discounts and other advantages offered by the manufacturer, wholesaler or jobber, and it is only logical that you should expect those with whom you do business to treat you as you must treat your creditors.

"Show Me" for Two

The modern Edison Salesman has been educated by sufficient success to know that he can probably save a prospective customer the cost of several stenographers, depending upon the size of the installation.

There was a time in the past when the salesman wasn't so sure about the outcome of a trial, so he gave the prospect all the advantage and proceeded without further parley to spend time and money when he heard those magic words, "show me".

Now, the Edison salesman with any presence of mind and stamina, has a fatal say with the prospect and replies:

"If I show you—will you show me?"

"Let two of us play as the "show me" game. If I show you a saving of so-and-so, will you show me an order for the installation?

But—and this is important—don't use this bold argument unless you have given time and thought in naming a definite figure of economy for your part of the agreement. Thus, the high-class salesman interests his prospects,—talks over his office conditions—knows the game he has to beat—and finally affirms what he can accomplish with voice-writing.

For instance; he finds a R. R. Office writing fifty letters a day per stenographer and believes he can make it seventy five or more. In another smaller office he finds he can do the work with two stenographers less.

In many cases the prospect who talks to the salesman doesn't want to be nailed himself. He says, "Oh, no! I couldn't promise anything like and order, even if you did prove your part".

Then the salesman must suggest an interview with the "man who can". At length he finds the boss, who agrees to play the "*Show Me Game for Two*". Here is the test of real salesmanship,—before any work has been done —when it is possible to prevent misunderstandings and get the proposition down in black and white.

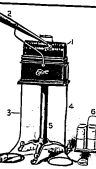
You can't blame the prospect if you don't know what you want before you begin. Wanting an order does not make it. Figure it all out, *first*; start with a definite aim—something to win—*then win*.

Every old Customer wants to know about the new Speaking Tube and Support. Order Form 1992 and circularize them.

Tips

Number 97 — April 15, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THOMAS A. EDISON, INCORPORATED, ORANGE, N. J.



TO RENT

Edison Voicewriting Outfits on Reasonable Terms

Selling Plan No. 8

(Renting Outfits)

The Editor recently had the following experience, in which a rental of outfits will assist a big future sale; the prospect—a great corporation—had tried several outfits with such good result that the department head could not obtain the approval of the Vice-President of his Company, who had decided upon "retrenchment (?)"

To remove the system, meant loss of reputation for the dealer and difficulty in obtaining as good a start in the future. The department head was appealed to in the matter to find some way to settle the question, and, finally, rental was suggested.

Additional stenographers would have to be employed to replace the machines—why not put the phonographs on the payroll? This was arranged at $3.00 per month per outfit with privilege of purchase and application of rental payments within six months.

While a general policy of "Rentals" may not be wise in many cases, it will serve the dealer as a polite notice to a prospect that the appliances are valuable and should not be used longer without payment.

Other circumstances will warrant a dealer suggesting a rental proposition on terms to suit the occasion.

Good rental prices should be secured from transient dictators when the dealer can furnish a transcriber to work in conjunction. This was accomplished recently when an owner of Edison machines remained in an out-of-town hotel several weeks and was obliged to dictate his correspondence on a rented machine in his room, the transcribing being done on another machine placed with the public stenographer.

Enterprising dealers have also worked out profitable plans with local transcribers to rent machines in small offices.

The prices for rentals should depend upon the length of use, bearing in mind that cylinders are damaged in one month as much as in three. Cylinders supplied above the twelve with the outfit should, of course, be charged for.

This would like to publish for general information the experience of dealers in renting.

Many a prospect who hasn't the money to buy would RENT and thus end an otherwise unsatisfactory trial.

When you quote a PRICE, pound it into the prospect that it includes EVERYTHING that creates satisfaction; it does not exclude ONE article in the accessory list.

"Gim-cracks"

When you buy an automobile there are shock absorbers and a dozen other accessories that cost big money in addition to the standard equipment. All of them make the machines more usable. The reason why one price is not quoted on the whole equipment is because the manufacturer of the car doesn't control and supply the accessories—not because they are not necessary or desirable.

Edison controls *all* the accessories that make his business Phonograph (or any other similar business Phonograph for that matter) without them and devices more usable than without them and includes them in one outfit at one price for the satisfaction of the purchaser.

Since the introduction of the Business Phonograph in 1905, Edison has held that the purchaser is not properly treated when he is furnished with less than a complete device to produce the most efficient results.

We are accused of selling an outfit with "gim-cracks." Let the customer decide if he wants them—if he does, then we are guilty. There is money in selling "gim-cracks" as one dealer can testify who sold fifty aluminum tubes with sound modifiers to complete a competitor's plant.

The dealer must study voice-writing and know the improvements effected by Edison accessories. To be teased with the word "gim-cracks" implies a weakness in understanding but to know and explain a useful "gim-crack" is the part of the Edison salesman.

Let us put in a plug for our-selves on the policy of "completeness." How many salesmen can collect for a "special" accessory not included in the price of an outfit? To exclude this support, means that no one ease the dealer will not advance their use because of the difficulty of collecting for their cost or in the other case, that he will advance their use by paying for the article out of his own pocket.

So, Edison knowing human nature in the buyer and seller and wanting the best results with the best profits for the dealer, arranges a complete outfit.

When quoting in competition enumerate everything and insist on a true comparison of prices. Edison dealers can't lose in such a contest—and the customer will appreciate the information.

The Advantage in Consulting Edison

Our dealers' work is a triumph of organization and the one-price system. Five years ago you bought a commercial machine (not ours) with only a speaking tube or a hearing tube—very little else—for $6000; today you pay $9000 and obtain better value with more profit for everyone.

Rules—strict and imperative—were necessary to accomplish this result. Not that the dealer had to be meddled and hunted to make him do. The dealer, in fact, anyone selling others, prefers a rigid, uniform policy, laid down by the manufacturer.

But here is a point. Perhaps this rigid policy might be varied on occasion with profit if we were consulted. We do not wish to be in the same predicament as the storm parent who refused permission to his small boy to interrupt him while he was speaking at the table and later while he was speaking at the table and later found that Willie wanted to explain about a bursted water-pipe.

For instance: a short time ago, a dealer wisely wrote us that in competition a customer was "peeved" because he had to buy universal machines (for both dictating and transcribing) to be used in a large transcribing department. He wanted straight transcribing machines like the other fellows had.

Here we had the opportunity to help the dealer. We made a proposition of a single reproducing machine at $5,00 less list, arm reproducing machine at $5,00 less list, arm reproducing machine at $5,00 less list, arm

Are you thinking about substitute transcribers for this Summer? Commence early to register every available assistance and plan to give this service.



THOMAS W. DUNCAN
of the
Office Specialty Co., Boston, Mass.

Nearly five years ago, when the Edison organization was extended to Boston, the Editor took a young man there—a man from our own factory. It was Duncan, and the history of modern voice-writing in New England was begun with "Tom" Duncan on the job. From mechanic, dealer's salesman, traveling factory representative, he has recently risen to the position of Manager and partner in the Edison dealership held by the Office Specialty Co. The Edison organization has been fault around such men as Duncan, who work with "head, heart and hand". To be able to retain the interest and co-operation of men of his type is the most genuine pleasure that comes to a manufacturer.

We are able to reproduce a particularly good photograph of Mr. Duncan, taken at the moment when the photographer, purposely, made a slighting reference to the E. B. P. and Tom dug for his rolls in both pockets to make a wager.

Honor Bright—Now

Honor bright—now what would you do if a customer offered you an order to be shipped away from home, for some other dealer to take care of?

Honor bright—once more—what if the customer wanted five machines at home and five more sent away?

Would you arrange with us to see your customer served and sold by the dealers where the other machines were to be used and at the correct quantity purchase discount?

Or, would you let the customer fail in securing the best results by shipping the goods to him and leaving him try to make use of them without local assistance?

We wish every dealer would answer these questions to himself before the temptation comes in the form of a "large juicy" order with shipping directions attached.

There's only one way to do our business—and that is according to your best knowledge of what is right and fair to all concerned—yourself—your customer—and the manufacturer. Aside from what the agreement does or does not allow—BE HONORABLE.

When you accept purchase money at home for outfits shipped by you to other dealer's territory YOU ARE NOT HONORABLE, BECAUSE YOU KNOW THE PRICE SHOULD INCLUDE THE LOCAL ATTENTION WHICH YOU DO NOT PROVIDE FOR.

For our part, we can ask every dealer to sign some kind of writing that will point out more clearly, the "rules of the game". But more clearly, we will have to be in the hearts of after all, we will have to be in the hearts of dealers to act with fairness to each other, and to the customers—and to have loyal interest in the customers—and to have loyal interest in the customers—and to have loyal interest in

Send for a Sample SPRING GRIP CYLINDER HOLDER and CARTON for 15 cents list — if you can't do better, be a winner.

THE SPRING-GRIP CYLINDER HOLDER

The Edison Spring Grip Cylinder Holder is a simple device, but one of the best things we've done in years. You get all cylinders now in a uniform carton that lists a large hole in the bottom. When the cylinders are furnished with outfits, the cartons are equipped with the metal bottom bolting a spring steel loop as shown above. When the customer buys more cylinders he detaches the bottom and places it on the new carton in which the cylinder is delivered and so has clean boxes. Add to this feature the prevention of the Ashe to this feature the prevention of the loss, and dropping out of cylinders from the box, and you have a great new talking point for the Edison product.

Send for the descriptive circular we have printed and proceed to sell all old customers. New cartons cost, 7c.; Holders, 18c.; Cartons with holder 15c. Every old customer should start straight by buying cartons and holders at 15c. each. Rec.

Old System boxes can be altered to take the holder, but the old delivery boxes (with cap closed on the outside) cannot be altered. However, for several months we have been shipping all cylinders in boxes that fit the holders; ship all cylinders in the large size cap glued on any carton that has the large hole in the inside, and contains a large hole in the bottom will fit the holder.

Recorder Wisdom

When you install transcribing machines do you remove the recorders? One of the great advantages you can give a customer is extra recorders for the dictators secured in this way.

Careless salesmen leave the recorders on the transcribing machines where they are liable to get out of order. A repair call from a dictator in such a plant causes delay and expense; if the dictator had been handed the extra recorders, carefully packed in cotton,—as they are shipped—he could attend to his own recorder trouble for the time being, at least.

If customers are instructed to use these extra recorders as such for repairs, and to immediately have a defective one repaired by the dealer, there will result much greater satisfaction on the part of everyone.

The Recorder-repair system is something that every dealer should learn especially since the manufacturer provides for details in machine design that include the furnishing of extra recorders to begin with.

The New Spring Grip Cylinder Holder should help to control the entire cylinder trade, if properly pushed.

Wanted — Salesmen

When the big leagues want recruits they watch the local leagues and pick up local ball players that show form and class. The players that show form and class. The players themselves don't know they are coming stars, but the big trainers find them and recognize ability. Hans Wagner and Dot Miller played on local New Jersey teams that the Edison watched out so many years ago. And in this summer great jockeys come from humble stable boys—also picked by trainers.

We hear from many dealers, "Can you send me a good salesman?" We wish we always could. But you, the dealer, must be the trainer—the scanner for talent, the one that arranges for the time, the place, and the Salaries for the man. It is no reasonable that a paragon is going to hunt the dealer up and proceed systematically to make good. Look out for the "experienced Edison salesman"—he may be a "hoaster", or something worse.

There are good salesmen at your door if you only look for them. Among the customers you may find young theatres that are already half trained with a practical knowledge of voice-acting.

It all takes time. If the Edison dealership is not worth thinking about, with the chief end in view of building up the sales by the use of competent men—then our advice is worthless. But if it is worth while. A little watchful careful education, and encouragement will produce successful salesmen that will stick and make the business go ahead.

Stop waiting for salesmen to show up! Make them!

Shop Notes

We are now making cylinder racks of just the right size to fit in the opening of the cabinet over when it is thrown back. Send orders in the rack are then handy to reach. Old racks need only a few shavings taken off one side to make them fit.

The front support rod which holds the sole should never be accidentally assembled that the teeth on the phonograph; the repeat left hand side of the case teeth and unless there is panel engages in these teeth and unless there is some movement for the arm remaining when the last tooth is engaged, the arm will be jammed and the pawl will be broken or stripped.

Always adjust the tension on the feed-on spring as lightly as possible. Too heavy a spring as lightly as possible. Too heavy a pressure wears the parts unnecessarily and makes repairing difficult, because the nut does not lift free of the screw when the arm is raised.

Wax chips often clog the reproducer point, and transcribers should be told to remove them with a dampened finger, while the reproducer is on the machine. Reproducer points should be more carefully cleaned with a soft cloth.

The burn of a motor is sometimes caused by the switch handle touching the top-plate and communicating the motor noise.

Number 100 — Sips — May 13, 1911

ISSUED OCCASIONALLY IN THE INTEREST OF DEALERS BY THOMAS A. EDISON, INCORPORATED, ORANGE, N. J.

We Celebrate Our 100th Number

and pass a few remarks on the past, the present and the future of Our Business and this Modest Sheet

We look way back in our files and find the first number of this dated August 1st, 1908. To-day it is the same modest sheet that probably impresses only with its persistency. That's the thought—PERSISTENCY. Not so much what you say or what you do—when you're headed right—as that you say it often and do it continually. Tips has mirrored for a hundred numbers the persistency of a great organization—it has chronicled the channel of thought and action of great and small—its pages are a record of progress that furnish an aim for competitors. We are satisfied with this distinction.

A man came in the Edison office and carefully scrutinized the Business Phonographs he saw. "I was looking for the new things you had," he said. "It wouldn't be here if you haven't read of it in Tips", he was told, and we then enlightened him on another function of this sheet—to inspire confidence in the dealer that he is receiving the latest and best devices on his orders. This may seem a small point, but it is well taken.

We knew before the days of Tips, of an Edison Salesman, who never called a cylinder twice by the same name; one minute it was "bobbins", the next "reels" "rolls", etc. If at that time he could have been given a file of Tips to read over, his education would have been quicker and easier. You must learn the language of a business before you feel at ease in discussing it. Catalogues are old in one reading, while Tips "goes on for ever."

Some companies publish a Journal of Selling, but to our mind a file of Tips is more interesting and complete than any Manual could be made unless continually revised and rewritten as new ideas develop from day to day.

All successful salesmen have general characteristics such as capacity for work, honesty, character, integrity, etc, but *imagination* develops different methods in each one's work. Tips aims to stimulate the salesman's imagination, showing various ways of accomplishing the same ends, impressing always that selling is a battle of wits between the buyer and salesman.

If salesmen wish to show their appreciation of our work, they will send us their experiences for publication. It's the accounts of live field work that appeals to the reader. Multiply your optimisms and advice by those of several hundred at work in the voice-writing business and you have the possibilities of a free exchange of salesmens' ideas through the columns of Tips.

Out of the daily mail and from straight contributions to Tips we are able to identify the worker in the organization and to enjoy his enthusiasm. We believe this man is a distinct gain in the efforts to write down his experiences and views; for the things we place in type are remembered and practiced, while the fleeting thoughts that we are too indolent to write down are only half believed or practiced.

If you become tired of reading Tips—and we generally find this out—its a sign that you are tired of the game. Aside from the personal gain of having your efforts continue we are sorry for the dealer or salesman who stops struggling in the business game. Life is activity and if the struggle is not in well doing it will still be necessary in a less profitable state.

Tips has a genuine affection for every reader. We know the Edison Business Phonograph requires brains and energy and application to sell it. If we assist to retain this character of men by teaching them in the least by our writing, we have filled our mission and are thankful for the opportunity.

We are finished and off for another century mark.

TIPS' MISSION is to occasionally add an original idea but more directly to impress you that our business improves with the constant thought and action of the entire field of which you are an important part.

The Editor of Tips was away for three days on the road and sold 2,000 Spring Grip Cylinder Holders to customers. They sell on sight. Are you trying?

SPECIAL LICENSE No. 357

NOTICE IS HEREBY GIVEN,

That these presents constitute a special license when attached to

EDISON BUSINESS PHONOGRAPH, Serial No. 842

permitting its sale at a reduced price and its subsequent use, subject, however, to the following conditions:

(1) The license to sell hereby granted is effective only so long as this label remains pasted upon the cabinet of this machine; and if removed, the original license under which this machine was sold again goes into effect.

(2) This machine must not be advertised at a reduced price, nor displayed with a reduced price marked thereon or attached thereto.

(3) All the conditions of the original license as defined in the Dealer's Agreement not inconsistent herewith remain in full force and effect.

(4) The Company reserves the right at any time to cancel and annul this special license.

A violation of any of the foregoing conditions, or of any of the conditions of the original license not hereby modified, will be considered an infringement of the Letters Patent under which this machine was manufactured, and any person having possession of it after such breach may be sued for such infringement. A purchase of this machine is an acceptance by the vendee of these conditions.

THOMAS A. EDISON, Inc.

Form 390.

Selling Plan No. 11

(Selling Rebuilt Machines)

There are occasional opportunities to buy old Edison machines from customers who wish to dispose of them for various reasons, and upon consulting us such a transaction may be arranged with profit to the dealer. It must be kept in mind that dealers are not permitted in their agreement with us to buy and sell second-hand Edison machines without our permission and the attachment of the Special License label reproduced above. In this way we are able to prevent price-cutting while licensing a re-sale, with the manufacturers' knowledge that the machine is in operative condition. Every honest dealer should seek to comply with this arrangement, if only for the selfish reason to prove to the customer by the license that the manufacturer approves of the machine for use.

We take this opportunity to explain our difficulty in attempting to buy old machines, as manufacturers, for the purposes of re-sale: we are confronted with the fact that no separate organization exists for handling re-built machines (as in the case of the typewriter); and, most important, we have never sold a Business Phonograph that could not be repaired with attachments and prove a better investment to the owner than the exchange of an old for a later design.

It is much better to leave this buying and selling of used machines to the dealer. You may read in every trade paper of the curse to various lines of the indiscriminate exchange proposition,—the cutting of profits in two—the placing of two selling costs on one article. For the manufacturer to initiate an exchange plan for the purpose of forcing the dealer into greater disposal of the product is bad judgment, in our opinion, at this time in the development of the art.

We deprecate indiscriminate exchanges, but urge the dealer to consider *bargains*, especially if a transaction promises the sale of more machines at a net profit, with only the task of re-selling perfectly good machines when repaired and brought up to date with attachments.

There are many purchasers who appreciate a low price and will buy "re-builts" because they recognize the fact that every Phonograph is alike in principle (this is peculiar to the phonograph more than any other machine). The wise dealer will be prepared for such cases and take the opportunity of purchasing machines for reinselling in time.

You should keep customers' machines up-to-date as far as possible by the sale of attachments and the purchase of their old ones when it is profitable; *but when customers are liable to be lost because you cannot accomplish these ends we should be promptly consulted for advice.*

Do not plan to buy second-hand Edison machines without first consulting us, mentioning serial numbers and full details.

Primary Printed Series - Serial Publications
The Kinetogram

The Kinetogram (originally called *The Edison Kinetogram*) was published by the Edison Manufacturing Co. during the period August 1909-January 1916. The semi-monthly issues provided descriptions of the latest Edison productions and general news about the motion picture business to exchanges and exhibitors.

The archives of the Edison National Historic Site contains a complete run of *The Kinetogram*, as well as a card-file index to the publication. The first issue (August 1,1909) has been selected as a sample. It contains an announcement about the inauguration of the publication, along with statements by Edison and Frank L. Dyer.

The EDISON KINETOGRAM

VOL. 1 AUGUST 1, 1909 No. 1



SCENE FROM
"THE PRINCE AND THE PAUPER"
FILM No. 6494

EDISON FILMS RELEASED FROM AUGUST 1 TO 14 INCLUSIVE

10401

Vol. I. AUGUST 1, 1909 No. 1

The Kinetogram

Listing Edison Films from August 1-11, 1909

A Bi-Monthly Bulletin of Moving Picture News, with the emphasis on Edison Films and Kinetoscopes. *Published by* THE EDISON MANUFACTURING COMPANY, Orange, N. J., U. S. A.

ANNOUNCEMENT

THE KINETOGRAM is the outcome of a belief that the time has arrived for a better and more dignified medium of informing the trade about Edison Kinetoscopes and Films than was possible with the supplements, bulletins, etc., heretofore issued.

It has also been designed to bring the Edison organization into closer touch with the Exchanges and Exhibitors. Its pages will furnish a new opportunity to tell the trade about our work, our aims and our products.

It will provide a better way of illustrating and describing new Films and will make it possible to list more of them at one time.

THE KINETOGRAM will be dated the 1st and 15th of each month. The issue of the 1st will include all Films issued between the 1st and 14th; that of the 15th all Films issued between the 15th and 31st.

This, the first issue, has some matter from the pen of Mr. Edison and also an interesting article from Mr. Dyer, Vice President.

THE KINETOGRAM will be mailed without charge to all present and prospective Exchanges and Exhibitors handling or exhibiting Edison Films.

We want the trade to feel that this publication is being issued for its benefit, quite as much as it is for ours, and we hope that all receiving it regularly will co-operate with us in making each issue better than those that have gone before.



Kinetograms

In its initial publication the KINETOGRAM wishes, in an especial manner, to call the attention of Exchanges and Exhibitors generally to the new film, "The Prince and the Pauper," described fully in this issue. It was a stroke of enterprise on our part in securing the consent of Mr. Clemens ("Mark Twain") to a pictural reproduction of his famous story, which consent was given only on the assurance that the production would be staged in a manner that would be entirely in keeping with the dignity and reputation that his book enjoys. This was done to his entire satisfaction, and the film receives his unqualified approval. As proof of his pleasure over the result it will be noticed that we were able to induce him to sit for the frontispiece, which fact we consider to be a very graceful compliment from America's greatest humorist, and one of her most noted sons.

"The moving picture is not a makeshift for the playhouse—its dignity is greater—its importance far beyond the puny function of comedy and tragedy. It is a clean entertainment, lecture and amusement all rolled into one—in its highest effort it stands above literature—in its less ambitious phase it ranks above the tawdry show house. It teaches nothing harmful, and it usually teaches much that is helpful. The moving picture is not a makeshift, but the highest type of entertainment in the history of the world. It stands for a better Americanism, because it is attracting millions of the masses to an uplifting; drawing them as improving, as well as an amusing, feature of city life. Its value cannot be measured now, but another generation will benefit more largely through its influence than we of today can possibly realize."—*Professor Frederick Starr, of the University of Chicago.*

Are you considering the purchase of a new machine? If so, study the prominent features of our type "B", One Pin movement Underwriter's model, the most up-to-date projecting machine on the market today. (See cut on back cover.) Or, perhaps, you are using a machine with a two-pin mechanism. Are you aware that you can change it to a one-pin mechanism at a cost of $25.00, including material and labor for assembling the parts? Write us today for details.

The elimination of the element of danger that the use of a non-inflammable film will accomplish is bound to result in a tremendous increase in attendance at exhibitions, through the assurance that it will bring to the minds of the timid and skeptical. The old cement will *not* join non-inflammable films, but the new cement *will* mend the ordinary film.

Courtesy on the part of attendants at a moving picture theater is an unfailing asset. Small details that will add to the comfort of a patron are not forgotten. Civility and attention by employes are good investments and inexpensive.

Edison Film No. 6494

The Prince and the Pauper

By MARK TWAIN

An Extraordinary Film

Copyrighted, August, 1909

Code, VERRINGERN — App. Length, 1070 feet

Released August 3, 1909

In the limited space at our disposal it is impossible to give an adequate description of the various qualities which make this film one of the most notable and remarkable that has ever been offered. Only the salient facts can be presented and these in the briefest form.

The story embodied in the production is from the pen of one of the most celebrated American writers and is one which has had universal renown and popularity.

It has been translated into nineteen different languages and over a million copies of it in book form have been sold since the day it was first published.

To secure the right to use "The Prince and the Pauper" was a task of no mean magnitude, and many of those who were cognizant of the plan freely predicted its failure.

Once he understood the large audience the film production would reach and the great good the splendid story would accomplish in this way, Mark Twain entered heartily into the plan and gave every assistance possible to help it to a successful conclusion.

Having attained what was believed to be the impossible, therefore, the Edison Company set about fulfilling Mark Twain's stipulation that the production should be of the highest artistic character.

The story was rendered into a beautiful and concise silent drama and the plot was established with the utmost clarity in every scene.

The cast was selected with painstaking care and no part, however small, was entrusted to any but the best players.

Miss Cecil Spooner was engaged for the dual role of the Prince of Wales and Tom Canty, the pauper boy, and her support included twenty-two well-known actors, while in a number of scenes sixty-three additional persons were employed.

Many different sets of scenery were used and each set was perfect, historically and architecturally, down to the minutest detail. That depicting the thoroughfare on the London Bridge was ninety-seven feet deep, the largest and most massive setting ever built for motion picture purposes.

The costumes, properties, armor and trappings were also carefully selected for historical accuracy, beauty and impressiveness.

Apart from the interest of the story and the quality of the acting, the film is a splendid lesson in the customs, manners and appearance of old London, not only in court circles, but in the lower strata of society as well.

The story that inspired this production is so well known as to require but a brief description.

It is founded upon the remarkable resemblance that existed between the youthful Prince of Wales and a beggar boy, their accidental meeting and the extraordinary complications that followed.

Its credibility is the subject of the following introductory passage by the author:

"I will set down a tale as it was told *to me by* one who had it of his father, which latter had it of his father, this last having in like manner had it of his father—and so on, back and still back, three hundred years and more, the fathers transmitting it to the sons and so preserving it.

"It may be history, it may be only a legend, a tradition. It may have happened, it may not have happened; but it could have happened.

"It may be that the wise and the learned believed it in the old days; it may be that only the unlearned and the simple loved it and credited it."

It was with these simple words that Mark Twain introduced his story of "The Prince and the Pauper" when he presented it to the world. Clear and plain, without rhetorical flourish, they create an interest that no amount of bombastical utterance ever could.

They arouse curiosity because they suggest mystery, and mankind ever loved the mysterious.

Was it truth or fiction? Was Edward the kindly monarch when he sat on the throne for a brief and well loved reign because he had suffered for a period when as Prince of Wales fate had cast his lot with the masses? None can answer that question, none can answer the first.

"It may have happened. It could have happened." There Mark Twain speaks the truth.

And that such a strange experience could have befallen the Prince of Wales is one of the vital elements of the fascination in which we are lost as the story is unfolded by the film.

Wrestling with problems affecting history is not for us, however; ours it is to briefly narrate the story.

Tom Canty, an intelligent and partly educated pauper boy, a beggar, the son of a ruffianly father, bore the strongest resemblance to the Prince of Wales.

One day Tom wandered near the palace gates. Too near, thought the guard on duty, for he cuffed him away, and Tom cried aloud under the sting of his blows.

Edward, the prince, was in the palace grounds near the gate, and, hearing the outcries, made inquiry as to the cause. A courtier brought the answer.

Edward had a gentle heart. There was misery in the cries of the lad outside. He ordered him brought within to console him. The prince's word was law. The pauper boy was brought before him.

Never having conversed with a boy of the streets before, Edward retired with him to a secluded room and there both noticed the resemblance between them through an accidental joint glance in a mirror.

The thing suggested the boyish prank that they change clothes for the moment. No sooner said than done. Tom pranced about in the prince's royal raiment and truly royal he looked, while the prince masqueraded as the pauper boy and looked Tom Canty to the life.

At this moment Tom spoke of the unnecessary brutality of the guard. In a flash, forgetting his attire, the prince was off to chastise the guard. Alone and with one whom he thought the pauper boy, the guard was not gentle. He pitched the prince in beggar's rags into the street.

Wildly the prince proclaimed himself, but a jeering crowd drove him away. Before he could return he encountered the elder Canty and was hauled off, despite his protests, to their hovel. Here he was beaten because he had begged no money, and later was dragged off to join a band of roving rogues.

From these he was rescued by a poor knight, Miles Herndon, and the two became fast friends, though the knight laughed at the supposed beggar's pretentions to royalty.

Meanwhile Tom had been having many strange adventures at the palace, where he was supposed to be the prince. His singular conduct caused an impression among the courtiers that he was demented.

King Henry VIII, Edward's father, died at this juncture, and here truly was a fateful circumstance; for the pauper boy was hailed king of England, and, though in agony of mind over it, was about to be crowned.

The ceremony was in actual occurrence in Westminster Abbey when the prince succeeded in gaining admittance. Loudly he proclaimed himself and would have been struck down by the soldiery as a traitor had it not been for Tom himself.

He was the first to acknowledge his rightful king, and it was through his aid that Edward was enabled to step to the throne and receive the crown that in a few moments more would have been placed on the pauper boy's head.

It is a splendid story, one told with all the grace and charm peculiar to Mark Twain's inimitable pen, and all of these qualities have been perfectly retained in the pictorial presentation.

It is one of the most beautifully executed films that has ever been produced. Not an atom of the story has been lost in the new medium employed for its telling.

Clearly and concisely it is unfolded, superbly acted and embellished with the best art of the scene painter and costumer. Its interpretation is perfect.

Edison Film No. 6495

Lochinvar

(A DRAMA)

Code, VERRONS **Copyrighted, August 6, 1909** **App. Length, 790 feet**

Released August 6, 1909

Sir Walter Raleigh's romantic story of the love that laughed at more than locksmiths, and to which even castle walls and haughty fathers were no bar, is told by the Edison Company with a wealth of scenic vesture and old Scottish atmosphere that brings out all its picturesque details.

We see young Lochinvar, who "rode out of the West," sending one of his retainers disguised as a peddler, to the fair Ellen, who, much against her will, has been betrothed to Douglas.

The retainer brings her a message of hope; yet the eve of her forced marriage arrives and no Lochinvar. But as the marriage festivities are in progress our hero appears before the castle walls and asks permission to congratulate Douglas.

After being disarmed he is admitted, and then during the one and last dance which he is permitted to have with Ellen, he suddenly seizes a sword from the wall, takes her in his arms, and before any one can stop him, breaks one of the high windows and carries her down the castle wall.

His swift horse is waiting for him below, and with Ellen in his arms he dashes off, hotly pursued by her father, Douglas and a castle guard.

Because his horse is the best in the land, the lovers succeed in reaching the monastery so far ahead of their pursuers that when the latter arrive the ceremony has been performed and their pursuit is in vain.

The presentation of this story is full of vitality, life and good red blood, and one's heart must beat faster when watching its unfolding and its happy termination at the altar.

Edison Film No. 6496

The Tobacco Edict

Old New York, 1648

(A HISTORICAL COMEDY)

Code, VERROOKEN **Copyrighted, August, 1909** **App. Length, 199 feet**

Released with No. 6495

In the early days of New York, when this whole district was known as New Netherlands, an early Governor, familiarly known as "William the Testy," issued an edict against the smoking of tobacco. The story of the effect this edict had on the burghers of the town is shown in Boughton's famous painting, but the real reason for the Governor's issuing the edict has never been made known until now. The rebellion of the burghers against the edict and their coming in a formal body to smoke out the Governor on his own doorstep is, in the Edison picture, supplemented by the story, understandable to every smoking man, of why the Governor sent out this unusual proclamation.

Old Dutch New York, with its quaint houses, costumes and characters, is reproduced here with human and comic touches that will appeal to any audience.

Edison Film No. 6497

Apprentice Boys at Newport Naval Training Station

(A NOVELTY PICTURE)

Code, VERROSTEN **Copyrighted, August, 1909** **App. Length, 216 feet**

Released August 10, 1909

Short of an actual engagement at sea nothing in naval tactics presents a picture of such brisk action, picturesque effect and stirring qualities as a large landing party crashing through the surf in long boats, the men leaping and dashing through the water and then surging forward in a thin wicked line of attack on a semi-concealed enemy.

It is a thing full of fire, vim and dash, and it was the Goddess of Chance, smiling in one of her happier moods, that enabled the Edison Company to secure a picture of such an occurrence during the naval apprentice maneuvers at the Newport training station.

Nearly three hundred apprentices participated in this particular piece of "small boat" practice, which was carried out to the point of showing the men entrenched, firing and then advancing in heavy skirmish order.

It is a decidedly unusual scene, revealing the method of landing and of how our sea dogs conduct themselves when ordered ashore to fight as infantry.

Another interesting feature of the maneuvers was the "setting up" drill, executed by a full battalion of sailors, and a reproduction of this in pictures has been placed on the same reel with that showing the landing party and shore skirmish line.

There is a certain fascination in watching three hundred or more tars performing their movements in perfect unison that baffles description. Mere words could never convey an adequate idea of the charm of this picture.

It may be entertaining to know, in passing, that the "setting up" drill was performed in the open when the temperature stood somewhere around zero and the band accompanied the exercises by playing "In the Good Old Summer Time" in slow measure. Certainly a cheerful air for a cold day.

Edison Film No. 6498

A Coward

(A DRAMA)

Copyrighted, August, 1909

Code, VERROTERIE **App. Length, 784 feet**

Released with No. 6497

No writer of modern times save Flubert has ever been able in compress in so short a space and with such vivid, lurid force illuminate the lumost workings of a man's soul, as has Guy de Maupassant, the famous French writer and novelist.

Such was his art and genius and never did it so wonderfully assert itself as in his short story and masterpiece called "A Coward." We here have a study of life in all its fatal reality, powerful, strong, dramatic, devoid of sentiment, stripped of pathos and deprived of humor.

De Maupassant was a skilled surgeon of human emotions, and his dissecting knife never failed to penetrate the outer covering of mere flesh and reveal to the gaze the pulsing heart, the quivering mind and the naked soul.

The presentation of this story to the moving picture world required the skill and training of the highest type of actors, and only through the exercise of great pains and patience was the Edison Company enabled to secure a cast that is worthy of this masterpiece of literature.

The story in itself is very simple, and yet intensely dramatic in the extreme.

We are shown a man of the world taking life lightly till suddenly he is confronted with that awful tragedy of death. While dining with his fiancee, after the opera, in one of the numerous Parisian cafes, she becomes very much annoyed by the constant gaze of a stranger seated at the opposite table.

Turn which way she might, there were those dark eyes staring boldly at her. At last, unable to stand it any longer, she calls her companion's attention to the ungentlemanly and insolent conduct of the stranger.

Loud words are spoken between the two gentlemen. A blow, a challenge, and a duel to be fought at dawn, are the outcome of simply a look—yet what tragedy sometimes lurks in a glance of the eyes!

Midnight finds the Duke in his room arranging with his seconds for the duel at dawn. Filled with hot anger and excitement, he chooses pistols as the weapons and insists that the duel shall be fatal to one or both.

His old servant is instructed to call him at four in the morning, and the man of honor is left alone with his thoughts.

Two o'clock and the Duke is still awake. Deprived of sleep, and his hot anger cooled, the slow watches of the night begin to tell on his nerves.

The slightest noise in the street startles him. He cannot force the thought of the coming dawn from his mind.

Three o'clock and he is now pale and haggard. Self-pity and fear creep from the shadows of the room and drag him down to a nervous wreck.

His hand trembles. Glass after glass of wine fails to bring relief. His brain keeps crying to his body, "the dawn, the dawn, the dawn!"

He picks up the revolver from the table. It falls from his nervous grasp. His will fails to respond to the command, "be steady, be calm," while the lamp casts its golden beams over a grinning death's head that lies on the table.

It mocks and jeers at him. He tries to shut it from his sight. At last his trembling hand reaches the light and turns it out, but through the window the pale moonlight steals and cheats him of his success.

The symbol of death only mocks him more in the moonlight. Oh, to shut it out of his sight! To stop his brain from crying out, "the dawn, the dawn!" At last he rises and closes the shutters. As the last beam catches his white, terror-stricken face, we see a Coward. A Coward stamped in every line, every feature.

The next moment the shutters are closed, and then darkness, silence. A sudden flash in the night and all is still!

At four the old servant comes in to call his master. As he throws aside the closed windows, the first faint rays of sunlight stealing through disclose to view the white, cold face of the Duke resting on the table, a tiny scarlet stream gliding from beneath his left temple across the white paper, and losing itself in the gloom. The sun shines strongly on the face of the dead Duke, and the old servant knows then that it is Dawn.

No more powerful silent drama has ever been presented upon the moving picture canvas than De Maupassant's famous story, "A Coward." It is a picture that cannot be forgotten.

Edison Film No. 6499

The Price of a Soul

(DRAMATIC)

Copyrighted, August, 1909

Code, VERRUCAIRE **App. Length, 569 feet**

Released August 13, 1909

This powerful story of the saving of a man is from Victor Hugo's masterpiece, "Les Miserables," and is the foundation incident of the whole great work.

Jean Valjean, a released convict, finds that his yellow passport makes him a free man, but an outcast. He is filled with hatred of the world, the society that has punished him and the men who shun him.

Refused shelter at the inns of D——, he sullenly demands shelter of the good bishop. The latter lives solely for the purpose of helping such downtrodden and sinful men as Jean, and, to the latter's complete surprise, meets his rough demand with gentleness and offers him not only food but a lodging for the night.

Jean's all-embracing hatred is almost shaken, but his heart feels the gentler emotion only temporarily, and waking in the middle of the night scornful of his softened mood, he returns to his hatred and mistrust of all. He robs the old bishop of his silver tablesvare and escapes.

When the theft is discovered the old bishop refuses to let the town or police know of his loss, but Jean is arrested on suspicion and the silver is found on him.

In spite of his protests that the bishop gave it to him, the gendarmes bring their prisoner to his benefactor's house.

Realizing that the convict is a soul and can be saved, the good old man astonishes the police by greeting Jean with, "But how is this? I gave you the candlesticks too, which are of silver like the rest. Why did you not take them with your forks and spoons?"

Such heights of magnanimity and sweetness overcome Jean's despair and hatred at last and he bends in contrition before the man of God.

The bishop has bought his soul from evil and given it to God.

Edison Film No. 6500

Furnished Rooms to Let

Copyrighted, August, 1909

Code, VERRUCARIA **App. Length, 425 feet**

Released with No. 6499

Did you ever live in a furnished room? If you did you will enjoy this picture. If you didn't, you will laugh just as heartily.

A young man's parents start on a trip to the country, expecting to be gone for several weeks, but find that the time-table has been changed and there is no train for several hours. They return home rather than wait at the station.

Superstitious people say it is bad luck to turn back after once starting on a trip. Now, it was certainly unlucky that this couple turned back—although not for themselves.

Their son and his chum had rented the rooms during the absence of the old folks, and business was good until one of the lodgers attempted to flirt with one of the ladies whose husband objected rather strenuously.

It was during this exciting scene that the old couple returned, and—well, what's the use of spoiling it all by telling.

Go and see the picture and enjoy a hearty laugh.

New Copyright Law

The new copyright law, which was passed last March, went into effect July 1st. Under the decisions of the courts, motion picture subjects are considered in the same light as dramatic productions and entitled to similar protection. The new law improved upon the mode of reaching infringers. Once an injunction is secured in any competent court, it may be served upon the parties against whom it is granted at any place within the United States, and will be operative and enforcible by contempt proceedings by any other court or judge possessing jurisdiction of the defendant.

Another important change is that it is made a misdemeanor to wilfully and for profit infringe any copyright secured under the act, or to knowingly aid or abet such infringement. The penalty upon conviction is imprisonment for not exceeding one year, or a fine of not less than $100 or more than $1,000, or both, in the discretion of the court. This penalty is separate from the right of injunction and the right to damages for infringement.

Manufacturers of motion picture films gain some adequate protection under the new law which they did not have under the old. Under the new terms it will go rather hard with "dupers" of copyright pictures who are found guilty.

A Word from Mr. Edison

When I invented the modern Moving Picture in the summer of 1889, I sought to do for the eye what the Phonograph had done for the ear. The growth of the business since then, the high character of the pictures made by my own company, and other American and foreign manufacturers under my patents, and the thousands of theatres, many of which were built especially for the purpose, represent a development that has far exceeded my most ambitious hope.

I am proud of the Moving Picture industry, of the effect it has had and must have in the education and entertainment of the public, and of my own part in the development. Living, as we do, in an age of rapid fire growth, in my opinion the Moving Picture will do much towards the intellectual development of the American people. In the twinkling of an eye one may visit cities and places of scenic and historic interest; and in the passage of but a few minutes books, poems and dramas that we may not have the time nor inclination to read may be brought before us, in tabloid form, it is true, but sufficiently in detail to be perfectly comprehensible.

The Moving Picture has brought within the means of all the opportunity to cultivate and broaden and delight the mind that in the old days was only possible by much travel and extensive reading; and I predict that in the years to come a good part of the education and culture of our citizens will be based on this particular source of amusement.

THOMAS A. EDISON.

Mr. Dyer to the Trade

To our friends in the Moving Picture business, both Exchange and Exhibitor, we wish to say a word of friendly greeting. We expect by this and subsequent numbers of the KINETOGRAM to put before the public the new issues of Edison films, explaining their character, pointing out their strong features and with copious illustrations, sufficiently far in advance of their release dates to permit the Exchanges to order them and the Exhibitors to require them from their Exchanges.

Edison films have always kept pace with the evolution of the art, have represented the very highest standard of artistic, dramatic and photographic excellence, and we mean that they shall continue to do so.

We have been manufacturing Moving Pictures for more than fifteen

years, operate three large studios in New York City, and maintain an extensive developing and printing plant at the Edison Works, Orange, N. J.

For the production of our pictures we require the services of four separate theatrical companies, each in charge of a highly skilled stage director, capable of interpreting the lines of the plot or scenario and developing from it a finished and artistic theatrical performance.

Many of the actors are on our permanent roll; others are specially engaged, because of particular qualifications, for individual pictures. We spare no time nor expense in these pictures, nor in the scenery, properties and other paraphernalia.

We intend from time to time (as we have in the past) to put out especially high-class pictures, based on familiar themes or plots of well-known playrights and literary producers, with actors of known reputation, and these special pictures, sold as they will be at the same price, will, we believe, commend themselves strongly to the trade as an indication of what the Edison Company is willing to do to advance the interests of the business.

Some of our recent pictures, such as "Brothers in Arms," "The Legend of Sterling Keep," and "The Man Without a Country," compare most favorably with any pictures ever put out in the United States or abroad, and we say to our friends that if hard work and the expenditure of money are factors in the business, we intend that there shall be no backward step from these standards.

Recognizing that the Exchanges and the Exhibitors prefer two pictures per reel, we will endeavor to meet their wishes in this regard; and we will put out single reel pictures only when the character of the subject requires it. Comedy and special "trick" pictures will also be produced, of as high a character as we are capable of making.

We take this opportunity of thanking our many friends for their patronage and support in the past, and we continue to welcome any and all criticism by which the quality of our pictures may be improved.

FRANK L. DYER,
Vice-President.

Kindly place us upon your mailing list for lectures on your output. We are running straight association output and take pleasure in complimenting you on your film, "Brothers in Arms," really the most popular picture with our audiences we have ever shown. Anything new in accessories you get out kindly notify us—*A. S. Lorier, Asst. Mgr., Camera Theatre, Oakland, Cal.*

An Announcement from the Production Department

The Standing of Motion Pictures

The future of Motion Pictures is almost beyond our ability to forecast. We have seen the development that has taken place in the last few years and from that we may dimly imagine the possibilities of the future. From a trifling form of amusement, interesting chiefly because of its novelty, the business has been established on a permanent basis with the investment of millions of dollars of capital and the employment of talent of the highest order. In this country it has been estimated that the pictures are shown daily to seven million people, thus making an appeal the importance of which can hardly be overestimated. And far more than literature or the drama the appeal is to the masses. At a trifling expense unfamiliar scenes, the great incidents of history and religion, the masterpieces of the world's literature are laid before the people, combining education with amusement in a way which requires no effort of the will to comprehend. As there are, even in this enlightened age, narrow men and women who disapprove of fiction and the theatre, so there are some who can see in Motion Pictures nothing but a depraved form of amusement. The writer was told of one such recently. Asked to attend an exhibition of pictures in connection with a movement to introduce them into the public schools, this gentleman, a well-known clergyman, replied that he would like to do so, but he "feared that his presence at a Moving Picture show would be misunderstood!" Fortunately there are few such. The thinkers, the press and the public are recognizing in the silent drama of Motion Pictures a cheap, clean form of amusement and a tremendous moral force. This is an expressive phrase. Leaving aside at this time the combination of the Phonograph with Motion Pictures—a certain development of the future—we are concerned with the clear and intelligent translation of a story on the screen by actions alone, excepting such incidental information as may be conveyed by announcements, letters and telegrams.

The Edison Silent Drama

It is true that in the theatres the effectiveness of a picture is often greatly increased by the work of the orchestra or pianist. A case in point was the playing of the "Star Spangled Banner," during the Edison Picture, "The Man Without a Country," at one of the most prominent New York theatres. As the leader of the band on the screen raised his baton to direct the national air, the real orchestra commenced it. In perfect time to the playing and singing expressed on the screen the music kept on and the last notes fell as the characters in the picture broke out into applause. A most effective aid to the story of the picture. But we cannot depend upon such aid. The story must in itself "get over." If based upon a well-known book, it must not presuppose a knowledge of the book by the audience in order to be understood. This is the test to which each picture must be put.

What We Mean to Accomplish

Believing firmly that the standard of Motion Pictures is daily becoming higher, we shall work in that direction. The public demands the best, and the best we mean to give. The days of cheap and vulgar melodrama and "slapstick" comedy are passing. Clean, bright comedy and strong dramatic compositions are wanted and will be furnished. We cheer-

fully submit to the broad and intelligent censorship of the Board of Censors of New York City, and only wish its authority could be extended over the entire country. The movement begun in France, to employ well-known writers and actors, is bound to spread to this country, and we have already anticipated it. "The Prince and the Pauper," by Mark Twain, to be released August 3rd, will be given with his full authority, and this is, we believe, the first time here that a writer of international fame has been so used. We have contracted with Edward W. Townsend, the author of "Chimmie Fadden," and Miss Carolyn Wells, well known as a writer of light comedies, to write exclusively for us. Other well-known names will follow. All this costs money, but we are not afraid to spend money for this purpose, believing that results will more than justify it.

We recognize the demand for short pictures and shall meet it. Long pictures will be issued only when the character and interest of the plot justify length in telling.

As to actors we have used in "The Prince and the Pauper," Miss Cecil Spooner, a very well known actress of great charm and individuality. We hope to employ others as well known in the near future, and meantime we are building up our own force with care and discrimination. The day of extravagant gesturing has passed—that of quiet, tense action and meaning conveyed by facial expression has come. Even in minor parts none but capable actors will be employed. No favoritism will be shown, no likes and dislikes will be considered. "Can this man or woman intelligently portray this part?" This is the question and the test at the Edison Studio.

In no spirit of narrow rivalry, but believing that in a broad sense an improvement made by any of the licensed manufacturers is a benefit to all, by raising the standard of Motion Pictures and attracting more favorable consideration from the press and public, we take the occasion of the first issue of the KINETOGRAM to announce our aim and policy.

Criticisms and suggestions from our friends in the trade will, at all times, be cheerfully welcomed.

Miss Spooner Before the Camera

Miss Cecil Spooner was especially employed to enact the difficult dual role of Tom Canty, the pauper boy, and Edward, the boy Prince of Wales, in the film production of Mark Twain's celebrated story, "The Prince and the Pauper." Graceful, effective and polished as an actress, her finished art has contributed much to the beauty and strength of this notable silent drama. Yet it was not without misgivings she entered upon her task.

"I was very much afraid," she said, "when I first faced the camera. From what I had seen of motion pictures before, I feared it would be impossible to get much art in such tabloid plays. The story was so big, the best that was in one so necessary, it seemed hopeless. Yet now I am convinced that not only can the highest type of mimic art be successfully presented in the films, but that they are helpful to the player's fuller grasp of work. They inculcate what the American actor needs most—the art of expression and gesture. Depending upon the spoken word and inflexions of the voice so much on the stage, these necessary things are almost forgotten. The motion picture revived this in me, it has really helped me. The experience was helpful and beneficial. I was almost sorry when the three weeks needed for the rehearsals and photographic work were at an end. I believe that now that the best players on the stage are beginning to embark in this pantomimic work, the stage productions themselves will be lifted up wonderfully in their interpretation through the greater skill the motion picture work will give the actors. Not only is the motion picture field helping the theatre by making more numerous the army of playgoers, but it is helping the actors in their work."

Art in Moving Pictures

Maude Adams has declined an offer of $50,000 to give a performance of her Joan of Arc for a moving picture firm, to be exhibited all over the country. She does it because she thinks more of her art than of money making. Artistically, she may be right, so far as her own feelings are concerned, but so far as the general public is concerned, and particularly so far as elevating and instructive influences are concerned, she is wrong. It can safely be said that Miss Adams would do more for the education of the masses and to elevate the sum total of appreciation of clean and wholesome dramatic art by one performance before the kinetoscope than by a thousand on the stage. She would reach millions who would otherwise never see either her or her production. She would be contributing much of educational value to the masses.

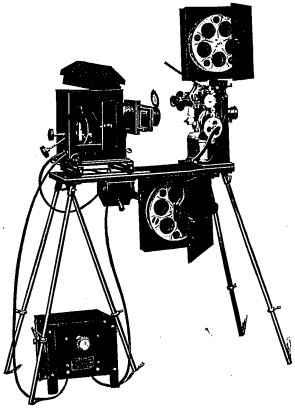
The musicians at first took the same attitude toward the Phonograph and condemned it as a desecration of the divine art of music, but many of them have come to view it in a far different light, and some of the world's greatest musicians are now willing to contribute their voices and instruments to make the records that go to the ends of the earth and penetrate into the artistic wilderness where good music and the works of the world's masters were never heard before. There is coming a knowledge of, and appreciation for, the higher music of the world through the Phonograph, that is bound to be felt in the general raising of the musical standards of the masses.

Just so with the moving pictures. Miss Adams and others can contribute something instructive, elevating, refining and intellectually developing, or they can leave the eager millions to witness simulated train robberies and the fatal sixth round of prize fights. There is to-day no single educating factor in our daily life equal to the moving picture. Every child in the land sees it and drinks it in with eager intelligence. Would it lower the art of Miss Adams or be other than a glorious opportunity for her to do good work far beyond the capacity or the possibility of the great majority to contribute something good to this tremendous educating force? —*St. Louis Star.*

Ventilation

In the May issue of the *Nickelodeon* appeared an interesting and instructive article on the ventilation of moving picture theatres that should be read and digested by exhibitors generally, but especially by proprietors of small places where the air becomes vitiated quickly. This is a matter of sanitation, as well as comfort, and the cost of installation of such a ventilating system, as was described in the article referred to, is infinitesimal compared to the results that would be obtained in the health and comfort of the patrons of such places, to say nothing of the increased attendance that the remedying of any defects in ventilation is bound to bring.

"Pictures and music speak a universal language. In them are the latent possibilities for the molding of public opinion and public morals."—*Robert B. Armstrong, Former Asst. Sec'y U. S. Treasury.*



Edison Underwriter Kinetoscope

ONE-PIN MOVEMENT

PRICE - - - $225.00

Most Up-to-Date Projecting Machine on the Market

Approved by the New York Board of Fire Underwriters and the Bureau of Water, Gas and Electricity

SOLD BY ALL LICENSED EXCHANGES

WRITE FOR CATALOGUE TO

EDISON MANUFACTURING COMPANY

ORANGE, N. J.

Primary Printed Series - Serial Publications
The Edison Aggregate

The Edison Aggregate was a monthly sales brochure published by the Advertising Department of the Edison Portland Cement Co. Each issue highlights a particular ornamental, residential, or industrial application for Edison's cement. One issue concerns construction projects in Haiti and Cuba; another involves the New York City subways.

The archives of the Edison National Historic Site contains seven issues for the period March 1910-March 1911. The March 1910 issue has been selected as a sample. It identifies factories and warehouses that were constructed with Edison's cement and includes an illustration of his concrete factories in West Orange.

691.505 1910
1910-03

MARCH

The Edison AGGREGATE

FACTORIES AND WAREHOUSES



MADE OF

EDISON PORTLAND CEMENT

The Edison Aggregate.

Copyright 1910 by the Edison Portland Cement Co.

THE average annual fire loss in this country for the past five years is over $250,000,000, at which figure we burn up $500 worth of property every minute, day and night, a large percentage of this loss falling on our factory owners.

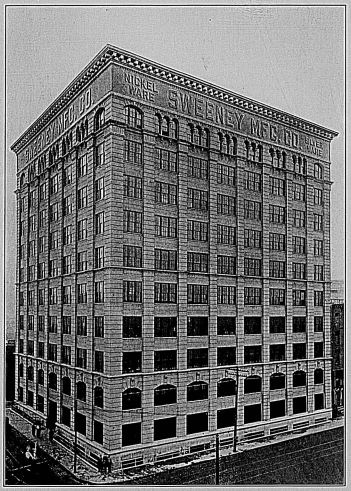
The business men of large interests are steadily adopting the reinforced concrete factory as a means of stopping this tremendous waste and everywhere, from coast to coast, may be seen innumberable buildings of this type, either constructed or under construction.

The architect and engineer of today have it within their power to aid a national building movement of this nature by advocating concrete construction to their clients and on account of its many desirable features, namely: safety, durability, fire resistance, low insurance rates, light, cleanliness, rapid construction, economical upkeep, freedom from vibration and a variety of architectural ornamentation.

It is well known that in San Francisco, Baltimore and other large cities wherever a great conflagration has occurred concrete was the only type of construction which withstood the ravages of the fire.

The following pages contain illustrations of many interesting types of concrete factory buildings made of Edison Portland Cement.

SPECIFY AND USE *"EDISON"* ON ALL YOUR WORK.



THE W. H. SWEENEY MFG. CO.'S BUILDING,
66 Water St., Brooklyn, N. Y.

This building is 115 by 132 feet, 11 stories high and is reinforced concrete throughout, including foundations, floors, walls, stairs and roof.
H. I. Moyer Engineering & Construction Co., Supervising Engineers.

EDISON PORTLAND CEMENT USED

New Factory of THE THOMPSON & NORRIS COMPANY in Brooklyn shown on the front cover of this publication, is one of the largest reinforced concrete structures in the world. It is 86 x 170 ft. and rises to a height of 155 ft. from curb level. The cost was more than $200,000. The columns are 18 feet centers and range from 30 inches square on the first floor to 16 inches square on the top. The girders are reinforced with 7 inch steel bars and the beams with three 1¼ inch steel bars. In the floor slab the reinforcing is by means of ⅝ inch steel bars set on 6 inch centers. The concrete work was begun in the last week of August 1909 and on the first of the following December the roof was completed, the time required for the pouring of each story being one week. Wet concrete was used throughout and when poured was continually puddled. No voids appeared when the forms were removed.



The Past Reinforced Concrete Factory in Brooklyn

So thoroughly fire proof is the building that it is the opinion of experts that the contents of any floor or department could be entirely consumed without affecting in the least the remaining part of the building. 10,000 barrels of cement 10,000 tons of stone and gravel and 500 tons of high carbon steel were used in the construction.

In manufacturing the corrugated paper, for which this firm is noted, very heavy machinery is necessary and it is interesting to note that their machine shop, where all the heavy machinery is made is on the top floor of the building. A unique feature which recommends the highest efficiency in this method of construction.

Mr. Robert H. Thompson, the head and founder of this firm was the pioneer in the use of reinforced concrete plants for manufacturing purposes. He secured the first permit in Brooklyn in 1904 to build a reinforced concrete building eight stories high, reproduction of which appears on this page. Since then, the practicability of this method of construction has been clearly demonstrated, in Brooklyn alone forty-five new reinforced concrete buildings having sprung up in five years; five very large ones in the year 1909.

H. I. Moyer Engineering & Construction Company, designers and builders.

EDISON PORTLAND CEMENT USED.



THE HUDSON TERMINAL BUILDING, HOBOKEN, N. J.

This building is an example of rapid construction, having taken about 31 working days from the time the first forms were put up until its completion, including roof and towerette.

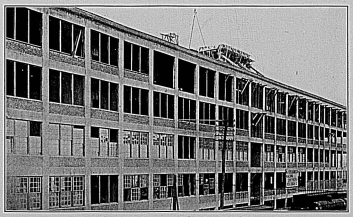
Begun June 7th, 1909, three floors completed by July 8th—seven stories by July 22nd and the roof and towerette by July 29th. The elaborate ornamentation of cast cement adds greatly to the attractiveness of the building.

Designed and constructed by the Terminal Building Company, whose Superintendent, Mr. C. A. Rose, is an authority on concrete construction, having had much to do with work on the Chelsea Improvement Piers, New York City.

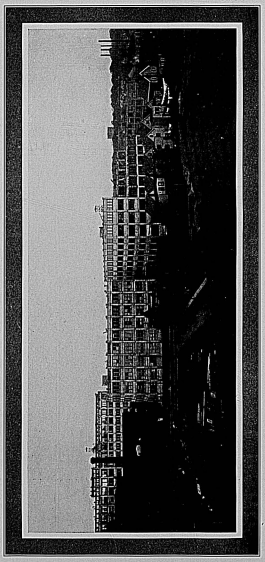
EDISON PORTLAND CEMENT USED.



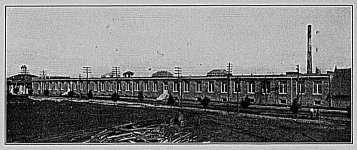
REINFORCED CONCRETE FACTORY—PHILADELPHIA.
Wolstenholme & Clarke Woolen Mills.
Designed by Wm. Steele & Sons Co., Philadelphia.
Concrete construction by The Southern Ferro Concrete Co., Atlanta, Ga.
EDISON PORTLAND CEMENT USED.



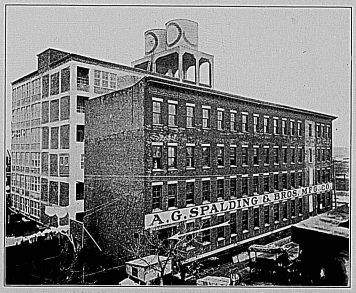
REINFORCED CONCRETE FACTORY, LINCOLN FURNITURE CO.
19th St. & Lehigh Ave., Philadelphia.
Beams, 23 Feet; Girders, 14 Feet; Slab, 7 Feet; Proportion of Mixture of Concrete, 1-2-4.
"Steele" System of Reinforcement. Wm. Steele & Sons, Phila., Designers and Builders.
EDISON PORTLAND CEMENT USED.



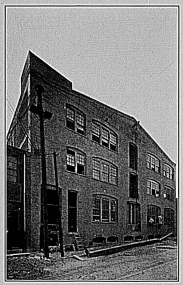
GROUP OF REINFORCED CONCRETE BUILDINGS, NATIONAL PHONOGRAPH WORKS, ORANGE, N. J.
60,000 barrels Edison Portland Cement used.



HERSHEY CHOCOLATE COMPANY, HERSHEY, PENNSYLVANIA.
Reinforced concrete interior: 600 ft. long by 85 ft. wide.
Designed and constructed by John Wickersham, C. E., Lancaster, Pa.
EDISON PORTLAND CEMENT USED.



A. G. SPAULDING & BROS. MANUFACTURING COMPANY, BROOKLYN.
Economy of space is herewith demonstrated in the construction of the addition of a reinforced concrete structure, back of the original site of the factory.
The material used in the construction of this building was taken through the driveway shown at the left of the old building; also note the platform for water towers on the roof made of reinforced concrete.
Designed and constructed by R. H. Howes Construction Co., New York City.
EDISON PORTLAND CEMENT USED.



Reinforced Concrete Factory of the BRIDGEMAN COMPANY
15th St. and Washington Ave., Philadelphia.

Brick Veneer Facing Front and Rear.
85 x 100 Feet.

Ballinger & Perrot, Architects.
Moore & Co., Contractors.

EDISON PORTLAND CEMENT USED.

HEYWOOD BROS. AND WAKEFIELD BLDG.
5th St., below Locust, Philadelphia, Pa.

This building is 200x117 feet; five stories with basement. Reinforced concrete skeleton construction with brick curtain wall spandrels, with exception of front, which is faced with light gray brick, sills and window arches. Floors consist of reinforced concrete beam, girder and slab construction supported by reinforced concrete columns, designed for heavy manufacturing purposes.

Ballinger & Perrot, Architects, Philadelphia.

Moore & Co., Contractors, Philadelphia.

EDISON PORTLAND CEMENT USED.





BERNARD GLOEKLER BUILDING,
Pittsburgh, Pa.

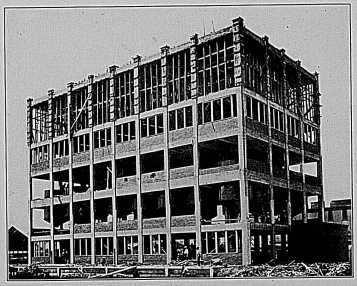
Baillinger & Perrot, Engineers and Architects, Phila.

This concrete warehouse and factory is ten stories and basement, 80' x 100' and of reinforced concrete throughout, including walls, floors, roof, stairs and ornamental features. A tower containing three tanks, two of 5000 gallons capacity, and one of 20,000 gallons capacity, and reinforced concrete chimney 48 inches in diameter and 165 feet high, are special features. The whole constitutes a fire-proof structure of the most substantial character and its height indicates that concrete is perfectly adapted to structures of this sky-scraper type.

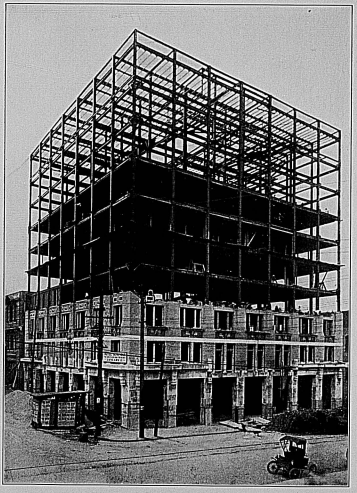
EDISON PORTLAND CEMENT USED.



C. R. MACAULAY BUILDING, 18th St., near 5th Ave., Brooklyn.
Buttin & Sons, Engineers.
Building 100 x 100 Feet. Reinforced Concrete Throughout.
EDISON PORTLAND CEMENT USED.



COLUMBIA COTTON OIL & PROVISION CO., Relee, Va.
Reinforced Concrete with Brick Curtain Wall 90 x 135 Feet. Five Stories and Basement.
Architect and Engineer, N. A. Coburn, Washington. Contractors, Bailey & Co., Washington.
EDISON PORTLAND CEMENT USED.



HOTEL SEMINOLE SAVANNAH, GA.

Architect—H. J. Klutho, Jacksonville.
St. Johns Construction Co., Jacksonville, General Contractors.
Southern Ferro Concrete Co., Concrete Work.

EDISON PORTLAND CEMENT USED.



THE
BAYUKE BUILDING
PHILADELPHIA

Reinforced Concrete Interior.
100' 5" × 80' 3⅜"
Height of Floors 14' 5"
Beams 27'
Girders 23'
Slabs 6'

Architect
E. Allen Wilson.

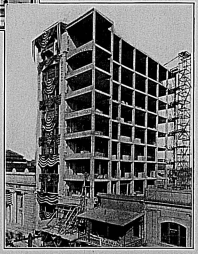
Contractors
Wm. Steele & Sons Co.,
Philadelphia.

Edison Portland Cement Used.

REINFORCED CONCRETE
BUILDING
Jacksonville, Fla.

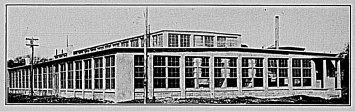
After completing the first building 27 feet wide, a second building was attached to it as an extension. The columns of the first building were securely dug into and the steel of the girders of the new addition were bent around the column steel of the old building, so that the two together are one piece of monolithic construction.

Designed and Constructed by the Southern Ferro Concrete Co., Atlanta, Ga.

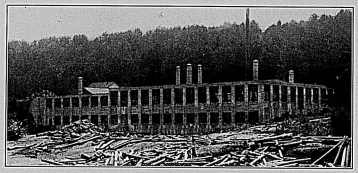


THE BISBEE BUILDING

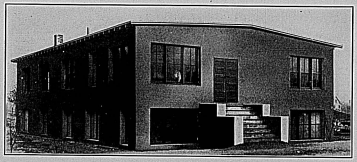
EDISON PORTLAND CEMENT USED.



REINFORCED CONCRETE FACTORY, Hyde Park, Mass.
The Marshall Electric Company,
Architect—Adolph Sisch, Hyde Park.
Contractors—Armstrong Concrete Specialty Co., Boston.
EDISON PORTLAND CEMENT USED.



REINFORCED CONCRETE PAPER MILL, Lyons Falls, N. Y.
Eaton & Brownell, Architects, Watertown, N. Y.
EDISON PORTLAND CEMENT USED.



REINFORCED CONCRETE FACTORY, Winchester, Mass.
Architect—J. J. Smith, Boston, Mass. Contractors—Thos. Nolan, Boston, Mass.
EDISON PORTLAND CEMENT USED.

A Few of the Prominent Architects using Edison Portland Cement

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Ernest Arend
Don Barber
Beatty & Stone
Clarence Brazer
Clement B. Brun
Carpenter Blair & Gould
Chas. S. Clark
Clinton & Russell
Cram, Goodhue & Ferguson
Crow, Lewis & Wickenhoefer
I. R. Dodge
Dodge & Morrison
Ridlita & MacKenzie
Bradford L. Gilbert
G. Curtis Gillespie
Wm. Higginson
Hill & Stout
Paul B. LaVelle
W. H. McElfatrick
Wm. H. Hume & Sons
Norman McGlashan
Maynicke & Frank
Mowbray & Uffinger
Albert Morris
John Russell Pope
F. H. Quimby
Renwick Aspinwall & Tucker
Rossiter & Wright
J. B. Snook & Sons
Fredrick J. Sterner
D. N. B. Sturgis

Massachusetts

G. Henri Desmond, Boston
Henry F. Keyes, Boston

Philadelphia, Pa.

Ballinger & Perrot
Amos W. Barnes
C. W. Bolton & Son
Cope & Stewardson
Henry E. DeHoff
Carl DeMoll
Morris Erskine
Hewitt & Paiste
Louis C. Hickman
Chas. Hoffman
Henry B. Hughes
J. A. Jeffries
C. B. Keen
P. H. Kelsker
R. C. Loos
M. B. Medary
Geo. T. Pearson
C. K. Peddle
W. K. Phillips
W. W. Potter
W. B. Powell
Price & McLanahan
C. E. Rahn
Henry L. Reinholds
Frank Rommell
C. E. Schermerhorn
P. Russell Sturtuck
Herbert C. Wise

Pennsylvania

A. W. Leh, South Bethlehem,
Stetler & Mengel, Reading
L. Reisman, Scranton
J. D. Lengle, Wayne

New Jersey

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T. W. Biddle, Jersey City
C. F. Long, Jersey City
E. M. Paterson, Jersey City
John A. Resch, Jersey City
Fred Parker, Lambertsville
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H. A. Hill, Trenton
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C. L. Steinbrenner
M. B. Silberstein

New York

Geo. E. Cottrell, New Rochelle
John Kleist, New Rochelle
R. C. Lynch, Richmond Hill

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Primary Printed Series - Serial Publications
The Phonogram

Written by Herbert A. Shattuck, advertising manager of the National Phonograph Co., *The Phonogram* was a company publication from May 1900 until Shattuck's resignation in October 1902. It succeeded a publication of the same title, which was issued by the North American Phonograph Co. during the early 1890s.

The archives of the Edison National Historic Site contains fifteen of the twenty-nine monthly issues. The May 1900 issue has been selected as a sample.

The PHONO GRAM

Copyright 1900, by Herbert A. Shattuck

FIRST NUMBER

MAY 1900



PRINTED MONTHLY FOR THOSE INTERESTED IN PHONES, GRAPHS, GRAMS & SCOPES. DEVOTED TO THE ARTS OF RECORDING AND REPRODUCING SOUND.

We can furnish you with some of these PHONOGRAMS for general distribution, The June number, ready the 18th, contains a list of 51 new Records. The July number, ready July 1st, will have a list of 80 new Concert Records.

Address Publication Department
National Phonograph Company, 135 Fifth Ave., N. Y.

The PHONOGRAM

SUBSCRIPTION THIRTY CENTS A YEAR

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¶ The title of this periodical has been chosen for its peculiar significance; φωνή, PHONE, the voice, and γραμμα, GRAM, that which is written. In simple words, THE PHONOGRAM is a magazine devoted to the arts of recording and reproducing sound.

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"When the Roll is Called Up Yonder."
"Where Is My Wandering Boy."
"Shall We Gather at the River."
"Saved by Grace," and others of the famous

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By EUGENE LEE

A CHARMING little love poem, quaintly conceived and written in such a delightful manner that it will appeal to everyone.

THIS little book is issued in a 18mo, volume, choicely printed on hand-made deckle edge paper, and bound in old style wrappers. It has specially designed ornaments, headpieces, etc.

Price (postpaid), Fifty Cents

Printed by AUGUSTE GIRALDI *and published by him at* No. 139 Fifth Avenue, New York City.

A RIDDLE.

Brown, Round and Long
With permutations and combinations.

It's round and long and brown,
Cylindrical in shape;
It's found in every town,
From it you can't escape.

It's round, and brown and long;
It's center is a hole;
It's music, speech and song;
It's human all but soul.

It's brown, and long and round.
It's built upon a plan
A Great Inventor found—
Now guess it if you can?

AS A MEANS OF SALVATION.



THE talking machine has come to stay. It's wonderful adaptability to all the varying moods and needs of human nature has placed it in the front ranks of mechanical music makers of this generation. By reason of its versatility, it is continually finding new uses for itself. First, it was a scientific toy; next, it showed a fondness for business as a help to the stenographer and typewriter. Then it entered the amusement field and found its fitness as an entertainer. It is in this stage of its life that its greatest usefulness has developed.

It has invaded every walk of life, and has become an article of furniture in the home of rich and poor alike. It

Copyright 1901.

is for the millionaire and the humblest toiler in the land. It is for the Royalty—the Queen, the Emperor, and the Sultan—as well as for plain John Smith of Lonely Hollow, Wis. The President has one. Senators, Supreme Court Judges, janitors and preachers find a certain charm in one or another of its accomplishments; each finding something in the instrument that suits his needs.

New uses are found daily.

The Salvation Army has tumbled to the Phonograph. Ask Ensign Johnson, in charge of the Canonsburg Corps at Washington, Pa., how he'd get along without it. Talk to Major Robert Ball, chief divisional officer of the Army of Connecticut. He will tell you of his New London meetings last Spring, in which he drew large crowds daily and nightly at Army Hall, 456 Bank Street. Get the experiences of *Brigadier* Brought at his Norwalk, Conn. meetings, and elsewhere. Write to Ensign and Mrs. Atkins about their rally at Bath, N. Y., whose they saved many souls at their hall in the Ayer Building. Write to Cadet French of Norwalk, Conn. Talk to the Salvation Army in New Albany, Ind., Louisville, Ky., and all over the country.

Verily, verily, the talking machine hath done a good work in the saving of souls.

Here is the "experience" of a well known Toledo man, as reported in the *Chicago Tribune*, last August.

"M. O. Waggoner, the infidel who has announced his intention of sacrificing his valuable collection of books treating on infidelism and will make a bonfire of them in public, was converted in a peculiar manner. Mr. Waggoner, who is 76 years old, is a lawyer, and ranks high in the Lucas County Bar. He made open avowal of his con-

A



A is for ARMY
That fights for salvation
The *Phonograph* using
For its jubilation.

version in the presence of a large congregation at the Memorial Church in this city recently.

Some time ago he listened to the sermon of an evangelist, and the thought of his disbelief preyed on his mind. He has a gramophone with which he is wont to amuse himself, and at midnight, being unable to sleep, he arose, and, placing a disk in the instrument at random, started the machine.

The air of "Praise God from Whom All Blessings Flow" filled the room, and this was followed by "Rock of Ages Cleft for Me." At the conclusion Mr. Waggoner was singing and shouting praises of the Lord."

Mr. Waggoner burned his infidel books. His first idea was to have a public bonfire, but he decided, in view of the fact that many might doubt his sincerity, to burn them in the furnace of the Memorial United Brethren Church, corner of Lawrence Avenue and Hicks Street, which was done last January, in the presence of the Rev. E. P. Roseler, the pastor, and a few intimate friends. He appeared to be the happiest man in Toledo as he saw the flames gradually destroying his collection.

These are Results.

Results that were never dreamed of by Edison, Bell and Tainter, Macdonald, Berliner, and Bettini when they conceived their different talking machines and their talking machine improvements.

All hail, therefore, to Edison, Bell, Tainter, Macdonald, Berliner, and Bettini! They are soul savers! They, through their instruments, are the means of salvation!

IT CAUGHT EVEN THE DEACONS.

Among the numbers given at a recent Phonograph entertainment in a little Presbyterian Church out in the suburbs, was a song "The County Fair," and the usual race track accompaniments—band playing a lively air, crowd shouting for the race to begin, etc. When the performance started some of the more conservative members exchanged glances of horror, as the unconverted "graph" with brazen disregard of all pious scruples, coughed up the clatter of horses' hoofs and voiced the huzzas of the crowd. They were not sure whether they were in a church or in the grandstand of some driving park association, but as the rhythmic movement of horrying hoofs came louder and clearer, horror gave place in the spot of "Get there," etc., and when the winner passed the judges' stand and the clang of the bell announced the close of the race, it was observed that even the deacons did not abstain from the applause that followed.—*News*, Detroit, Mich.

IT'S NATURALNESS DECEIVED HIM.

A countryman dropped into the bar at the village hotel and called for a drink. Just as he was about to stow it beneath his vest the Phonograph began to play one of the popular cake walks. A look akin to terror came over his face. He set his glass down on the bar and making a bolt for the door exclaimed: "Gee Willikins! there comes the Warren band down the street and I forgot to tie my horses."—*Democrat*, Warren, Pa.

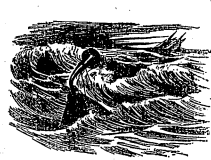
WHO HAS EVER HEARD OF A PHONOGRAPH BUOY?

After George Ade.

A Twentieth Century Inventor who hails from Oshkosh, Wis., and Who Says that "his hat has no holes in it" either, propounds the following Crisp One. Just now he has Charge of the Draw One in a Dennett Beauxry. "We intend to place one of our Phonograph buoys on the noted Kitty Hawk reef at the mouth of the Savannah River. At present a bell buoy marks that dangerous reef, and you know the action of the waves tolls the bell of the buoy. It will doubtless surprise many vessel captains to hear our buoy, with its clear distinct sound, say, 'I am Kitty Hawk, Kitty Hawk, Kitty, Kitty Hawk,' and they will hear it further than they can hear the bell buoy."

It remains to be seen if he continues to Reach Out Sideways for the Brim of his Hat, or if he makes a Quick Touch on some Easy Mark and Nails him as a Backer and Makes Good. It is a Large Project that the Oshkosh One has suggested. The Objection are in the Line of the Corruption that cometh through Moth and Rust—principally Rust. And How a delicate Mechanism like the Phonograph could be Tossed and Buffetted by Mobic Waves and yet avoid harm, is yet Also to be explained. At the Present Stage of the game, his Talk Talk is technically known as Hot Air. Until the Beauxry Manager hires another Intellectual Giant to "draw one in the dark," thus releasing the Inventor from his Arduous Duties, we fear that he and his Good Thing will remain in *Innocuous Desuetude*.

B



B is for BUOY
Tossed by the waves,
Hoarsely it bellows,
It warns and it saves.

TALKING CLOCKS.

And why not?

Certainly you! If people want them. Which, after all is only a question of some enterprising man getting a lot of them made, and advertising their advantages to the public. If a thing is good, all it needs is advertising. Even if it's only three-quarters good, it will go if it is properly exploited. Or, further still, even if it's only half good, and it's advertised properly, it is possible for it to win success. But a thing must have *some merit*, to make a financial hit for its proprietor; that is one of the maxims of the Advertising Profession.

Come back to clocks—talking clocks. For a century or more we have had but two varieties of alarm clocks—the cuckoo and the gong. To be sure, the cuckoo is a talker in a measure, but not a diversified talker. All it says is "Cuck-oo" once or twelve times as the case may be (or up to twenty-four if you are Italian and your cuckoo is an Italian also). "Cuck-oo"—same tone of voice—twelve times—middle of the night—and if you're real sleepy—all these are provocations that have discouraged the talking clock idea. But the trouble is not with the idea; it's with the imperfect manner it has hitherto been worked out.

The time is ripe for something new in clocks. Because the Ancients clung to the sun dial and the clepsydra and the sand glass for a couple of thousand years, it's no reason why we should not have something new, and right away too, if we want it. The early English used a rush light in a horn to measure the passing hours. Then came the pendulum and weights, then springs and finally the balance and balance wheel that made possible the modern watch.

Bells and gongs have been known for thousands of years; but the Phonograph has barely reached the age of twenty-five—indeed, in its present form, it is just five years old. So there is yet time for the talking clock.

Now my idea of a talking clock is that it should above all things be discreet. There are times when speech is silver but silence golden. So with clocks. After eleven at night, till waking time in the morning, it should just *whisper* the hours; only loud enough for you to hear it if you're listening for it, and no louder. What do you want of a clock that wakes you from a sound sleep by banging away twelve times on a bell? Why wouldn't a gentle "twelve" spoken in a refined quiet way, be ever so much better?

Then there's the complication that arises in your mind when you hear a clock strike the half hour. Is it one o'clock, you ask yourself? Or half after one? Or half after what? You actually feel obliged to stay awake for the next half hour to find out what the clock meant by striking once; whereas if the clock *said* "one thirty" or "five thirty" you would know right off whether to turn over for another snooze or to prepare for daily toil.

Likewise to married men, who have lodge meetings to attend or frequent club nights or "work at the office"—the talking clock *whispering* the early morning hours, would be a boon. The all too familiar vision of a white robed waiting figure, (kept awake during her lonely hours by the striking of bells), would become a thing of the past. She would sink into calm slumber at the accustomed hour of retiring, and undisturbed by the gentle whisper of the clock, speaking the midnight hour and the subsequent small hours, she would continue to sleep. Then would the Belated One retire to find his homecoming unwatched.

C



C is for CLOCK
With a *Phonograph Horn*,
Telling young Smith
"It's time to be gone."

He could fiddle with the key hole to his heart's content. No one to chide him as he hangs up his shoes on the hat rack. No one to cuss him coldly as he tries to take off his shirt before removing his collar. Only himself to blame if he disturbs the sweet slumberer. Oh why doesn't some good friend of humanity step forward and announce the long—delayed—gentle—vocal talking clock!

Then the *alarm* feature of the new clock. Full of possibilities. The commuter could arrange a talking record which announced, promptly at 7:18, "Come Jones, time to go—time's up. Don't eat the rest of that sausage—remember the last time you ran for the train—don't do it again—hurry up—hurry—you ought to be at the door now—goodbye." How much more expressive, coercive and explicit than just one stroke of a bell meaning half past several. Result, Jones would catch the 7:43 every morning, without churning up his coffee, and without barking his shins on the bottom step of the last car.

At night too, when young Smith came to call on Clara, Jones could go to sleep with perfect content; knowing full well that at the reasonable hour of 10:15, his Phonograph Clock would start off with a fitting preamble, whereas and resolutions, striding young Smith "It's time to be gone. Young man, come again, come often but just now it's time to be gone." Young Smith would be surprised, perhaps. That's what the New Clock is intended for. Next time he stayed late, he'd go surely before 10:45; for he wouldn't know what other little pleasantry the clock would work off on him. That would be the beauty of the thing; a new and different alarm could be prepared for each particular event, thus keeping the novelty always fresh.

It's novelty that quickens the pulse and stirs the blood.

NEW EDISON CONCERT RECORDS.

Songs by George H. Broderick.

B 339 Absent Minded Beggar.
B 337 Anvil Song.
B 337 Beer Song.
B 335 Calf of Gold.
B 332 Cooper's Song.
B 342 Down Deep Within the Cellar.
B 343 Father O'Flynn.
B 331 Friar of Orders Gray.
B 347 Heart Bowed Down.
B 336 How Fair Art Thou.
B 334 King O'er Land and Sea.
B 338 Let All Obey.
B 346 Rocked in the Cradle of the Deep.
B 341 Simon the Cellarer.
B 344 Since Thou Art Mine.
B 333 Song of the Turnkey.
B 348 Tale of a Whale.
B 339 The Palms.
B 335 The Red Scarf.
B 338 The Vagabond.
B 330 Thursday.
B 340 Yarn of the Dutee.
B 349 Who Treads the Path of Duty.

Talking Records by Cal. Stewart.

B 361 Uncle Josh and the Bunco Steerers.
B 365 Uncle Josh at Delmonico's.
B 360 Uncle Josh at the Camp Meeting.
B 364 Uncle Josh at the Opera.

Talking Records by Cal. Stewart.

B 362 Uncle Josh on the Pumpkin Center R. R.
B 363 Uncle Josh's Arrival in New York.

Violin Solos by Charles D'Almaine.

B 335 Because.
B 333 Bon Bolo.
B 331 El Miserere, *from Il Trovatore.*
B 334 Imitation of Bag Pipes and Scotch Air.
B 332 Polish National Dance.
B 336 Scenes That Are Brightest.

HAVING FUN WITH AN ECHO

The mischievous pages of the House have discovered a new trick of the echoes in Statuary Hall. They play it upon the tourists by the score and upon pretentious statesmen occasionally, when they can do so without discovery.

There is a certain spot, near the beaten path of travel from the central doorway of the House toward the Senate, where this peculiar echo is effective. If any coin or metal object is dropped on the marble step between the telegraph office and the reception room it sounds to one passing the particular spot in question as though the object were dropping immediately at his feet. A boy with a dime or a nickel is able to have all sorts of fun by waiting till some one passes the point. Even the Senate pages slip away from their work to visit the boys on the other side and play with the echo.—From the *Washington Post.*

A 'PHONE NAP COSTS MONEY.

To begin with, he's "a good fellow." That's a phrase easier understood by men than by women. It generally means—well, it means he's an all-round good sort in the male line.

Saturday afternoon he was feeling pretty good. He had been quite thirsty, if what he had taken was to be judged as a criterion. And the libations left him in a thoroughly good humor, and he felt at peace with the world.

In this delightful mental and physical state he bethought him of a friend of his in Providence, R. I. And he further thought that he would call up that particular friend on the telephone.

So he went to a Broad street hotel, told the young women there who had charge of the 'phone that he wanted to speak to Mr. So-and-So in Providence, and wouldn't she kindly call up the party.

The girl did as she was bade.

"Party's on the 'phone," she said, and the man went into the telephone box, sat down and put the receiver to his ear.

And then he calmly and sweetly dropped off to sleep.

When he woke up he owed the telephone company $30.90.

He said he wouldn't pay it—but he *did*.

—*From the Philadelphia Press.*

Miss Helen Gould has shown her interest in the sailors of the American navy by donating a Phonograph and exemplicion to the crew of the United States training ship Hartford.

AN UP TO DATE GHOST STORY.

By MR. OPPERER.

My friend Fisher recently decided to move.

A Ghost was the cause of his decision.

Fisher lives alone with a maiden sister who is stone deaf; and for weeks past his slumbers have been broken—sometimes by hands playing about his head, and sometimes by ring-time songs. Again he would be awakened by a sermon telling of future punishment. He investigated but could find no clue. He asked his sister; but she hadn't heard a word for twenty years. He sat up nights with a shotgun. The ghostly sounds continued, but his ability as a detective was baffled. Then he decided that the house was certainly haunted, and last week they packed up their goods preparatory to moving.

Then he did some hard thinking, before really and truly moving away just because of a Ghost.

Fisher still occupies his old home and is superstitious no more. The mystery was explained by two neighbor's boys. They had attached a long hose to a Phonograph, and had run the hose through an old water pipe to the house and fixed the nozzle so that the sounds would reach Fisher's bedroom. At first noises were threatened; but the penitence of the boys (when they learned of the anguish they had caused), called for mercy and a settlement was effected out of court.

But it was certainly a very severe test of Fisher's nerves before he did that hard thinking.

A peaceful dog may not fight; but he often does that which is worse—he watches where the other dog hides his bone.



THOMAS A. EDISON

*THE STORY OF THE PHONOGRAPH.

History: Ancient, Medieval and Modern.

CHAPTER I.—ANCIENT.



From the beginning of Time, mankind has sought to reproduce by mechanical means, the sounds of the Living World. Of the great antiquity of musical instruments there are many evidences; but the first attempt to simulate the human voice is doubtless the wonderful statue of Memnon at Thebes, dating back to the 18th Egyptian Dynasty, B. C. 1490. Two colossi statues still stand on the west bank of the Nile, near the present village of Karnak, 'mid the ruins of some eighteen others. At one time, the most northern gave forth sounds at sunrise, supposed to be Memnon's morning salute to his mother Eos, the Goddess of Dawn. That this is more than a mere fable seems to be attested by several cuniform inscriptions on the base of the statue, placed there by famous

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travellers. The statue was tumbled over by an earthquake in B. C. 27. Strabo, one of the earliest globe trotters on record, visited Memnon in the year 7 A. D., and writes rather cautiously of the voice, calling it merely a noise. Other writers (among them Tacitus, recording the visit of the Roman General Germanicus, A. D. 79) refer to the sound as distinctly musical; while still other enthusiastic writers dignify it as a song. Among the notables whose visits to the statue are recorded, are Titus Petronius Secundus, a Roman Prefect, A. D. 82, and the Emperors Hadrian, A. D. 130, and Septimius Severus, A. D. 194.

Several of the inscriptions (the earliest dating A.D. 63) express or imply the fact that Memnon, when entire, could speak in language; but since his mutilation was reduced to inarticulate sounds. The last of the lot is by one Asklepiodotus, the imperial procurator: "Know, O sea-born Thetis, that Memnon could not die. When the hot rays shot by his mother [Eos] fell brightly upon him, his clear song rings out while the Spreading Nile puts the Lybian hills from hundred gated Thebes."

The statue was restored A. D. 196, by Septimius Severus, soon after his visit; but alas! the wonderful gift of speech had departed.

MEDIEVAL.

During the next ten centuries, there are instances without number of talking automatons that have been genuinely constructed to perform mechanical wonders, but the voices have been produced by trickery; either a concealed person has talked through tubes or by echo from a concealed position.

The first *authentic* talker appeared in the 13th century, when Friar Roger Bacon, the early English Philosopher, constructed an ingenious talking head.

Gerbert, a German Monk of an earlier period than Bacon, is said to have made a most wonderful brazen head that talked, as did also Albertus Magnus; but there is so much that is legendary interwoven in the records that all but Bacon's head may be fairly put down as fables. Bacon's talking machine was doubtless suggested by the Speaking Head of Orpheus, which was an awe inspiring enigma to the early Greeks; but it is more than probable that this wonder was to be accounted for on the same principle as the vocal power of the colossal statue of the Indian God, Siva (the Destroyer) where a seat was provided for a priest under the headgear of the figure. In the case of Memnon however, it is generally conceded that the sounds were due to some artifice of construction or peculiarity of material used rather than the deception of priests; thus establishing it as the first talking statue. The same may be said of Bacon's head. Its verity is vouched for by early testimony, thus establishing it without doubt as the first talking automaton.

MODERN.

From Bacon to Faber of the present time is a long step, with no great achievement to chronicle, unless we except the famous duck of Vaucanson, so often referred to as one of the mechanical wonders of the century. This was constructed in 1740, and astonished all beholders by not only quacking in a life-like manner, but by waving its wings, pluming its feathers, eating grain and even digesting

its food. The crowning point of mechanical ingenuity was reached by Herr Faber, a Vienna experimenter, who in 1860 built a most elaborate talking man, which really stands at the head of all talking machines of the automaton class.

A brief description of Faber's talking man may be of interest. It has flexible lips of rubber, and also a rubber tongue, ingeniously controlling vowels and consonants. In its throat is a tiny fan wheel, by which the letter 'r' is rolled. It has an ivory reed for vocal cords. Its mouth is an oval cavity, the size of which is regulated by sliding sections, rapidly operated from a key-board. A tube is attached to its nose when it speaks French. It is really a most wonderful piece of mechanism, but a hundred times more complicated than Mr. Edison's Phonograph of 1877, or the perfected Phonograph of to-day.

But Faber and his predecessors were on the wrong track in attempting to solve the problem of *sound* reproduction in this manner, on its physical side. Faber sought a cause; Edison saw an effect, and said, "The Thing is there, it has but to be found." Faber started from the *source* of the sound, and built a mechanism, reproducing the *causes* of the vibrations that made articulate speech. It remained for Edison to start from the vibrations; to obtain the mechanical *effects* of such vibrations; to record them on a pliable material and then to reproduce them.

Faber copied the movements of the vocal organs, Edison studied a vibrating diaphragm, and reproduced the action of the ear drum when acted upon by the vibration *caused* by the vocal organs.

(TO BE CONTINUED).

The PHONOGRAM

MONTHLY

SUBSCRIPTION:— THIRTY CENTS A YEAR
Advertising rates to be had on application.

The PHONOGRAM, No. 135 Fifth Avenue, New York

Published by HERBERT A. SHATTUCK for those interested in the arts of recording and reproducing sound. ¶ A very Special Department will be devoted to all Questions and Answers relating to Phones, Graphs, Grams, and Scopes. Correspondence welcomed by him



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MAY NOTES

¶ My friend Col. George Smith, down in Jersey, is somewhat of a genius. He has caused a telegraphic and Phonographic connection to be made between his house and the First M. E. Church, which is directly opposite; and he is thus enabled to hear every part of the service without the bother of going to church. This arrangement will, I have no doubt, be a great source of religious comfort to him in the future.

¶ The *Scopes* are an ever increasing family. First the Phantascope; also known as the Phantasmascope and the Phenakistoscope. This was a curious optical toy, popular some thirty or forty years ago. It consisted of a revolving disk, on which figures were drawn in different attitudes, so that, when seen successively, they produced the appearance of an object in actual motion; as an animal leaping or a man walking or eating,—due to the continuance of the successive visual impressions on the retina. Along comes Muybridge in the seventies or eighties, with his wonderful instantaneous photographs of the horse in motion, upsetting all preconceived ideas as to exactly how a running or leaping horse should be drawn. Then Mr. Edison substituted instantaneous photographs for those progressive *drawings*, and the Kinetoscope was born. Then followed Latham's Eidoloscope, the Mutoscope, the Biograph, the Cinograph, the Cinematograph, the Wargraph, the Vitascope, and among others, the Kalatechnoscope. All these wonderful names mean just "moving picture machines."

¶ I know a man who bought a Phonograph to sing to his baby. He also bought a lot of blank cylinders to record

the baby's coos. But the baby didn't coo all through the latter experiment. I've heard some of the home-made masters, and I tell you, some of them are "howling" successes.

¶ My book plate is a lamb, with a large black S artfully interwoven; and, mysteriously superposed thereon, a Bird; holding in its beak a scrit or screed or scroll, call it as you may.

All writers are Birds, inasmuch as they gather stray shreds of information and threads of knowledge and weave them into a nest which they call a Book.

This month I am Yellow Bird; a Scribbling Lark; otherwise, a Yellow-Hammer, or a Yellow shafted Woodpecker; which, perforating the bark of apple trees for grubs and insects, makes strange punctuations thereon, and which I have often seen in varied forms, some of which do resemble attempts at writing.

I pray my friends to bear gently with me in this my number one and volume one. I am clinging closely to the trunk of the talking-machine-knowledge tree; and am pecking here and there all over the bark for fat facts and interesting information; food for thought for you and indirectly, food for myself. If my peckings make punctuations that resemble attempts at writing, and if these attempts meet with your interest and approval (as shall be evidenced by the stream of dimes which I confidentially hope will flow my way, neatly pasted *in three's* to a letter announcing a year's subscription), I shall feel that I have not misjudged my ability to pose as a real Scribbling Lark, *yellow* only in plumage.

(*Continued on page thirty*)



SOME RECENT RAG-TIME SONGS

You're Talking Rag-time. With Banjo Accompaniment
You are Certainly Hard Luck to Me.
With Banjo Accompaniment
No Cake Comes too High for Me.
With Orchestra Accompaniment
My Babe from Boston. With Banjo "
I'd Leave My Happy Home for You.
I Ain't Seen No Messenger Boy.
Smoky Mokes. Cake Walk Song
She's the Warmest Baby in the Bunch.

Douglas & Company

H. C. Douglas, Manager

Edison Phonographs

Wholesale & Retail.

EDISON Phonographs, Records, Supplies.
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Original Records. Improved Speakers.
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Records to order.

151 FIFTH AVENUE, NEW YORK.
Corner Twenty-first Street

(*Continued from page twenty-seven*)

In other issues to follow I shall perhaps be a Green Bird—a Parrot, repeating only what others have said. Or I shall be a Blue Bird, "flooding with melody the neighborhood." Or an Orange Bird—an Oriole, weaving queer stories for your edification and amusement. Or I shall be Black—a Crow, with split tongue repeating (but with more wisdom than the Parrot) odd bits I have heard concerning talking machines. Or again, some other time, a Magpie, stealing bodily that which pleases my eye and which I think may please yours. Whatever Bird I may be, however, I shall always bear in my beak a scale, screed or scroll, call it what you may; the contents thereof to be—I swear it—of general interest and utility to talking machine owners and users.

On with your dimes. Stick three on your visiting card and write "Send it."

Brevity is the Soul of Wit. I shall appreciate your wit during the months to come.

¶ I met Cal Stewart on the train the other day, on his way to Orange, New Jersey, to put in a morning of work at the Edison Laboratory making records. Everybody knows Cal or ought to. He is the Popular Yankee Comedian, and the author of the quaint talks known to all talking machine enthusiasts as the "Uncle Josh" series. And he's just as jolly in everyday life as he is on his Records.

"How be yew," he said to me. "How's your family. What you've been up to?" "Oh tolerble" said I, and I told him about THE PHONOGRAM.

Well, the upshot of our conversation was his promise to

give me the text of three or four funny talks; something new that he has up his sleeve—never been published before. Watch for the June PHONOGRAM.

KHAKI CLOTH

A New Fabric for Summer Wear.

Made famous (in this country, at least) by the Rough Riders and their charge "up the hill."

Until the Spanish-American unpleasantness, what khaki cloth had been used by the U. S. Army was imported from England. For many years England has equipped all her Indian troops with khaki uniforms. The cloth is light weight. It is fairly waterproof. It don't show dirt. It makes a cool garment.

DIRTPROOF COOL WATERPROOF

Early in 1898, the United States Government solicited bids from American manufacturers for enough khaki to equip the Cuban Army of Invasion. Contracts were awarded to many firms, with the result of several grades of cloth. One mill in particular, however, produced such an excellent weave that the Government reserved the output of that one mill for the *exclusive use of its* OFFICERS.

N.B.—This is the mill whose Khaki Cloth I offer.

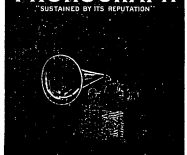
ONE DOLLAR A YARD.—*36 inches wide*

It cannot be excelled in fitness for golf skirts or for walking skirts. For children's use, entire suits are the thing. For men's wear, it is cooler than duck and more serviceable. Samples sent to any one interested. Goods sent C. O. D. with privilege of examination. I pay express charges both ways if the fabric does not meet your expectation.

JOHN WRIGHT, 234 Union St., Hackensack, N.J.

N.B.—I respectfully request intending purchasers to avail themselves of my offer to send samples, that I may feel certain that each package sent C. O. D. will stay placed.

THE
PHONOGRAPH
"SUSTAINED BY ITS REPUTATION"



THE ONLY PERFECT REPRODUCTIONS OF SOUND ARE OBTAINED BY USING EDISON RECORDS ON THE PHONOGRAPH. PRICES FROM $10.00 TO $100. CATALOGUE FROM ALL PHONOGRAPH DEALERS.

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Thomas A. Edison

Primary Printed Series - Serial Publications
The New Phonogram

Starting with the issue of July 1904, *The New Phonogram* was a monthly publication of the National Phonograph Co. The publication was continued in February 1911 by Thomas A. Edison, Inc. Its title was changed to *Phonogram* in November 1912.

The archives of the Edison National Historic Site contains a majority of the monthly issues through March 1914. The July 1904 issue has been selected as a sample.

Vol. I JULY 1904 No. 1

THE NEW PHONOGRAM

Published Monthly by the National Phonograph Company, 83 Chambers Street, New York City

20 CENTS A YEAR 2 CENTS A COPY

THE JULY LIST OF EDISON GOLD MOULDED RECORDS APPEARS ON PAGES TWO TO SIX

EDISON GOLD MOULDED RECORDS FOR JULY, 1904

The July list of Edison Gold Moulded Records will be a delight to all interested in the Edison product. The initiated will find in them ample evidence of the monthly improvement being made by our Recording Department. Not only is the quality of the highest character, but the list abounds in variety. Of the twenty-five Records, twenty-one are made by different combinations of talent. The combinations having more than one Record are the Edison Military Band and the Edison Symphony Orchestra. The proportion of instrumental to vocal is eleven of the former to fourteen of the latter.

8724. **The Jap's Tattoo** — Edison Military Band
A characteristic Japanese war march. In view of the war in the far East it is a timely Record. The music is distinctively Japanese, but it is sufficiently tinged by Western musical effort to make it melodious and tuneful. The composer is L. F. Laurendeau.

8725. **Starry Night for a Ramble** — Edison Male Quartette
A popular waltz song with solo, duet, quartette chorus and orchestra accompaniment. The title of this composition is that of a song well-known many years ago and which is here written to new music and for a longer extent new words. The chorus will be recognized for its similarity to the old song of the same name.

8726. **The St. Louis Rag** — Vess L. Ossman
A characteristic banjo solo with orchestra accompaniment, written by Tom Turpin, and quite apropos of the Exposition. A typical banjo composition, and one calculated to bring out the best effects of that instrument. "The St. Louis Rag" is being played by Sousa and other bands throughout the country. It will be one of the popular airs of the summer.

8727. **My Kangaroo** — Miss Morgan and Mr. Stanley
A remarkably fine contralto and tenor duet, with orchestra accompaniment. It is composed by Joseph C. Farrell and Charles Kohlman.

8728. **The Man with the Ladder and the Hose** — W. H. Thompson
Pays a tribute to the fire fighting heroes of the country and is dedicated to them by its composer, T. Moyo Geary. It is sung with splendid voice by W. H. Thompson, with an orchestra accompaniment.

8729. **Invitation to the Waltz** — Edison Symphony Orchestra
This is a Record of von Weber's charming composition. It is splendidly made.

8730. **Oysters and Clams** — Arthur Collins
A descriptive buckster's song that will remind all who hear it of that successful song "Any Rags." It is sung with orchestra accompaniment. Dick Ferdinan is the writer of the words and Theodore Morse the composer of the music.

8731. **An Interrupted Courtship on the Elevated Railway** — Campbell and Roberts
It tells a humorous story of the efforts of Lavender to propose to Lulu on an elevated railway train in New York City. A feature of the Record is the characteristic rolling out of the stations by the guard, who, as usual, cannot be understood.

8732. **Pride Prize March** — Albert Benzler
An instrumental selection written by S. E. Henry, composer of "The Colored Major March." It is a clever and well written composition, and is played as a xylophone solo, with orchestra accompaniment. Mr. Benzler ably seconds the work of the composer.

8733. **Just a Gleam of Heaven in Her Eyes** — Byron G. Harlan
Charles K. Harris' latest sentimental ballad. It is sung in Mr. Harlan's best manner. It has an orchestra accompaniment. The combination of Mr. Harris' sweet song and Mr. Harlan's singing make an unusually attractive sentimental Record.

8734. **My Old New Hampshire Home** — Campbell and Harrison
This Record will require no introduction to Phonograph users. It is an old friend, but is here presented in a new and attractive form. It has been listed before it was sung as a tenor solo. It is here given as a tenor and baritone duet with orchestra accompaniment. The voices of the singers blend nicely, and with the attractive air of the song will be found that will meet with universal popularity. The words of the song were written by Andrew B. Sterling and the music by Harry Von Tilzer.

8735. **Sylvia (Scherzo)** — Frank S. Mazzolettı
One of the best piccolo solos by Mr. Mazzoletti that it has ever been our pleasure to list. It is

played with orchestra accompaniment. The composer is Ch. LeThiere.

8736. Two Rubes at the Vaudeville Harlan and Stanley
A descriptive selection introducing a scene at a vaudeville theatre. In making it Messrs. Harlan and Stanley had the assistance of Daisy Bousla, a serio-comic artist, and the orchestra. This is one of the most ambitious Records ever made, although it may not so appear to the ordinary listener. The scene opens with two Rubes at the ticket office trying to purchase a ticket that costs a standing room only. A ticket speculator induces them to buy two seats "way up front," and they enter the theatre. While they are buying their tickets the orchestra is heard playing on the inside. As the door opens to admit them the full volume of the orchestra is heard. The seats "way up front" prove to be in the last row. The soubrette on the stage begins to sing the popular song "Bim Bell." The loud talking of the two Rubes interrupts her until finally she refuses to sing until the noise is stopped. The crowd remonstrates and the Rubes are suppressed for the moment, only to again begin talking when the soubrette continues her song. She then gives it up in disgust, saying that if they are so smart they can sing it themselves. They then take the stage, get the orchestra to play, and sing "Don't Get Weary."

8737. Hannah Billy Murray
A popular coon song. It is sung with orchestra accompaniment. This composition is the work of Farrell and Frantzen.

8738. Encouragement Overture Edison Symphony Orchestra
A delightful selection, composed by E. Bootgez.

8739. Dream of Youth Eugene A. Jacobs and Eugene C. Rose
Another delightful violin and flute duet. The composer of this selection is G. Langer. It is fully as meritorious as any of the violin and flute selections heretofore listed.

8740. American Students Waltzes Edison Military Band
Recorded in slow tempo for dancing, in consequence of a general demand for a regular number of this character. This selection includes "The college Rose," "My Love at the Window," "Dear Evelina," "Spanish Guitar" and "Climbing, Climbing, Climbing." The composer is Jean M. Missenai.

8741. Everywhere Collins and Harlan
A comic male duet, with orchestra accompaniment. The words and music are by Farrell and Frantzen. This song is just being issued by its publishers and our Record will be practically its first introduction to the American public. "Everywhere" is a song of the same character as "Oh! Didn't He Ramble," and will undoubtedly be as popular. The Record gives three verses and three choruses.

8742. A Bit of Blarney Edison Concert Band
An Irish intermezzo and two-step, written by J. Fred Helf. It is an original melody of an Irish character, and worked in it is an occasional reminder of well-known Irish airs. This Record will appeal strongly to those who are fond of Irish music.

8743. How's Your Hat, What's Your Hurry? Bob Roberts
A clever and very funny Record. It tells of the hardships that befel a hoveick coon at the hands of his rival.

8744. The Old Cabin Home Edison Male Quintette
The second of the series of old plantation scenes. The first was issued in June under the title of "Slavery Days." This second selection is a continuation of the first, which closed with a possum feast. As the opening of this Record the possum feast is in progress and all the darkies are having a merry time. Uncle Jasper discovers that his favorite boy, "Ephriam," has disappeared, and is afraid that the boy has run away to escape the vengeance of the overseer. The coon and the possum are missing. Ephriam returns, and Uncle Jasper invites the darkies to an old-fashioned Kentucky song, "Come Along Children." They sing and then leave the cabin, their voices dying away in the distance. The old man then gives way to his fears for the safety of his boy.

8745. Kryl's Favorite Schmidt Kryl
A cornet solo. Mr. Kryl, who is an artist of the first rank, is now filling an important engagement at the St. Louis Exposition. This Record is made with orchestra accompaniment. Its composer is W. Paris Chambers.

8746. There's Nobody Just Like You Harry MacDonough
A sentimental song with orchestra accompaniment. It has a pretty air and is splendidly sung by Mr. MacDonough.

3747. Where the Mocking Birds Were Singing James F. Harrison
Sentimental song, with orchestra. This song has been popularized through the efforts of a New York newspaper. Chimes and the singing of birds are introduced in the song in a suggestive manner only. Mr. Harrison sings it in superb style. Harry J. Breon wrote the words of the song and T. Mayo Geary the music.

3748. Down on the Brandywine Medley Edison Military Band
These medleys have become a strong feature of the usual list from the fact that each of these selections so many different airs. This one is even better than its predecessors in this respect, for it introduces "Down on the Brandywine," "Meet Me in St. Louis, Louis," "My Little Love Bird," "The Goo Goo Man," "Good Bye, My Lady Love," and "The Irish, the Irish."

Edison Gold Moulded Records are made only in Standard size. Concert Records may also be ordered from this list, but they will not be made by the Moulded Process. Order by Number, not title. If Concert Records are wanted, give the Number and letter C.

THE PHONOGRAPH ON THE FARM

The Phonograph brightens the monotony of farm life. It entertains your callers. It will furnish music for a whole party. Its sacred music will keep bright the long Sunday afternoons. It will keep the boys at home. Too many farm homes lack the cheering influences of music. The Phonograph will remedy that.

The Edison Phonograph and the Edison Gold Moulded Records stand for first quality.

BECOME A REGULAR SUBSCRIBER

The subscription price of THE PHONOGRAM has been fixed at 20 cents a year to pay cost of mailing.

TO REGULATE SPEED

A simple way to regulate the speed of a Phonograph is to let the machine run for one and a quarter minutes with the Record off and the speaker arm down. If the machine has traveled exactly two inches in that time the speed is correct, namely 160 revolutions per minute.

QUESTIONS AND ANSWERS

One of the most interesting departments in the average publication of general circulation is that headed "Answers to Correspondents." We shall be glad to devote at least a page a month to such a department, all we need is the questions. What are you most anxious to know concerning the Edison Phonograph or Edison Gold Moulded Records? In writing state that you want a reply in THE PHONOGRAM.

Mrs. D. A. B. recently wrote "Who are the singers in 'Sweet and Low' and 'Lead Kindly Light'?" meaning Edison Records No. 8356 and No. 9023. We replied: "Sweet and Low" was sung by the Edison Mixed Quartette, composed of Miss Chapell, soprano; Miss Morgan, contralto; George Seymour Lenox, tenor; Frank C. Stanley, bass. "Lead Kindly Light" was sung by the Edison Male Quartette, composed of John Bieling, first tenor; Harry MacDonough, second tenor; S. H. Dudley, first bass; William F. Hooley, second bass.

For home entertainment and for music-loving people the Edison Phonograph has never been equalled.

ODDS AND ENDS

Most of the Masters for the May, June and July lists of Edison Gold Moulded Records were made at our new recording plant at 65-69 Fourth avenue, New York City. This is one of the most completely equipped plants of the kind in the country. It is a splendid auxiliary to our recording facilities at the Edison Laboratory, Orange, N. J.

The Kaiser has composed an ossay on Frederick the Great, to be recited from a Phonograph at the prospective unveiling of the warrior king's statue in Washington, D. C.

The harp that once through Tara's halls
The soul of music shed
Is silent, for the Phonograph
Now turns out tunes instead.
—*Toronto Saturday Night.*

THE NEW PHONOGRAM

ADDRESS ALL COMMUNICATIONS TO
THE PHONOGRAM
83 Chambers Street, New York

ONCE AGAIN

A combination of circumstances caused the discontinuance in December, 1902, of THE PHONOGRAM, the little publication issued by the National Phonograph Co., with Herbert A. Shattuck as publisher. The principal circumstance was the ill-health of Mr. Shattuck, which compelled him to relinquish his position as Advertising Manager of the Company.

THE PHONOGRAM was ever a popular publication. It had thousands of admirers. Its discontinuance was much regretted. The demand for copies has continued up to the present. This demand and other events have induced the National Phonograph Co. to revive the publication.

The aim of the new PHONOGRAM will be the same as the old, i. e., to exploit the sale of Edison Phonographs and Edison Gold Moulded Records. To this end every effort will be put forth to make it interesting to its readers. It will contain each month a list of new Edison Gold Moulded Records, "Comments" on the same (reprinted from the *Edison Phonograph Monthly*), pictures of the artists who make the Edison Records, and departments bearing on every phase of the Edison output. It will contain the latest information upon Edison Phonographs and Records that may from time to time be issued from the Edison Laboratory. Mr. Edison and his assistants are ever seeking to improve the Phonograph and the processes of making Records, and this little publication will tell the result of their efforts when ready for the public. Many interesting things concerning the Phonograph have occurred since the invention of this remarkable instrument and they will be treated in these columns from time to time. Intermingled with all this will be matter of general interest, reprinted from the public press.

A VARIED LIST OF GOOD RECORDS

A correspondent recently asked us to give him a list of Records that we considered especially good. This is always a difficult task, since a choice of Phonograph Records is largely a matter of individual taste. The list given below was sent. It is here printed as a possible guide for the purchaser of a Phonograph in selecting a stock of Records. They are all well recorded and afford excellent variety.

7274	Hail to the Spirit of Liberty	Peerless Orchestra
8434	Spring of Love	Violin and Jubilee and Alt. Mixed Quartette
8435	Lucia	Edison Concert Band
8472	American Patrol	Edison Military Band
8490	Ballet Music from Faust, Part I	Edison Military Band
8475	Santiago Waltz	Jere Murphy
8497	Happy Days	Columbia Mine Bluegrass
8498	Down the Sea Way	Peter Harlan
8552	Ballet Music from Faust, Part II	Edison Military Band
8525	Any Rags	Baritone Collins
8532	Laughing Water	Edison Concert Band
8533	Vocal Chorus (Band accom.)	Peerless Quartette
8538	Coronation March	Edison Military Band
8557	Scenes in a Country Blacksmith Shop	*Male sketch* Harlan and Stanley
8503	North and South Medley	Fife and Drum Corps
8523	Peaceful Henry March	Edison Band
8547	Don't Forget to Write a Letter Papa	Harlan and Stanley
8552	Melody of Love	Edison Symphony Orchestra
8569	Two Sweeties Polka	*Cornet Duet* Hand and Seltzer
8574	Dakota Medley	Edison Concert Band
8582	Last Rose of Summer	*Cornet* Kryl
8585	An Evening Call in Zayville	*Male sketch* Harlan and Stanley
8587	New Colonial March	Edison Military Band
8586	Polka	Edison Symphony Orchestra
8601	Far Away	*Soprano and Tenor* Miss Chapell and Mr. Strickfadt
8606	A Serenade	*Tenor* George Seymour Lenox
8607	Coming Thro' Georgia	Harlan and Stanley
8608	Gay Waltz	*Cornet* Kryl
8610	Corrotrio's Called Band.	*Baritone* Collins
8618	Merry Birds.	Steele Gamuch
8619	Beautiful Dreams	Steele Gamuch
8628	Harlem Rag-time Auto Ride	Spencer
8630	Bridal Rose Overture	Edison Symphony Orchestra
8622	Girlish Dreams	Hale Stanley
8623	Daughter of Love Waltz	Edison Military Band
8624	The Gondolier	Edison Military Band
8625	Sweet Rose	*Baritone* Collins
8631	Alabama Minstrels	Minstrels
8632	Uncle Sammy March	Edison Military Band
8634	In the Lives of Famous Men	Steele Gamuch
8626	Tenement	Hayden Hayes
8620	Beautiful Birds Sing On	Harlan and Belmont
8640	Navajo	Jere MacDonough

EDISON RECORD TALENT



ARTHUR COLLINS
BARITONE

A PHONOGRAPH ANGEL

Written for THE PHONOGRAM *by* William Kline, *Albany, N. Y.*

It was a pathetic scene in the little parlor bedroom of the Livingstones' flat, in the capital city of New York state. Old Hiram Livingstone was lying on the bed, dying, his thin and worn hand clasped in that of his loving wife, Mary. The old couple were visiting their son, Charles, having left their home in North Dakota a month before. Failing ill, during his visit, the old man

EDISON RECORD TALENT



BYRON G. HARLAN
TENOR

grew steadily worse and felt that his days on earth were numbered.

"Mary, dear," feebly murmured the old man, gazing affectionately into the tear-bedimmed eyes of his wife, "I am going; the end is near. Hark! I hear the angels' voices."

In the death-like stillness the words of the beautiful hymn "Refuge" could be plainly heard, like a voice from the other world. A smile spread over the wan features of old man Livingstone. "Isn't it heavenly, Mary," he gasped, and his soul passed from earth, as the voices to his singer ceased.

"Charles," said the widow, later, to her son, "I did not know there was a church nearby."

"The music did not come from a church, mother. That was our neighbor's Edison Phonograph singing the hymn, 'Refuge'."

"I will always owe a debt of gratitude to the Phonograph, then," declared the old lady, "for it made happy the last moments of poor John's life, thousands of miles away from his own home. It was so beautiful he thought he was listening to the voices of angels welcoming him to heaven."

MECHANICAL SUGGESTIONS.

Extract from Direction Sheet for Operating Phonographs.

Sometimes the machine may repeat or tremble. This may be caused by the Record being loose on the cylinder, in which case a light push at the end of the Record will fasten it. Or the Reproducer weight may be caught; in this case raise lift lever and drop it again gently. This also happens when the machine is set on a table or other surface not perfectly level, which allows the Reproducer weight to lean toward the lower side. It is therefore important that the machine should set on a level surface.

If the machine should not run freely, apply a drop of oil to centers of cylinder shaft and feed screw bearings. Rock rod and straight edge should also be cleaned and oiled; also look at belt, as it may have run on the flange of the pulley, which would retard the motion. After a time the belt may become too long, so that the reach of the lifter cannot keep it at the proper tension, then a new belt is required.

If gears become noisy, put a few drops of oil on the teeth. Above all, keep the machine clean, as the mechanism will not work properly unless free from grit. Always keep cabinet top on the machine when not in operation, to prevent dust from accumulating on working parts.

NO ADVERTISING

No advertising of any description will be accepted for THE PHONOGRAM.

The edition of this issue of THE PHONOGRAM is 85,000 copies.

THE BETRAYAL OF CUSSIN' JIM

The May issue of *The Jest Book*, of Chicago, contained an interesting short story in which a Phonograph played an important part. It was entitled "The Betrayal of Cussin' Jim." Because of his swearing propensities James Campbell was known to everyone as "Cussin' Jim." He was a widower with a family of grown children and he was about to marry the Widow Saunders, who also had grown children. The families of both were opposed to the marriage. The widow had been told that Jim was a most profane man, but she declared "she'd have his own voice 'fore she'd believe it." The children had exhausted all means of preventing the marriage and had become about reconciled to its taking place, when a young son of the widow unfolded a scheme which he thought would do the trick. He told his plans to the Campbell children and they agreed to co-operate with him.

Young Saunders thereupon bought a Phonograph and one night brought it over to the Campbell house. After he had played several musical selections, to the great delight of "Cussin' Jim," one of the latter's children announced that the calves had gotten out and were making for the back pasture. This interested the old man at once and he began to search for his boots, which he had taken off for the evening. While the old man was looking for his foot-gear young Campbell was busy with the Phonograph, and had made it all ready for taking a record of the old man's voice.

"'Jim, Charley, what in thunder hav you done with them boots?' he stormed as he paced up and down the room, searching in every conceivable place for the missing articles.

"Jim and Charlsea, who were' anxious to avoid the completion of complicity, joined eagerly in the search, and in an over-zealous moment the programme was carried just a little further than was intended by Jim setting his heavy cowhide boot on his august sire's toe.

"For a moment there was silence. Then the old man subsided into a chair and began to exercise a vocabulary so wonderful and terrific in its profanity, that it caused a smile of joy to illuminate the countenance of Pete,

who was carefully regulating the speed of the whirring little machine.

"He seemed awed upon the advent as the author of his woes: yawed over the male calls with a few blood-curdling adjectives; vituperated Frankie as a thing who didn't know enough to pound sand in a rat-hole; pawed down the list methodically, and finally wound up with a stirring eulogy upon Jim and Clarissa as a couple of blanked chuckleheads who needed a whole forty-acre field to turn round in."

The old man had gotten ready to go out when his son appeared with the announcement that the calves had been captured and safely housed. The object of the children had been accomplished, however, and the remainder of the evening was pleasantly spent in listening to other Phonograph selections.

A taffy pull and Phonograph concert with young Bentley operating the Phonograph was announced to take place at a neighbor's house a few nights later. Occupying seats close to the front were Mr. Campbell and the Widow Saunders. Several musical selections were played on the Phonograph and then a record which had no name on it was placed in the machine.

"The audience waited in silence for the announcement, but none came. Only the steady whirr of the machine. Then, at last, when everybody had begun to think that there was something wrong with the machinery, it demanded in stentorian tones:

"'Jim, Charley, what in thunder are you done with them heifers?'

"The audience was too surprised to laugh. One corpulent old lady, who was resting her ponderous weight upon a settee, seemed to think the remark was addressed to her personally by the furtive manner in which she felt under the article of furniture she was seated upon.

"Then the machine began to cuss. One mirthfully inclined farmer started to laugh, but was immediately squelched by his wife, and thereafter he bore the guilty, cowed look of one who had laughed in church. Mrs. Bentley, the hostess, arose to remonstrate against such language, but suddenly changed her mind and sat down without a word.

"Old Jim met his fate like a man and a soldier. The damned fer boots brought a few drops of perspiration to his brow, succeeded by a look of sullen anger; but when the machine really warmed to its work, he leaned

forward with his hands on his knees and regarded it with admiration not unmixed with awe at the thorough manner in which every intonation of his voice had been registered.

"'Well, I'll be dinged,' he uttered as the record came to a close, a remark which brought forth a roar of laughter.

"'You'll be worse than dinged, Jim Campbell,' said the Irish Widow Saunders, her whole frame shaking with rage and mortification as she pointed an accusing finger at the unoffending machine. 'You'll be damned if ivver I'll be imposed on as innocent widder, but I shall thank the Lord this night for snatchin' me out o' the clutches of such as you,' she added devoutly.

"'Madam,' said Cassels' Jim, and he made the widow a courtly bow, 'the Lord didn't have nothin' to do with this business. It all originated in the head of that snub-nosed son o' your'n. Good-night, one and all.'"

The old man forgave the children for the part they had taken in the plot against him and the next day announced that he was going to Indiana for a visit.

A TRIBUTE

"I have had one of your Standard Phonographs in my home only a short time, in which it has given me much pleasure," wrote a resident of St. Paul, Minn., recently.

"I believe that you have done more than most of our great men to-day in helping to make people happy, and affording wholesome pleasure and amusement in homes in every part of the universe.

"By spending a few dollars one can bring the music of a grand opera to the bedside of an invalid. The blind may be entertained as never before.

"People of all nations speaking different languages find that some pleasure in listening to its music. The old and the young alike find pleasure in listening to your Phonograph, for it will play all kinds of sweet music to suit all kinds of people. The invalid seems to gain strength while listening to its cheerful notes. The babe is hushed to sleep by its sweet lullabies; while its mother's heart seizes the heart of every patriotic youth who hears it.

"People tired with the labors of the day may rest and become refreshed while listening to the human voice of a brass band or the melodious strains of an orchestra, or, perhaps, a vocal solo rendered by some famous artist. The sad are made glad; the sorrowful, happy; and the weary, rested. As 'music hath charms to soothe the savage breast,' so also it has a subtle power to rest our tired nerves."



EDISON HOME PHONOGRAPH

PRICE, $30.00

Plays the Standard Size Record

An ideal PHONOGRAPH for the home. Equipped with a Model C Reproducer, new Edison Recorder, 14-inch horn, sapphire shaving-knife, oak body box, oak cover, winding crank, camel's hair chip brush.

MADE of steel, iron and brass throughout. Finished in black enamel and gilt. Mandrel is nickel-plated and polished. Operated by a powerful spring motor. It has the new style cabinet and carrying cover of antique oak with handsome edge mouldings, all highly polished. Will make Records, will reproduce and will shave blank Records. Fitted with a speaker clamp screw for easy interchange of speakers.

OTHER POPULAR STYLES

Edison Gem - - -	$10
Edison Standard - - -	$20
Edison Triumph - - -	$50

Others $60 to $100

Primary Printed Series - Serial Publications
Edison Phonograph Monthly

Starting with the issue of March 1903, the *Edison Phonograph Monthly* was a publication of the National Phonograph Co. The monthly issues provided jobbers and dealers with technical, promotional, and other information, including articles on products, matters of corporate policy, and the progress of litigation, as well as lists of new records, available printed matter, current jobbers, and suspended dealers. Each issue printed numerous communications from jobbers and dealers who related their experiences or posed questions regarding the sale of Edison phonographs and records. The publication was continued by Thomas A. Edison, Inc., in February 1911, and it was renamed the *Edison Amberola Monthly* in 1917.

The archives of the Edison National Historic Site contains a complete run of the *Edison Phonograph Monthly*. All issues for the period March 1903-December 1910 (volumes 1-8) have been selected. Prior to 1908, the monthly issues are numbered from 1 (March) through 12 (February). Beginning in 1908, the January issue is the first numbered issue. Each issue is individually paginated and contains approximately twenty pages. The volume and issue numbers appear on page one. Each issue contains a table of contents; the contents pages are missing from the 1908 volume. A 20-page index, prepared by the editors, has been filmed first.

The majority of terms in the index are the names of jobbers and dealers. Also included are recording artists and company employees who are the subject of feature articles, as well as Edison products and other topics that are noted in particular detail. Among the items not indexed are lists of jobbers and dealers, lists of new record releases, and the names of recording artists associated with those releases. A useful source for information about early cylinder records and recording artists is Allen Koenigsberg, *Edison Cylinder Records, 1889-1912*, 2nd ed. (Brooklyn, N.Y.: APM Press, 1987).

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TO THE TRADE.

THE EDISON PHONOGRAPH MONTHLY owes its birth to the belief by this Company that some means of keeping in closer touch with the Jobbers and Dealers has become a necessity. The Company also believes that the trade will at once recognize the advantage of a medium that shall at least monthly keep it informed concerning Phonographs and Records. To keep the trade advised on these subjects will be the sole aim of the MONTHLY. It will take the place of the Monthly Advance List of New Records, which will no longer be issued in its former shape. The list of new Records for April is given on the next page of this issue and will hereafter be found on that page. The MONTHLY will keep the trade posted on changes made in the Phonograph from time to time, will give new goods listed or dropped from the list, will note the progress of new catalogues being gotten up, and refer to new advertising matter of any kind about to be issued. In a word, it will endeavor to further the sale of Phonographs and Records by doing all in its power to advance the interests of the Jobbers and Dealers. To this end we ask the co-operation of the latter. Our interests are alike. The more we do to add to the popularity of the Phonograph or to increase the demand for Records, the more you profit. Consequently, anything that you may do to assist in this movement of publicity must eventually return to your advantage.

We want your criticism, if you have one, of the plan of getting out the MONTHLY, and would regard you as advancing our joint cause if you will give us your candid opinion of it, accompanied by a suggestion or two as to ways of improving it. We know what we want to say and do concerning its object, but we cannot see the subject from your side. So, let us have your opinion, whether favorable or adverse. You can scarcely write a line that will not assist in making the MONTHLY a valuable adjunct to your business.

We especially want to know what subjects you would like touched upon each month. Are you in the dark about any part of the business? Let us know, then, and we will throw some light upon it. If occasion demands, we will publish a department of questions and answers, for a reply to the query of one Jobber or Dealer will serve to settle that very point in the mind of others. The MONTHLY will occasionally treat upon plans for increasing business, and will ask the trade for contributions on the subject. It will have comments from the Mechanical Department, the Sales Department, the Credit Department and others. Let us have your good will and co-operation.

THIS ISSUE CONTAINS THE ADVANCE LIST OF APRIL RECORDS. ORDER FROM IT.

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ADVANCE LIST OF NEW EDISON MOULDED RECORDS FOR APRIL, 1903

FIFTEEN DOMESTIC TITLES ONE FOREIGN TITLE

RECORDS listed herein will be ready for shipment as near April 1st, 1903, as possible, at which time Jobbers' stock orders, if placed prior to March 15th, will be shipped.

April Supplements will bear the date of April 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

Stock orders for Records contained in this list must be written on separate order blanks, and letters relating to April Records should refer to no other matter.

Kindly comply with above requests and thus aid your Jobber and ourselves in handling advance orders.

8377 Selection from The Sultan of Sulu *Introducing Since I First Met You* Peerless Orchestra

8378 The Song Bird of Melody Lane *Waltz song from Mr. Blue Beard* Thompson

8379 Pretty Peggy *Song and dance Bells with orchestra accompaniment* Rubsam

8380 Somebody's Waiting for Me *Descriptive song* Harlan

8381 The Beer that Made Milwaukee Famous *Comic song from Mr. Blue Beard* Favor

8382 Alice Where Art Thou *Cornet and trombone duet* Bolumir Kyrl & Leroy Haines

8383 Hebrew Vaudeville Specialty *Introducing parody on Rip Van Winkle was a Lucky Man, talking and singing* Julian Rose

8384 It's the Man in the Soldier Suit *Descriptive male duet* W. H. Thompson & Albert Campbell

8385 Heidelberg (Stein song) *from The Prince of Pilsen* MacDonough

8386 When the Winter Time Comes 'Round *Comic waltz song Male duet* Collins & Harlan

8387 Alagazam March *Xylophone with orchestra accompaniment* Hopkins

8384 What's the Matter with the Moon To-Night *Descriptive song from The Mocking Bird* Arthur Clifford

8389 I Wonder Why Bill Bailey Don't Come Home *Coon song with orchestra accompaniment* Collins

8390 When Our Lips in Kisses Met *Contralto and bazo duet from When Johnny Comes Marching Home* Miss Morgan & Mr. Stanley

8391 Selection from Maritana Edison Concert Band

12812 Hamavdel Von ein groben jung *Comic Hebrew song* Selden

Edison Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.



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MR. EDISON OF TO-DAY.

THE *Scientific American* of December 27, 1902, contained a half-tone portrait and sketch of Thomas A. Edison. The portrait is so characteristic of Mr. Edison as his associates see him in their daily work that it is here reproduced by permission of Munn & Co., publishers of *Scientific American*. The photograph was taken in Mr. Edison's Laboratory at Orange, N. J., a privilege accorded to few persons, and is marked by a naturalness that it would be difficult to attain had the subject posed before a professional photographer. It is the latest picture made of Mr. Edison, and for faithfulness one of the best. The article that accompanied the picture in *Scientific American* was very interesting, being written in an anecdotal and sketchy style rather than biographical.

WITTMANN COMPANY ENJOINED.

LAST Fall the Wittmann Company, of Kansas City, Mo., and Lincoln, Neb., began cutting prices on Edison Phonographs, Records and Blanks, in violation of its agreement with the National Phonograph Company. We at once instituted proceedings against the Wittmann Company, and on January 30th, 1903, Judge Munger, in the U. S. Circuit Court for the District of Nebraska, ued two restraining orders, one enjoining the Wittmann Company from "directly or indirectly selling or causing to be sold at prices less than the prices set out in the terms and conditions of the contract set up and described and referred to in complainant's bill, all Phonographs, Records and Blanks furnished and sold by the complainant to the defendant and its predecessors." The other restrained the Wittmann Company from selling or using Phonographs from which the numbers have been erased.

LIST PRICES MUST BE MAINTAINED.

FOLLOWING is a copy of the final decree of the U. S. Circuit Court, Western District of Pennsylvania, in the case of the National Phonograph Company against Kaufmann Bros., of Pittsburg, restraining them from violating the Edison patents by cutting prices, and assessing the damages and costs to be paid the National Company at $1,500:

U. S. CIRCUIT COURT,
WESTERN DISTRICT OF PENNSYLVANIA.

EDISON PHONOGRAPH CO. AND NATIONAL PHONOGRAPH CO., vs. JACOB KAUFMANN, MORRIS KAUFMANN, HERRY KAUFMANN AND ISAAC KAUFMANN. } *In Equity No. 8 May Term, 1901.*

And now, January 30th, 1903, this cause coming on to be heard on final hearing on bill, answer, replication and proofs, it is adjudged and decreed that the plaintiffs are entitled to the relief prayed for in their bill of complaint and that a perpetual injunction do issue against the defendants as prayed for in said bill of complaint.

And a reference to a Master being waived, it is ordered that the profits, damages and costs to be recovered by the plaintiffs from the defendants be assessed at the sum of fifteen hundred dollars, and that execution do issue therefor according to the rules and practice of this court.

BY THE COURT.

This decision is the final result of the policy of this company in promptly and vigorously prosecuting all violations of its contracts. Kaufmann Bros. operate one of the largest Department Stores in Pittsburg. They were on our list of suspended dealers; and, knowing of our established plan of business, they purchased Phonographs and Edison Records from one of our jobbers, who had signed the regular agreement. They then started in to cut prices. The Court granted us two preliminary injunctions, declaring Kaufmann Bros. to be infringers of the Edison patents and enjoining them from using or selling Edison Machines and Edison Records; which preliminary injunctions were followed by final decrees in due course. The decree printed above is a complete vindication of the legality of our position and furnishes a precedent for any similar cases that may occur.

FORTHCOMING MACHINE CATALOGUE.

A NEW Catalogue of the Phonograph—it will be Form 375—will be ready for the trade about March 15th. It will be the most expensive and most attractive catalogue yet gotten out by this Company. It will contain twenty-four pages, with a handsome cover having a plush effect. The plush surrounds a half-tone picture of Mr. Edison. Both cover and inside will be printed on Dill & Collins' papers. The illustrations of the various types of the Phonograph are the best that could be made. In order to get the best results the several styles of machines were consigned to the Photo-Chromotype Company, of Philadelphia, who made a set of beautiful wash drawings of them. These drawings were in turn made into vignetted half-tones of a superior character. This catalogue will not contain any matter referring to outfits or accessories, but will be strictly a machine catalogue. The Advertising Department will receive orders for this catalogue, but reserves the right to hold them until a sufficient supply has been received from the printer to supply all Jobbers with a quantity. It also reserves the right to reduce the size of the orders where the quantity asked for seems excessive. Jobbers will do better if they order a small supply and re-order later.

This catalogue will be too expensive to use for circulating by mail and to save the necessity for doing so we expect to get out for shipment with the catalogue an exceedingly attractive four-page folder, advertising the Gem, Standard, Home and Triumph Phonographs. The Advertising Department will enter orders for this folder also.

MR. HERBERT A. SHATTUCK.

IN October last Mr. Shattuck was compelled by ill health to relinquish his position as Manager of the Advertising Department of this Company. We desire even at this late day to say a word with respect to his connection with the Company. Mr. Shattuck entered our employ five years ago, when the business of the Company was comparatively small. He created the Advertising Department, introducing into it the various systems now in use. He worked faithfully, unremittingly, unifringly in our behalf and to him is due no small share of credit for the present widespread popularity of the Edison Phonograph. He severed his connection with the National Phonograph Company solely because of ill health and that such action became necessary was deeply regretted by his associates.

C. W. N. HANDBOOK.

ONE of the features of the *Phonogram* a year or more ago was a series of articles, running through about fourteen numbers, by C. W. Noyes, of Cincinnati, on the use of the Phonograph and the art of making Phonograph Records. These were written from the viewpoint of a man of practical experience and made those issues of the *Phonogram* much sought after. Mr. Noyes has now re-written the articles, added new material to them and the whole has been published in book form by Ilsen & Co., of Cincinnati. The book contains 78 pages, 5x8, is profusely illustrated and is sold at 50 cents for cloth and 25 cents for paper covers. It is the most up-to-date treatise on the subjects treated. Ilsen & Co. will fill orders for it.

NUMERICAL RECORD CATALOGUE.

A NEW Numerical Catalogue of Records, Form 395, which included all domestic and foreign selections listed to March 1, 1903, was sent out to the entire trade in February. As this catalogue is for store use only, it was decided that five copies to each Jobber and one to each Dealer should be sufficient for their needs, and that number was mailed. We have since been compelled to refuse a number of requests for a quantity of them. A very small edition was printed of this catalogue, and it is now practically impossible to fill orders for more than a few copies at a time. Dealers should not depend upon their Jobbers for extra copies when needed, but write direct to the Advertising Department of this company.

Through an oversight, four foreign selections were omitted from this Numerical Catalogue. They were 12124, 12125, 12127 and 12141, all German selections by Hugo Gottschall. The trade is hereby advised that these titles are still made and may be ordered as before. Make a note of this in your catalogue.

THE supply of the brown advertising card, Form 288; the "Figure It Out Puzzle," Form 277, and the Key Puzzle, Form 278, is exhausted, and no more orders for them can be filled.

If you get tired of talking about the same thing, remember that other people, while they may know about you and what you have to sell, need gentle, constant reminders of the fact.—*Business Problems.*

DECISION AGAINST THE LAMBERT RECORD.

IN the suit of the National Phonograph Company against the Lambert Company, for infringement of our patent rights, the United States Circuit Court at Chicago has just decided that the Edison patent covering the tapering-bore Phonograph record is a valid patent, and that it is infringed by the Lambert record. A decree has been entered, awarding the National Phonograph Company profits and damages, and also an injunction against the Lambert Company. As is usual in such cases, the Lambert Company has taken an appeal and has secured a suspension of the injunction until the appeal is decided, but we have every reason to believe that the favorable decision of the Circuit Court will not be disturbed. The following statements are taken from the opinion of the Court:

"The complainants have made considerable improvements, both novel and useful, which are entitled to a generous construction. The first question presented is whether defendants' record or phonogram is an infringement of claims 1 and 2 of complainants' patent No. 382,418 for a phonogram having a bore tapered throughout its length. Or, in other words, is defendants' phonogram or record, with its end flanges varying in depth to engage a tapered mandrel at each end of the record, an equivalent of complainants' tapered bore?"

"Defendants' device is of material rigid and strong enough to effect this result with no other than end frictional engagements with the mandrel. Defendants claim that their record may be used upon a stepped mandrel just as well. In my judgment, this would not alter the character of the device. Complainant was the first to establish frictional engagement of the record with the mandrel *at both ends, as well as throughout its length.* I am further of the opinion from the record that the defendants' device, with its end flanges varying in depth to engage a tapering mandrel, is an infringement of claims 1 and 2 of complainants' said patent No. 382,418, and that as to such infringement complainant is entitled to the injunction prayed."

We hereby notify all dealers that the selling of the Lambert records provided with end flanges varying in depth to engage a tapering mandrel is an act of infringement, for which we will hold them liable, and that we propose to enforce our rights, which have now been acknowledged by the Courts, by bringing suits against dealers handling such Lambert records.

A PLEASED ENTHUSIAST.

A Chicago correspondent in writing to this Company for a catalogue said:

"I use the most pleasing and smoothest running machine in the world—the Edison Home Phonograph. Wouldn't have a disc machine for a gift."

DISCOUNT SHEET ERRATA.

THAT portion of the Jobbers' and Dealers' Discount Sheet, Form 386 J, referring to Edison Reproducers and Recorders, should be changed to read as follows:

	Jobbers.	Dealers.
Edison Reproducers, Model B,	40%	30%
" " Models C & D	50%	40%
" Recorders, . . .	50%	40%

The discounts on Model B Reproducers have always been 20 and 30 per cent., but they were omitted when Form 386 J was printed.

BON VOYAGE.

JAMES H. WHITE, who for a number of years has had charge of the Kinetoscope Department of the Edison Manufacturing Company, of Orange, N. J., sailed on February 5th, to take charge of the Antwerp office of the National Phonograph Company.

DELAY IN SHIPMENT OF MARCH RECORDS.

THE National Phonograph Company, under date of February 24th issued the following notice to the Jobbers:

"Owing to the large increase in orders for March Records, together with the late day and increased orders received for Records previously listed, it will be impossible for us to make shipment of March Records before the middle or latter part of March."

SUPPLEMENT FOR CATALOGUE No. 380.

RECORD Catalogues No. 380 sent out in February included a four-page supplement, giving the November, December, January and February Records. Jobbers and Dealers who have a supply on hand of the former edition may have a sufficient number of these supplements to make their catalogues complete by advising the Advertising Department of the number required. State how you want them shipped.

A PHONOGRAPH FOR THE EMPEROR OF JAPAN.

IN commemoration of the opening of the Industrial Exposition at Osaka, Japan, on March 1st, the Emperor of Japan was presented with a Phonograph by Thomas A. Edison. It was finished in an unusually handsome manner. The presentation was made through Waichi Araki, of the firm of Y. Araki & Co., Osaka, Japan, who was in this country in the interest of the Japanese government.

CHINESE MOULDED RECORDS.

IN the February Advance List we announced the making of forty-six Moulded Records in Chinese. These were made at San Francisco especially for The National Phonograph Company. In order that they might be made in the most careful manner, we had Walter H. Miller, Manager of the Record Department at our factory at Orange, N. J., make a special trip to California. He took with him the most approved devices for Record-making and as the result of his efforts we are able to place before the thousands of Phonograph enthusiasts a lot of the best Chinese Records yet made for any talking machine. They are the most unique Records ever made in a foreign language. These forty-six Records comprise nineteen different subjects. It was found necessary in nine instances, in order to give the song or selections in a satisfactory manner for the Chinese trade, to use more than one Record for the entire selection. For instance, the first title on the list is a song, with orchestra accompaniment, entitled "To Destroy the Four Gates." This required twelve Records to give the complete song. They are twelve of the most curious Records ever reproduced by the Phonograph. They are numbered from 12741 to 12752 inclusive. The remainder of the list of these Records are as follows:

12753 to 12755. Song, with orchestra accompaniment, entitled "A Widow's Lament." Requires three Records to give song complete.

12756-12761. Song, with orchestra accompaniment, entitled "Assembly on a Sand Bank." Requires six Records to give song complete.

12762-12764. Comic recitation, by Sher Doy Wong. Requires three Records to give recitation complete.

12765. Song, with orchestra accompaniment, entitled "The Nest in a Shoe."

12766. Song, with orchestra accompaniment, entitled "To Visit a Friend."

12767. Song, with orchestra accompaniment, entitled "Traveling by the West Lake."

12768. Song, with orchestra accompaniment, entitled "Our Leong Collects Rent."

12769. Song, with orchestra accompaniment, entitled "An Old Valet Carries a Letter."

12770-12771. Song, with orchestra accompaniment, entitled "A Wise Man in the Snow." Requires two Records to give song complete.

12772-12773. Song, with orchestra accompaniment, entitled "The Death of Coong Ming." Requires two Records to give song complete.

12774. Comic recitation, by Sher Doy Wong.

12775. Comic recitation, by Foong Wong Song.

12776. Comic recitation, "The Wizard Captures a Demon."

12777-12780. Chinese band selection, entitled "To Celebrate Long Life and Present a Son." Requires four Records to give song complete.

12781. Chinese Band selection.

12782-12783. Chinese Band selection. Requires two Records to give selection complete.

12784-12785. Chinese Band selection, entitled "To Prepare Dinner." Requires two Records to give selections complete.

12786. Chinese Band selection, entitled "To Persuade a King."

A circular concerning these Records, printed part in English and part in Chinese, has been prepared by this Company and was mailed to the entire trade early in February. A small quantity of these circulars will be furnished to such Jobbers and Dealers as may be able to use them to advantage among the Chinese of their cities. Address requests to the Advertising Department.

NEW RECORD LISTS.

THE plan followed at the Edison Laboratory at Orange, N. J., in deciding upon lists of new Records each month, has reached such a degree of perfection that in most instances Jobbers and Dealers when placing advance orders include the entire list, simply ordering a larger number of such titles as in their opinion are likely to sell more rapidly. Dealers report that not infrequently their customers order the entire list in advance, experience having shown them that few undesirable selections ever get on the list. In making up the advance list our Record Department endeavors to make it sufficiently varied to suit all tastes and the verdict of the public, as demonstrated by its patronage, is that it succeeds perfectly.

BILLY GOLDEN'S RECORDS.

THE January Records welcomed Billy Golden back into the fold of talent for the National Phonograph Company, and the listing of his songs was followed by an almost unprecedented demand for them. The three songs made by him for the January list, "Turkey in the Straw, (No. 8293); "Stroll on the Ground," (No. 8298), and "Mixed Ale Party," (No. 8311), have been ordered in quantities beyond the capacity of the factory to make them. The February list of Records showed two more selections by Golden, "Rabbit Hash," (No. 8328), and "Uncle Jefferson," (No. 8345) and these were also ordered heavily. "The Wedding Over the Hill" (No. 8358), listed in March, promises to be a large seller.

OUR POLICY.

THE policy upon which the National Phonograph Company is conducting its business is embodied in the following notice, which now appears upon all of its catalogues:

Every Edison Phonograph and every Edison Record and Blank is sold by the NATIONAL PHONOGRAPH COMPANY under restrictions as to the persons to whom and the prices at which such Phonographs, Records and Blanks are to be sold, and as to the removal or change in whole or in part of the serial numbers on such Phonographs. Any violation of such restrictions terminates the license to use and vend such Phonographs, Records and Blanks implied from the sale thereof, and any subsequent use or sale of such Phonographs, Records or Blanks is an infringement of the Edison Patents.

The object of this policy, as every one in the trade knows, is to maintain uniform prices and prevent the sale of our goods at cut rates. It is a policy that should commend itself to every wise business man; it should require no threats or persuasion to enforce. Indiscriminate cutting of prices brings no advantage to any one. Wherever permitted without check the cut of one dealer is met the following day by a competitor, who goes him a point better, and in a short time, both are selling at prices that do not yield a proper business profit. Before long the dealers are anxious to combine and find a way to induce people to pay list prices again.

This Company purposes enforcing its policy to the fullest extent. It is investigating cases of price cutting—cases where men have pledged themselves, over their signature, to comply with the terms of the Company—and as fast as conclusive evidence is obtained the offenders are placed on a suspended list and every obstacle put in the way of their buying Phonographs and Records. This has a salutary effect in most cases. Where it does not we begin suit for injunction and damages just as soon as we can collect the necessary evidence.

The demand for Edison Phonographs and Records is so widespread that it is simply impossible for a dealer in talking machines to do without them. The public know too well that Thomas A. Edison invented the Phonograph with its many improvements and they know, also, that other devices are but inferior imitations of his. A dealer may cajole a customer into taking some other machine, but in nine cases out of ten his customer becomes disgusted and wants an Edison Phonograph. Such has been the experience of thousands and must from the very nature of things continue to be the case. People want Edison goods and they will not be fooled.

THE PHONOGRAM.

SINCE we decided in December to discontinue the publication of the *Phonogram* we have received almost daily letters asking "Why are you discontinuing the *Phonogram*?" "Are you going to get out anything else of the same character to take its place?"

Then the mails have brought expressions like these: "I am sorry that you are giving up the *Phonogram*." "I have always thought the *Phonogram* a bright little publication and I shall miss it very much." "I shall miss the monthly visits of the *Phonogram*."

We are not surprised that correspondents should express themselves in this regretful manner. We should have been disappointed in ourselves had we taken out of monthly circulation 60,000 copies of the *Phonogram* without quite a considerable number of persons missing it. We should have felt that we had gone to considerable expense without getting any return.

When it was decided to discontinue the *Phonogram* it was not deemed of sufficient importance to get out a special letter informing the trade as to our reasons for doing so. The PHONOGRAPH MONTHLY is just the medium for saying a word on the subject. Briefly stated our decision was reached because of the conviction that the benefit to the business was not commensurate with the cost of the publication.

It was found that a large majority of those who wanted the *Phonogram* sought it chiefly for the list of new Records given in it each month, a demand that was being met by the attractive Record Supplement that we are getting out in large quantities each month. Other reasons of a business nature entered into the decision that closed the *Phonogram's* existence. The fact that we have not had a greater number of protests against the discontinuance of the *Phonogram* confirms our opinion that we have made no mistake in stopping it.

Concerning a substitute for the *Phonogram*, we might say that nothing of the same character is now contemplated.

NO MORE 180 PEG CABINETS.

IT has been decided to discontinue furnishing the 180 Peg Record Cabinets listed in the Catalogue of Accessories. No more orders for them will be filled.

The EDISON PHONOGRAPH MONTHLY will be issued in four, six or eight page form as may be found necessary from month to month.

THE MARCH RECORDS.

A FEATURE of the March Records was No. 8349, "Dream of the Tyrolienne" (Traum der Sennerin), a violin and flute duet by Eugene Jaudas and Louis Ats. The latters' names appeared among the Edison talent for the first time. This Record is the first good violin and flute duet ever made and our Record Department is delighted over its success. The air of the selection is exceedingly pleasing and it is played artistically, the instruments blending finely, yet each retains its individuality throughout. The Record is one that is certain to sell largely. This March list gives one selection by Alfred Campbell, who will be remembered as one of the former favorites among the Edison talent. Another feature of the list is No. 8347, "Hiawatha," played by the Edison Concert Band. This has become widely known in the music trade as the $10,000 composition. It is a charming air and must become very popular.

Additional single copies of the PHONOGRAPH MONTHLY will be mailed to the trade upon request. We cannot send copies to others.

HOW WE "FOLLOW UP."

National Phonograph Company, New York City.

GENTLEMEN—Your postal of recent date at hand. Yes, I have heard from your Dealer. Have had letters and personal visits from no less than four of them since I wrote you for Catalogue of Records. Any one who follows up their customers in this manner certainly deserves success if they do not get it. Yes, I own a Phonograph and have owned one for several years—one of the large spring motors that run sixteen records. Have several hundred Records and may have several hundred more before I get done with it as I never seem to tire of the Phonograph. Have recently purchased one of the new reproducers and have quite a number of the new records. * * *

With best wishes, I remain
Very truly yours,

Does this not show, Mr. Dealer, that we are sending business your way?

NEW ELECTROTYPE PRICE LIST.

A NEW catalogue of electrotypes will be ready for the use of the trade in about a month.

MARCH ADVERTISING.



THE advertisement herewith of the National Phonograph Company will appear in the March number of the following publications:

Leslie's Popular Monthly.
McClure's Magazine.
Munsey's Magazine.
Scribner's Magazine.
Argosy.
Harper's Magazine.
Everybody's.
Pearson's.
Ainslie's.
Smart Set.
Good Housekeeping.
Success.
Lippincott's.
National Magazine.
Overland.
Metropolitan.
Booklovers' Magazine.
Saturday Evening Post.
Collier's Weekly.
Life.
Town Topics.
Outlook.
New Era Magazine Supplement.

(The latter is the Magazine Supplement to the Sunday issue of about 200 of the largest daily papers in each of fifty different cities.)

The aggregate circulation of these mediums is about 4,500,000 copies. Since the benefit of this expensive advertising can only come to us through the Jobbers and Dealers, we ask that you do your share toward pushing Edison Phonographs and Edison Records by advertising in the local papers, street cars, etc.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. 1. NEW YORK, APRIL, 1903. No. 2.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
ANTWERP: 38 REMPART SAINT GEORGES.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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ON PUSHING GOODS.

WE shall be glad to publish in these columns contributions from Jobbers and Dealers concerning plans for selling Edison Phonographs and Records. A Jobber having a successful method of getting his goods before the public can lose nothing by telling the trade about it and may be doing some one a good turn. His competitors at home already know how he does it and those at a distance cannot affect his trade.

VOLUME I, NUMBER 1.

THE first issue of the EDISON PHONOGRAPH MONTHLY has been cordially received by the trade. In another column we print the comments of a number of Jobbers and Dealers. Many others wrote in a similar manner, our limited space making it impossible to print more of them this month. Without exception all commend the publication as furnishing an excellent method of "talking shop." Not a few correspondents offer suggestions for adding to the value of the MONTHLY which we shall take pleasure in acting upon. One writer asks two questions of interest, and these, with replies, are published elsewhere. Matters of this kind will be similarly treated each month and we believe that the department will be one of the most valuable features of the MONTHLY. A number of points concerning the Phonograph and Reproducers are constantly being asked about by Dealers. It will be the mission of this paper to answer such questions here as well as replying direct by mail.

We have had requests from Jobbers to send them a quantity of the MONTHLY. It will be impossible to do this. The edition each month will only be sufficient to send five copies to each Jobber and one to each Dealer. Every Dealer who has signed an agreement should be on our mailing list. If he is not it is because his name has not been sent in by the Jobbers. If Dealers complain that they do not receive our advertising matter by mail, Jobbers should advise the Advertising Department. The matter will receive prompt attention.

The Chicago office of the National Phonograph Company has been moved from 144 Wabash avenue to larger quarters at 304 Wabash avenue. The growth of the business in that territory made the change necessary.

THE ADVANCE LIST OF MAY RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON MOULDED RECORDS FOR MAY, 1903

TWELVE DOMESTIC TITLES

RECORDS listed herein will be ready for shipment as near May 1st, 1903, as possible, at which time Jobbers' stock orders, if placed prior to April 20th, will be shipped.

May Supplements will bear the date of May 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

Stock orders for Records contained in this list must be written on separate order blanks, and letters relating to May Records should refer to no other matter.

Kindly comply with above requests and thus aid your Jobber and ourselves in handling advance orders.

8392 In Old Alabama — Peerless Orchestra
Characteristic Barn Dance

8393 My Little Pansy — Collins
Serio-comic song with orchestra accompaniment from The Billionaire

8394 Violets (Transcription) — *Piano solo* Frank P. Banta

8395 Life's Dream Is O'er — Miss Chapell & Mr. Stricklett
Soprano and Tenor Duet

8396 Under the Bamboo Tree Medley — J. Frank Hopkins
Introducing The Little Gypsy Maid—Xylophone solo with orchestra accompaniment

8397 The Banquet in Misery Hall — *Descriptive song* Harlan

8398 Blaze Away March (with bells) — Edison Concert Band

8399 I Wonder If Your Love Will Last — Thompson & Campbell
Sentimental male duet

8400 Hamlet Was a Melancholy Dane — Favor
Comic song from Mr. Blue Beard

8401 Glory — Arthur Clifford
March song from The Billionaire

8402 Waltz Me Down the Alley Sallie (Waltz song) — Collins & Harlan
Male duet

8403 Hebrew Vaudeville Specialty — Julian Rose
Introducing parody on In the Good Old Summer Time

Edison Moulded Records are made only in Standard size. Both Standard and Concert Recor.ls may be ordered from this list. Order by Number, not title. If Concert Recor.ls are wanted, give the number and letter C.

FURTHER DECISIONS IN OUR FAVOR IN THE WITTMANN CASE.

ONE after another the courts of the country are upholding the validity of the agreement system of the National Phonograph Company. Last month we noted in these columns the granting of two restraining orders by Judge Munger, of the U. S. Circuit Court for the District of Nebraska, restraining the Wittmann Company, of Lincoln, Neb., and Kansas City, Mo., from cutting prices and also from changing the serial numbers on Phonographs. Just as we go to press with this issue, we are advised that the same judge and court have issued two preliminary injunctions against the Wittmann Company for the same violations of contract. Abstracts of the opinions appear on another page.

ABOUT DELAYED ORDERS.

IF we did not feel that some explanation was due the trade because of the delay in filling orders, we would rather not refer in these columns to the growth of our business in the last six months. A year ago we believed that our factory facilities at Orange, N. J., were sufficient to meet all demands for a long time. Early in the fall orders began to increase beyond their usual number, making it necessary to work overtime in some departments. Soon other departments were working the same way. Then the working force was increased in every department and still the orders exceeded the output. The holidays found several departments working with one force during the day and another all night, the factory being closed at no time except Sundays. We thought that the unusual demand was due to the holiday season and that January would see a let-up, giving us a chance to catch up with orders. It pleases us to have such a volume of business but at the same time we regret that anyone has to wait a day for our goods.

We have perfected plans for several additions to our factory and until they can be built we must ask the trade to bear with us patiently. Rely upon it that nothing is being left undone to get goods on the market. If we were disposed to be boastful and give out figures showing the number of Phonographs and Moulded Records that we are shipping each week the public would be amazed. It is evident that the talking machine idea has grown tremendously throughout the entire world and that the Edison Phonograph, as the leading type, is reaping the harvest.

The situation was such on March 1st that it was deemed advisable to cut down the number of new Records to be listed in April and instead of thirty or more, as has been the custom, a list of only sixteen was made up. This will, we believe, aid materially in filling orders for Records previously listed. For the same reason a small advance list has been made up for May, and we expect that before that time we shall be filling orders as fast as received.

ANTICIPATE ORDERS.

A JOBBER suggests that we advise the trade in these columns not to promise too prompt delivery of Phonographs, Records and Reproducers, in view of the inability of the Company to make them fast enough to fill orders. While it is just as well that the trade should understand the situation, we think that both Jobbers and Dealers should anticipate the probable demand in their territory and place orders in advance, instead of waiting until their stocks run low. There is no risk in keeping a large stock of Edison goods. They are as stable as flour and just as certain to sell.

RECORDS BY MAIL 17 CENTS NOT 10 CENTS.

IN the new machine catalogue, Form 375, through a misunderstanding, the price for mailing Records is given as ten cents. This was formerly the cost when they were mailed unregistered. In many cases, however, claims were made that they were not received and it was decided to mail no more unless registered. This increased the mailing cost to seventeen cents. We make every effort to induce users of Records to buy from the trade, but when they insist upon having them mailed we are compelled to add the cost of mailing and registering.

Jobbers and Dealers who are in doubt as to whether to address the Company at Orange or New York are advised to write to the New York office, unless they are replying to a communication sent direct from the factory. All orders must be sent to the New York office.

Jobbers and Dealers should keep a file of the PHONOGRAPH MONTHLY. They will find it useful to refer to from time to time.

ABOUT PRINTED MATTER.

We have placed an order for a handsome show card for window displays. It will be a celluloid card, 9¾x19¾ inches in size, and lithographed in six colors. It will probably be the middle of May before it can be sent out to the trade. It is the handsomest card of its kind ever gotten out by this Company.

A new edition of the Foreign Record Catalogue, Form 381, will be issued about June 1st. If orders for the present edition are cut down it will be because we want to make the supply last till the new catalogue appears.

Orders for Record Catalogue No. 380 will shortly be filled with a new edition, which will include the March and April titles. The trade is asked to use up these now on hand before ordering a new lot. The present issue may be made complete by adding the March Supplement.

Catalogue of Parts, No. 371, is exhausted. Another edition is in preparation, but as it will be arranged on different lines it will not be ready for about two months.

The new machine catalogue, Form No. 375, is now being sent out to the trade. This catalogue is too expensive to be used in quantities for circularizing by mail, and those who contemplate such advertising will be given a supply of a very attractive four page folder, Form 414. This folder is nicely printed on fine coated paper and shows the Gem, Standard, Home and Triumph types in good style.

Advance copies of a pretty card, Form No. 409, illustrating the lad who with a hatchet is trying to find the hand that he can hear so plainly but cannot see, have just been sent to the trade. It has been gotten out for mailing and for use at openings, fairs or any similar occasion where it is desired to freely give away an attractive card. Get a supply through your Jobber.

The new electrotype catalogue, Form No. 415, has been received from the printer. Since only a portion of the trade use electrotypes, it will be sent only to such Jobbers and Dealers as order it.

Dealers buying through Jobbers are requested to get printed matter in the same manner. This makes it possible for us to send out catalogues, etc., more expeditiously and at less expense. Catalogues are too heavy to send by mail and small quantities cannot be sent by freight. If Dealers cannot be supplied by their Jobbers and insist upon our sending a small quantity in an emergency, they must pay express charges and advise how we shall ship. The same rule applies to direct Dealers.

A new edition of the Accessories Catalogue, No. 376, will soon go to press, and in it the 72-pag. 120-pag and 180-pag cabinets will no longer be listed. Orders will only be filled till the present stock is exhausted. The Edison "V" Battery will also be omitted from this catalogue.

For the information of Dealers who thought we had overlooked them in sending out the March Supplements and Bulletins, and who wrote concerning them, we would state that neither are sent out to any one in the trade until the Records for the month have been shipped. The delay in shipping the March Records caused a similar delay with Supplements and Bulletins.

PROGRESSIVE ADVERTISING.

THE past month has seen some most progressive Phonograph advertising on the part of several enterprising Jobbers. Plenty of advertising in a local manner has been done for a long time, but few have taken up the matter in a general way. In February the Vim Company, of Chicago, came out with a very attractive advertisement in *Collier's Weekly*, of New York City. Since then S. B. Davega, of New York, has offered the Phonograph on the dollar a week plan in the columns of *Success* and other magazines. The Eastern Talking Machine Company, of Boston, has a full page advertisement in the April issue of the *National Magazine*, devoted entirely to offering Edison Phonographs and Records on the mail order plan.

The Siegel-Cooper Co., of New York, has been running an advertisement ten and a half inches deep and three columns wide in every daily paper of large circulation in New York City and adjoining cities, devoted exclusively to the sale of Edison Phonographs and Records on the instalment plan. Their returns have been of the most gratifying character.

All of the above advertising has been done entirely by the firms named and without any arrangement or understanding of any kind with this Company. In no case was it even suggested and except in one instance we did not know of the advertising until it appeared in print. Credit for the enterprise is alone due these firms. They know the merit of the Edison Phonograph and have been willing to expend large sums to further its sale.

Dolly.—Have you learned to manage your "auto" yet?

Daisy.—Very nearly. I can do everything but stop it and steer it!

AN ENTHUSIASTIC DEALER.

F. J. Collingwood, manager for the C. F. Jackson Co, Dealers at Norwalk, Ohio, under date of January 23, wrote the following letter to this Company, and later he gladly consented to its use in the MONTHLY:

National Phonograph Company.

GENTLEMEN—I have just finished playing over your selections gotten out for January, and I feel as though I must congratulate you upon your wonderful success in Record making; also your new Model C Reproducer. I have no doubt that you are bothered with similar letters, but I must give vent to my feelings. I have thought every time I have received the Records for each month that I would write you but have not until I received the January list, and they are all so very fine I had to do it. Would say that I have handled the —— make for several years, but since your new Reproducer came out and your Moulded Records I have no use for the ——. The $25.00 —— machine I sold at $17.00, and their records at fifteen cents to get rid of them, and now handle only the Edison Records and machines.

Several evenings in the week I have a machine and Records at my house and ask people to come and hear them. I find it very amusing to see how perfectly carried away they are with the outfit, it being so much better than they could imagine. This has been the means of selling several Edison outfits. I have introduced three customers this week to get rid of the —— machine which I had sold them and buy the Edison.

People who have been down on talking machines are lovers of the new Edison. I would rather have an Edison Gem than the ——$20.00 or $25.00 machine. I have put them to a test side by side. It seems now as though you must stop trying to get anything better, for some of the Records now seem as if they were better than the real thing.

The sale of an Edison Phonograph is but the beginning of business. The sale of Records goes on indefinitely.

TRADE NOTES.

AFTER commenting favorably upon the PHONOGRAPH MONTHLY, F. N. Green, of Willimantic, Conn., writes: "In making an exhibit of Edison Phonograph and Edison Moulded Records at the Stafford Springs Agricultural Society of Connecticut I was presented with a large diploma of merit for excellence of Edison Phonograph and Records over all other machines."

A Dealer to whom we referred an inquiry concerning Edison goods writes: "As I believe it is of interest to you to know the results of my work among the people referred to on your inquiry card, I beg to advise you that I am now shipping a Phonograph with a complete outfit to the party at Woodburn, Va., and am expecting an order from one of the others at an early date. I will greatly appreciate further suggestions of the same character."

A fact not generally known in the trade is that electric light companies throughout the country will bear the entire cost of installing electric signs where storekeepers will contract to burn a certain amount of light each year. A Phonograph dealer in Brooklyn has such a sign, and its advertising value is worth many times what it costs him.

Bernard Bearwald, of 373 West 11th street, New York City, sends a communication to the PHONOGRAPH MONTHLY in which he makes several excellent suggestions, and talks interestingly of his success in selling Phonographs. We regret that the length of the letter makes it impossible to publish it in full. One of his suggestions is that dealers should furnish us with a list of their customers, to whom we should send lists of the new Records each month, such lists to bear the name of the dealer. Such a plan would result in a large amount of business, but the lists would be so large and the cost so great as to be almost prohibitory.

HOW A WESTERN JOBBER SOLD HIS 14-INCH HORNS.

ONE of the problems that all Jobbers and large Dealers have to contend with is to find a way of disposing of their stock of 14-inch horns, left on their hands when customers exchange them for larger horns. A Western Jobber cleaned out his stock recently in a very clever manner. A political campaign in his city made such a demand for tin horns that the supply gave out. Seizing the opportunity, this Jobber had a lot of tin mouthpieces made to fit the 14-inch horns and soon sold his entire stock at a nominal but satisfactory figure. Quite clever, wasn't it?

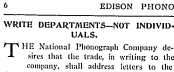
THE MAY RECORD LIST.

THE list of new titles for May, given on page 2 of this issue, number only twelve, but they are especially good. A feature of the list is a piano solo, "Violets," by Frank P. Banta, one of the best piano players for Record making in the country. This is probably the first really successful piano Record ever made. The list as a whole is well assorted and every owner of a Phonograph should have the entire dozen.

WRITE DEPARTMENTS—NOT INDIVIDUALS.

THE National Phonograph Company desires that the trade, in writing to the company, shall address letters to the department and not to its head by name. If you want your letter to go direct to the Sales Department address it to that department. Write in the same way to the Credit Department, the Advertising Department, etc. If your letters are personally addressed to the head of a department and he should be out of town, those in charge do not know whether you are writing about company matters or not. If you write to the department there can be no such doubt and your correspondence will get immediate attention.

UNIQUE "ADS" OF LIVE DEALERS.



Every night a concert in your own home
Every evening at home a pleasant one
Edison's Band will play for you
Edison's Singers sell cheap for you
Entertain yourself, family, and friends
Easily yourself with a call

EDISON PHONOGRAPH

I sell them from $10. up. New Moulded Records.
F. P. Monfort, 416 Douglas St., Sioux City, Iowa.

Mailing Card—one-fourth of original size.

Edison's Latest

E Stands for Phonograph of Ediisons Make
E Stands for Him who will no other take.
C Stands for Orders which exceeds the supply
O Stands for Natural Tone of records you buy.
C Stands for Others of inferior kind
C Stands for Gem not left behind.
E Stands for Records the best in the land
A Stands for ability in Edison's Band.
E Stands for People who own a machine
E Stands for Happiness there to be seen.

Bowen The Jeweler

Newspaper Advertisement reduced from two columns wide. Mr. Bowen is a dealer at Kawanee, Ill.

FOREIGN RECORDS.

MANY dealers do not realize that in the foreign Edison Moulded Records they have some of the most desirable selections ever made for the Phonograph. Because they are made in foreign languages they do not regard them as having any value for general sale. This was aptly illustrated by an incident that came to the notice of one of our salesmen in a large Eastern city. A gentleman asked a large dealer if he had an Edison Record with the title "Ave Maria." The dealer looked through a catalogue of domestic selections and regretted that the title was not listed. A day or so later the gentleman made the same inquiry of another dealer in the same city. The dealer replied:

"Yes, I have Gounod's "Ave Maria," and put the Record on a Phonograph for his caller's benefit. It was not the one wanted. Tosti's "Ave Maria" was according played and this proved to be just what was sought. A sale followed and the gentleman went away much pleased. The incident showed that the second dealer had given the foreign records the attention they deserved. In the foreign list are many excellent selections, and dealers would do well to extol their merits to English-speaking customers as well as those of foreign birth.

COMMERCIAL PHONOGRAPH.

WE are constantly asked, "When are you going to get out a Commercial Phonograph?" To such inquirers we reply that the Edison Commercial Phonograph will not be put on the market until it is a much more perfect machine than any device now in use. A number of experts, under Mr. Edison's supervision, are constantly at work on a Phonograph for commercial dictation and transcribing. They are daily getting nearer the point of excellence that Mr. Edison insists must be reached before the machine can be sold, but we cannot say just when it will be put on the market. When its sale is definitely announced the public may rely upon the Edison Commercial Phonograph being a thoroughly practicable machine for office use.

ONCE or twice every month we send out new printed matter by mail to the entire trade. Those who fail to receive this matter regularly should write direct to the Advertising Department, in order that the cause of the trouble may be looked up.

Be honest, straightforward and explicit—the future customer will prove more satisfied, more lasting.—*Direct Advertising.*

TRADE QUESTIONS AND ANSWERS.

From Santa Fe, Watch Co., Topeka, Kans.—We have this day received the first copy of the PHONOGRAPH MONTHLY and are glad to know that you will have something of the kind to keep us posted. Please answer these questions through the columns of your MONTHLY. 1st. We often find that Reproducers, when they come from Jobbers, have a blast or jar to them; this is not always the case, so there must be a remedy. We have not been able to improve them. 2nd. In regard to cutting prices; where we find through our customers that certain Dealers are cutting prices, what evidence do the Edison people require before they will take any action; before whom do we place it?

ANSWERS—1st. If a Reproducer blasts, it may be due to the diaphragm not being clamped tight enough, or the rubber cushion underneath the diaphragm may have slipped from the seat in the cup, leaving the diaphragm loose at that point. The remedy is to take the Reproducer apart and see whether the rubber cushion fills the seat in the cup. After the diaphragm is placed in position, care should be taken that the top gasket also fills the cup, and should be stretched if too small. Care also should be taken not to stretch it too much, in which case it would buckle and prevent the diaphragm from lying flat. It may be necessary to try several times before the exact tightness of diaphragm is determined to stop the blasting.

2d. The evidence we require in order to take action, is to have goods purchased at cut price, properly marked for identification by the person who made the purchase, tog. ther with receipted bill and affidavit, with witness. This evidence should be sent to our Sales Department.

ALWAYS AS ADVERTISED.

IT is to be seriously questioned if an advertiser ever advanced his interests one jot by lying about his goods, especially where the buyer must order on faith.

If the article doesn't come up to what is promised for it, the trade that results won't stick, and often it is only in the future patronage that the profit lies.—*Fame.*

The secret of the success of the Edison Phonograph is due to the fact that it is found to be "as advertised." No claims are ever made for it that are not fully carried out. Mr. Edison never allows anything to be said about the Phonograph or Records that misrepresents them in any way.

GLEANED FROM THE PRESS.

A HARTFORD, Conn., woman has brought suit for divorce against her husband, and part of her evidence is said to be a number of Phonograph Records, giving conversations that took place between her husband and the other woman in the case.

Thomas A. Edison says genius is two per cent. inspiration and ninety-eight per cent. perspiration. Thomas is certainly right. He is the genius to whom we owe more than to any living man our ability to transact business with ease and comfort. Quadruplex telegraphy, the incandescent electric light and the microphone, which makes the telephone of to-day practicable, are his, and we know his genius to be of the inspiration and perspiration kind.—*Battle's Weekly.*

A Swiss mechanic claims to have invented an automatic baby's nurse. The apparatus is attached to a cradle. If the baby cries air waves cause specially arranged wires to operate a Phonograph, which sings a lullaby, while, simultaneously, clockwork is released and rocks the cradle. When the crying stops the wires cease to vibrate and the cradle stops rocking.

CONCERT RECORDS NOT MADE BY THE MOULDED PROCESS.

OCCASIONALLY a Dealer asks when we are going to make Concert Records by the moulded process. The Concert Record was originally placed on the market in consequence of a demand for a Record loud enough for exhibition purposes. It met the demand fully, and thousands of them were sold. Then the small Record was made by the moulded process, and it proved to be as loud as the Concert Record, causing the demand for the latter to fall off greatly. The new moulded Record in the small size so completely fills every need for the Phonograph that no serious attention has been given the matter of making Concert Records by the same process. For the present, at least, it will not be done.

A JOBBER'S INVITATION.

THOMAS WARDELL, a Jobber at Lowell, Mass., has adopted the plan of sending out the following card each month to those whom he thinks will be interested:

DEAR SIR:—For the next three days we shall play this month's Records continuously. You are invited to step in and hear them.

Very respectfully yours,
THOMAS WARDELL.
111 Central street, Lowell.

THE Advertising Department of this Company will consider it a favor if Jobbers and Dealers will send it clippings of their advertisements in daily or weekly papers, magazines, or other publications. Address them to the Department.

IN THE CIRCUIT COURT OF THE UNITED STATES FOR THE DISTRICT OF NEBRASKA.

EDISON PHONOGRAPH COMPANY, Complainant,
v.
THE WITTMANN COMPANY, Respondent.
No. 101, V.
MEMORANDUM DECISION.

MUNGER, *D. J.*

This is an action brought by complainant to restrain the respondent from disposing of certain phonographs having the serial number placed thereon erased or otherwise changed.

The action is framed upon the theory that the obliterating of the serial number is an infringement of complainant's patent. There does not appear to have been any contract between complainant and respondent. The articles in question were purchased by respondent from jobbers and dealers, but it appears from the evidence that respondent had no knowledge of the provisions of the contracts under which such machines were placed upon the market for use and sale. The objection of respondent to the introduction in evidence of the printed contract between the Omaha Hicycle Company and complainant, on the ground that no foundation for the introduction was established, and such contract has not received consideration.

There was placed upon each machine a plate, having plainly and distinctly engraved thereon, among other words, the following language:

"This machine is sold upon the condition that it is licensed to be used or vended only as long as this serial number S——— is not removed or changed in whole or in part."

It is alleged that the serial numbers have been obliterated, and that it was done by respondent, or was done by respondent. That these serial numbers are obliterated and that it was done by respondent is not denied, but it is claimed that such act does not constitute an infringement, and as there was no contract between complainant and respondent, the action cannot be maintained.

The Court of Appeals of this Circuit in Dickerson v. Tinling, 84 Fed. 192-199, with reference to the sale of a patented article upon conditions, uses this language:

"If the complainant sold the patented article subject to restriction, the purchasers, with notice of this limitation upon their right to use or vend the same, could acquire no better right than that acquired to infringe upon the monopoly secured by the patent."

This, in effect, is a holding that the owner of a patented article may sell the same upon such terms and such conditions as he sees fit, and a violation of those conditions upon the part of any subsequent owner with notice thereof would be an infringement of the patent. Such seems to be the law as announced in Button Fastener Company v. Russell, 101 Fed. 859.

For these reasons the injunction as prayed will be granted, upon complainant executing a bond to be approved by the Clerk of the Court, conditioned as provided by law, in the sum of $5,000; such bond to be given within ten days.

IN THE CIRCUIT COURT OF THE UNITED STATES FOR THE DISTRICT OF NEBRASKA.

NATIONAL PHONOGRAPH COMPANY, Complainant,
v.
THE WITTMANN COMPANY, Respondent.
No. 99, V.
MEMORANDUM OPINION.

MUNGER, *D. J.*

This is an application to enjoin the respondent from disposing of certain phonographs in violation of a contract between complainant and respondent. The provisions of the contract material to the consideration in this inquiry are in substance that the Company will not sell said articles at less than the price stated in the contract, and that, as charged in the bill and established by the evidence in the record, men has violated the contract in this respect, and is doing so in violation of the agreement. This is sought to be justified on the part of respondent on the ground that complainant has not observed the terms of the contract, which violation on the part of complainant absolved the respondent from further observance of the contract; or, to be stated in another way, that complainant, in seeking equity must do equity, and having first violated the contract it is not in a situation to ask for the aid of a court of equity.

It is clear from the authorities, I think, that complainant is entitled to the relief asked under the terms of the contract, unless it shall appear that the contract was first violated upon the part of complainant, and that by reason thereof complainant cannot invoke the aid of a court of equity for its enforcement in the respect sought in this action.

I have carefully read the various affidavits and correspondence, and am unable to find from the evidence that respondent has shown a breach of the contract upon the part of complainant. Respondent's claim is that their contract gave them the exclusive right as jobbers within certain territory for a certain period of time, and that complainant violated this provision of the contract by furnishing the articles to other jobbers within such territory.

As stated, I am unable to find from the evidence offered that complainant did give to respondent the exclusive right to job the machines within the territory designated.

Such being the case, a temporary order of injunction will be granted as prayed, upon complainant executing to respondent a bond to be approved by the Clerk of the Court, with the usual conditions, in the sum of $5,000; such bond to be given within ten days.

AMONG THE JOBBERS.

THE MacGowan Cycle Company, of New Haven, Conn., has been succeeded by the Pardee-Ellenberger Company.

The Ray Company now has stores in four-teen cities.

The Rauland Company, at Fulton and Duffield streets, Brooklyn, has been succeeded by Chapman & Co.

The Pittsburg Phonograph Co. has removed to 937 Liberty avenue, Pittsburg.

The Theo. F. Bentel Co., of Pittsburg, is now located at 433 Wood street.

The Ray Company branch at Cincinnati has removed from 308 Walnut street to 143 W. 5th street, and the Ray Company branch at Nashville has moved from 606 Church street to 30 The Arcade.

OUR PHONOGRAPH HAND-BOOK.

SINCE the reduction in the price of the Hand-book of the Phonograph from seventy-five cents to fifty we have had an increased demand for it. We still have a supply on hand and can fill trade orders for it. The book contains 180 pages of information and ninety illustrations about the Phonograph, Record making and kindred topics. It is bound in buckram, with board covers.

WILLIE WISELY'S WAY.

Mrs. Wisely—John, I was just reading about a man who traded his wife for a phonograph. Now isn't that horrible?

Mr. Wisely—Not at all, Mary; a phonograph will not talk without winding. He knew his business.—*N. Y. Evening Sun.*

SUSPENDED LIST, APRIL 1, 1903,—SUPERSEDING ALL PREVIOUS LISTS.

KANSAS.

LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DEWOLFF.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 450 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
R. L. CORWIN, also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
HAWTHORNE & SHEBLE, 297 Broadway, also Philadelphia, Pa.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. McELLYNNE, 209 Broadway.
F. M. PRESCOTT, 44 Broad street.
STAR CREDIT CO., or Paul Sacks, 180 East Houston st. and 57 Third ave.
SARATOGA—W. J. TOTTEN.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
UHRICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—HAWTHORNE & SHEBLE, 604 Chestnut street.

RHODE ISLAND.

PROVIDENCE—P. F. MOORE.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus.

A NEW NATIONAL AIR.

"MY Own United States," the patriotic song from "When Johnny Comes Marching Home," promises to become a national air of this country. It is now being sung in hundreds of the public schools in all sections and its popularity is growing with wonderful rapidity. Both music and words are very stirring, especially when sung by a chorus. This song was listed by this Company in February and the demand for it has been large.

CORRECT GROSS WEIGHTS.

Changes in the equipment and manner of packing have from time to time changed the gross weights of the several styles of the Phonograph. The correct weights are given in the following table.

'Gem.....	22 lbs.	1 case
Standard.....	50 "	"
Home.....	70 "	"
'Triumph.....	90 "	"
Concert.....	135 "	2 cases
Excelsior.....	100 "	"
Bijou.....	68 "	"
Ajax.....	420 "	4 "
Climax.....	335 "	3 "
Triton.....	85 "	1 case

TRADE OPINIONS ON THE MONTHLY.

The Pittsburg Phonograph Co.:—

We have gone over the EDISON PHONOGRAPH MONTHLY and are much pleased with its contents, as it gives a great deal of condensed information and in connection the advanced list of new moulded records, which makes it a very useful and attractive sheet.

I. W. Maple, Ridgeway, Mo.:—

I received first copy of PHONOGRAPH MONTHLY. Have read every word and find it full of valuable information. Will be pleased to receive it regularly.

L. S. Porter, Brockton, Mass.:—

Vol. I, No. 1, EDISON PHONOGRAPH MONTHLY, at hand. It's just what I wanted to see. Long may it live.

C. W. Noyes, Iten & Co., Cincinnati, O.:—

I beg to acknowledge receipt of the EDISON PHONOGRAPH MONTHLY. I really think this paper will be greatly appreciated by Phonograph dealers in general. The only suggestion I might make that would improve the MONTHLY would be to give us more of it. I was very sorry to reach the last page. I hope it may grow each month and develop finally into a magazine of twenty-five or thirty pages. I feel sure that there is enough news in the Phonographic world to fill this much space in small type.

James A. Speed, Newfields, N. H.:—

No. 1 of the EDISON PHONOGRAPH MONTHLY at hand. Thanks. I think this is just what the trade has wanted for a long time. It will put the retail trade in touch with the home office, and keep all hands posted as to what is doing and will be done.

Douglas & Co., New York City:—

We commend your enterprise in issuing the EDISON PHONOGRAPH MONTHLY, which should be of great assistance to both Jobbers and Dealers.

Morley Bros., Saginaw, Mich.:—

We are in receipt of the No. 1 EDISON PHONOGRAPH MONTHLY, which meets our hearty commendation.

J. H. Snyder, Uhrichsville, O.:—

The EDISON PHONOGRAPH MONTHLY is immense and is something we have been looking for. Every Jobber and Dealer should be proud of it. I for one will not leave a stone unturned to make it a success. * * * We are all one family, and children should assist the father. Let us all put our heads and ideas together and note the results.

C. S. Perkins, Bishopville, N. H.:—

Am very much pleased with the PHONOGRAPH MONTHLY and hope that it will be continued. Would say that it keeps the Dealers in touch with ideas and improvements and gives notice of all advertising matter about to be published.

Albert Palmer, Garrett, Ind.:—

It is with pleasure I can say that I am very much taken up with the EDISON PHONOGRAPH MONTHLY, and it will be an ever looked for and welcome visitor at my place of business. I am putting all my time in selling Edison goods, for I think there is no other like them. I am doing all I can to advertise them. I will tell you about how many Edison Records I have sold in a city of about 4,500 people. I have sold in the past year over 3,000 Records. How is that for doing business?

H. A. Richards, Parry Harbor, Ont.:—

I think that the PHONOGRAPH MONTHLY is a good move in the right direction. Think that thoexchange column will be all right.

J. B. Rich, Hobart, N. Y.:—

The first copy of the PHONOGRAPH MONTHLY received. It is just what Dealers in Phonographs and Phonograph goods want. You ask for suggestions and criticisms. If the new MONTHLY is worth anything it is worth preserving. I would suggest that you have a cheap binder made that will hold twenty-four numbers with cord in the back so that each number can be put in the binder when received. Send it only to Dealers interested who will ask for it, or, if you wish, who will pay for it. Should you decide to get out a binder just me down for the first copy. I will pay the price. [We will look into this matter. —Advg. Dept.]

Henry Ros, Jersey City, N. J.:—

I received the PHONOGRAPH MONTHLY and carefully noted contents. I think that it fills a long felt want, as it will keep the Dealers in close touch with the "National."

J. W. Dilbeck, Marrilton, Ark.:—

Your first copy of the PHONOGRAPH MONTHLY received. Please accept Thanks for the same. I like it much better than the Phonogram.

N. C. Hall, Fort Worth, Texas:—

I have just received a copy of the EDISON PHONOGRAPH MONTHLY. Thanks. It is just what the Dealer needs. I am very much pleased with your method of assisting the Dealers. The Edison Phonograph is the only talking machine of real merit on the market. There is a constantly growing demand for it.

J. Anderson, Stromsburg, Neb.:—

The new EDISON PHONOGRAPH MONTHLY received, which I think is all right. Am glad to see that the prices on Edison goods are to be maintained.

Wesley T. Harrison, Williamstown, Ky.:—

I have the pleasure of acknowledging the receipt of your paper, Vol. 1, No. 1, and have carefully read every word of same. I believe that it will be of great benefit to Dealers.

Robert F. Storey, Mt. Holly, N. J.:—

I am in receipt of a copy of the first issue of the EDISON PHONOGRAPH MONTHLY, and I was very much pleased with it.

The Musical Supply Co., South Bend, Ind.:—

The first copy of the PHONOGRAPH MONTHLY is certainly a welcome visitor. We have felt the necessity of something of its nature for some time. The advance list of records is certainly desirable, and I don't see how a Dealer could get along without it. It is needless to say that although we handle all makes, the Edison Machine and Record sales lead to one. We keep all the machines and over five hundred Edison Records in stock, and are fast securing the entire trade of northern Indiana.

JOBBERS OF PHONOGRAPHS AND RECORDS.

The following is a list of firms in the various cities of the United States and Canada who are handling Edison Phonographs and Records as Jobbers:

ALABAMA.

Birmingham—The Ray Co., 2021 Second avenue.
Mobile—The Ray Co., 54 Dauphin street.

CALIFORNIA.

San Francisco—Pioter Buckgnall, 933 Market street.

COLORADO.

Denver—Denver Dry Goods Co., California and 16th streets.
Western Phonograph Co., 649 16th street.

CONNECTICUT.

Middletown—Cushing & Post Co., 406-408 Main street.
New Haven—Pardee-Ellenberger Co., 135 Orange st.

GEORGIA.

Atlanta—The Ray Co., 6 S. Broad street.
Savannah—The Ray Co., 126-128 Barnard street.

ILLINOIS.

Chicago—Oscar J. Iverge, 245 E. Chicago avenue.
Kelley Clarke & Co., 1 Chicago avenue.
James I. Lyons, 13 Fifth avenue.
The Ray Co., 97 Washington street.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 207 Madison street.
The Von Co., 56 & 58 Lake street.
Woodmansee & Co., 222 Michigan ave.
Peoria—Peoria Phonograph Co., 312 S. Adams street.

INDIANA.

Indianapolis—Kipp Bros. Co., 72 S. Meridian street.
The Ray Co., 83 Massachusetts avenue.
Wahl & Co., 45 E. Illinois street.
Lafayette—Wahl & Sandt, 30 Main street.

KENTUCKY.

Louisville—The Ray Co., 620 Fourth avenue.

LOUISIANA.

New Orleans—National Automatic Fire Alarm Co., 628 Hawley street.
The Ray Co., 111 Camp street.

MAINE.

Bangor—Bangor Phonograph Co.
Portland—W. H. Cole & Son, 507 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 2 Hanover street.
Eastern Talking Machine Co., 176 Tremont street.
J. C. Haynes & Co., 235 Washington street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Read & Read, 256 Washington street.
Fitchburg—Fitchburg Sporting Goods Co.
Lowell—Geo. H. Gilson Co., 222 Merrimack street.
Thomas Wardell, 121 Central street.
Worcester—Iver Johnson Sporting Goods Co.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 225 Woodward avenue.
Russell Phonograph Co., 168 Griswold street.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 232 Nicollet avenue.
St. Paul—Minnesota Phonograph Co., 12 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1052-1055 Main street.
St. Louis—Conroy Co., 1112 Olive street.
The Ray Co., 305 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1215 O street.
Omaha—H. E. Fredricksen, 1500-1502 Capitol avenue.
Nebraska Cycle Co., 1316 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 306 Washington street.
Newark—H. J. Koehler Sporting Goods Co., 845 Broad street.
A. G. Spalding & Bros., 48 New street.
Paterson—James L. Dykes, 122 Ellison street.
Plainfield—Frank L. C. Martin Auto. Co., 320 Park avenue.
Trenton—Stoll Blank Book and Stationery Co.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 394 Fulton street.
Price Phonograph Co., 1224 Broadway.
Buffalo—F. A. Powers, 643 Main street.
Elmira—The Ray Co., 117 Main street.
Gloversville—American Phonograph Co.
Kingston—Forsyth & Davis.
New York City—Jacobus & Kemp Co., 38 Vesey street.
Bettini Phonograph Co., 120 Fifth ave.
Blackman Talking Machine Co., 29 Dreckman street.
J. H. Bunnell & Son, 149 street and 3d avenue.
I. Hevzer, Jr., 892 Third avenue.
S. B. Davega, 32 E. 14th street.
Douglas & Co., 89 Chambers street.
E. R. Graves, 1123 Fifth avenue.
Hacker & Dorn, 1 E. 125th street.
Harry Jackson, 2986 Third avenue and 790 Eleventh avenue.
Inzer Music Box Co., 39 Union Square.
Lloyd D. Ramsey, 1061 Second avenue.
Siegel-Cooper Co., Sixth avenue and 18th street.
Rochester—Mackie Hunt & M. Co., 100 State street.
Talking Machine Co., 99 E. Main street.
Schenectady—Jay A. Rickard & Co., 233 State street.
Syracuse—C. A. Andrews, 216 E. Radford street.
Troy—James Lee, 2 Fulton street.
Utica—Clark, Horrocks & Co., 34 Genesee street.

OHIO.

Canton—Klein & Heffelman Co., 226 N. Market street.
Cincinnati—Iten & Co., 24 W. 4th street.
The Ray Co., 121 West 5th street.
Cleveland—The Ray Co., 965 Erie street.
W. J. Roberts, Jr., 254-256 Arcade.
Columbus—Perry B. Wilson, 1 N. High street.
Dayton—Nicholas & Bosse, 31 E. 4th street.
East Liverpool—Smith & Phillips Pub. Co.

PENNSYLVANIA.

Allegheny—Henry Bruno, 1 Federal street.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Warner, 401 Northampton street.
Philadelphia—C. J. Heppe & Son, 1217 Chestnut street.
Penn Phonograph Co., 19 S. 9th street.
Talking Machine Co., 41 N. 9th street.
Western Electric Co., 930-932 Market street.
H. A. Weymann & Son, 1021 Market street.
Pittsburg—Theo. F. Bentel Co., Inc., 433 Wood street.
Keating & Co., Diamond alley and Smithfield street.
H. Kleber & Bro., 201 Fifth avenue.
C. C. Meller Co., 309 Fifth avenue.
Pittsburg Phonograph Co., 632 Liberty street.
Reading—Light Phonograph Co., 641 Penn street.
Reading Phonograph Co., 641 Penn street.
Scranton—Charles B. Scott, 119 Franklin avenue.

RHODE ISLAND.

Providence—J. A. Foster Co., Weybossett and Dorrance streets.
Murray, Blanchard, Young & Co., 46-50 Pine street.

TENNESSEE.

Knoxville—Reynolds Phonograph Co., 519 Clinch st.
Memphis—The Ray Co., 82 Monroe building.
Nashville—The Ray Co., 317 The Arcade.

TEXAS.

Dallas—G. B. Harris, Agt., 247 Main street.
Waco—Waco Electric Supply Co., 518 Austin avenue.

VIRGINIA.

Richmond—The Ray Co., 729 Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 197 3d street.

CANADA.

Toronto—R. S. Williams & Sons, 143 Yonge street.

LOVERS of MUSIC LOVE The EDISON

PHONOGRAPH



The PHONOGRAPH is the only machine that satisfies the musical ear. Those who judge the PHONOGRAPH by the old styles, or by other "talking machines," should visit the nearest dealer and hear Mr. Edison's marvelous improvements, that produce this perfect result.

PHONOGRAPH Catalogues and Record Lists are Free at all dealers. Five thousand stores sell PHONOGRAPHS. Nine Styles, $10.00 to $100.00. Records 50c; $5.00 per dozen.

NATIONAL PHONOGRAPH COMPANY
Orange, New Jersey
New York, 83 Chambers St. Chicago, 304 Wabash Ave. San Francisco, 933 Market St. Europe, 31 Rempart Saint Georges, Antwerp, Belgium.

APRIL ADVERTISING.

THE advertisement of the NATIONAL PHONOGRAPH COMPANY will appear in the following publications in April:

Ainslie's.
Argosy.
Bookman.
Brown Book.
Century.
Collier's Weekly.
Commercialist.
Craftsman.
Current Literature.
Four-Track News.
Harper's Magazine.
Life.
Lippincott's.
McClure's.
Metropolitan.
Musical Record and Review.
Munsey's.
National Magazine.
New Era Magazine Supplements.
Outdoor Life.
Outlook.
Overland.
Pearson's.
Review of Reviews.
Saturday Evening Post.
Science and Industry.
Scientific American.
Scribner's.
Smart Set.
Strand.
Success.
Sunset Magazine.
Town Topics.
World's Work.

This means that nearly 6,000,000 homes in the United States and Canada will have an opportunity of knowing about the Edison Phonograph and Edison Records. It means an immense amount of publicity for our goods, all of which goes to the benefit of the Jobbers and Dealers, since we sell only through the trade and have no retail stores anywhere. Having done this much to popularize the products of Mr. Edison's genius, it only remains for the trade to do such advertising in local, daily or weekly papers, street cars, etc., as will tell the public in their localities where Edison Phonographs and Records may be had. We have found that the dealer who does the most advertising in this way is the one who is doing the most business and who is way ahead of his less enterprising competitor.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. 1. NEW YORK, MAY, 1903. No. 3.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
ANTWERP: 31 REMPART SAINT GEORGES.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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One mail on May 7 brought us forty-eight different orders from one Jobber. This shows that in spite of the statements of competing companies there is still "something doing" in Edison goods. This lot of orders establishes a record as to number received at one time from one Jobber.

A NEW AGREEMENT.
HOW IT AFFECTS JOBBERS.

A new Agreement between the National Phonograph Company and the various Jobbers in Edison Phonographs and Records is now being signed by the latter. It is dated May 1, and will go into effect July 1. One of its most important new provisions is the naming of a fixed amount of business that must be done each year to enable a firm to continue to get Jobbers' discounts. At the same time the amount of the initial order to be placed by a Jobber has been increased. These changes have been made with a view of protecting Jobbers so that it will not be possible for a firm to buy a Jobber's quantity when taking up the line and then do practically only a retail business afterwards. In a word the Company is endeavoring to compel firms to do a jobbing business in order to get and continue to receive Jobbers' discounts. Other changes are shown in the following notice, which is being laid before every Jobber when asked to sign the new Agreement:

NOTICE.

Before signing AGREEMENT handed you herewith, we would call your particular attention to the following changes in PRICE LIST and CONDITIONS OF SALE, as compared with PRICE LIST and CONDITIONS OF SALE heretofore in effect:

1st.—That the special price of Five Dollars ($5.00) per dozen on Edison Records (Standard size) applies only when a *full dozen or more is purchased at one time.*

2d.—In paragraph No. 3, that in order to secure the same purchasing the required amount of business, signing AGREEMENT, etc., they must have an established STORE in which to display and handle our goods, before they are entitled to Dealers' discounts.

3d.—In paragraph No. 4, that we will accept 5 per cent. of the *gross sales* for 1902 as the amount to be given to Dealers, and furnish a copy thereof to the National Phonograph Company upon request.

4th.—In paragraph No. 6. That the allowance for old Records taken in exchange for new Edison Records sold at full retail list price of 50 cents each, *must not exceed 10 cents per Record.*

5th.—In paragraph No. 14. That all Dealers established by you, on AGREEMENT, properly signed, *MUST be forwarded at ONCE.* Such AGREEMENT must also bear the signature of a witness.

(Continued on page 3.)

THE ADVANCE LIST OF JUNE RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON MOULDED RECORDS FOR JUNE, 1903

TWENTY DOMESTIC TITLES
ONE FOREIGN TITLE

RECORDS listed below will be ready for shipment as near June 1st, 1903, as possible, at which time Jobbers' stock orders, if placed prior to May 20th, will be shipped.

June Supplements will bear the date of June 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

Stock orders for Records contained in this list must be written on separate order blanks, and letters relating to June Records should refer to no other matter.

Kindly comply with above requests and thus aid your Jobber and ourselves in handling advance orders.

DOMESTIC

8404 Spring of Love *Violin and flute duet* Eugene Jaudas & Louis Atz
8405 Won't You Roll Dem Eyes Arthur Collins
Coon song with orchestra accompaniment
8406 Up the Street March Edison Concert Band
8407 If I But Knew William H. Thompson
Sentimental song from the Sultan of Sulu
8408 The Mississippi Bubble *Banjo* Vess L. Ossman
8409 In the Valley where the Bluebirds Sing Byron G. Harlan
Descriptive song with orchestra accompaniment
8410 My Country 'Tis of Thee *Quartette* Edison Male Quartette
8411 Julie *Serio-comic song from Mr. Blue Beard* Edward M. Favor
8412 Down Where the Wurzburger Flows Medley J. F. Hopkins
Introducing Susie Anno, Xylophone solo with orchestra accompaniment
8413 Long Ago *Sentimental song* Arthur Clifford
8414 Capidietta *Intermezzo* Peerless Orchestra
8415 Down at Lover's Roost *Waltz song* Harry MacDonough
8416 Butterfly Gavotte Edward F. Rubsam
Bell solo with orchestra accompaniment
8417 Hebrew Vaudeville Specialty Julian Rose
Introducing parody on When the Boys Go Marching By
8418 Sing, Smile, Slumber (Gounod) *Cornet* Rohumir Kryl
8419 In the Starlight *Contralto and basso duet* Miss Morgan & Mr. Stanley
8420 Little Dinah Jones J. F. Hopkins
Xylophone solo with orchestra accompaniment
8421 Ma Starlight Sue *Male duet* W. H. Thompson & Albert Campbell
8422 Refuge Mendelssohn Mixed Quartette
8423 Hebrew Vaudeville Specialty Julian Rose
Introducing parody on Go 'Way Back and Sit Down

FOREIGN

12813 to 12826. These are 14 Japanese titles, about which a special circular will be issued in June. (The numbers are inserted here to keep the list complete.)
12827 Kol Nidre. *Hebrew religious song* Frank Selden

Edison Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

We bring these changes to your attention, owing to the numerous complaints recently received in connection therewith, and to give you notice that for any further violation of these particular clauses, immediate action will be taken and the Jobber so violating will be liable to immediate suspension, as well as such legal action as the case may warrant.

NATIONAL PHONOGRAPH COMPANY.

New York, May 1, 1903.

HOW DEALERS ARE AFFECTED.

The changes affecting Dealers are shown by the following notice, a copy of which is attached to every Agreement that Jobbers will lay before Dealers prior to July 1:

NOTICE.

Before signing AGREEMENT handed you herewith, we would call your particular attention to the following changes in PRICE LIST and CONDITIONS OF SALE, as compared with PRICE LIST and CONDITIONS OF SALE heretofore in effect:

1st.—That the special price of Five Dollars ($5.00) per dozen on Edison Records (Standard size) applies *only when a full dozen or more is purchased at one time.*

2nd.—That in taking up our line you must have an established STORE suitable to display and handle same.

3rd.—In paragraph No. 4. That the allowance for old Records, taken in exchange for new Edison Records sold at full retail list price of 50 cents each, *must not exceed fifteen (15) cents each.*

We bring these changes to your attention, owing to the numerous complaints recently received in connection therewith, and to give you notice that for any further violation of these particular clauses, immediate action will be taken and the Dealer so violating will be liable to immediate suspension, as well as such legal action as the case may warrant.

NATIONAL PHONOGRAPH COMPANY.

New York, May 1, 1903.

The changes in both Jobbers' and Dealers' agreements are only such as the experience of the past few years have shown are essential to the proper continuance of the system under which Edison Phonographs and Records are sold—a system that time has demonstrated is one of the best in use in connection with any line of business. We believe that the entire trade will concur in the wisdom of these changes.

The price of $5 00 per dozen on Edison records can be allowed only when a full dozen, or more, are purchased at one time, or actually paid for in advance.

The Edison Phonograph was given much unsolicited advertising throughout Japan in March and April through the presentation of a Phonograph to the Emperor of Japan by Mr. Edison, mention of which was made in the March MONTHLY. The presentation was referred to in all the Japanese papers. Some of the articles were copied in Japanese papers published in San Francisco, and these in turn found their way into American papers.

OUR EXPORT TRADE.

The demand for Edison Phonographs and Records in Europe, South America and Australia is rapidly becoming one of the important features of our business. During the past year the business of our Foreign Department was more than double what it was the year before and a still greater impetus has been given the export trade since James H. White went to Antwerp, Belgium, as manager of sales for Europe. The Continent for some time has been flooded with talking machines of crude construction and doing imperfect work—the kind of devices that have caused many persons to feel prejudiced against talking machines in general. These cheap machines have not reached South America to the same extent, and the Edison Phonograph has long been the most popular instrument of its kind in that country. The people in various countries of Europe are rapidly awakening to the fact that the Phonograph is in a class by itself. Its fame as a sweet and satisfactory musical instrument has become so general in the past year that it has not been possible for months to make Phonographs fast enough to meet the demand. The sale of Records has been no less satisfactory than the demand for machines. Edison Phonographs and Records seem destined to have a splendid future in foreign countries.

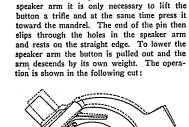
WHY A LARGE DEPARTMENT STORE BECAME JOBBERS IN EDISON GOODS.

The hold that the Edison Phonograph has upon the public was again demonstrated during April, when one of the largest department stores in the country, located in a large Eastern city, came to us voluntarily, and without solicitation became Jobbers in our goods, placing one of the largest initial orders ever received by this Company. The firm referred to had been handling goods of a competing company and the fact was recently given wide publicity. And yet so many calls were made upon them for Edison Phonographs and Edison Records that their business judgment caused them to become Jobbers in our goods.

Dealers whose names are not now on our mailing list correctly are requested to send their proper addresses to the Advertising Department. Every month we learn of errors of this kind in our mail list and realize that there must be others of which we have no knowledge.

NEW LIFT MECHANISM ON THE STANDARD PHONOGRAPH.

All Standard Phonographs now being shipped from our factory at Orange are equipped with a new lift mechanism, which is extremely simple in operation. It takes the place of the old style lift lever. Instead of the latter there is a button attached to a movable pin which passes through holes in the lower end of the speaker arm. To raise the speaker arm it is only necessary to lift the button a trifle and at the same time press it toward the mandrel. The end of the pin then slips through the holes in the speaker arm and rests on the straight edge. To lower the speaker arm the button is pulled out and the arm descends by its own weight. The operation is shown in the following cut:



The solid lines show the speaker arm lowered for reproducing, and the dotted lines the arm raised and the pin resting on the straight edge. It will be noticed that the sliding pin has a lug on each side which prevents it from pulling out or passing in too far.

RECORD SHIPMENTS.

Although our factory worked day and night we were not able to complete the shipments of March Records till May 1st. The manufacture of April Records is already under way and we hope to get them all shipped before May 20. The May list will then follow immediately. An effort will be made to get June Records out soon after June 1, and to get back to normal conditions by July. We believe that with the increased factory facilities now under way there will be no repetition in the future of the delay of the past two months.

Jobbers or Dealers violate their Agreement when they give trading stamps with Edison Phonographs or Records.

A DEALER'S FRANK COMPARISON.

We are in receipt of an attractively printed circular from a New York city Dealer. which, after *referring* to the good qualities of the Edison Phonograph makes the following comparison between cylinder and disk machines:

On these machines [the Edison Phonograph] records can be made as easily as they can be reproduced and they can be erased, and the surface made ready for the reception of a new record many times. The Phonograph is quite different from the so-called Disk Machine in this respect. In order to make a record on a Disk Machine, it must be made by an expensive and complicated recording device, supplemented by a cumbersome and intricate process, nor can the disk be again used if the record becomes worn or the subject matter unserviceable.

In the use of this last machine it is necessary to renew the little steel needles which trace the sound waves, with each change of record, while on the *Phonograph*, the reproducing point is a sapphire ball which is permanent. The hard flat disk can be handled roughly and will stand misuse that would ruin a wax cylinder; but so will a street piano stand usage that would ruin a fine piano, while at the same time it is louder. The buyer of a fine Phonograph does not buy records to throw on the floor, or at the cat. The Phonograph records are for the purpose of reproducing the most delicate phenomena in nature—Sound Waves.

The undersigned having secured the agency for the sale of the *only desirable* Talking Machine—*The Edison Phonograph*, are prepared to furnish you with one or more of these instruments for cash *or on the easy payment plan of One Dollar Weekly*. Send for catalogue and prices, or if you find it inconvenient to call, our representative will call on you with an instrument and demonstrate their superiority over all other talking machines.

DEMOREST SEWING MACHINE Co.
M. L. Gregson, Proprietor,
153 West 23d Street, New York City.

The selling of Edison Records by card system, whereby the price of $5.00 per dozen is eventually allowed, but where a full dozen records are not purchased, or paid for, at one time, is a violation of contract.

In the March MONTHLY comment was made upon No. 8349, "Dream of the Tyrollene," a violin and flute duet by Eugene Jaudas and Louis Ate, which was included in the March Records. The statements then made have been fully confirmed by the public. All who have heard the Record pronounce it one of the sweetest ever made for the Phonograph or any other style of talking machine. Every Phonograph owner will want it in his collection.

EDISON'S FAVORITE INVENTION.

By Joe Mitchell Chapple.

The following interesting article on the Phonograph appeared in the May issue of the *National Magazine*, accompanied by a full page picture of Mr. Edison:

Of all the names to conjure with, in a horoscope of the present century, none surpasses that of Thomas Alva Edison. When I entered his laboratory at Orange, New Jersey, I felt that it was truly a shrine of the great inventive genius of the age.

There I saw the Wizard, just one day past his fifty-sixth birthday, mixing a substance in a mortar, pestle in hand, more with the air of an absorbed and concentrated workman than of the great inventor of an age. Attired in a light gray suit covered with stains of real labor, with spectacles focused well down on his nose, he was involved in the intricacies of a new process of making Portland cement so as to bring the price within the range of a commercial necessity.

There is a gentle and sweet winsomeness in the smile of Thomas A. Edison that is attractive. His blue eyes light up, and there is an expression of kindness in his countenance that one seldom sees in the face of a man. He left his work and took me through an arsenal of chemicals, compounds and contrivances to a quiet corner, where, on plain stools, we could talk. Mr. William E. Gilmore, the president and manager of the National Phonograph Company, was with me, and it was plain to see where the successful alliance has been formed that has caused the Edison phonograph so great and so complete a commercial success.

As he leaned back on the bench from his stool, Mr. Edison began to talk in his own quaint methodical way, with an expressive twitch of the mouth and shoulders by way of emphasis. He is slightly deaf, which he minds but little, as do those with him, and his voice has a gentle softness that is charming. His keen eye catches the words and expressions so quickly that one soon forgets that the ears of the man who invented the phonograph, as well as a thousand other things, do not absorb every sound of articulation. Perhaps he hears just enough to concentrate his attention only on things that count.

My first interrogation as to his favorite invention child, among the long array of his brain creations, elicited a prompt reply.

"The phonograph—the phonograph, by all means!" he exclaimed, with the enthusiasm of a lad with his first kite. "It has been a long time since the first phonograph, as we count time nowadays, and improvements come every day; but I think I have accomplished more the past year on it than in any of the years before. My ambition is to have it so perfect that it will reproduce your Boston symphonies to perfection, giving the distinct intonation of every instrument.

"Yes sir, the Edison Phonograph has more than a commercial mission to perform, although that is the first practical point we seek. It will make American homes brighter and more cheerful and attractive. If we can produce them so cheaply that they can go into every home and bring the little circle in touch with the greatest music and oratory of all time, I shall esteem a life's work well repaid. These long winter evenings, in the solitude of isolated homes—I knew what they were as a boy—there is where the real character of the individual is determined."

It was plain to see that in this laboratory, containing almost all, if not all, the known substances on earth; from lima beans, cotton skins, chemicals, including every known mineral ranging from kalium, that ignites water and is preserved in benzine, to radium, ten times as valuable as gold; there was a Wizard who worked with real things, as well as with ideas. This has been the great characteristic of Mr. Edison's work. He has practicalized products as well as projects, and produced them at a cost that has brought them within the ranges of every day use, as he did the incandescent light. I shall never look upon an electric light again without recalling a picture of the modest man who made it all possible.

When asked as to how he came to invent the phonograph, he replied in his grimly humorous way:

"All things within reason are possible, if you keep at them long enough, but the phonograph when first discovered, was as great a surprise to me as it is to the world. I was working on some telephone receivers and observed that the point moved and made a whirring sound, as it does recording a telegraph message. I put a piece of tin foil on a cylinder and it recorded sound, a whirring noise, that seemed to me, then, almost articulate. From that moment, I was convinced that sound could be practically recorded and reproduced.

"In those days, I used to make a rough draft of my ideas on paper, and mark the price on the paper for the boys to produce the machine according to specifications. Sometimes it was sixty dollars—sometimes it was ninety dollars. The question of profits never entered their heads. They made it. Sometimes it was a profit for a day's work, other times a loss of a month. But dear old John Kruesi, who recently died at Schenectady, made my first phonograph for me, and his quaint, German-accented comments to broken English were always cheery and optimistic. We took it in a box to the office of the *Scientific American* in New York. I had recorded the verse—

Mary had a little lamb,
Its fleece was white as snow,
And everywhere that Mary went,
The lamb was sure to go,—

and the reproduction of my own voice sounded almost supernatural at first. Of course the articulation was not especially distinct—unless you knew what the words were—but it revealed the wonderful possibilities in the perfection of the work performed on that piece of tin foil."

Those who recall the days when Edison introduced the first phonograph, remember the tremendous sensation it occasioned. Here he was twenty years after, as enthusiastic as ever, and at work on the same machine, the Edison phonograph, which has echoed the human voice in every country on earth. The original plant of the Phonograph Company was a modest beginning, which has been added to,

building by building, until now it covers acres and requires the work of thousands of skilled artisans, night and day, to supply the demand for machines and records. At first it was thought the phonograph would be only a fad, a curiosity; but to-day it has developed into a household article, as essential to the home as organ or piano.

The front part of Mr. Edison's famous laboratory, which is connected direct with the works of the Phonograph Company, is a large library and museum with several lofts. In the center are the bits of statuary and a business-like array of desks; for the great inventor can come right from his chemical tests, or electric elaborations, or forge and smithy, and dip into a patent law question or a bit of legal transaction with the poise and equanimity that he passes from one experiment to another.

Behind a net-work of iron bars, in the adjoining room, is a collection of almost every known material and substance—a soet of scientific Noah's Ark. To inventory this collection, or rather to collect it direct from the markets of the world, would represent a sum far into the millions, and the various articles there would run up into many thousands; and yet Edison could tell you where every box or bottle was located, and almost go to it in the dark. He lives, breathes and has his being in his laboratory, and a few couches scattered about would indicate his desire to sleep there for the few hours of rest he requires.

Always at it—usually at it—never quitting —and with the genius to see clear through propositions pronounced impossible, this seems to state concisely the genius of Mr. Edison.

"It is the simple things that stagger," he resumed. "They are so simple that they are overlooked, oftentimes, by the inventor and scientist. The most wonderful achievements are small things that men have been stumbling over for centuries past, and generations to come will likely have similar things to say of us."

Here a forge, there a cauldron, and here an oven; here a room with delicate electrical appliances; opposite, a complete X-ray outfit; in an adjoining room a regiment of draftsmen, poring over blue prints. On one floor a gigantic machine shop, with chemical appliances interspersed. Here on a bench are several pieces of plate glass on brown paper, on which the inventor has been scraping with his knife. All this great establishment in connection with the Phonograph plant, from gigantic castings to the most delicate films; for experimenting and testing the plans and ideas of the great Edison. In this one initial workshop were evolved and perfected the ideas which have created great industrial plants all over the world and given enjoyment to millions. All from the genius of the one modest, gray-haired man, who goes apparently at random from one thing to another in that gigantic chemical, mechanical, electrical museum, as impulse leads him. Every stage of the work is carefully noted, recorded, discussed and argued, for there is no time lost by Thomas A. Edison in taking up the threads of his work.

A pen picture of Thomas A. Edison cannot be made without telling of his phonograph, for that is the one thing upon which his greatest personal enthusiasm concentrates. Those who have Edison's phonograph have what has done more than any other one thing to contribute to his greatness. The early records, containing the voice of Gladstone and Bismarck, were a priceless heritage, only recently destroyed by accident; the voice of William McKinley is preserved by the Edison phonograph for future ages. The phonograph now supplies the part of instructor in all the modern languages. And all this is the result of the keen but kindly blue-eyed man, whose vim and inventive genius first comprehended all of the great and almost bewildering commercial possibilities of what was at first regarded chiefly as a toy of scientific investigation, or a laboratory exhibit.

Since 1881 Mr. Gilmore, the present president and general manager of the Edison Phonograph Company, has been associated with the Edison interests, but it was not until 1894 that he became the head of the Phonograph Company. He has seen the magic development of the phonograph under the master's genius. Perhaps no man is closer to Thomas A. Edison than the president of the National Phonograph Company, and it is he who has made a commercial triumph of the invention. The industry now gives employment to 1,500 in this one company alone, and the process of manufacture is an interesting and fascinating study of the full voltage of an Edison idea, once it enters the arena of industrial development.

The array of automatic machines, singing their busy songs in "making the parts" as if by some great invisible directing force; the assembling of the various parts; the nickeling vats; the japanning room; even to the boxing and crating of the various types of machines, labeled for all parts of the world, is a scene beyond the wildest prophecy of a century ago.

The Edison phonograph is more than a mere article of commerce. It has a moral influence in the charm it lends to the glow of the home circle, and has become more than the *National* Edison phonograph—it is truly international. The triumph of American commercial designs is inseparably linked with the inventions of Edison. Thousands, with the aid of the phonograph, are mastering the languages, to enlist in the conquest of trade, who would feel that they could not afford the time or expense of a tutor.

To me the most fascinating portion of the great Edison phonograph plant was the record-making building, where the magnificent records are being made. Here was Kryl, the great cornetist, with hat and coat off—his collar unloosed, his long hair flowing, pouring the masterly strains into a funnel, beside which stood two operators, watching minutely every detail.

A slight error is made, which to an audience would pass unnoticed, but Kryl shakes his locks—the record is destroyed, and he begins all over playing a strain that in a short time is to echo all over the world. The accompanist at the piano, placed on a high platform to bring the sound within the range of the large trumpet, patiently repeats the interludes.

There are rooms fitted up for brass bands, vocal choruses and orchestras with elevations adjusted according to the science of sound, to get the best possible results for the records. There are chimes of bells, in fact, all of the

properties of a theatre, for here the indelible record is made that time cannot wither. It is marvelous how this great department is kept busy to supply the world with something new for every hour of the day. Years ago the new piece of sheet music was purchased after its popularity was assured; now it is the new record that takes up the main burden of the distribution of popular airs.

The new records are of much darker color than formerly, and are much more loud and distinct. A contrast of records recently made and those made a year ago, showed a marked improvement, and with Mr. Edison's watchful eye on the lookout for further advancement, one feels that the Edison will remain the standard phonograph of the times. The records are now electrotyped in gold, so that they are all virtually and actually "originals," instead of reproductions, as formerly. The whole process is so simple when once understood as to be startling, and, as Mr. Edison remarked, "It's strange that it was not made a practical success before."

Scattered through the various departments, from X-ray to machine lathe room, are those rough pencil drafts, made by Mr. Edison. His drawings have nothing of the polished finish and exactness of the blue print in the drafting room, but they have the vitality of the great and yet simple idea. These drafts are made oft-times to show the impossibility as well as possibility of a project. And in all the range of ideas from the first tin-foil record to the perfected wax record of 1903, Thomas A. Edison has surpassed even his own expectations in the phonograph. It is the one predominating hobby of his life, and with a phonograph in the home, every American home has a souvenir remembrance and record of that "Edison" which Edison considers the greatest achievement of his life.

ABOUT LOCAL ADVERTISING.

Occasionally a Dealer asks to have this Company do some advertising in his field for his special advantage. We are compelled by our policy to refuse such requests. If but a few Dealers were selling our goods we should take pleasure in making an advertising appropriation for the benefit of each, and we could afford to do the same for all. With over 5,000 Dealers in Edison Phonographs and Records the situation is very different. Our system does not permit one Dealer to have the slightest advantage over any other in selling our goods, and to be consistent we cannot show a few Dealers favors and deny them to the remainder. The utmost care is taken to see that no one is discriminated against in shipping goods or sending out printed matter. An appropriation of $50 for advertising each Dealer locally would be as small as it could be used to advantage, but even that amount to each Dealer would mean an additional expenditure yearly of over $250,000 —an expenditure quite out of the question. We think that Dealers will see the question in the same light as we do, and will realize that when we refuse to do local advertising it is because of a desire to maintain a consistent policy, and not because of the small amount that individual cases would involve.

MORE ABOUT THE COMMERCIAL PHONOGRAPH.

A private exhibition of the perfected Edison Commercial Phonograph was made in April before Mr. Edison, President William E. Gilmore, and the heads of our various departments. It was given a thorough trial and pronounced by all to be perfect. It must not be inferred from this, however, that the Commercial Phonograph is ready for the market. Such will not be the case for some months. Before even another machine can be made it will be necessary to build special machinery to manufacture a number of special parts. A sufficient number of the machines will then be made to equip all the departments of the National Phonograph Company. This will furnish a demonstration of the complete success of the Edison Commercial Phonograph. Just as soon as it can properly be done the machine and its methods of operation will be fully described in these columns.

APPROVES THE MARCH SELECTIONS.

Under date of May 4 the Pardee-Ellenberger Co., Jobbers in Edison Phonographs and Records at New Haven, wrote:

The March selections came duly to hand and they seem to have met with very general approval with the trade, if our orders are any indication. We have heard only good words for the list and want to compliment you on the quality of the goods and the character of the selections. Several of them, such as "Sweet and Low," "Monkey Shines on the Mobile Levee," and the "Symphia Waltz" are particularly fine. If this high standard is maintained there is no chance of Edison goods losing the prestige they already hold.

THE TRIUMPH A TRIUMPH INDEED.

T. W. Bether, a Dealer at Rushville, Ind., in a letter to his Jobber, Kipp Bros. Co., Indianapolis, Ind., said:

The Triumph Phonograph is certainly well deserving of its name, for it is certainly a triumph in the reproduction of music. The maker should certainly triumph over his achievements, and the possessor cannot help the triumphal feeling, which the Triumph Phonograph is bound to inspire in him when it plays. Long may the Edison lead.

AN EVERY DAY EXPERIENCE.

A New York Jobber tells an interesting story of an experience he had in selling an Edison Phonograph. He keeps in stock every make of talking machines. One day a gentleman asked to be shown a talking machine, naming the style he wanted. Its merits were fully explained, various airs were played upon it and a sale was soon made. The manager of the store, finding the customer could spare the time, played various other musical devices and concluded by playing a Moulded Record on an Edison Phonograph. The gentleman asked to have played on the Phonograph the same air he had heard on the other machine. Then he had the air replayed on the machine he had just bought. The outcome of the comparison was the repudiation of the order just placed and the purchase of an Edison Triumph Phonograph

The name of the Jobber having this experience and the name of the repudiated machine may be had from our Advertising Department by any one who doubts the story. There is little occasion, however, to doubt it, for it is an experience that many Dealers are having who carry Edison Phonographs and any other style of talking machines.

TO MAKE RECORDS IN THE ARCTIC REGIONS.

Captain J. E. Bernier, of Ottawa, Canada, will in a few months head an expedition to the Arctic regions that is being fitted out under the direction of the Canadian government. His outfit will include an Edison Phonograph, a lot of Records and a quantity of blanks. The entire outfit will be loaned Captain Bernier by the Jacot Music Box Co., of New York city. The Records will serve to amuse the explorers during the long Arctic nights and it is hoped with the blanks to make many interesting and valuable Records. One of Captain Bernier's officers will be given special instruction in Record making before the ship sails.

In acknowledging the receipt of the Suspended List sent out in April, Edwin C. Putnam, a Dealer at Millbury, Mass., wrote:

Can assure you we will co-operate with you in keeping the goods out of these people's hands. The stand that you take and people like you (The Eastman Kodak Co. for instance), is one of the best things in the world to induce retailers to push your goods. I used to sell * * * goods entirely, but for the last two years have not sold more than three of Edison Record anywhere for less than we can sell them, and it makes it more satisfactory for us and them too.

SAT UP ALL NIGHT TO LISTEN TO THE PHONOGRAPH.

A Michigan dealer sends the following interesting experience with reference to the sale of an Edison Phonograph:

GENTLEMEN:—I asked for and obtained the agency for selling the Edison Phonographs and Records from the Chicago House in March. My first order from the House was for three machines and 152 Records.

When the Phonographs arrived I started up the Triumph for one of my customers at 7.30 P. M. and it was run all night until 5.30 the next morning. One of the listeners was a lady who had given music lessons on the piano and organ for twenty-five years, and another was a gentleman who had led Orchestras and Brass Bands for over twenty years. Other listeners belonged to orchestras and bands and others were great lovers of fine music. So you see how the Edison Phonograph is appreciated here.

Very truly yours,

JAMES J. FAY, M. D.

Carleton, Mich., April 21, 1903.

IMPORTANT NOTICE.

The price of $3.00 per dozen, as quoted on Edison Records, applies and can be allowed only when a full dozen or more are purchased at one time. The use of a card system or any other method, whereby the dozen price ($3.00) is allowed on Records purchased in less quantity than one dozen, at one time, is a cut in price; therefore a violation of agreement. Any Dealer or Jobber violating Agreement in this manner, will be subject to immediate suspension and such further action as the case may warrant.

AMONG THE JOBBERS.

H. A. Weymann & Son, of Philadelphia, moved in April from 1022 Market street to 923 Market street.

The Betini Phonograph Laboratory, of New York city, moved on May 1 from 110 Fifth avenue to 80 Chambers street, opposite the office of the National Phonograph Company.

The Ray Company, of Louisville, during April opened branch stores at Kansas City, Mo., and Toledo, O.

Thomas C. Hough, of Minneapolis, Minn., has moved from 234 Nicollet avenue to 714 Hennepin avenue.

Dealers are urged to sign the new Agreement promptly and keep their names on our mailing list.

ABOUT PRINTED MATTER.

Among the new things in the way of printed matter is a pamphlet entitled "The Art of Making Phonograph Records." It is Form No. 497. The matter of successfully making Phonograph Records is so much a question of experiment and experience that no treatise can cover the subject thoroughly. The best that can be done is to offer general suggestions, and that is what our little booklet does. The subject is treated under the following heads: Introduction, Selecting a Recorder, Adjusting the Phonograph, Blank Cylinders, Concerning Horns, Making Talking Records, Vocal Records, Band Records, Violin, String Orchestra, Banjo and Mandolin Records; Vocal Duets and Quartettes. We want all Jobbers and Dealers to have a sufficient supply of these booklets to give one to every owner of an Edison Phonograph who is interested in making Records, but the edition at our disposal is not large enough to permit them being used for general circulation. A sample copy is being sent out with the April Supplements.

A new edition of Catalogue of Accessories and Coin-Slot Phonographs, Form 376, is now ready. It is simply a reprint of the catalogue now being used and contains no new matter. Jobbers will please use up those they have on hand before placing a new order.

Form 409, the card showing in colors the curious boy and his hatchet, and Form 414, the four-page machine folder, are in much demand by the trade.

The mails daily bring requests from Dealers for a supply of catalogues and other printed matter, but no instructions are given concerning shipping. We want every Dealer to have a reasonable quantity of catalogues, etc., and if he cannot get it from his Jobber we want him to write us. We feel, however, that when we make no charge for printed matter we have done all that can be expected of us and that Dealers should pay expressage. Catalogues are too heavy to send by mail and we cannot send them that way.

In a few days we shall send to every Dealer on our list an order entitling the holder to one of the celluloid show cards now being made by this Company, and upon presentation of this order any Jobber through whom the Dealer has signed will supply the card. If a Dealer buys direct, the card will be sent with the next goods shipped from the factory after the order is sent back to us. Jobbers will be instructed to send them to none but bona fide Dealers who have signed through them. This plan will get one of the cards in the hands of every Dealer and will avoid duplication.

After many delays the printer has delivered the eight-page booklet "Looking for the Band," about which the Jobbers were advised in February. Orders then placed, both for imprints and without, will be shipped before May 20. Further orders for this booklet, if not too large, will be filled to those in the trade who will agree to use in some specially nice way. The booklet shows the series of pictures of the two little girls "Looking for the Band" which were used on hanger No. 366. A sample copy will be mailed this month.

KIND WORDS ABOUT THE MONTHLY.

Theo. F. Bentel Co., Pittsburg, Pa.:

The EDISON PHONOGRAPH MONTHLY, published exclusively for the benefit of the trade, came to us in due time, and we are very glad to receive it, as it contains some very valuable information, and the idea strikes us as an exceptionally good one, and removes any possibility of over-sight on the part of regular Jobbers in supplying Suspended Dealers. There are a number of other points that strike us as good ones, but this fact alone is worth the cost of the issue. Again congratulating you on the issue and hoping it will continue, we remain.

L. S. Atkinson, Tilton, N. H.:

Your new MONTHLY is all right and fills a long felt want.

Monroe S. North, Batavia, N. Y.:

I have found the first two copies of the PHONOGRAPH MONTHLY full of valuable information, and that is just what I want as I am young in the business, sixteen years of age.

Daniel R. Weed, Jr., Watkenson, N. Y.:

Have received the second issue of the EDISON PHONOGRAPH MONTHLY and to show you my appreciation would say I would be willing to contribute to the support of it if I thought it was to be discontinued, and I think I voice the sentiment of many more admiring Dealers. The EDISON PHONOGRAPH MONTHLY is the printing line is like the new Moulded Records in the Record line—the best on the market.

George E. Bues, New Philadelphia, O.:

I thank you very much for the EDISON PHONOGRAPH MONTHLY. It will, in my mind, keep the Phonograph world together.

E. N. Whitford, Great Cacapon, W. Va.:

Have just received the April number of PHONOGRAPH MONTHLY, but you failed to send me the March number. Please send me one. I think you have done a splendid thing in issuing this journal as it will be a help to Dealers.

Turner & Kennerdell, Kittanning, Pa.:

Our April PHONOGRAPH MONTHLY does not contain page 2, giving the May list of Records. Kindly send us a complete number. The MONTHLY is of great value to the Dealer, and we do not want to miss any number or part of a number.

C. C. Bubenzer, Bunkie, La.:

I am in receipt of your PHONOGRAPH MONTHLY, which I heartily welcome. I think this publication fills a long felt want.

Elmer O. Bechtelt, Germantown, O.:

I to-day received No. 2 of the EDISON PHONOGRAPH MONTHLY; and have derived much good from a careful perusal. I haven't received No. 1 and ask you to kindly send me same, so that I can keep a complete file of them.

Robert E. Snipes, Selma, N. C.:

I have received two issues of your PHONOGRAPH MONTHLY and must say that much credit is due the promoters of this neat and helpful little volumes. It can prove nothing less than greatly beneficial to Phonograph Jobbers and Dealers at large.

W. A. Bowen, Kewanee, Ill.

We thank you for the compliment paid us in bringing our efforts out so nicely in placing our "ad" in your April EDISON PHONOGRAPH MONTHLY. It's a fine publication. We wish you all kinds of success and predict that flattering results will follow in the furthering of your immense business. We carry other machines in stock because we cannot get rid of them or close them out at any price.

H. W. Kelly, Pittsburg, Pa.:

Your PHONOGRAPH MONTHLY is just what was wanted to bring all the friends of the Phonograph together. I hope that it will increase in size and contents.

John Pflueger, 899 N. Talman Avenue, Chicago.

I did not receive the first issue of the Edison Phonograph Monthly. Please send me one. Have been expecting something of this kind for a long time, and it has come at last. It is a great benefit to us Dealers. It keeps us out of trouble with customers on many points which they argue with us.

WHAT MADAME ALBANI SAID OF THE PHONOGRAPH.

One of the most interesting letters received by the Advertising Department in the past month was the following from a Dealer at Montreal, Canada :

On receipt of this month's MONTHLY I notice you request clippings of advertisements, and I herewith enclose a clipping of my advertisement which appeared in four of the best papers in this city. I consider the statement as in the advertisement of considerable honor as well as a great advertisement for the Edison machine, for in Canada as well as all over the world, Madame Albani's name is known to everybody, and her statements are highly valuable.

Yours truly,

J. H. SUPERIOR.

The clipping referred to was from the Montreal *Daily Star* of April 3, 1903, and it is here-with reproduced :

Madame Albani's Visit.

During her recent stay in this City, on March 27th last, the Canadian prima donna paid a special visit to our store, No. 2268-68 Catherine St., and hearing several selections on the

EDISON PHONOGRAPH

She was delighted with the wonderful reproduction, also the ability, of RECORDING your voice, to perfection, to be heard at any time and as often as desired. and expressed her delight, saying "IT'S SURPRISINGLY MARVELLOUS." You will all agree with her opinion, if you only hear the Genuine Phonograph. PRICES TO SUIT ALL PURSES.

CANADIAN HEADQUARTERS:—

The J. H. SUPERIOR PHONOGRAPH & MUSIC CO.

2458 St. Catherine Street, MONTREAL.

Reduced from a three column advertisement. 891

TRADE QUESTIONS AND ANSWERS.

F. N. Green, Willimantic, Conn.: Q.—Have recently received machines with a loud humming noise caused by the governors; would like to know how to overcome it. A.—The application of a little graphite or vaseline will usually cause the noise to disappear.

The Jacot Music Box Co., of Union Square, New York, in one day last month sold an Edison Phonograph to Mrs. Andrew Carnegie, another to Reginald Vanderbilt and a third that was sent as a wedding present to Miss Katherine Neilson, who was married to Mr. Vanderbilt in April. Each machine was a Triumph.

Jobbers or Dealers giving trading stamps with Edison goods are liable to suspension for violation of contract.

GLAD TO PUSH EDISON GOODS.

C. A. Dodds, Dealer, at Patoka, Ill., writes under date of May 2d :

Yours of the 29th ult. advising me of the request of ——, of Vandalia, Ill., is at hand. I thank you for the same, and have written him to-day. Rest assured he will hear from me until he either buys or concludes not to buy. This feature is one of the several that makes a Dealer glad to push Edison goods, and especially so when they are his favorite, as is the case here.

POINTERS ON THE JUNE LIST.

The list of Records for June comprises twenty domestic selections and one foreign selection. It is a list fully up to the standard of this company. The numbers and titles are given in order on page 2 of this issue. For the information of the trade we give below a brief comment on each title.

No. 8402, "Spring of Love," is another violin and flute duet by Eugene Jaudas and Louis Ate, whose Record in the March list has won unstinted praise throughout the trade. This new selection is played with more volume of sound and the air is equally pretty. It will be fully as popular as No. 8349 in the March list. No. 8405, "Won't You Roll Dem Eyes," is a coon song with orchestra accompaniment, sung by Arthur Collins in his usual clever manner. The song itself is one that has become very popular.

No. 8266, "Up the Street March," by the Edison Concert Band, is a selection that has been made popular throughout New England by the fact that the students of Harvard College have taken it up and made it one of their college airs. It is added to the list in response to a large demand from our New England trade.

No. 8407, "If I But Knew," is a sentimental song from the tuneful comic opera "The Sultan of Sulu." It is sung by William H. Thompson, whose singing of sentimental airs has caused his Records to be much in demand. No. 8408, "The Mississippi Bubble," is another clever banjo solo by Vess L. Ossman. Every lover of banjo Records will want this one. No. 8409, "In the Valley Where the Bluebirds Sing," is a descriptive song by Byron G. Harlan and is accompanied by the Edison Symphony Orchestra. It is a pretty air, introducing in the chorus the singing of birds, ringing of chimes and an echo effect sung by a soprano voice. This will sell wherever played.

No. 8410, "My Country 'Tis of Thee," gives the Edison Male Quartette an excellent opportunity to display its abilities in making a quartette Record. No. 8411, "Julie," is a song from Mr. "Bluebeard" which has become a great favorite on account of its swing and rythmic air. It is sung by Edward M. Favor. No. 8412, "Down Where the Wurzburger Flows Medley," introduces the air "Susie Anna." It is a xylophone solo by J. F. Hopkins with orchestra accompaniment, and cannot fail to be as good a seller as all the xylophone solos made by Mr. Hopkins have been.

No. 8413, "Long Ago," is another sentimental song. It is sung by Arthur Clifford. The words of this song tell a cute little story. No. 8414, "Cupidietta," is an intermezzo composed by Tobani, whose work "Hearts and Flowers" has made him known throughout the entire world. It is claimed by some that this new selection, "Cupidietta," will be as great a favorite with music loving people.

No. 8415, "Down at Lover's Roost," is a waltz song. It is sung in an excellent manner by Harry MacDonough. No. 8416, "Butterfly Gavotte," is a bell solo played by Edward F. Rubsam, accompanied by the orchestra. Mr. Rubsam's bell solos have always found a ready sale, and this one will be equally in demand.

Nos. 8417 and 8423 are two more of the series of Hebrew specialties by Julian Rose. They open with the usual talk in Hebrew dialect, followed by singing. The song in 8417 is a parody on "When the Boys go Marching By," and that in 8423 is a parody on "Go 'Way Back and Sit Down." One or more of Mr. Rose's Hebrew specialties will be found in every complete selection of Edison Records. No. 8418, "Sing, Smile, Slumber," is the same air as Gounod's "Serenade." It is given as a cornet solo by Bohumir Kryl, and is played as only Mr. Kryl can play for Record making.

No. 8419, "In the Starlight," is another of those delightful contralto and bass duets by Miss Morgan and Mr. Stanley, which have been so much admired since the first one was listed in February. In No. 8420 Mr. Hopkins gives that well known air "Little Dinah Jones," an excellent rendition on the xylophone, accompanied by the Edison Orchestra. No. 8421, "Ma Starlight Sue," is a nicely sung duet by Thompson and Campbell. No. 8422 "Refuge," by the Mendelssohn Mixed Quartette, will find much favor among those who prefer the more serious Records.

No. 12827, "Kol Nidre,"the only foreign selection listed for June, is the great Hebrew religious song. It is sung by Frank Seiden. Mention is made in the list on page 2 of Nos. 12813 to 12826, Japanese Records, simply to retain the numerical order of the list. These Records will not be ready for trade use till late in June, before which time a special circular will be issued.

The London office of the National Phonograph Company, Ltd., has been changed from 56 Chancery Lane to 52 Gray's Inn Road, Holborn.

TRADING STAMPS A VIOLATION OF AGREEMENT.

We have received letters from several Dealers asking if it is allowable to give trading stamps with Edison Phonographs, Records and Blanks. We take this means of informing the trade that giving trading stamps is equivalent to giving a discount on goods and is a violation of our Agreement, rendering the violators liable to the same penalties as for price cutting. The principle involved is the same as if a Dealer openly offered a discount on all sales, and we cannot countenance it in any instance. A New York Department store handling our goods created a sensation in the city early this month by offering to give trading stamps with purchases in every department. When we called their attention to the matter, the offer was modified to except Edison Phonographs and Records, and these are now sold as restricted goods.

MR. LOGUE TO COME EAST.

W. S. Logue, who for nearly a year has had charge of the Chicago office of the National Phonograph Company, will come East on June 5 to become Manager of Sales for the battery department of the Edison Manufacturing Company and also Manager of Sales for the Bates Manufacturing Company. The latter positions have been held by J. W. Gladstone since the organization of the two companies several years ago. Mr. Gladstone will embark in business for himself. Under Mr. Logue's management the business handled by the Chicago office has largely increased. Mr. Logue's successor has not yet been chosen.

NO MORE TRADE MARK ELECTROS.

By the advice of counsel, we have decided to send out no more electros of Mr. Edison or his signature, Nos. 332, 376, 434 and 435, all being trade-marks of this Company. A few copies of the new electrotype catalogue, No. 415, have been sent out showing these electrotypes on the second page, but in the remainder of the edition they will be eliminated. The trade is asked to send in no more orders for these electros.

A play put on at the Third Avenue Theatre, New York city, on April 7, has an Edison Phonograph for its central figure. Two villains plot to rob a safe and throw the blame on the hero. A phonograph record is made of their conversation, however, and at the proper moment the record is reproduced and the villains are given a knockout blow.

FORM NUMBERS OF PRINTED MATTER.

The following is a list of the form numbers of catalogues and other printed matter in use at the present time by the National Phonograph Co.

FORM.

291. Jingle Book No. 3.
360. "Looking for the Band" Hanger.
371. Catalogue of Parts—superseding Form 270.
375. Catalogue of Phonographs—superseding Form 345.
376. Catalogue of Accessories and Coin Slot Phonographs—superseding Form 342.
380. Catalogue of Domestic Records—superseding Form 360.
381. Catalogue of Foreign Records.
386. Jobbers Discount Sheet—superseding Form 355 J.
386D. Dealers Discount Sheet—superseding Form 355 D.
390. "Soldier" Hanger.
391. "Sailor" Hanger.
392. "Uncle Sam" Hanger.
393. "Coon" Hanger.
394. "Bird" Hanger (will be sent out this month).
395. Numerical Catalogue of all Records—superseding Form 251.
398. March Bulletin of Records.
399. April Bulletin of Records.
400. Chinese Record Folder.
402. May Record Supplement.
407. March Record Supplement.
408. May Record Bulletin.
409, 410. "Looking for Band" Card, (given a different number on each side through error.)
412. Supplement to Record Catalogue—shows titles listed from Nov. to Feb.
414. Four-page Folder, showing Gem, Standard, Home and Triumph.
415. Electrotype Catalogue—superseding Form 256.
416. April Record Supplement.
418. "Looking for the Band" Booklet.
419. April Suspended List.
425. Record Order Pads in 5 sheets (sheets A, B & C for Domestic titles; sheets E & F for Foreign.
427. Art of Making Records—superseding Form 64.
430. Jobbers Agreement (new form)—superseding forms 130 and 131.
440. Dealers Agreement (new form)—superseding Forms 140 and 141.

In ordering printed matter the trade is asked to use these form numbers. It will facilitate handling same.

Any Dealer or Jobber selling Edison records by card system, or otherwise, whereby the dozen price ($5.00) is allowed on sales of less than one dozen actually taken or paid for at one time, will be considered a violator of Agreement, and liable to immediate suspension. See explanatory paragraph, page 8.

SUSPENDED LIST, APRIL 1, 1903.—SUPERSEDING ALL PREVIOUS LISTS.

KANSAS.

LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DEWOLFF.

MICHIGAN.

DETROIT—P. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 450 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
R. L. CORWIN, also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
HAWTHORNE & SHEBLE, 297 Broadway, also Philadelphia, Pa.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 191 Broadway.
J. McELLYNNE, 202 Broadway.
F. M. PRESCOTT, 44 Broad street.
STAR CREDIT CO., or Paul Siebs, 180 East Houston st. and 57 Third ave.

SARATOGA—W. J. TOTTEN.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
ULRICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—HAWTHORNE & SHEBLE, 604 Chestnut street.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus.

DEALERS WHO WILL CO-OPERATE.

GENTLEMEN :—We are in receipt of your notice for the trade combining the suspended list of agents and agencies. We are not only glad to acknowledge the receipt of these lists from you from time to time, but we take pleasure in saying that not a cent's worth of goods could possibly be obtained from us by any of the firms mentioned in said list or any of the agencies if we knew it. It could do them no good, as they could only get them at retail price if they would buy them.

I hope that you will continue to pursue "to a finish" all violators of their contract with the National Phonograph Co.; they should all be stung out of the hives as they are a contimnous nuisance and an all around menace to every legitimate Dealer.

Yours respectfully,
W. T. GELTZ.

Mansfield, O., May 4, 1903.

GENTLEMEN :—I acknowledge the receipt of Suspended List of April 1, and fully expect to co-operate with you. I want to thank you for the "addresses" of parties concerning Phonographs, etc. I am more than pleased with your Phonograph Monthly, and understand now the cause of the delay in not receiving my March order. I am pleased to note the great increase in your business. It shows the people know a good thing.

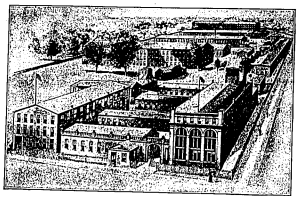
H. C. LENTZ.

Cairo, Ill., May 3, 1903.

GENTLEMEN :—In acknowledging the receipt of the list of suspended Dealers, I wish to congratulate you on the firmness of the Company in weeding out the price cutters. I realize that it must be very trying and difficult at times to procure the necessary evidence against a certain class of agreement breakers. I can see from the list that you have been persistently after them.

C. H. FREEMAN.

Bloomington, Ill., May 2, 1903.



Edison Laboratory and Works of the National Phonograph Co., Orange, N J.

The brick building at the right in the foreground is Mr. Edison's laboratory and workshop, built by him when he moved from Menlo Park to Orange. The four smaller buildings to the left of the laboratory are also used by Mr. Edison for experimental work.

The three-story building at the left in front is where the moulded records are made. In the other buildings are made the various parts of the Phonograph.

It is worth while to work hard to sell an Edison Phonograph, for such a sale means a pleased customer, who will become a regular purchaser of Records. A few such customers make up a nice business.

When you receive the new Records each month, Mr. Dealer, invite the public to hear you play them, and invite the fullest comparison between the Edison Phonograph and other styles of talking machines. It will pay.

JOBBERS OF PHONOGRAPHS AND RECORDS.

The following is a list of firms in the various cities of the United States and Canada who are handling Edison Phonographs and Records as Jobbers:

ALABAMA.

Birmingham—The Ray Co., 2009 Second avenue.
Mobile—The Ray Co., 54 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 933 Market street.

COLORADO.

Denver—Denver Dry Goods Co., California and 16th streets.
Western Phonograph Co., 619 17th street.

CONNECTICUT.

Middletown—Cushnie & Post Co., 406-408 Main street.
New Haven—Pardee-Ellenberger Co., 155 Orange st.

GEORGIA.

Atlanta—The Ray Co., 6 S. Broad street.
Savannah—The Ray Co., 108-118 Barnard street.

ILLINOIS.

Chicago—Oscar J. Jones, 204 E. Chicago avenue.
Kelley Cigar Co., 80-82 Wabash avenue.
James I. Lyons, 71 Fifth avenue.
The Ray Co., 90 Washington street.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 107 Madison street.
The Talk-O-Phone Co., 144 Michigan ave.
Montgomery Ward & Co., 111 Michigan ave.
Peoria—Peoria Phonograph Co., 312 S. Adams street.

INDIANA.

Indianapolis—Kipp Bros. Co., 31 S. Meridian street.
The Ray Co., 232 Massachusetts avenue.
Wulf & Gausch, 29 S. Illinois street.
Lafayette—Wulf & Gausch, 304 Main street.

KENTUCKY.

Louisville—The Ray Co., 620 Fourth avenue,

LOUISIANA.

New Orleans—National Automatic Fire Alarm Co., 628 Gravier street.
The Ray Co., 111 Camp street.

MAINE.

Bangor—Bangor Phonograph Co.
Portland—W. H. Rossignol, 907 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 2 Hanover street.
Eastern Talking Machine Co., 196 Tremont street.
J. C. Haynes Co., 453 Washington street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Reed & Kent, 356 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co.
Lowell—Ring Music Co., 133 Merrimac street.
Thomas Waridell, 111 Central street.
Worcester—Iver Johnson Sporting Goods Co.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 105 Woodward avenue.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 514 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 32 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Main street.
The Ray Co.
St. Louis—Conroy Co., 1115 Olive street.
The Ray Co., 923 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—H. E. Fredrickson, 1301-1305 Capitol avenue.
Nebraska Cycle Co., 1518 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 206 Washington street.
Newark—H. J. Mosler Sporting Goods Co., 845 Broad street.
A. G. Pelli, 91 New street.
Paterson—James K. O'Dea, 122 Ellison street.
Plainfield—Frank L. C. Martin Auto. Co., 310 Park avenue.
Trenton—Stoll Blank Book and Stationery Co.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
P. G. Matthews' Sons, 304 Fulton street.
The Ray Co., 1359 Broadway.
Buffalo—F. A. Powers, 849 Main street.
Elmira—Elmira Arms Co., 172 Main street.
Gloversville—American Phonograph Co.
Kingston—Forsyth & Davis.
New York City—Barlow & Kent Co., 36 Vesey street.
Bettini Phonograph Co., 81 Chambers street.
Blackmun Talking Machine Co., 83 Beekman street.
J. F. Blackman & Son, 142d street and 3d avenue.
I. Davega, Jr., 824 Third avenue.
S. H. Derrigs, 32 E. 14th street.
Douglas & Co., 83 Chambers street.
H. S. Gordon, 123 Fifth avenue.
Hacker & Horn, 148 E. 58th street.
Harry Hoffman, 1198 Third avenue and 70th street.
Jacot Music Box Co., 32 Union Square.
Victor H. Hapke, 1061 Second avenue.
Kesselfeld Mfg Co., 468 Hudson st.
Siegel-Cooper Co., Sixth avenue and 18th street.
Rochester—Mackie Piano Co. & M. Co., 100 State street.
Talking Machine Co., 19 E. Main street.
Schenectady—Jay A. Rickard & Co., 233 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—James Lucey, 330-36 Fulton street.
Utica—Clark, Hanks & Co., 54 Genesee street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 22 W. 6th street.
The Ray Co., 125 West 5th street.
Cleveland—The Ray Co., 69 Erie street.
The Sperry Co., 1 Euclid Arcade.
Columbus—Perry B. Whitsel Co., 173 S. High street.
Dayton—Niehaus & Dowdy, 31 E. 5th street.
East Liverpool—Smith & Phillips Music Co.

PENNSYLVANIA.

Allegheny—Harry Braun, 940 Federal street.
Allentown—Lichty Phonograph Co., 1 Hamilton street.
Easton—William Werner, 401 Northampton street.
Philadelphia—C. J. Heppe & Son, 1115 Chestnut street.
Lit Bros., Market and 7th streets.
Penn Phonograph Co., 29 S. 9th street.
Talking Machine Co., 41 N. 9th street.
Weymann & Son, 1305-1311 Market street.
H. A. Weymann & Son, 919 Market street.
Pittsburg—Thos. F. Beutel Co., Inc., 432 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Kleber & Bro., 221 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty street.
Reading—Lichty Phonograph Co., 641 Penn street.
Reading Phonograph Co., 113 Penn street.
Scranton—Charles B. Scott, 119 Franklin avenue.

RHODE ISLAND.

Providence—J. A. Foster Co., Weybossett and Dorrance streets.
Murray Hazzard, Young & Co., 96-99 Pine street.

TENNESSEE.

Memphis—The Ray Co., Lyceum Building.
Nashville—The Ray Co., 32 The Arcade.

TEXAS.

Dallas—C. B. Harris, Agt., 340 Main street.
Waco—Waco Electric Supply Co., 318 Austin avenue.

VIRGINIA.

Richmond—The Ray Co., 729 Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons, 143 Yonge street.

THE TALKING MACHINE AS AN AID.

The Phonograph in its various forms has thus far been more a thing of amusement than of practical advantage. The talking machine is a most wonderful affair and its uses must become of great benefit in scientific and other practical matters. In fact it is gradually working up to fill a place in the arts and utilities of life. The anthropologist and philologist are finding it a great aid to their investigations. The Academy of Sciences in New York city is making a collection of the various dialects of Austria, Germany, France, India and the North American Indians, which is to be preserved for future use. A method of preservation of the Records has been devised, and in the future the historian, novelist and philologist will find them of great value in their studies. There are indeed a thousand ways in which the talking machine may be of practical use, both in immediate service and in the preservation of spoken language.—*Musical Trade Review.*

HOW A STOLEN PHONOGRAPH INFORMED THE POLICE.

A New York city thief made the mistake of his life on April 21 when he stole a Phonograph from a resident of the Bronx district. He forgot that the Phonograph was a talking machine. The owner of the Phonograph gave the police its number and names of several Records stolen at the same time. Two detectives sent out to find the stolen property were passing a shop on Third avenue when they heard a Phonograph playing one of the missing tunes. Entering they found the thief trying to sell the stolen machine and Records.

Giving trading stamps with Edison Phonographs and Records is a violation of our Agreement and will not be allowed.

MAY ADVERTISING.

The May advertising of the National Phonograph Co. introduces to the trade and the public a new Phonograph girl. Her charming and smiling face appeared in half and quarter pages in the following May publications:

American Boy, Argosy, Booklovers, Bookman, Brown Book, Collier's Weekly, Craftsman, Current Literature, Everybody's, Four Track News, Field & Stream, Good Housekeeping, Harper's Magazine, Life, Lippincott's, Metropolitan, Munsey's, National Magazine, Outing, Outlook, Overland, Pearson's, Photo Era, Popular Monthly, Recreation, Review of Reviews, St. Nicholas, Saturday Evening Post, Smart Set, Success, Town and Country, Town Topics.

Advertisements of the Company in other forms also appeared in the Commercialist, Musical Record and Review, Overland Magazine, Science and Industry, and many smaller publications.

There are few lines that yield such quick results from a little pushing as Edison Phonographs and Records. The experiences of Jobbers and Dealers everywhere is that local advertising, sending out circulars by mail, etc., are at once followed by a gratifying increase in business. The public is fully aware of the superior character of Mr. Edison's inventions, and the Dealers who are pushing the business are getting excellent results. Let the people know, Mr. Dealer, that you carry a complete stock of machines and can get Records at short notice, if you cannot carry a full stock, and thus get your share of business. Get a quantity of circulars printed by the company and see that they go to the people interested in music. If your Jobber cannot supply you, write us direct. All we ask is that you pay expressage. If you are nearer to Chicago write our branch office at 304 Wabash avenue.



EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. I. NEW YORK, JUNE, 1903. No. 4.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
ANTWERP: 32 KEMPENEY SAINT GEORGES.
LONDON: 39 GREAT'N EUS ROAD, HOLBORN.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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NEW AGREEMENT GENERALLY APPROVED.

The new Agreement, which was laid before all our Jobbers early in May, has been signed almost without exception. The exceptions have been not because of any criticism of the Agreement itself, but because of distance or some immaterial reason. The unanimity and willingness with which the Jobbers signed this Agreement have been most gratifying. Before the blanks were sent out and the changes explained, we rather expected more or less objection to some of the clauses, although we believed at the same time that when the Jobbers were fully acquainted with the intent of the changes they would gladly co-operate with us in putting the Agreement into force. Such proved to be the case. The Jobbers not only signed willingly, but in many instances wrote us, commending the result sought in having the new Agreement signed.

The Agreement is now being laid before the Retail Dealers by the Jobbers, and already large numbers of the Agreements have been returned to us, properly signed and witnessed, showing quite clearly that the Dealers mean to co-operate fully in the matter.

We believe that the system under which this Company is now conducting business is one of the fairest and most just in use in the business world to-day, and we further believe that the changes made in the system by this new Agreement will add further to the benefit of all concerned. The changes were determined upon only after the most careful consideration and discussion, and we have no doubt that those who may at first object, being disposed to question their value, in the end will be the warmest in commending them. We therefore urge all Retail Dealers to carefully read the new Agreement upon receiving it, and if the same meets with their approval sign it

(Continued on page 2.)

THE ADVANCE LIST OF JULY RECORDS APPEARS ON PAGE 2. ORDER FROM IT NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON MOULDED RECORDS FOR JULY, 1903

TWENTY-FIVE DOMESTIC TITLES.

RECORDS listed below will be ready for shipment as near July 1st, 1903, as possible, at which time Jobbers' stock orders, if placed prior to June 20th, will be shipped.

July Supplements will bear the date of July 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

Stock orders for Records contained in this list must be written on separate order blanks, and letters relating to July Records should refer to no other matter.

Kindly comply with above requests and thus aid your Jobber and ourselves in handling advance orders.

8424	American Patrol (Patrol effect)	Edison Concert Band
8425	Hiawatha (His song to Minnehaha)	MacDonough
	With orchestra accompaniment	
8426	My Old Kentucky Home (Organ effect)	*Mandolin* Siegel
8427	The Lord's Prayer and Gloria Patri	Mendelssohn Mixed Quartette
8428	Heart's Desire	*Violin and flute duet* Landis & Arz
8429	Marriage is Sublime	*Comic male duet* Collins & Harlan
8430	Mighty 'nk a Rose (Nevin)	*Song* Clifford
8431	De Beriot's 6th Air with Variations	*Violin* D'Almaine
8432	Potpourri from Mignon	Edison Concert Band
8433	Stradella Overture	Edison Concert Band
8434	Every Morn I Bring her Chicken (Coon idea of the song "Violets")	*With orchestra accompaniment* Collins
8435	'Deed I Do	*Contralto and basso coon duet* Miss Morgan & Mr. Stanley
8436	Massa's in the Cold, Cold Ground	Edison Male Quartette
8437	Engaging an Opera Company (Vaudeville)	Dudley
8438	Sweet Rose	*Song and dance with yodel* Watson
8439	Intermezzo from Cavalleria Rusticana	Edison Symphony Orchestra
8440	I'm a Jonah Man	*Coon song* Collins
8441	Reuben Haskins of Skowhegan, Maine (A rural ditty)	Len Spencer
8442	Selection from Peggy from Paris	Edison Symphony Orchestra
8443	Pretty Little Dinah Jones	MacDonough
	Coon love song with orchestra accompaniment	
8444	Annie Laurie (Dudley Buck)	Edison Brass Quartette
8445	I Could Love You in a Steam Heat Flat	*Coon song* Harry West
8446	Farewell Beloved	Miss Chapell & Mr. Stricklett
	Soprano and tenor duet	
8447	Hurrah for Baffin's Bay	*Comic male duet* Collins & Harlan
8448	Hebrew Vaudeville Specialty	Rose
	Introducing parody on "On a Sunday Afternoon"	

Edison Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(continued from page 2)

in the presence of a witness without delay. If there be any who prefer to ask questions before signing, we would urge them to follow the matter up at once until fully satisfied as to the wisdom of signing; in other words, do not lay the matter to one side at the risk of having it lost sight of or forgotten. Give it immediate attention, and keep in good standing with Jobbers and this Company. We want to see every Dealer's Agreement in our files before July 1, the time when the new Agreement will be in force. Those who have not signed by July 1 may find themselves put to considerable trouble in getting goods promptly and in receiving printed matter.

We realize that we are putting our Jobbers to considerable trouble in asking them to get all their Dealers to sign this Agreement, but we would like still further to trespass on their good nature and ask them to follow up such Dealers as may be slow in returning the Agreements properly signed and witnessed. If, after reasonable time, any Dealers have not responded, write them again, and point out the desirability of having the matter taken care of without delay.

Following are some of the comments of Jobbers on the new Agreement:

NEW YORK, May 18, 1903.

We are glad to be able to compliment you on the successful outcome of the latest evidence of your liberal policy. We refer to the 35-cent rate for exchanging records. On April 27th we received notice from you that this change in price would go into effect on July 1, 1903. Notwithstanding the length of time which allowed us to prepare our customers for the new price, we immediately substituted the new exchange price, and, up to the time of writing, we have yet to hear of any valid complaint from a single one of our thousands of customers.

We have always had an enormous exchange business, and we are confident the results have already demonstrated that the raising of the exchange price will be in no way detrimental to the general welfare and the continued prosperity of the Edison Phonograph, but, on the contrary, will benefit all concerned to no little extent.

Hoping that you will keep up the good work, and, with the assurance of our heartiest support, we are

S. B. DAVEGA.

MILWAUKEE, WIS., May 13, 1903.

Your letter of the 9th, enclosing Price List, Terms of Sale, and Agreement Form 430, Dated May 1, 1903, received. We have signed same and return herewith.

The changes you have made in Conditions of Sale, both to Jobber and Dealers, are, in our opinion, an excellent move, inasmuch as it draws a line on certain points that Jobbers and Dealers have heretofore been able to crawl out of, in case they are found violating that part requiring Dealers to have an established place of business, in which to display machines and records. This we trust will be rigidly enforced. We know of a number of cases where Jobbers in the West have given Dealers' discounts to peddlers and fakirs traveling around the country selling patent medicine or doing work of that sort.

We will conform strictly to terms and conditions. Very truly yours,

MEGRAL BROS.

READING, PA., May 11, 1903.

We enclose you the Jobbers and Dealers Agreement received by us this morning, properly signed and witnessed. Having both carefully read same, would say that we fully endorse your methods and know that we can easily sell the required amount of goods. If you will send us new Retail Dealers' Agreements we shall be glad to have our listed Dealers sign same and return to you at our earliest convenience. We predict increased business for the summer.

READING PHONOGRAPH CO.,
E. A. Gerber, Mgr.

NEWARK, N. J., April 25, 1903.

We take pleasure in returning to you the new form of contract, properly signed. We do this with pleasure, and feel quite confident that with your usual attention a great deal of good will be derived by all Jobbers and Dealers of your apparatus. Yours very truly,

A. O. PETIT.

MORE FACTORY ROOM.

The matter of increasing our factory facilities at Orange is well under way. The first department receiving this attention is that in which the Reproducers are made, and it is hoped shortly to make Reproducers as fast as they are demanded by the trade. This building also includes the Shipping Department, and the enlargement of the building will give ample room for that important end of the busines. The contemplated changes in other buildings will be begun shortly, and it is expected that they will be ready for an increased business in the fall.

MR. IRETON PROMOTED.

Albert C. Ireton, one of the salesmen of the National Phonograph Company, was on May 18 promoted to the position of Assistant Manager of Sales and will hereafter be found at the New York office. Mr. Ireton has had considerable experience in the Phonograph business, having been with the old United States Phonograph Company at Newark, N. J., for two years and with the National Phonograph Company for four years. For some time past he has sold our goods in New York, New Jersey and Connecticut.

SUITS DISMISSED.

We take pleasure in calling the attention of our Jobbers and Dealers to the following copies of Decrees, dismissing suits brought by the New York Phonograph Company against two of our prominent Jobbers in New York city. The suits were attempts to assert the old exclusive license claimed by one of the so-called "sub-companies" of the defunct North American Phonograph Company. The suits were abandoned when called for trial.

At a Special Term of the New York Supreme Court for the County of Westchester, held at the County Court House at White Plains, New York, on the 11th day of May, 1903.

Present—
HON. SAMUEL T. MADDOX, *Justice.*

NEW YORK PHONOGRAPH COMPANY, *Plaintiff,*
against
SOL. B. DAVIDA, *Defendant.*

This action having been regularly called for trial at a Special Term of this Court on the 11th day of May, 1903, and the defendant herein having appeared by attorneys, Robinson, Biddle & Ward, and no one appearing on behalf of the plaintiff, and the defendant having moved that the complaint herein be dismissed, now, on motion of Robinson, Biddle & Ward, attorneys for the defendant, it is

ORDERED that the complaint be and it hereby is dismissed.

S. T. M.

At a Special Term of the New York Supreme Court for the County of Westchester, held at the County Court House at White Plains, New York, on the 11th day of May, 1903.

Present—
HON. SAMUEL T. MADDOX, *Justice.*

NEW YORK PHONOGRAPH COMPANY, *Plaintiff,*
against
AZEL D. MATTHEWS, *et al.*, trading as A. D. Matthews & Sons, *Defendants.*

This action having been regularly called for trial at a Special Term of this Court on the 11th day of May, 1903, and the defendants herein having appeared by their attorneys, Robinson, Biddle & Ward, and no one appearing on behalf of the plaintiff, and the defendants having moved that the complaint herein be dismissed,

Now, on motion of Robinson, Biddle & Ward, attorneys for the defendants, it is

ORDERED that the complaint be and it hereby is dismissed.

S. T. M.

SELLING SUGGESTIONS.

Fairs will be the principal attraction in all parts of the country during the next three months. These should furnish Dealers an excellent opportunity to push Edison Phonographs and Records. We would suggest that Dealers secure space at such fairs, make an exhibit of the several styles of machines, select a lot of the most pleasing Records with which to give free concerts and give away printed matter to those who will not fail to gather around to hear the music. We have several kinds of circulars that we are willing to furnish in quantities for such use. They are forms 297, 409, 414, 418, and 428. Dealers who intend making exhibits at fairs should write us for samples of these forms and then ask the Jobbers through whom they deal to get them a supply. It takes time to get printed matter in this way, and it is not too early to give the matter immediate attention.

Dealers whose places of business are near summer resorts, either in the mountains or by the sea, should find the hotels at those places good customers for Phonographs. The Edison Phonograph is an ideal device for entertaining guests at a hotel. Its cost is small, it is easy to operate and the Records at the command of the public make it possible to have all the newest and most popular music. Scores of hotel proprietors would make a Phonograph a part of their outfit if they could be told of its merits and made to realize how attractive it is for amusement purposes.

Young Men's Christian Associations should also prove profitable customers for Edison goods. There are none so poor that could not afford a Phonograph and a supply of Records, and no one will deny that they would prove a great attraction to the young members of the Associations.

NO CHANGES CONTEMPLATED.

One of our Jobbers recently said to us that if he could be sure there would be no changes in the various types of Phonographs this year, he would place an order for five hundred machines. We replied that he could be certain that no radical changes would be made in any of the several types this year. Such is the case, and we desire the entire trade to know it. The Edison Phonograph today is the best machine ever put out by this company, and is the superior of any talking machine device on the market. It does not require radical changes to improve it, and some such will be made. We do not say that time may not bring about further improvements in the Phonograph, but none are under contemplation at the present time. We make this statement now in order that the trade may feel safe in placing orders for the fall season. To place orders will make it possible for us to manufacture machines during the summer, and will enable the trade to avoid the annoying delays of last year when hundreds of orders came in at one time and the demand far exceeded our ability to supply.

We desire Dealers to invite the fullest comparison by the public between the Edison Phonograph and other styles of talking machines. Such comparison cannot fail to sell Phonographs.

THE JULY RECORDS.

With the May Records not yet shipped from the factory, it is a far cry to talk about July Records. But we have been told time and again by Jobbers and Dealers that the getting out of new lists of Records each month is the life of the business; so we shall continue to get out a new list each month, and to write about them, no matter whether those of previous months have been shipped on time or not. There is no other one thing in the Phonograph business in which so much interest is felt by the trade as in the lists of new Records sent out each month. He will be a hard man to suit who will not find in the July Records a number of selections entirely to his liking. The list comprises twenty-five Domestic selections and covers a wide variety of subjects. In the list are three selections by the Edison Concert Band, two by the Edison Symphony Orchestra, two quartettes, four duets, seven vocal solos, two instrumental solos, one instrumental duet, three talking and singing records, and one selection by the Brass Quartette. The list, as a whole, furnishes additional evidence that our Record Making Department never stands still—that it is constantly improving.

The selections by the Edison Concert Band are Nos. 8424, American Patrol, with patrol effect; 8432, Polacca, from "Mignon," and 8433, the Stradella Overture. In the first named three patriotic songs are played with patrol effect, the whole forming a novel Record. The last two were made after the Edison Band had been rearranged by taking out some of the former players and substituting for them others of superior talent. These two Records show a marked difference in execution even over the work of the former band, which was one of the best in the country for making Records.

In No. 8425 Harry MacDonough sings the famous $10,000 song, "Hiawatha," with orchestra accompaniment. This song as an instrumental Record found a large sale, and, given now as a vocal solo, it cannot fail to be equally popular. It is probably one of the best advertised songs in the country. No. 8426, My Old Kentucky Home, is a mandolin solo by Samuel Siegel, an exceedingly clever player. This selection is given with an organ effect, and mandolin players will appreciate the difficult work necessary to get such a result on this instrument.

No. 8427, The Lord's Prayer and Gloria Patri, by the Mendelssohn Mixed Quartette, is another Record that will appeal strongly to those who prefer the more serious titles. This quartette is composed of Miss Chapell, Miss Morgan, Mr. Stanley and Mr. Strickfadt, and they have succeeded in making Records that have never been equaled for mixed voices. It has always been a difficult matter to make successful Records of female voices, and after months of careful experimentation our Record Department has succeeded in getting perfect results in quartettes and duets. It is now at work on solos, and expects before long to list some very good songs by female voices. No. 8428, "Heart's Desire," is another of the series of violin and flute duets by Eugene Jaudas and Louis Arr, the Record showing the splendid blending of these two instruments.

No. 8429, "Marriage is Sublime," is a comic male duet by Collins and Harlan. This popular comic opera hit is exceedingly funny and is sung most cleverly. No. 8430, "Mighty Lak' a Rose," by Nevin, is a coon lullaby, sung in Arthur Clifford's best style.

Lovers of classical music will be pleased with No. 8431, De Beriot's Sixth Air with Variations, played as a violin solo by Charles D'Almaine. Mr. D'Almaine's ability as a maker of violin Records is too well known to need comment. In No. 8434 and No. 8440 we have two of Arthur Collins' inimitable coon songs. The first named, "Every Morn I Bring Her Chicken," gives a coon's idea of the song, "Violets." It is sung with orchestra accompaniment. No. 8436, "I'm a Jonah Man," will rank as a seller with the other coon songs made by Mr. Collins in the past few months. In No. 8435, "Deed I Do," Miss Morgan and Mr. Stanley have somewhat departed from the sentimental songs they have been singing as contralto and bass duets, this title being a coon song, although of a sentimental character. It is one of the best Records in the list, and will further enhance the popularity of these two singers.

No. 8436, "Massa's in the Cold, Cold Ground," is the other quartette on the list, and is sung by the Edison Male Quartette. The first and second verses are sung by the bass, accompanied by a sort of vocal rag time. It is a good quartette Record. In No. 8437, "Engaging an Opera Company," S. H. Dudley tells of the troubles of the impresario in trying the voices of would-be opera singers. No. 8438, "Sweet Rose," is a song and dance with Yodel, all given in Geo. P. Watson's best style.

The two selections by the Edison Symphony Orchestra, 8439, Intermezzo from "Cavalleria Rusticana," and 8442, Selection from "Peggy from Paris," are both played as only this organization can make orchestra Records. In No. 8443 Harry MacDonough gives a vocal

rendition of the coon love song, "Pretty Little Dinah Jones," and is accompanied by the orchestra. This air is given in the June list as a xylophone solo.

Many admirers of Edison Records regard those made by the Edison Brass Quartette as the most desirable of all instrumental Records. Such will find No. 8144 "Annie Laurie," with music by Dudley Buck, fully equal to any of those made by these players. No. 8445, "I Could Love You in a Storm-Heat That" introduces in Harry West a new singer of coon songs for the Edison Phonograph. The good impression that this Record will make will be heightened with later songs by Mr. West.

No. 8446, "Farewell, Beloved," soprano and tenor duet, by Miss Chapell and Mr. Strickfadt, is another Record in which the soprano voice is given clearly and pleasantly. Collins and Harlan in No. 8447, "Hurrah for Buffalo's Bay," have an exceedingly funny duet. The manner in which this song mixes up nautical terms would make a sailor seasick. No. 8448 is another Hebrew vaudeville specialty by Julian Rose. In this Mr. Rose gives his usual hilarious talk in Hebrew dialect, and follows it with a parody on "On a Sunday Afternoon."

THE PHONOGRAPH ADVERTISEMENT IN THE PUBLIC EYE.

One of the features of the *Bookbuyer's Magazine*, of Philadelphia, published in the interest of the Bookbuyer's Library, is a monthly competition in which prizes are offered for the best full-page, half-page and quarter-page advertisements in its columns. The advertisements receiving the most votes each month are considered the prize advertisements, and then the prize winners are chosen by the best reasons given by the competitors for their choice. The object of the competition is to get readers to carefully look over the advertising pages and in this it succeeds admirably. In the May issue the National Phonograph Company had a half-page advertisement. It was the same Phonograph girl as shown on the last page of this issue, except that the advertisement was enlarged to a half page. This advertisement was chosen by many as the most attractive in the May issue, but it did not receive enough votes to be classed as a prize advertisement. Some of the reasons for choosing our advertisement were so interesting that we reprint them here, believing that our readers will find them equally readable. They are:

Both good "Talking Machines."

The machine which pleases such a girl must please everybody.

The girl's expression shows what a pleasure a Phonograph is.

Edison's Phonograph will banish the thoughts of the day.

Something a woman will listen to and not talk back.

You hear as well as see what is being advertised.

Her evident enjoyment arouses our desire to hear also.

A machine that inspires such love sells itself.

Only a perfect instrument could cause that look of joy.

Suggests the wonderful entertainment in the Phonograph.

It suggests the amusement and pleasure afforded, with convincing evidence of merit and popularity.

Suggests the enjoyment and pleasure of the Edison Phonograph.

Everybody stops to look at a pretty face.

The face shows the pleasure derived.

No need of a second glance to determine the meaning.

We are at once interested in that which everyone loves.

Certainly appears lovable and mutely eloquent.

This ad. is clear, concise—fully illustrates the Phonograph.

Speaks for itself.

Very attractive and highly expressive of keen pleasure and interest.

It talks for itself.

Her smiling face tells she hears a natural, loving voice.

A silent expression of pleasure appealing to the multitude.

Attractive girl, attractive machine, combined into a most attractive total.

Her look in your eye makes one want to buy. The girl takes the eye, and then, Edison the ear.

We feel the girl's pleasure and feeling makes us interested.

If it could win her, it must win us all.

Because a pretty girl is always good.

The more it conveys is good news.

It appeals to the one in search of home amusement.

Phonographic love, to thrill the heart, must be natural indeed.

Portrays the genuine pleasure of listening to the Edison Phonograph.

Shows the importance of getting Edison machines for pleasing results.

Expressive of the "Edison's" human and lovable characteristics.

Only clear, natural tones could result in the listener's delight.

Announces an amusing and instructive entertainment for all without effort.

It is evident that its keynote is enjoyment. It both appeals and persuades.

It speaks for itself.

Solace for our ills, a handsome woman and a Phonograph.

The Phonograph pleases the girl, and it will please all.

The sale of a Phonograph must be made before you can sell Records.

APPRECIATIVE COMMENT.

C. J. H., Philadelphia.

The ... ase of the Edison Phonograph ... is indeed a success, and is ... all other efforts of the National ... Company in that it is ...

... in its day served as a pio... way for the MONTHLY, as ... machine for the Triumph, ... is particularly interes... to the notice of Jobber ... conditions under which ... Records are sold. ... of a monthly monitor, ... MONTHLY is incal... Talk" which covers ... rules must assist all Job... Salesmen will also work ... by a perusal of these ... of the new issues of ... valuable feature ... that the authors' names be ... mention of those new num... selling points are to be ... the story of a song or ... We are often asked the ... your number. ... the success your efforts de...

... Eton, Col.:

... gratification that I re... of the EDISON PHONOGRAPH ... ed coming keeping Jobb... touch with all that is pro... indeed, that in making ... and gaining favorable ... never made. Wherever in... become the Phonograph be... family. By having the pop... the Edison Phonograph and ... sales have increased tre...

... Air, Ga.:

... two issues of your Edison ...thly, and must say that it ... to Jobbers and Dealers. ... this little volume deserve ... to receive a copy every ... it is a great help to me.

...hfield, W. Va.:

... MONTHLY for May just ... think it a great aid to Deal... many valuable hints and sug... which if followed are bound ... increased business for the Dealer ...

... Machine Co., M. L. Gregson, Prop., No. 133 West 2nd Street, ... Pa.:

PHONOGRAPH MONTHLY of ... me a day or two ago. I ... to it, and was so pleased ... that I cannot refrain from ... are to be congratulated upon ... keeping in touch with your ... agents. It certainly has a tendency to cause ... the Dealer to feel that you are interested in his success, thereby bringing about that close business relation that should always exist between an enterprising and energetic manufacturer and the one who comes in direct contact with the purchaser. I venture to say that the majority of your agents feel as I do in this regard and that beneficial results in the shape of increased sales will follow as a natural result of your latest enterprise.

May 25, 1903.

McLeanie Novelty Company, Butte, Montana.

I have just received the May number of the PHONOGRAPH MONTHLY, and think it fills a long felt want. Have got more information from this number of the MONTHLY that I desired than from all the advertising matter I received from the company for months. Kindly send me back numbers for 1903.

May 25, 1903.

Frank H. Malone, Dothan, Ala.:

I received the second and third issues of the EDISON PHONOGRAPH MONTHLY, but have not received the first issue, please send me a copy. I am glad for myself and all other Dealers that you have gotten out such a magazine devoted to the Phonograph trade. I think your Monthly is the nicest magazine of its kind that I ever saw. It is just what I have been expecting and wishing for. I know it will be a big help to all Dealers and Jobbers. I wish your Monthly much success and hope it will grow in volume.

May 28, 1903.

The Kreuling Phonograph Co., Reading, Pa., Edw. J. Gilcher, Manager.

The EDISON PHONOGRAPH MONTHLY is to the Jobber and Dealer what the new model "C" Reproducer is to the old Phonograph, new life. At once interesting and instructive, it shows the protection afforded all Jobbers and Dealers of Edison goods. We feel that the trade will be greatly benefited by the many good points shown in this MONTHLY and think that every man in the business to-day should read each MONTHLY carefully, from beginning to end.

May 26, 1903.

C. F. Littlepage, Anthony, Kan.:

I beg to acknowledge the receipt of the March and April numbers of your most interesting and valuable magazine, the EDISON PHONOGRAPH MONTHLY. It ought to be in the hands of every owner of an Edison Phonograph. I have shown it to some music lovers and owners of Edison Records. They all thought it would be a welcome visitor. I hope you will continue to enlarge and give us more of it. I for one will pay for such a magazine if you will name your price. With best wishes for your success.

JAPANESE RECORDS.

Some time in July we shall get out a folder with reference to the Japanese Records, and will then be in shape to fill orders for them.

In ordering supplies or repair parts give the name and number of the Phonograph for which they are wanted.

CO-OPERATING DEALERS.

ASBURY PARK, N. J., May 9, 1903.

Your circular letter of April 1, 1903 (Form 419), received and contents noted. Your policy of protection is too thoroughly appreciated by me to permit any act of mine to tear down the structure you are trying to build up for the benefit of us all. C. K. ZACHARIAS.

AMANA, Iowa, May 6, 1903.

I herewith state the receipt of Suspended List, April 1st. I intend fully to co-operate with you. ANDREW SCHIFF.

SYRACUSE, N. Y., May 14, 1903.

Beg to acknowledge receipt of your list of Suspended Dealers up to April 1, 1903. We wish to assure you that you have our hearty co-operation in your dealings with these people. Right here, we wish to say just a word as regarding the March list of Records. It is certainly a winner and far ahead of anything yet received from your house. From the advance list of April, May and June, we see still greater advancement in the quality of the Records. Every month shows a gain in the tone and clearness of the Records and it is appreciated by our customers, as is shown by our increase of sales.

Assuring you our hearty support at all times.

HOFFMAN & WEAVER.

GERMANTOWN, KY., May 5, 1903.

In reply to the Suspended List April 1, will say I will co-operate with you, and no suspended Dealer can get Phonographs or any goods of any kind from me.

E. E. HENDRICKSON.

HOW SOME DEALERS PUSH THE BUSINESS.

BOSTON, Mass., May 15, 1903.

Your monthly magazine is one of the best things you have ever issued towards increasing the trade in a general way. The many points of great value tend to keep the Dealers "talking" machines. The many novel ways the smaller dealers have of keeping the Edison goods before the public interests me very much. Put here is one which differs some from those in your magazine. During a short trip in one of our suburban towns the other evening I was attracted by a large crowd in the square who were watching a moving picture machine. At intervals the operators would show the picture of T. A. Edison and announce that they were headquarters for Edison Phonographs and Records. They did a good business. I feel that it is worthy of mention in your magazine and I trust you will find space for it.

This enterprising house was the Prospect Phonograph Co., Cambridge, Mass.

S. J. FREEMAN.

[Mr. Freeman is connected with the Eastern Talking Machine Co., Boston, Mass.]

GARRETT, Ind., May 25, 1903.

The third edition of the EDISON PHONOGRAPH MONTHLY at hand. Am so well pleased that I can hardly wait till the next number arrives. I would like to tell you and all other Dealers how I advertise my business. When I receive my stock of new Records I hang a large sign in the window announcing "Fresh supply of Edison Records just received. Free concert to-night. Come one and all. Bring your wife or some one else's wife, or your sweetheart. Your baby will sleep while you hear the free concert." I advise others to try a similar plan and see what good results they will have.

ALBERT PALMER.

MATTEAWAN, N. Y., May, 1903.

One of the best methods I find of advertising the Phonograph is to play it and I can tell you the ones we use in our stores are going about all the time. I have notices put in the local papers every time we receive a new shipment of Records and when we find a Record that takes extraordinarily well we put in a special notice inviting people to come in and hear that one, and then they stay to hear more, and I have found that it often causes the sale of a machine. Another good plan is to always accept an invitation to play at private parties or entertainments and do it gratis, for as the old saw says, "You can catch more flies with molasses than you can with vinegar."

In shipping out Records in barrels I take this liberty to suggest you put on this sign,

"A BARREL OF FUN."

EDISON NEW AMUSEMENT REVIVER.

Yours very truly,

DANIEL R. WEED, Jr.

Harry E. Stover, a Dealer at Hagerstown, Md., under date of May 27, comments as follows on his success in selling Edison Phonographs and Records:

The Standard has been taking everything in sight. I have a * * * and several types of * * * machines, and when a customer comes in and wants a talking machine I give him his choice. I have sold more Edison machines since you have made your new Records and Reproducers in the spring of 1902.

HARRY E. STOVER.

W. G. Fawcett, a dealer at Salem, Ohio, sends us a circular printed with a half tone picture of Arthur Collins, the singer of coon songs for the Edison Phonograph. The circular also gives the names of a number of Records made by Mr. Collins, and calls attention to the fact that Mr. Fawcett carries a full line of these and all other Phonograph Records. The circular is well printed, and presents the matter in good style. We understand that it is Mr. Fawcett's intention to get out similar circulars for other makers of Edison Records and distribute them to his customers.

"Our Record Boy does nothing but play Records, but don't hesitate to call and hear them at any time," is a suggestive phrase in a Phonograph advertisement of Wright's Music House, 209 Washington street, Portland, Oregon, which occupied two-thirds of a page in the Portland papers on May 23 and following days.

CONCERNING PRINTED MATTER.

Form No. 428 is another four page folder, samples of which will be sent out to the trade this month. This folder shows the first Phonograph made by Mr. Edison and also the Triumph type, and includes a general argument on the merits of the Phonograph and Edison Records. This has been gotten out in large quantities, and we should be glad to have Jobbers and Dealers use them where they can do so to advantage.

The fact does not appear to be known to all Dealers that we get out a set of Record Order Sheets, giving the numbers of all Records listed by us. These are printed so that it is only necessary to insert the figures showing the quantity of such Records as it is desired to order. We are anxious to have these Record Order Sheets used by all Dealers who order any considerable number of Records at one time. They not only make it easier for a customer to send an order, but they prevent mistakes and make it possible to handle orders with greater facility at our factory.

We have been much disappointed in not receiving the supply of the new celloloid placard from the manufacturer. They should have been in before this, but various causes have combined in delaying their completion. As soon as we receive them, we shall take immediate steps to get them in the hands of the trade. Until then, we must ask the Jobbers and Dealers to have patience.

The four page folder, "Music in Every Home," was so largely demanded by the trade that we have issued the first edition of 250,000 copies. A new edition is now being printed, and will be ready for use in about a month.

We have on hand a large supply of the colored lithographed card, No. 499, showing the boy "Looking for the Band." This should be a very useful card for sending out with mail matter, and we shall be glad to furnish it to all Dealers who will make careful use of it. We might say concerning this, as well as all other printed matter issued by this Company, that we have plenty of it for such Dealers as will use it advantageously, but have not a single card to be wasted.

The carrying limitations of a one cent postage stamp caused us to omit the sending out of a colored poster in May. It will go out with the June matter, possibly with this copy of the MONTHLY.

Catalogue of Paris, No. 371, is daily expected from the printer. Jobbers and Dealers who have orders on file for this form, will get them as soon as they are received.

A JOBBER'S PRIZE SELECTION.

The following is a reprint of a circular issued by a Jobber at Easton, Pa., and it is published here to show what one Jobber regards as "a Prize Selection" of Edison Records:

15,000 EDISON RECORDS.

WERNER MUSIC HOUSE,
Cor. 4th and Northampton Streets, Easton, Pa.

We now have all the Edison Records in catalogue in stock to select from.

SPECIAL LIST OF 37 EDISON RECORDS.

These are what we call *A Prize Selection*—the cream out of the lunch. We have them. Call and hear them. Each one is worth having. We try our best to keep you informed and do all we know how to please you. Will you in return kindly give us your business?

8046 Fantasia Sonnambula (Clarinet)
8439 Dixie Medley (Banjo)
8981 Sunflower Dance (Banjo)
8363 Good-Night Quartette from "Martha" (Brass Quartette)
8140 Dream of the Tyrolienne (Violin and Flute)
8810 Nightingale and , rig (Flute)
8317 Hiawatha (Band)
8570 Swedish Waltzes (Band)
8331 Boston Commandery March (Band)
8493 The Coliseum March (Band)
8267 Tipperary March (Band)
8266 Mr. Dooley Medley, introducing "Just Kiss Yourself Good-Bye" (Xylophone)
8311 Heimweh, Longing for Home (Zither)
8085 Parody on "Good-Bye Dolly Grey"
8301 Summer River (Parody)
8373 Larboard Watch (Duet)
8255 They Were All Doing the Same (Duet)
8286 O That We Two Were Maying (Duet)
8098 Fare Thee Well, Molly Darling (Duet)
8076 Rehearsal for the first edition of 250,000 Down on the Old Plantation (Orchestra)
7785 Selection from the Burgomaster (Orchestra)
7986 March from the Strollers (Orchestra)
389 Narcissus March (Orchestra)
7741 Hearts and Flowers (Orchestra)
8411 Tell's Serenade (Orchestra)
8295 Marriage Bells (Bells)
8373 The Cuckoo Song (Talking, Whistling and Singing Duet)
8414 The Robin Song (Singing and Whistling)
8375 Just Kiss Yourself Good-Bye (Song)
8230 Come Down My Evening Star (Song)
8470 Jerry Murphy Was a Friend of Mine (Song)
8412 Bill Bailey, Won't You Please Come Home (Song)
8425 Mister Dooley (Song)
8418 In the Good Old Summer Time (Song)
8152 Molly Come Drive the Cows Home (Song)
8193 Please Let Me Sleep (Song)

You cannot sell Records, Mr. Dealer, till you sell Phonographs. This done and a good Record trade is assured.

SEE THAT ALL PHONOGRAPH OWNERS GET A SUPPLEMENT.

The monthly supplement of Records issued by us should go to all owners of Phonographs in United States and Canada. The theory of the Company in getting out this supplement is that Jobbers shall have a sufficient supply to furnish all of their sub-dealers with them, and that the latter shall see that they are sent to all customers who have bought Phonographs. Dealers who do not get a supply for this purpose should take the matter up with their Jobber, and if the latter is not getting a large enough supply to meet such demands, we desire that he shall increase his order with us. Sending these supplements to owners of Phonographs means more business for the Dealer, the Jobber and ourselves, and all should do everything possible to get it.

POSTERS AND STREET CAR CARDS.

Once in a great while we get a request from a Dealer for a supply of cards for street car advertising, but up to the present time the demand has not been sufficient to warrant the expense of getting out a line of these cards. We are willing, however, to bear the expense of lithographing not only street car placards but also a lot of four and eight sheet posters, if the Jobbers and Dealers can use them to advantage. To that end, we shall be glad to know from the trade whether they will bear the cost of street car advertising or putting up posters, if we will go to the expense of having the same printed or lithographed. The policy of treating all Dealers alike makes it impossible for us to do any advertising of this kind in certain territories and neglecting others, and the cost of doing it for all is too great to be considered. If it is done at all, it must be done by each Dealer in his own locality, and not by us. We shall be glad to hear from the trade on this subject.

AS GOOD AS GOLD BONDS.

1224 Broadway, Brooklyn, May 16, 1903.

Enclosed find advertisement and clipping from our local weekly paper, which speaks very highly of the Edison Phonograph and Records. I hope in the next five years to further increase my business, as I believe I will do more and more each year. When I started four years ago I only had three machines and 150 Records, and now I carry for my retail department about fifty machines and 5,000 to 10,000 Records, which goes to show what can be done with the Edison Phonographs. Any live dealer can do business if he will carry the goods, or, as the best Chief New York ever had said, "be caught with the goods" in stock. This will go to show any dealer that Edison goods are as good as gold bonds.

H. S. Price.

A PHONOGRAPH INCIDENT IN THE PHILIPPINES.

In a letter to Mr. Edison, from Manila, in the Philippine Islands, a correspondent writes as follows:

Craving indulgence for occupying your valuable time, I wish to relate an amusing incident which occurred in his far-away country apropos of the Phonograph. The story compares favorably with the yarn on the countryman in the States, which has been so widely advertised.

While giving an advertising exhibition in an interior town, an old native walked up to the horn and gazed steadily into it for a long time, then veered around and examined the box, then looked intently at the operator—then the ceiling, on the floor, returned to the horn, took out a kerchief, mopped his brow, went outside, brought in an old woman, went through the same antics as before, and exclaimed to his companion, "Mother of God, we hear the voice of the Devil, but he is invisible." At that moment the operator put on a stirring band selection, and when it became exhausted the old man caught the woman by the arm and dragged her to the door, murmuring as he went: "Holy Saint Mary, the Devil has visited Heaven and is screaming God."

I have been selling Edison Phonographs for one year on these Islands in the interests of The American Book and News Company, and have had some very interesting experiences.

Have on hand a number of excellent native dialect impressions which may be of use to you.

Sincerely trusting that I have not bored you, and awaiting your good disposition regarding the dialect records, I am, sir, yours to command,

Lew Davis.

Legaspi, Province Albay, P. I., April 11, '03.

RECORD SHIPMENTS.

No effort was spared in hurrying forward the making of the April Records, but it was not until June 2 that the last of them were shipped. We have already begun to make the May Records, and confidently expect to get them out by the 25th of this month. If we succeed in doing this, the June Records will be shipped early in July, probably not more than two weeks later than would have been the case had we not been so far behind with orders.

ONE OF THE BEST LINES HE HAS EVER HANDLED.

Hagersville, Ont., May 27, 1903.

Received No. 3 of the Phonograph Monthly. Please send me Nos. 1 and 2. Want to make a file for future reference. It is just what we need in the business and would willingly remit you a subscriber's price, but fail to find any mention of that item. The Phonograph is proving to be one of the best lines that I have ever handled and am pushing it for all it is worth.

J. H. Head.

WHAT THE WORLD HAS LOST.

(From the Salt Lake Tribune.)

In an interview with Thomas A. Edison in the *National Magazine*, Joe Mitchell Chapple reports the great inventor as saying, in reply to an inquiry as to which of his inventions was his favorite:

"The phonograph—the phonograph, by all means! It has been a long time since the first phonograph, as we count time nowadays, and improvements come every day; but I think I have accomplished more the past year on it than in any of the years before. My ambition is to have it so perfect that it will reproduce your Boston symphonies to perfection, giving the distinct intonation of every instrument."

And the speaker is represented as speaking "with all the enthusiasm of a boy with his first kite." Well he may be enthusiastic, for the phonograph is one of the sort of inventions that is not only marvelous in itself, but it is marvelous that one should have thought of such a thing as within the range of practical possibilities. To catch the human voice and fix its speech and tones in durable form and for all time, is a thing so incredible to the ordinary mind as to partake much of the nature of the miraculous. And when it was demonstrated as a brilliant fact, then the thought at once arose, What a misfortune to the human race that this invention was not known of old, so that the voice and speech of the great ones of the ages could have come down to us with exactness. How many questions would it not solve, if we had the living voice of Cesar, Cicero, Demosthenes, Pericles, the Ramses, Alexander the Great, and above all, the Master! The thought is well calculated to bring newly to the mind the losses we have sustained because this and some other inventions were born too late. If we could hear the voice of Menes in directions to his overseers in the building of the great pyramid, we would no longer be in doubt why he built it. If we could hear Cicero's orations, there would be no uncertainty about the pronunciation of Latin. If we could hear the voice of Assurbanipal, we would know the origin and methods of Assyrian and Babylonian civilization. If we could have the conversations of Hammurabi, we would know where he got his great civil code, and what his ideas were of the ancient days, that had been lost sight of in the mists of the ages, even in his time. The world has lost so much in the way of perished knowledge that might have been preserved, that it is hungry to learn as much as it can of its loss, and a little resentful that there was no Edison, in the ancient world, to provide for its preservation while yet it was in position for transmission to posterity.

LISTED RECORDS BY OTHER TALENT.

Hereafter, all Records of the following titles shipped from our factory will be sung by Arthur Clifford instead of J. J. Fisher.

7011. Love's Sorrow.
7735. I'll be Your Sweetheart.
7054. Believe.

The many admirers of Mr. Clifford's Records will approve the substitution.

All Records hereafter made of No. 7850, "I Must a Been a Dreamin' " will be sung by Collins and Harlan and not by Collins and Natus as now listed .

In a letter to our Foreign Department received late in May an important Dealer in England wrote:

"After trying many kinds of Talking Machine Records, we have decided to push your gold moulded Records only, and shall stock no other. They are the loudest, clearest and purest in tone and are entirely free from scrapeiness."

LIKES OUR "FOLLOW UP" METHOD.

Fairygrove, Mich., May 27, 1903.

Some time ago I received a card from you stating that ——, of Unionville, Mich., had written you asking about the Edison Phonograph and Records, and asking me to follow the matter up, which I did, and sold him an Edison Standard Phonograph and one dozen Records. Since that time I have taken his order for a larger horn. I appreciate your way of doing business and assure you that I shall do all in my power to sell your goods.

A. H. Moses.

A CHICAGO PHONOGRAPH ENTHUSIAST.

Chicago, Ill., May 2, 1903.

I have one retail customer of whom I want to tell you about. March 1 of this year we sold him a Triumph outfit with a 56-inch by 28-inch bell, B. & G. horn, a cabinet for 144 Records and two dozen Records. He now has 304 Standard Records, and has had built in his house a cabinet that holds 650 Records (in addition to the cabinet sold him.) This cabinet is a handsome thing with silk curtains in front, costing him all told, $23.50 for the cabinet complete, and his 144 cabinet cost him $20. We are having a horn factory make him now a special horn 56 inches long with a 16-inch throat where brass and steel are joined, and this horn will cost him $40. Enthusiastic! You never saw just such a gentleman. He is a Hungarian and a fine baritone singer.

I do not believe there is a finer or better constructed collection in Chicago—if in the United States—than his. The Ray Co.

Per E. B. Walthall, Manager.

Have any of our Jobbers or Dealers an equally enthusiastic customer?

CRITICISMS AND SUGGESTIONS WANTED.

It is evident from the many letters we have received that the getting out of the Edison Phonograph Monthly is fully approved by the trade. We should, however, like something more than mere approval. We cannot believe that the Monthly has no shortcomings, and would like to have its readers point out what they are. It must fail to cover some points concerning the Phonograph business, and we would consider it a favor if such failures were brought to our attention. We also would be glad to have suggestions for making the Monthly more interesting to the trade. Criticisms and suggestions cannot fail to make the Monthly a more readable publication.

ANENT THE PHONOGRAPH "CRANK."

Referring to your invitation on the first page of the first number of the Edison Phonograph Monthly, I feel like saying a few words in favor of the continuance of such a journal.

When one buys a Phonograph, he immediately becomes more or less of a "crank" in relation thereto. He thinks he can improve it in various ways; he thinks his own machine is better than that of his neighbors; he experiments and breaks things; he makes records of his dog and his cat and his grandmother.

The braying of a jackass in the horn affords him infinite delight, because there is an opportunity to reproduce; the sound of the chanticleer that wakes all the people in the neighborhood at 4 A. M., causing them to let go their hold on sleep and profanity, is, to the owner of the Phonograph, a veritable charm—another opportunity to reproduce. A funeral passes, headed by a band; his wife wants to find out all about the departed, 'but *he* cares not who rides in the front vehicle; his only ambition is to poke his horn out of the window and "take" the dirge. If you call upon him, he talks nothing but Phonograph, and brings out his machine and holds you far into the night, practicing upon you with his collection of records. In other words, he is a crank of the first order, and until he gets over the disease he buys everything that comes along; only mention that it has to do with the Phonograph, and out comes his pocketbook.

Now, it seems to me that this sort of people should be entered to. It is peculiar, but it is human nature, nevertheless, that people like to see things in print concerning the fad that has possession of them for the moment. They like to know what other people are doing, and to exploit their own ingenuity.

These people, I say, ought to be looked after. They are going to spend all the money they have—that is a foregone conclusion when they start in. The disease has got to run its course, and it is only charity for the dealer to help the victim. The trade should have something to send to its retail customers every month, something broad, something bright, something breezy, something worth reading, and filled with hints to keep the "crank's" brain and hand busy. That is just what the trade wants, and it need not be very expensive. Books, circulars, catalogues—these can never take the place of a once-a-month, up-to-date little magazine. Moreover, if properly carried on, there would be a balance on the right side of the ledger at the close of the year, be the expense never so great.

J. N. Kimball.

138 Broadway, New York City.
May 8, 1903.

THE PHONOGRAPH WAY AHEAD.

Anthony, Kan., May 9, 1903.

I want to tell you that the Edison Phonograph, with the new moulded Records, are far ahead of the flat disk records. There are several of the disk machines here in stores. I took an Edison Phonograph and new Records and put them side by side with the disk machine. People who were in the habit of passing by on account of the buzzing and scratching of the disk, came in and they complimented the clearness and naturalness of tone of the Edison machines and Records. Once in a while you can get a pretty fair record on the disk machines, but you find that an owner of a disk machine has very few good records. When you hear them you hear a terrible scratching noise that spoils the record. That grating sound is not very musical to the ears. A merchant here owns a late-improved \$50 disk machine. It is a loud affair and a few records that were considered good five weeks ago are now almost worthless. I have used new moulded Edison Records for a year, and they are as good and clear as when first bought. You can throw this in the waste basket, but I wanted to tell you my experience with the different machines. I think more of your new moulded Records each time I get a new lot. Wishing you success.

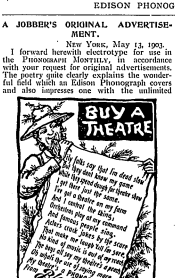
C. F. Littlepage.

Any Dealer or Jobber selling Edison Records by card system, or otherwise, whereby the dozen price ($5.00) is allowed on sales of less than one dozen actually taken or paid for at one time, will be considered a violator of Agreement, and liable to immediate suspension.

A JOBBER'S ORIGINAL ADVERTISEMENT.

New York, May 13, 1903.

I forward herewith electrotype for use in the Phonograph Monthly, in accordance with your request for original advertisements. The poetry quite clearly explains the wonderful field which an Edison Phonograph covers and also impresses one with the unlimited



variety of music it furnishes.

This advertisement was run for about one month and a half in the leading New York theatre programmes. Trusting you may find this worthy of attention in your Monthly, I beg to remain, sincerely yours,

Blackman Talking Machine Co.,
J. Newcomb Blackman, Prop.

GREAT FUTURE IN THE PHONOGRAPH.

"There is certainly a great future in the Phonograph, and no one is now recognizing this condition more thoroughly than the general music dealer. When one stops to think what steps forward have been made since Edison's tinfoil cylinder, considered an absolute failure from a practical standpoint from the start, to the present day talking machine, the advance toward perfection is scarcely realizable. Yet I believe still more remarkable improvements are to come, and in the near future; and perhaps what we may now think a wonderful achievement will then be a back number."—*Interview in Music Trade Review.*



"HAPPY" GETS A NEW HAT.

"Happy Hooligan" has substituted an Edison Moulded Record for the time honored tin can; at least, that is the conception of W. C. Patrick, one of our Western salesmen, as presented in the above drawing.

AN AUTHOR'S VIEWS ON THE PHONOGRAPH FOR DICTATION PURPOSES.

The March issue of the *Author*, the official publication of the British Society of Authors, contained an article on the use of the Phonograph for dictation. It is entitled, "The Shorthand Substitute," and is written by C. H. Cook, whose writings under the *nom de plume* of "John Bickerdyke," are widely known. The article is of such interest that liberal extracts are here made from it:

THE SHORTHAND SUBSTITUTE.

I have no pen in my hand; there is no shorthand writer in the room worrying me to repeat what I said, and asking the way to spell this or that word; there is no typewriter in front of me with its odious click, click; and yet this article is being evolved rapidly and without effort. Now and again I press a key, but that is all. When I have dictated to the extent of 800 words, I push aside a little lever, place a wax cylinder in a box, label it No. 1, and have no more care or trouble about the matter until the afternoon, when my amanuensis brings me a neatly-typed article for revision. Thanks to an excellent voice recording and reproducing machine, I have done most of my literary work and correspondence after this fashion for some years. The only serious fault I have to find with the system is that in course of time the Phonograph comes to be regarded as almost indispensable, and that when away from home without my mechanical assistant, literary work of any kind becomes a grievous toil. Undoubtedly there are writers who could not use the Phonograph with advantage. Some cannot dictate. In other cases the voice possesses a somewhat muffled

quality, which makes the record of it too indistinct for the amanuensis to understand when phonographically reproduced, and I may say here that women make by far the clearest record. There are, again, authors who are incapable of understanding and managing the most simple piece of machinery, though they somehow seem to learn to use a pen, which is an infinitely more difficult instrument to manage than a Phonograph, and takes much longer in the learning. But there are large numbers of authors and journalists by whom the Phonograph would be found as useful as I have found it, and for whose advantage I venture to offer some account of my experiences. I have only heard of two authors who use the Phonograph—Mr. Guy Boothby and Mr. Houghton Townley—and the output of these is considerable. A few business men use them in their offices instead of shorthand clerks. One whom I know —Mr. Upcott Gill, publisher—has used a Phonograph for many years for his correspondence.

The first question which an author will naturally ask himself is, "Can I do as good work if I dictate as if I write?" This is very largely a personal matter, depending on the idiosyncrasy of the individual. The author who thinks and writes slowly, and whose literary output rarely exceeds 500 words in a day, should, I think, confine himself to the pen, but those who compose about 2,000 words a day or more are likely to keep up a better average quality of work if they dictate than if they write. The reason I express this opinion is that after about 1,000 words have been written with the pen there is a certain amount of bodily fatigue which affects the mind to a certain extent, and toward the end of the day's work, the quality of the literary matter is inclined to suffer in consequence of the writer's bodily weariness. As a general rule the literary man should, during and just before his hours of work, avoid anything which tends either to distract or weary him. The Phonograph itself is undoubtedly when first possessed something in the nature of a distraction; but this feeling passes off, and very soon one's hand does the slight manipulation which is required without conscious reference to the mind, just as the hands of the piano player work mechanically while the eyes and mind of the player are fixed on the page of music.

This question was one which I considered very anxiously in connection with my own work, and the conclusion I came to was that dictated work was, on the whole, as good as work with pen and ink. I was able in this connection, to compare two novels. The first, "Lady Val's Elopement," was written by me in pencil, and the revised draft was almost illegible, I dictated it to a shorthand writer, making further alterations as I went. After the shorthand notes had been transcribed, I revised the story for the third time and sent it to press. With this I can compare "Her Wild Oats," a novel which was dictated in a very few weeks, though the arrangement and scheme of it required many months of work. I can get no indication of which was the better book from the reviews; but it appears to me (if an author is able to judge his own work) that the wholly-dictated book was the better, and from the publisher's point of view it was by far the most successful. It is shorter and generally less verbose than the written novel, and the dialogue is more crisp. The books are long out of print, so I do not hesitate to mention them by name, in order that others may decide whether my judgment is correct or not on this point, which is one of considerable importance.

It is a good many years now since the first Phonographs were introduced. A serious mistake was then made by the owners of the patent. It was supposed that pretty well everyone would require a Phonograph, and that the invention would come into general use for correspondence, business purposes, etc. Instead of manufacturing the machines at a moderate price and selling them, the company merely hired them out on rather high terms, making an arrangement for the lessees to be visited by an inspector from time to time, who would look over their instruments and keep them in order. This system was an absolute failure. The Phonographs were little used, but within the last few years have come into popular favor in the shape of what I may term musical toys. Talking and music reproducing machines of various kinds are now sold at a low price by quite a number of makers, and at the present day the practical and useful side of the Phonograph seems in danger of being lost sight of. The entertainment Phonograph is not suitable for literary work, and an ingenious author is likely to get a machine which for his particular purpose is of little use.

* * * *

I find that Phonographs have several advantages beyond those which are obvious. In the first place the author and his amanuensis can both be working at the same time, which doubles the time the amanuensis can give to transcription. Secondly, the author can work at any time it pleases him. Shorthand writers who have to come up to the study at eleven o'clock at night will not often be found in a very amiable frame of mind. The author who has a Phonograph into which he can dictate at night, can please himself as to his hours. Thirdly, the machine is, I need hardly say, an endless source of amusement to one's friends, for even those made specially for literary and business purposes will reproduce music, songs, etc., with more or less accuracy, and the friend who is not interested in literary matters is sometimes very much interested in the Phonograph. And, lastly, where members of an author's family are anxious to assist him in his labors, they can always do so by shaving the cylinders and by writing out for him anything he may dictate into the Phonograph, for obviously no knowledge of shorthand is necessary. One of my delights in my leisure moments is to place my Phonograph at the back of the piano, ramble about over the keys, and imagine I am composing. The Phonograph makes a record of the resulting sounds and enables me to study them and hear what poor stuff I have evolved. The instrument may be therefore recommended as a moderator of vanity.

The most pleasant way to hear music, or indeed any sounds, reproduced by the Phonograph is through thin, hard rubber tubes, the ends of which are connected with the ears like the modern stethoscope. These fine tubes have the curious property of softening away the grating or hissing noise, which is really the reproduction of the noise of the sapphire cutting into the wax, while at the same time increasing and rendering more faithfully than the trumpet the sounds one desires to hear. When a trumpet is used objectionable sounds are emphasized, and there is a good deal of metallic vibration as well. I should explain I am referring to the literary Phonograph and not those specially constructed for concert use. When dictating it is best to speak into the metal trumpet provided with the machine.

It is perhaps interesting to mention that the foregoing remarks are recorded on exactly three cylinders and a half, and therefore in all probability consist of about 3,600 words.

Dealers are urged to sign the new Agreement promptly.

SUSPENDED LIST, JUNE 1, 1903.—SUPERSEDING ALL PREVIOUS LISTS.

KANSAS.

LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DEWOLFF.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORPER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—L. WIGDOR, 430 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH Co., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
R. L. CORWIN, also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
HAWTHORNE & SHEBLE, 297 Broadway, also Philadelphia, Pa.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 124 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. McELLYNNE, 202 Broadway.
F. M. PRESCOTT, 41 Broad street.
STAR CREDIT CO., or Pool Socks, 180 East Houston st. and 57 Third ave.
SARATOGA—W. J. TOTTEN.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
URBICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—HAWTHORNE & SHEBLE, 603 Chestnut street.
PITTSBURG—*A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

* Added since last Suspended List was issued, April 1, 1903.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus.

THE MEGAHORN.

Most of the devices gotten out for improving the Phonograph amount to little when tested by experience. The Douglas megahorn, however, is one of the devices which seems to have real merit. The horn is made of hard-finished pressed board (not *papier mache*). It is constructed of several pieces built around a model or mould on a plan of an ever-increasing circle, there not being a straight line in the entire construction.

Authorities on acoustics pronounce this horn the best of its kind in use for reproducing of records. It is made in two sizes, as follows: Mega Jr., 22 inches long with 13-inch bell; mega large, 32 inches long with 24-inch bell. A few points claimed by the manufacturer of this horn is that a greater individuality is given to instrumental records, distributing the volume of tone and imparting a resonant quality not to be had in any other horn.

The C. W. N. Handbook of the Phonograph

—AND—

Instructions for Making Records.

BY C. W. NOYES.

Every Owner Of a talking machine should have a copy of this valuable book. It is replete with **Instructions for the Care and Use of the Phonograph**, and the chapters devoted to **RECORD MAKING** are compiled from the author's many years of experience in some of the principal laboratories of this country.

Any one possessed of ordinary intelligence can make a perfect record if the directions are followed.

Fully Illustrated — Handsomely Bound.

PAPER, 25 CENTS. **CLOTH, 50 CENTS.**

Mailed Postpaid on Receipt of Price.

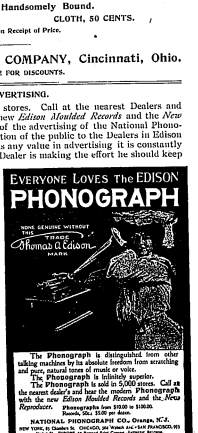
For Sale by All Jobbers, or **ILSEN & COMPANY, Cincinnati, Ohio.**

DEALERS WRITE FOR DISCOUNTS.

JUNE ADVERTISING.

"The Phonograph is sold in 5,000 stores. Call at the nearest Dealers and hear the modern Phonograph with the new *Edison Moulded Records* and the *New Reproducer*." This is again the theme of the advertising of the National Phonograph Co. for June. It directs the attention of the public to the Dealers in Edison Phonographs and Records, and if there is any value in advertising it is constantly creating business for the Dealers. If a Dealer is making the effort he should keep the public informed of the fact that he sells Edison goods, then this advertising is of almost as much value to him as if his name and address appeared in it. Should the advertisement make an impression upon an individual sufficient to induce him to look into the merits of the Phonograph, then he instantly calls to mind the Dealer who has been keeping his name in the papers as selling Edison Phonographs and Records. In this way Dealers may at a small expenditure get much benefit from the general advertising of this Company —advertising that costs many thousands of dollars more than he could spend himself.

The mediums used by this Company in June were the following: Ainslee's, American Boy, Brown Book, Century, Collier's, Craftsmen, Everybody's, Field and Stream, Independent, Life, McClure's, Metropolitan, Musical Record and Review, Outing, Outwest, Overland, Photo Era, Saturday Evening Post, Scribner's, Smart Set, Strand, Success, Town Topics, Town and Country.



EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. 1. NEW YORK, JULY, 1903. No. 5.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
ANTWERP: 20 REMPART SAINT GEORGES.
LONDON: 25 HATTON GARDEN HOLBORN.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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ORDER EARLY FOR THE FALL TRADE.

Although it is July, it is none too early to begin to think of the fall. Jobbers and Dealers who were handling our goods a year ago will recollect how difficult it was towards winter to get Phonographs, Reproducers and Records promptly. This was largely due to the great influx of orders as the holiday season approached. A similar difficulty may be avoided by placing orders for goods in advance; in other words, anticipate your fall needs. Look over your last year's business to see what goods you sold, then take account of stock so as to determine what styles of machine or what Record titles you are short of, and then place orders for sufficient goods to make your stock complete. Bear in mind, if you are a Dealer, that it takes time to get an order to your Jobber; it takes more time for him to place his order with us, and, as shipments are made by freight, it takes considerable time to get goods to him, to say nothing of the possible delays at the factory in consequence of the number of orders already on file. Your order, however, will get attention in its turn, if others are ahead of it, and in this way you will get your goods at about the time you are needing them most. Even if you should get them ahead of your demand, there is no chance for loss in having them. There will be no changes in the styles of Phonographs this fall; there are scarcely any Record titles not saleable at all times and there is no likelihood of loss because you have a complete stock. We know from past experience that business is very frequently lost because a customer cannot get a Phonograph quickly or get a supply of Records of his choice when he wants them. Having a stock on hand, therefore, makes it possible to sell more goods than would otherwise be possible without it. Anticipate your wants; place orders early.

The Phonograph will sell itself. Play it.

THE ADVANCE LIST OF JULY RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON MOULDED RECORDS FOR AUGUST, 1903

RECORDS listed below will be ready for shipment as near August 1st, 1903, as possible, at which time Jobbers' stock orders, if placed prior to July 20th, will be shipped.

August Supplements will bear the date of August 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

Stock orders for Records contained in this list must be written on separate order blanks, and letters relating to July Records should refer to no other matter.

Kindly comply with above requests and thus aid your Jobber and ourselves in handling advance orders.

8449 Badinage (Victor Herbert) Edison Concert Band
8450 Ballet Music from Faust, Part I Edison Concert Band
Waltz corps de ballet
8451 Love's Dream After the Ball (Czibulka) Edison Concert Band
8452 I'm Thinkin' of You All of de While *Coon song* Billy Murray
8453 Alec Busby, Don't Go Away *Coon song* Billy Murray
8454 Up-to-date Minstrelsy No. 1 Edison Modern Minstrels
Introducing song "My Love I Dare Not Tell," by Arthur Clifford
8455 Heart Bowed Down, Aria from "The Bohemian Girl" Tuson
Clarinet solo with orchestra accompaniment
8456 Congo Love Song MacDonough
By composer of "Under the Bamboo Tree"
8457 A Scene in a Country Store Harlan & Stanley
Comic Rube talking and singing duet
8458 The Moss Rose (Rose-Mousse, Valse lente) a Parisian Success
Edison Symphony Orchestra
8459 A Lucky Duck, a web-foot promenade with "quack" effect
By composer of "The Mosquito Parade" Edison Symphony Orchestra
8460 You Can't Fool All the People All the Time *Coon song* Collins
(Marie Cahill's big hit)
8461 Onward Christian Soldiers Mendelssohn Mixed Quartette
8462 Alita (Wild Flower) Bells Albert Benzler
With orchestra accompaniment
8463 While the Moon Shines Bright Harlan
Waltz song with orchestra accompaniment
8464 On the High Alps (Lander Idylle) *Violin and flute duet* Jaudas & Atz
8465 Only a Dream of the Golden Past *Descriptive song* Franklyn Wallace
8466 My Emmaleen *Coon song from "Peggy from Paris"* Collins
8467 When We Get Married *Comic song* Denny
8468 There's a Mother Always Waiting for You at Home,
Sweet Home *Male duet* Harlan & Stanley
8469 It's a Lovely Day for a Walk Miss Morgan & Mr. Stanley
Serio-comic contralto and bazo duet
8470 Coming Thro' the Rye, Theme and Variations, Mazziotta
Piccolo solo with orchestra accompaniment
8471 Ephasah Dill *Comic coon male duet* Collins & Harlan
8472 The Girl Who Comes in From the West *Serio-comic song from "Peggy from Paris" with orchestra accompaniment* MacDonough
8473 Santiago Waltz *Xylophone solo with orchestra accompaniment* Hopkins

Edison Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

A SMALL SUSPENDED LIST.

The fact that out of nearly 5,500 Dealers in Edison goods we find it necessary to place only thirty-four on the Suspended List is a record of which we are proud. Even thirty-four is a high number, for we know that several of the firms on this List are no longer in the Phonograph business. The smallness of the number shows that there is little price cutting in Edison goods. It is most gratifying to us to find the trade living up to our Agreement System with such unanimity. This is doubtless because Jobbers and Dealers have found from experience that it is much more profitable and more satisfactory to sell Phonographs and Records at a uniform price than to endeavor to increase their business by selling at less than the established prices.

PRICE CUTTERS WILL SUFFER SOONER OR LATER.

Occasionally we get a letter from an impatient Dealer, informing us that his competitor is cutting prices, and demanding that some immediate action be taken to stop it. He cites instances of customers leaving his place after learning that he will not sell at less than the established prices and later returning with the statement that they had bought goods at his rival's store at a discount. Too frequently the only evidence that a Dealer has is the statement of the customer made under such circumstances, and it would, of course, be impossible to take action upon such testimony. Even, however, where a Dealer goes to further trouble and has someone buy goods at his competitor's store at a cut price, it is difficult to stop it at once. It takes time to lay the information before the Jobber who is selling to the price cutter, in order that he may refuse to sell him any further goods. This frequently must be done in the case of several Jobbers through whom a Dealer may buy. Those who keep faith with the company, however, may depend upon it that sooner or later price cutters will be summarily dealt with. Their supply of goods will be cut off, and if they are individuals whom it would pay to bring suit against, we shall bring action against them. We, therefore, ask the complaining Dealer to continue to send us his evidence and be patient.

ADVERTISEMENTS WILL BE ACCEPTED FOR THE MONTHLY.

Since the first issue of the PHONOGRAPH MONTHLY, we have had inquiries as to whether we would run in its columns the advertisements of other goods. At first it was thought better to do no advertising except for this company, but last month the matter was re-considered so far as to agree to publish advertisements of goods or articles allied to the Phonograph trade, such as horns, cabinets, handbooks, etc. In consequence of this re-consideration, we accepted an order from Ilsen & Company, of Cincinnati, to advertise their Handbook of the Phonograph. This will explain why the advertisement appeared in the June issue. The rate of $10 per page or $5 a half page has been fixed upon for this advertising, no advertisement for less than a half page being accepted. We are not soliciting advertising, but if firms selling goods to the Phonograph trade desire to use the columns of the MONTHLY to reach Jobbers and Dealers they may do so at these rates.

AGREEMENTS TO BE SIGNED WITH EVERY JOBBER.

Jobbers frequently complain that Dealers think they can buy Edison goods through any Jobber on our list as long as they signed an Agreement through any one Jobber. This understanding is wrong. In order to deal with any Jobber, a Dealer must sign an Agreement through him, and if he is buying through half a dozen Jobbers, he must sign as many different Agreements. A Jobber who does not have an Agreement of this kind has no knowledge that a Dealer has signed at all. It is not enough that the Dealer claims that he has signed or that he even shows a duplicate of the Agreement he has signed. He *must* sign with *every* Jobber through whom he desires to buy.

Kellar, the magician, recently bought an Edison Phonograph from one of our New York City Jobbers. This is the way that the Jobber put the question: "If Kellar is the king of amusement makers and the Phonograph amuses Kellar, is not the Phonograph greater than the king?"

RECORD SHIPMENTS.

We are glad to be able to report that we are gradually catching up on the shipments of the monthly Records. Those for May were completed on June 20th and the June list will be in the hands of the trade before July 10th. If we continue to make the same gain we shall be caught up by September. We had hoped to do better than this, anticipating a decrease in orders with the approach of summer, but the volume of business shows so little change from that of midwinter that it has not been possible to do so.

ANOTHER DECISION SUSTAINING AND PROTECTING THE NATIONAL PHONOGRAPH COMPANY, ITS JOBBERS AND DEALERS IN THE SALE OF EDISON PHONOGRAPHS AND RECORDS.

Below will be found copies of an order and an injunction recently entered in a suit brought by the National Phonograph Company, to prevent "The Fair," a department store in Chicago, from selling Edison Records procured by them without their signing the required Agreement.

We might add in this connection, that "The Fair" has now signed Agreement with us, and will, we believe, hereafter live up to our Terms and Conditions in every respect.

THE ORDER.

Circuit Court of the United States.
Northern District of Illinois, Northern Division.
Monday, May 19, 1902.

Present, Hon. CHRISTIAN C. KOHLSAAT, *District Judge.*

EDISON PHONOGRAPH COMPANY, AND NATIONAL PHONOGRAPH COMPANY, vs. THE FAIR (a corporation). No. 28613.

This cause coming on to be heard upon the pleadings, the demurrer of defendant herein having been overruled, Mr. Charles K. Offield, appearing in behalf of complainants, and Mr. Howard W. Hayes, solicitor of record, and it appearing to the Court that the defendant does not further desire to contest this action, and admits the truth of the allegations of the Bill of Complaint, and has settled and paid to complainants the profits and damages which they have intended for in said Bill of Complaint, now, therefore, it is *Ordered and Decreed*, that a perpetual injunction issue in accordance with the prayer of said Bill of Complaint filed herein, and that the defendant pay the taxable Court costs in this action, and that this Decree thereupon and thereby is final.

Northern District of Illinois, } ss.:
Northern Division. }

I, Marshall E. Sampsell, Clerk of the Circuit Court of the United States, for said Northern District of Illinois, do hereby certify the above and foregoing to be a true and complete copy of the order entered of record in said Court on the twelfth day of May, A. D. 1902, in the cause wherein Edison Phonograph Company and National Phonograph Company are the complainants and The Fair (a corporation) is the defendant, as the same appears from the original records of said Court now remaining in my custody and control.

In Testimony Whereof, I have hereunto set my hand and affixed the seal of said Court at my office in Chicago, in said District, this twenty-fifth day of May, A. D. 1902.

MARSHALL E. SAMPSELL, *Clerk.*
[L.S.]

THE INJUNCTION.

United States Circuit Court.
Northern District of Illinois, Northern Division.

EDISON PHONOGRAPH COMPANY, *et al.*, *Complainants,* vs. In *Equity.*
THE FAIR (a corporation), *Defendant.*

The President of the United States of America to The Fair, its officers, agents, attorneys, servants and workmen, and each and every of them.

GREETINGS:

Whereas in a certain final decree made in our Circuit Court of the United States for the Northern District of Illinois, Northern Division, on the twelfth day of May, 1902, in a certain cause therein depending wherein Edison Phonograph Company and National Phonograph Company are complainants and the said The Fair is defendant, it was ordered, adjudged and decreed that a perpetual injunction should issue against you, the said The Fair, in accordance with the prayer of said complainants' Bill of Complaint filed herein; we therefore, in consideration of the premises, do hereby strictly enjoin and command you, the said The Fair, your officers, agents, attorneys, servants and workmen, under the penalty that may fall thereon, that you and every of you do from henceforth and forever refrain and desist from directly, indirectly selling or causing to be used, selling or causing to be sold, any apparatus, articles or devices, embodying or constructed or operating in accordance with the inventions and improvement set forth in Letters Patent of the United States granted to said complainants respectively, without the license of said said complainants.

Witness, Melville W. Fuller, Chief Justice of our Supreme Court, this twelfth day of June, 1902.
[Seal] MARSHALL E. SAMPSELL, *Clerk.*
OFFICE, TOWER BUILDING, CHICAGO.
HOWARD W. HAYES, *Solicitors.*

Service accepted of the above injunctional order.
WALTER H. CHAMBERLIN,
For Defendant.

June 12, 1902.

INSTALMENT PLANS FOR SELLING PHONOGRAPHS.

Some weeks ago a Western Jobber wrote to our Sales Department with reference to the plan followed by Dealers who make a feature of selling Phonographs and Records on the instalment or easy payment plan. The reply of the Sales Department covered the ground so fully that it is printed below:

Replying to that portion of yours of the 6th inst., relative to plan adopted by Dealers in selling Phonographs on the instalment, easy-payment, weekly or monthly-payment basis, we have met with a number of six different Dealers in this city, who do a very large business in this manner, and find their system to be as follows:

They add to list price of machines, with regular outfit, as follows: Gem, $2 to $3; Standard, $2 to $3; Home, $3 to $5; Triumph, $5 to $10.

Terms of payment as follows: In one case $1 down on any outfit, and $1 per week until paid for. In all other cases, first payment runs $3 down on Gem, $5 on Standard, $10 on Home, and from $15 to $20 on Triumph, with weekly payments of $1 per week until full amount is paid.

In no case are Records or accessories, such as large size horns, Records' cases, etc., included on the instalment basis. Such goods are *cash* down.

In all cases a *lease* is taken, which makes the outfit the property of the Dealer until it is paid for in full. Any Dealer taking up the instalment business can, of course, use such agreement or lease as he thinks best.

In talking this method of doing business over with our different Dealers here, we find it is a very successful one, and they all report the percentage of loss on instalment business is less than on their regular credit business. Writer knows, from personal investigation, that all of the six dealers referred to have made a lot of money by selling our apparatus in this manner, and as this system of selling goods is being taken up more extensively every day, and in almost every city in the country, fully believes if you will take it up and be the pioneers in that direction in your city, you would meet with unqualified success.

FACTORY ADDITIONS.

The improvements now being made to the factory of the National Phonograph Company, at Orange, N. J., comprise two things: First, an entirely new brick building; second, adding a second story to a building that has been in use several years. The new brick building will be a two-story structure, 66 feet wide and 276 feet long, with an L 58 by 105 at one end. It will be built with 16-inch walls and little effort will be made at exterior ornamentation. This building will be devoted entirely to the manufacture of Moulded Records. Under its roof every process will be carried out, from the mixing of the special composition, up through the moulding, testing and other processes, till they are wrapped in cotton and paper and then packed in cases for shipment to all parts of the world. It is expected that with this building we shall have facilities for turning out twice as many Records as at present. The building now used for Record making will be devoted to making Masters and Moulds, both of which branches are badly cramped for room at present.

The building that is having a story added to it is a frame structure 50 by 279. Its one story was used for assembling, making reproducers, making cases, packing, and as a store room, and every department was working at a disadvantage for want of proper working space. In adding another story to the building considerable ingenuity was shown by the architect in charge. With every foot of space in constant demand during working hours and frequently far into the night, it became necessary to make the improvement without interfering with work. The building was therefore literally sawed in half from the roof to the ground. The north half was then raised by jacks to the required height, supported by heavy wooden columns, with steel beams, inclosed on the sides and floors laid. Between 200 and 300 men remained at work while the work was going on, and soon found themselves working twenty feet above their old quarters on the ground floor. The force at work on the ground floor of the southern half of the building moved into the new floor of the northern end, and the southern portion is now being raised to the same height as the other half. This addition will add 13,000 feet of floor space to the building. Each department will get a large slice of this increase and all will be in splendid shape to take care of an increased business.

Keep ahead of the demand for goods by ordering early.

FRENCH, GERMAN, SPANISH I. C. S. LANGUAGE OUTFITS.

The International Correspondence School of Scranton, Pa., has been most successful in the past few years with its use of the Edison Phonograph in teaching its French, German and Spanish language courses. Students using the Phonograph and the Records prepared by the school have been unanimous in their praises of them. The system is a pronounced success. Up to the present time it has not been possible to secure these language study outfits except from the International Correspondence School. This institution has now decided to place the outfits in the hands of the Phonograph trade generally, and Nelson C. Durand, manager of the language department of the school, is taking the matter up with Jobbers and Dealers as rapidly as possible. He expects to call personally upon many of them and to correspond with the others. Any who may desire immediate information should address Mr. Durand at Scranton.

The advent of the I. C. S. Language Study Outfits opens a new field for the Edison Dealer by helping him to place the Phonograph in more homes and keeping alive the interest of customers. Only regular Edison Jobbers and Dealers may purchase the class of goods and regular Edison contracts, mentioning the language material, must be signed before sales will be made. The standard prices are given below:

Set of 25 I. C. S. Records and Textbooks sold in combination	25.00
Complete I. C. S. Language Outfit, Records and Textbooks, without correspondence instruction	30.00
I. C. S. Phonograph Outfits sold separately	38.00
Set of 25 I. C. S. Records, sold separately	18.00

Attractive posters and advertising matter are furnished by the International Correspondence Schools of Scranton, Pa., in connection with their sales. We hope that the trade will post themselves on this new feature of the business at the first opportunity.

Newtown, Iowa, June 4, 1903.

I acknowledge receipt of list of suspended Dealers and desire to congratulate you on the splendid system used in connection with your business. I shall certainly co-operate with you in keeping out the price-cutters. I know from experience that the Phonograph is the only really dependable talking machine sold to-day at any price. I admire their perfect mechanical construction, which speaks well for the skill of the workmen who make them.

W. E. DINGMAN.

One of our Pennsylvania Dealers is a furniture dealer and undertaker, and sells Phonographs as a side line. Can any other Dealer show a greater contrast in business?

THE AUGUST LIST.

In the twenty-five new Record titles listed for August our Record Department has prepared what we regard as a real treat for lovers of the Edison Phonograph. The list contains more new and novel things than any similar list in some time past. The first title, No. 8449, "Badinage," is a composition by Victor Herbert. It illustrates in a musical way the carrying on of a vivacious conversation, some clever effects being given. The composition may be found on the best concert programmes. It is very popular among music lovers. Our new band does it full justice. The second selection by the band, No. 8450, gives Part I. of the Ballet Music from "Faust" (waltz for the corps de ballet), written by Gounod. This is one of the prettiest parts of this famous ballet music. Parts II., III. and IV. will be listed later. A third band title is No. 8451, "Love's Dream After the Ball," by Czibulka. This beautiful concert number is played by the best bands and orchestras.

Nos. 8452 and 8453, "I'm Thinkin' of You All de While" and "Alec Busby, Don't Go Away," are coon songs by Billy Murray, a new man on our staff of entertainers. He sings these songs in a highly amusing manner and gives evidence of being a success. The demand for our minstrel Records already listed has induced us to make another. It is No. 8454, "Up-to-Date Minstrels No. 1." It is made by the Edison Modern Minstrels, and in it Arthur Clifford sings "My Love I Dare Not Tell."

No. 8455 "Heart Bowed Down," aria from "The Bohemian Girl," is one of the novel things on the list. It is a clarinet solo by William Tuson, but it is accompanied by an orchestra instead of the piano, as all clarinet solos of the past have been. A more perfect Record would be hard to make. In No. 8456 Harry MacDonough sings "Congo Love Song," written by the composer of "Under the Bamboo Tree," and it will probably be as popular. No. 8457, "A Scene in a Country Store," a Rube talking and singing duet by Harlan and Stanley, will cause many a merry laugh.

The Edison Symphony Orchestra has two selections in this list. No. 8458 is a Paris success called "Rose Mousse." We have given it the English name, "Moss Rose." It is a delightful waltz air. No. 8459, "A Lucky Duck," is styled on our list as a "web-foot" promenade, with "quack" effect. It is written by Howard Whitney, composer of "The Mosquito Parade," and it has been played with great success in the far West. In San Francisco for weeks everybody did nothing but "quack."

No. 8460 gives "You Can't Fool All the People All the Time," the coon song in which Marie Cahill has just made such a hit in New York city. Arthur Collins sings it in an excellent manner. Those who heard "Refuge," by the Mendelssohn Mixed Quartette, in the June list, cannot fail to be pleased with No. 8461, "Onward, Christian Soldiers," by the same quartette.

No. 8462, "Alita" (Wild Flower), is a bells solo, with orchestra accompaniment, played by Albert Benzler, another new entertainer. In No. 8463 Byron G. Harlan sings another of his sentimental songs, called "When the Moon Shines Bright." So popular have the violin and flute duets by Jaudas and Atz become that a monthly list is not now complete without one. That in the August list is "On the High Alps." It is a pretty air and played charmingly. No. 8465, "Only a Dream of the Golden Past," leaves Franklyn Wallace back to the public ear. This song will deepen the good impression made by his previous selections.

In the July list we gave a selection from "Peggy from Paris," by the Edison Symphony Orchestra. This bright musical comedy by George Ade and William Loraine, is now enjoying a popular run at Boston, and it is shortly to be produced in New York. This month we give two songs from this operetta, No. 8466, "My Emmaleen," a coon song by Arthur Collins, and No. 8472, "The Girl Who Comes in from the West," a serio-comic song by Harry MacDonough. Both are catchy airs and will be whistled the country over ere long.

No. 8467, "When We Get Married," brings before Phonograph users another selection by Will F. Denny, and all who know about his clever singing of songs of this character will recognize in the title a song suited to his talent. No. 8468, "There's a Mother Always Waiting for You at Home, Sweet Home," is a well-rendered duet by Harlan and Stanley. Miss Morgan and Mr. Stanley again sing pleasingly in No. 8469, "It's a Lovely Day for a Walk." In playing No. 8470, "Coming Thro' the Rye," theme and variations, by Frank S. Mazziotta, the piccolo was accompanied by the orchestra for the first time, and an excellent Record was secured.

No. 8471, "Ephasafa Dill," is a comic coon duet by Collins and Harlan, and it is sung with good blend and swing. No. 8473, "Santiago Waltz," is another one of J. Frank Hopkins' excellent xylophone solos.

If you have not signed the new Agreement do it at once and keep in good standing.

A PIONEER IN THE PHONOGRAPH BUSINESS.

COLTON, California, June 20, 1903.

Beg to acknowledge receipt of your late list of suspended Dealers. THE PHONOGRAPH MONTHLY comes to hand regular, and I am greatly pleased with it. I am one of the oldest Phonograph Agents in the West; I bought Phonographs from the North American Co. before you had a Jobber in San Francisco. I believe I am the only person in California that has been handling Phonograph goods exclusively for ten or more years, all other Dealers I have seen handle something else along with Phonographs, but I have had plenty to do with Phonographs alone. I make it a point to repair every Edison Phonograph I see out of order. I do not wait for my customers to come to me, I go to them; I am well known all over this State and parts of Mexico.

I want to tell you about one party in San Diego, Cal. He is a German; he bought a Concert Machine when they sold for $125, and Records for $2 each. He has now upwards of 500 Records and has paid out about $800 for Phonograph goods. The first time I went to his place of business with a Phonograph he told me he would not have one of them in his stable. (I think some one had just been in ahead of me trying to sell him a Scratch-o-phone).

In the way of advertising I have had several suits of clothing made up in a sort of a uniform, yet different than any I have seen any one else wear, with the letters "Edison Phonograph" on the cap.

At present I have a large nickel-plated badge with the words Edison Phonograph Agent. The Phonograph is "O. K." and I want the people to know I am in the business.

THOMAS H. LEONARD.

Who has sold Phonographs continuously longer than Mr. Leonard?

ON "FOLLOWING UP."

Most of our Dealers know all about our system of following up the inquiries that we receive from our advertisements. For the benefit, however, of new Dealers, we desire to again refer to the matter. When a reply to an advertisement is received by us, the catalogues or information requested are at once mailed and the inquirer advised that his request has been referred to the Dealers nearest him. The location of the inquirer is then looked up, and all Dealers in his vicinity are advised that he is seeking information about Phonographs or Records. The result is that the prospective buyer gets almost immediate attention from one or more Dealers, and we know of thousands of cases where sales have followed. It must be evident to Dealers that a company which goes to this trouble for their benefit must be a good one to tie up to. It is but one of many things being done to turn business over to the trade instead of seeking to get it direct.

POSTERS AND STREET CAR CARDS.

The reference in the June MONTHLY to our getting out a supply of posters for use on billboards and placards for use in street cars was responded to by only a few Jobbers and Dealers, and they, in some instances, had interpreted the paragraph to mean that the posters and placards were already to be had for the asking. To get up posters and placards in an attractive manner and in a large quantity means the expenditure of considerable money. It would be unwise to go to this expense and then find that the trade did not care to use them, unless we bore the expense of posting or putting the placards in street cars. The paragraph referred to was intended to get from the trade some idea as to the possible use of these advertising forms. The responses thus far are not enough to warrant us in going ahead with the work; but before deciding the matter, we will wait another month and see how many other Jobbers or Dealers write us on the subject.

DEALERS MUST SIGN AGREEMENT AT ONCE.

July 1 was the time fixed when the new Retail Dealers' Agreement would go into effect. That date now being past, Dealers who have not signed the new Agreement are liable to be put to considerable trouble in getting goods. If the matter has escaped the attention of any Dealers and they have not yet signed, it will be advisable for them to sign at once and forward Agreement to their Jobber, or to either of our offices if they are dealing direct. We do not want to be harsh with any one in the trade or to take their names off our books; but if Dealers do not sign, we have no other option in the matter under our system.

Under date of June 23, the American Phonograph Co., Gloversville, N. Y., writes:—"The continued holding on of the season's business has passed all calculations as compared with past years."

5821 Sydenham St.,
PHILADELPHIA, June 18, 1903.

I wish to assure you that you have my hearty co-operation in your dealings with all named on the suspended list.

The PHONOGRAPH MONTHLY is welcome and greatly appreciated, and trust it will grow each month and develop finally into a magazine of twenty-five or thirty pages. I shall do all I can to help the good work along.

Assuring you my hearty support at all times, I am, yours truly,

J. M. EISENHUTH.

ABOUT PRINTED MATTER.

Requests to mail the PHONOGRAPH MONTHLY to individuals outside of the trade cannot be granted. It is published only for the information of the trade.

A new edition has been printed of Form No. 414, the four-page folder showing the Gem, Standard, Home and Triumph types of the Phonograph on its inside pages. New half-tones of the machines have been made and the matter on the last page has been re-written.

Recognizing the justness of the complaints from Dealers that hangers come out of the mail badly creased after being folded, we have decided to adopt some other means of mailing them. The next lot will probably go out in mailing tubes and we shall be glad to know if they reach Dealers in better shape. In the absence of complaints we shall assume that the service is better. The same method will probably be adopted for mailing the Record bulletin.

We would again ask Dealers to get catalogues and other printed matter from their Jobbers instead of writing direct to us for it. We have no means of knowing how much business a Dealer is doing and without that knowledge cannot form any estimate as to what a Dealer should have in the way of advertising literature. The Jobber should have a good stock of this matter on hand and be in a position to save the Dealer transportation charges on it.

With the May Record supplements a variation was made in the style of work on these slips. As all the trade now know, the May supplement showed a youthful imitator of Sousa, with eyeglasses and medals, leading the band, the music of which is issuing from the horn of a Standard Phonograph. The June supplement will show the Phonograph amusing a group of foreigners, each one of whom represents a different nation. Still another idea will be illustrated with the July list.

Some of our Dealers do not seem to be aware of the fact that we furnish, without charge, an order book for their use. They are probably Dealers who have taken up the line since these books were sent to all Dealers, a year or more ago. We are desirous that all Dealers shall have one of these books on hand at all times and use them in placing orders. They are printed in duplicate, enabling Dealers to keep a carbon copy of their order. Ask your Jobber for an order book, or, if you are buying direct, have one mailed from the New York office.

Some time in July we will send out the first of a new series of posters lithographed in a manner quite different from anything heretofore issued by this company. There are three posters in the series, each 11x22 inches in size. Each shows the Phonograph in connection with some attractive scene. The first to be issued is Form No. 431, showing the Phonograph amusing three lonesome Summer girls. Its caption is "More Fun Than a Man. The Man is in the Edison Phonograph." In August we will send out the second of the series, Form No. 432, showing a pair of lovers on a yacht at sea and spending their idle time listening to the Phonograph. Its title is "Two's Company. Three's More Fun with the Edison Phonograph." The third of the series will be issued in September. It shows the Phonograph entertaining a dinner party. It is called "The Up-to-date After-Dinner Speaker, the Edison Phonograph." Only one of these posters will be sent out each month, and we believe they will be considered among the best things yet gotten out for the use of the trade.

The paragraph in the June MONTHLY called "Selling Suggestions" has brought us a good many requests for sample copies of the five forms which we suggested could be used to advantage in advertising the Phonograph at fairs, etc. If those who have received these forms desire to get a supply for the uses named, we wish that they would write their Jobbers in order that the latter may send us an order for a sufficient quantity to fill their demands. Some Dealers have asked us if we could print their names upon the circulars. We have been compelled to reply that it was not feasible. To stand ready to do imprinting for 5,000 Dealers is more of a proposition than we can undertake, and we can see no way of doing it for a few unless we are ready to do it for all. Dealers can have this work done as cheaply as we can, for in all cases the circulars are printed and cut so that they can only be printed one at a time, no matter where the work is done.

"WELL PLEASED."

GRAND SALINE, TEXAS, June 21, 1903.

I received your Phonograph all right and in good shape. Am well pleased with it. It is the only Edison Phonograph in the little town of Grand Saline, which has a population of 2,500. We have two Phonographs in the town but you can scarcely make out what they play. There is a very good chance here to sell four or five of your Phonographs as people are wild over mine.

C. C. STEPHENS.

PRICE CUTTING ABROAD.

Until very recently we had never felt the necessity of adopting measures to regulate the sale of our goods abroad, as our prices have always been maintained. Of late, however, on account of the unprecendented sale of our apparatus, there has arisen a tendency in certain territories to cut prices, particularly on Phonographs and Records. Immediately this matter was brought to our attention we prepared to meet the exigency by arranging a form of Agreement similar to that in use so long and successfully in this country. We have received numerous communications of late from our most important clients abroad urging us to make this Agreement operative at once. This Agreement is now in the printer's hands, and as soon as received they will be distributed among the Dealers and Jobbers for their signatures, as we propose to take immediate steps to stop this ruinous practice of price cutting. In the event of any Jobber or Dealer violating this Agreement after same has been properly signed, we will take steps to cut off his supply, as we are determined to keep the sale of our apparatus on a sound basis.

That we will have the hearty co-operation of the trade in correcting this abuse, we do not for a moment doubt. We can assure our clients that we propose to protect their interests in this matter, and we ask our friends abroad to support us in this endeavor.

ODD USES FOR THE PHONOGRAPH.

A Chicago paper recently contained an article telling how a leading Paris dentist uses the Phonograph to lessen pain while extracting teeth.

Several photographers in the East have introduced the Phonograph in their studios as a means of getting their patrons to "look pleasant."

A Philadelphia dealer in pet stock is quoted by the Philadelphia *Record* as having trained a parrot to repeat advertising phrases by means of a Phonograph. He thinks that his idea has a great advertising future.

KITTANNING, Pa., June 16, 1903.

We take pleasure in signing the enclosed contract, and once more must congratulate you on the betterment of your policy, which we assure you will be to our mutual advantage.

We are particularly pleased with the second paragraph, in which parties taking up your line, must have an established store suitable to display same. This will correct an evil which we have suffered from somewhat. Wishing you continued prosperity, we remain, yours truly,

FURNEE & KENNEDELL.

WHY BILL BAILEY RETURNED HOME.

MALDEN, Mass., June 9, 1903.

Inclosed find one of my May booklets, which I thought would interest you. The verses are original, and are intended to show the influence that the Phonograph, the bicycle and good cigars had on Bill Bailey, by inducing him to return to his lady-love, where the influence of gold failed, as shown in the April No. 8389 "I Wonder Why Bill Bailey Don't Come Home."

JAMES CONWAY,
Manager Malden Sporting Goods Co.

The folder referred to by Mr. Conway had a pretty design on the first page, a list of the May Records on the second page and the following verses on the third page:

THE REASON BILL BAILEY CAME HOME.

On a dark and stormy night
The rain was falling fast,
Bill Bailey's former lady love
Was thinking of the past.
As Bill was passing by,
He heard his sweetheart say:
Come back again, Bill Bailey,
Come to your sweetheart true;
I've got a lovely Phonograph,
And the latest Records, too;
I've got a bike for you to ride,
And cigars for you to smoke;
Come home again, Bill Bailey,
My heart is nearly broke.
They live happy now together,
And it makes Bill Bailey laugh,
The comic songs and speeches
On his lady's Phonograph.

TRADE ADVERTISEMENTS.

O. W. Teffts, of 541 Albany street, Little Falls, N. Y., sends us a clipping of an advertisement that occupied three full columns in a local paper. It is full of good arguments about Edison Phonographs and Records, is well arranged and displayed in good style. We regret that space will not permit us to reproduce the advertisement or quote at length from it.

Other enterprising Jobbers and Dealers who have sent clippings or papers containing their advertisements during June were the following: McGreal Bros., 173 Third street, Milwaukee; Samuel T. Shroff, 920 Fourth street, Sioux City, Ia.; Monroe S. North, 46 Main street, Batavia, N. Y.

Wright's Music House, at Portland, Oregon, gets out a large mailing card every month when it gets a new lot of Edison Records and extends the following invitation to the public:

We beg to inform you that we have just received another shipment of new Edison Moulded Records. Our "Record Boy" does nothing but play Records, so do not hesitate to call and hear them at any time. We sell genuine Edison Phonographs from $10 to $100, cash or instalments. Wright's Music House, opp. Cordrays, 340 Wash. street, Portland, Or.

DETROIT "RAISES" CHICAGO.

Apropos of the Chicago Phonograph enthusiast referred to in the June issue of the EDISON PHONOGRAPH MONTHLY, E. Percy Ashton, manager of the American Phonograph Co., Detroit, Mich., sends the following:

DETROIT, Mich., June 12, 1903.

About six years ago we sold O. R. Looker, President of the Michigan Mutual Life Insurance Company, a Triumph machine, and a few months later a Bettini attachment, since which time we have exchanged his original Triumph machine for a new model Triumph and sold him another Triumph and a Standard. Both of these Triumph machines are in his music room together with an imported music box (which cost $1,100) and an expensive piano. One Triumph is equipped with the Edison diaphragm, the other is equipped with a Bettini. The Standard Phonograph is in the children's room.

Further we sold Mr. Looker a solid mahogany 100-gift cabinet for $35.00, two mahogany veneer 180-pin cabinets at $30 each. Besides these he has had built a quarter sawed oak cabinet in imitation of a book-case, with bevel glass doors and silk curtains, to hold carrying cases. The capacity of this cabinet is something over 1,000 Records. Mr. Looker has at present almost every Record made by the National Phonograph Company, most of the Bettini Records, some Berliner Records, has visited every original Record plant in New York and purchased samples of their work. He has bought at least 3,000 Records from me to date.

In asking Mr. Looker for this data he wished me to impress upon you the fact that he has not bought this stock because he is crazy on the subject but as an educator and diversion from business. He has a most complete machine shop and carpenter's bench in his house and considers his investment an economical one.

Just a word on diaphragms. Mr. Looker took his Bettini diaphragm to pieces and copying after the laminated micro diaphragm used in the model "C" reproducer has gone one notch further on the Bettini as he uses ten laminations in a very novel and unique way. The slightest whisper, even the echo of the Record making room being quite plain. The effect is startling, the fact uncanny, even to an old experienced hand in the business. We have a standing order to deliver to Mr. Looker one each of the new monthly Records as soon as received. I think that the Chicago enthusiast is not in it with the Detroit enthusiast.

Can any one "call" or "raise" Detroit?

OWNS OVER 1,000 RECORDS.

Concerning enthusiastic users of the Phonograph, one of our Western salesmen writes:

I know a very prominent lawyer in this city who has a Triumph and 650 Edison (selected) Records. He is a music lover, and has studied at Milan, Italy. He thinks our Records by Rosti, Salz, and Miellno the finest ever produced. He says further that Rossi is more than the equal of De Reszke. I have met another gentleman who, I think, lives at Kewanee, Ill., who told me he had over 1,200 of our old wax records, many over five years old, which are as good as when first purchased. In addition he now has over 700 moulded—bringing his total to over 1,900. I believe there are about thirty parties in Chicago and suburbs who own Triumphs and who have collections running from 100 to 300 Records each.

GEORGIA ENTERS THE LIST.

89 CHAMBERS ST., NEW YORK, June 23, 1903.

One of our customers in Georgia calls our attention to a statement in a recent issue of the PHONOGRAPH MONTHLY, that a Chicago house claims to have a customer with 404 Standard Records in his collection. He states, "You have a customer in me who has nearly double that number of Records, and a hall 36 feet long by 14 wide, built specially in which to use an Edison Triumph Phonograph, where more than 100 visitors hear it every week, while often the street outside is filled with hearers." This customer is a well known resident of Fort Gaines, Georgia.

DOUGLAS & CO.

MANSFIELD, Ohio, June 25, 1903.

Several days ago the writer gave a public entertainment with a Home Phonograph, and the letter herewith enclosed will speak for itself as to how well the same was appreciated by the listeners.

"Give the Phonograph the floor" occasionally and it will advertise itself in a modest manner.

Would it not be a nice idea to have a Record made especially for the opening of such an entertainment? Respectfully,

J. H. BURKHOLDER.

The letter referred to by Mr. Burkholder was one from Branch No. 5, Catholic Knights of Ohio, thanking him for a Phonograph entertainment given by him.

AN ADVERTISING HORN 8 FEET 8 INCHES LONG WITH A 3 FOOT 3 INCH BELL.

"Perhaps the largest advertising horn in use is the one that hangs in front of our supply house," writes E. A. Batchelor, manager of the Utica Electric and Phonograph Supply House, at Utica, N. Y. "We use this horn and a Home Phonograph to give concerts on certain evenings during the week. Every night that we use it the street becomes so crowded that it is hard for anyone to pass through. This horn is made of galvanized iron and bronzed with aluminum. It is very distinct and full of volume. It may be easily heard above the rumbling of the street railroads and the rattling of wagons. Any Dealer wishing to build a horn of this size may ascertain the cost of the horn and a swinging arm to hold same from the building by writing to Frank Ecker, iron pattern maker, 72 Pearl street, Utica, N. Y. We believe this will be of great value to Phonograph Dealers who will take hold of it. No Dealer need think this is an experiment, for it is not; it is in actual use at our store."

AMONG THE JOBBERS.

The firm of Hacker & Horn, of New York city, has been succeeded by Oscar Hacker, and he has moved to 2 Murray street.

The Ring Music Co., of Lowell, Mass., has moved from 133 Merrimac street to No. 112 on the same street.

The Eclipse Phonograph Co., of Hoboken, N. J., has moved from 306 Washington street to more commodious quarters at 205 Washington street.

Wahl & Gassch, of Lafayette and Indianapolis, Ind., have opened a branch store at 47 West 5th street, Cincinnati, O.

The Russell Phonograph Co., of 168 Griswold street, Detroit, Mich., is now owned and operated under the name of the Ray Company. It is a branch store of the latter company.

James I. Lyons, of Chicago, has opened a branch store at Theatre Arcade, New Orleans.

Hereafter Records made of No. 5710, "Because," will be sung by Albert C. Campbell and not by Joe Natus.

PERSONAL.

Frank K. Dolbeer, manager of the Credit Department of the National Phonograph Co., attended the annual convention of the National Association of Credit Men at St. Louis, June 8 to 11, as a delegate of the New York Credit Men's Association. While in the West he called upon our Jobbers in Chicago, Milwaukee, Lafayette and Cincinnati.

The Blankenbaker Phonograph Concert Co., of Louisville, Ky., sends out a mailing card having on its back a photograph of the head of the company standing alongside of an Edison Home Phonograph. It makes the following announcement:

LOUISVILLE, Ky., June 17, 1903.

We give Phonograph concerts for all occasions. Over 500 Records to select from. We also make Records. Have a few made. They talk for themselves. Address, The Blankenbaker Phonograph Concert Co., P. O. Box 1447, Station D.

David Downer, a Dealer at La Junta, Colo., sends a clipping from a local paper, giving the programme of a Phonograph concert given at Shadow Town, Devils Lake, on June 17. The entire programme was played by a Phonograph.

Jobbers or Dealers violate their Agreement when they give trading stamps with Edison Phonographs or Records.

NOT INJURED BY THE FLOOD.

In a news and cigar store on Central avenue near Ewing street an Edison Phonograph that was six feet under the flood and all through it was grinding out its tunes as cheerfully to-day as if nothing had ever happened to upset its tranquility. The flood did not injure it.—*Kansas City Star*, June 11, 1903.

In sending us the above clipping the J. W. Jenkins' Sons Music Co., of Kansas City, Mo., wrote:

"The machine referred to is one we sold, and it was under water eight days. The cabinet of the machine was so filled with mud when it was taken out that it did not seem possible that anything could ever be done with the machine again, but the facts are as stated in the article, which is that the machine is playing as perfectly as ever. The Records, which were also under water for the same length of time, seem to be as perfect as ever."

IT COULDN'T BE BETTER.

DOWLING, Mich., June 22, 1903.

My last dozen Records came in fine shape and in quick time. Of all fine Records No. 8349 is simply out of sight. My speaker talks as plain again as when it came. Couldn't be better; send any reference to me. I'll give you the glad hand. My machine has the name of the finest ever heard. People who have traveled a good bit pronounce it the finest. I wonder if you know how fine my machine talks and sings after three months' use.

G. E. FERGUSON.

LAVELLE, Pa., June 22, 1903.

The Phonograph business is steadily increasing. I have received the EDISON PHONOGRAPH MONTHLY since its first issue and want to say that it is the best publication of its kind that I have yet seen. The *Phonogram* was good but was too small. The MONTHLY beats it as the new model Reproducer C beats the old style or automatic speaker as it was called. I am willing to pay for it if you named the price, as I do not want to be without it.

Every Friday night I give a free Phonograph concert from a high porch in front of my place, which attracts great crowds of people who line the sidewalks in front of my place. An idea struck me that if I had a Moulded Record (Standard size), telling about the different styles Phonographs and Records all through, the Record would be something new and would attract the attention of hearers so that they would buy. I am willing to pay a fair price for such a Record. Let me hear from you on this subject. I am going to work just as hard as I can to sell more Phonographs and more Records.

J. A. SNYDER.

The selling of Edison Records by card system, whereby the price of $5.00 per dozen is eventually allowed, but where a full dozen Records are not purchased, or paid for, at one time, is a violation of contract.

THOMAS A. EDISON'S PATENTS.

The clerks of the Patent Office began several years ago to keep a systematic account of the patents issued to Thomas A. Edison. They have his various inventions tabulated and indexed, so that they can put their hands on each different idea he has protected by patent from the beginning of his marvelous career of invention. When a pending claim is allowed, as it no doubt will be this month, Mr. Edison will have received 791 patents in all.

He is not adding to the list as many ideas nowadays as he did some years ago. Up to 1805 he had taken out 711 patents. Since then he has added to the list from three to twenty-three patents each year. Last year he took out nineteen. In ordinary fees for patents Mr. Edison has spent over $51,000.—*New York Times.*

PHONOGRAPH FOR DICTATION PURPOSES.

J. N. Kimball, of 1358 Broadway, New York City, is a Dealer who makes a feature of specially setting up Edison Phonographs for dictation purposes. That he has met with success in his special field may be seen from the following few of the many endorsements he has received:

From J. E. Fuller, Principal Shorthand Department, Goldey College, Wilmington, Del. ("Home" Outfit.):

"I am glad to say that we are well pleased with the machine. It has made a decided hit with the school, and I find it even more useful than I had expected."

From J. T. Thanson, Principal Steubenville Business College, Steubenville, Ohio. ("Triumph" Outfit.):

"We are obtaining splendid results from the machine. Our students are taking more interest in their work than they have manifested for some time and the improvement in speed is quite marked."

From Mrs. K. Carr, Putnam (Conn.) High School. ("Home" Outfit.):

"I had four boys in my graduating class whom I simply despaired of finishing in good form, until the Phonograph was given us. Great benefit is, that the instructor has more time to overlook the work of each individual in the class. I have put your suggestion into practice and feel sure that I shall see lasting results."

From S. P. Benthyzen, Principal Shorthand Department, Grand Prairie Seminary, Onargo, Ill. ("Home" Outfit):

"I am pleased with the Phonograph. It is doing excellent work; beyond my expectations. I find I can set it to work, in the hands of a responsible student, and go about the room and do other things that are necessary. Please send us material to add more pupils to the system."

From J. D. Paxton, Principal Shorthand Department, Wesleyan University, University Place, Nebraska:

"Your dictation records are 'just the stuff.' The subject matter pleases my young folks very much, the speed being just about right for beginners. Within a few weeks I hope to send for more, dictated at a higher rate of speed."

From M. J. H. Badell, of Los Angeles, Cal.:

"Persistently used, it will increase speed and at the same time tends to give an accurate set to one's hand. I passed the examination for reporter in Orange County (Cal.) Superior Court with no other aid to speed than the Phonograph."

A REPORTER HEARS OUR CHINESE RECORDS.

WORCESTER, MASS., June 8, 1903.

I inclose a clipping from a local paper in regard to an outfit that I sold to a Chinaman. I received from my Jobber sooze of the yellow slips containing the names of the various Chinese Records, and left some in the different Chinese laundries that I passed going to and from the office. It resulted in a sale of about $40 worth of Edison goods, a Standard machine, about thirty Records, with a large horn and some small stuff. E. H. WILSON.

The article is from the Worcester *Telegram*, and is so funny that we know it cannot fail to interest the trade:

MUSIC ALA CHOP SUEY.

CHARLIE GOEY OBJECTS TWO DOZEN EDISON PHONOGRAPH CHINESE RECORDS.

"Pingee-pongee dong, Sher Doy Wong, lallie, wow-ee-lallee-woo-ee."

That is an accurate phonetic report of the first line of a comic recitation entitled "Sher Doy Wong," as reported on an Edison Phonograph Record in Chinese.

Charlie Goey is the up-to-date Chinaman who owns this Record, along with twenty-five others, all in Chinese. They are the first of this sort ever brought into Worcester country, and it is understood there are no others in New England outside of Boston and Providence.

Charlie Goey is quite a goer in things that are modern; he wears Melican clothes and does a thriving laundry business at 616 Southbridge street. He learned that the wonderful talkee machines could talk Chinese like a Pekin mandarin and through Everett H. Wilson, of 7 Blossom street, bought twenty-six Edison Records and a Phonograph. The Records were made in San Francisco.

A *Telegram* reporter was privileged to hear selections from these records, yesterday, and he has eaten nothing but chop suey since. One of the most remarkable things about these new century talking marvels that reproduce the oldest language known, is that it is necessary to use from two to a dozen of them in giving just one Chinese selection.

The first selection was from a Chinese band, entitled "To Prepare Dinner." The best way to describe a Chinese band is to say that it is different from anything else. Like Chinese voices, there is little bass in the tones, while all manner of shrill notes abound.

The music started off with a crash of dinner gongs that seemed to be the end of the selection in the beginning by announcing dinner was already prepared. Following that the music was something tremendous; something fearful. Whole handfuls of high C's and E flats were torn out by the roots and scattered broadcast through the Phonograph horn into the room.

Crashes like falling of brass kettles, snorts like an automobile on a strike, sonorous sounds like an exhausted locomotive, blowing of horns, squaling of pigs, roaring of lions, and many sounds that were invented by Confucius 500 years B. C. were assembled in that selection. No Salvation army band could have stood a minute in open air competition with that aggregation of Chinese musicians who made the Record in San Francisco. That part of the music was terrible, and only the choicest adjectives from pink laundry checks could adequately describe it. Quite remarkable, however, was the high, thin, sweet single note of pure melody that ran through the entire selection like a silver thread through sackcloth.

There was one selection, song and orchestra, that was good music, accurate time and sweet melody from beginning to end. It was called "A Widow's Lament," and seemed lively enough to have been called a rejoicing instead. A wonderful song entitled "To Destroy the Four Gates" needed twelve Records to complete. A sample of one Record was sufficient for the *Telegram* reporter, who was satisfied that at least five gates had already been destroyed.

Some of the titles of these selections were "Assembly on a Sand Bank," which was full of grit; "The Maid in a Shoe," with western accompaniment to boot; "To Visit a Friend," who would probably instantly cease to be a friend after that; "A Wife Man in the Snow," who probably figured on beating the new ice trust in Worcester and "To Persuade a King," which only aces could beat.

Mr. Wilson said the first three of these Records came several days ago and Charles Goey heard them. He had ordered a few to see if they were really good Chinese selections unbutchered with other languages at the factory. Solemnly Charlie sat down before the big brass horn and listened.

Mr. Wilson tried him with the comic recitation, "Sher Doy Wong." Sher Doy must have been a funny boy as he sprouted a whole bunch of Chinese through that brass horn that made Charlie's mouth widen from ear to ear in a grin of pure delight. When the band Record was tried the terrible music settled it and Charlie instantly ordered a couple dozen Records and a Phonograph, which arrived yesterday and from now on he will entertain Worcester Chinamen with Phonograph selections from the first Chinese Records ever introduced in Worcester.

KEEPS PHONOGRAPH PEOPLE BUSY.

When a musical comedy is rated a success, its song "hits" are not only in demand through its publishers, but the manufacturers of Phonograph Records are called upon almost as quickly to furnish a supply.—*Music Trade Review.*

A PHONOGRAPH INCIDENT IN THE PHILIPPINES.

The following, addressed to Mr. Edison, was received on May 26, too late for the June issue of the EDISON PHONOGRAPH MONTHLY:

LEGASPI, PROVINCE ALBAY, P. I.,
April 11, 1903.

Thomas A. Edison, New York, N. Y.—Most Esteemed Sir: Craving indulgence for occupying your valuable time, I wish to relate an amusing incident which occurred in this far-away country *apropos* of the Phonograph. The story compares favorably with the yarn on the countryman in the States, which has been so widely advertised.

While giving an advertising exhibition in an interior town, an old native walked up to the horn and gazed steadily into it for a long time; then veered around and examined the box; then looked intently at the operator, at the ceiling, on the floor, returned to the horn, took out a kerchief, mopped his brow, went outside, brought in an old woman, went through the same antics as before and exclaimed to his companion: "Mother of God, we hear the voice of the devil, but he is invisible." At that moment the operator put on a stirring band selection, and when it became exhausted the old man caught the woman by the arm and dragged her to the door, murmuring as he went: "Holy Saint Mary, the devil has visited heaven, and is serenading God."

I have been selling Edison Phonographs for one year on these islands in the interests of the American Book and News Co., and have had some very interesting experiences. Yours to command, LEW DAVIS.

A DEALER'S COMMENDATION.

BLOOMINGTON, ILL., June 25, 1903.

Having read the new contract and conditions, and having signed it with pleasure, I wish to compliment you on its completeness and the comprehensive way in which you have treated its several provisions. It has no loopholes, no double meaning; every signer must know just exactly what he has to do. There is no way for him to plead, "I didn't understand its provisions." In looking at the contract from a business point of view, it must be of great value to the National Phonograph Company, for the prices being fixed and maintained gives to the Edison Phonographs and Records a standing and value. To the Dealer it gives an assurance that his goods are worth to-morrow what they are worth to-day and warrants him in carrying a full and complete line of Edison Machines and Records in stock. To the purchaser it gives the satisfaction of knowing that he has bought his Edison Machine and Records at the lowest standard price. The contract being printed in a neat and attractive form can be easily framed and hung in a conspicuous place and it will often help the Dealer in handling some close-fisted buyer. I believe it would be a good suggestion to have Dealers frame their contracts and place them where they can be plainly seen. I am, yours, C. H. FREEMAN.

[In connection with the latter suggestion we would say that we are now getting out a copy

of the principal parts of the Agreement, to be used for framing or hanging up in the stores of our Dealers.]

A PECULIAR PHONOGRAPH BELT.

CINCINNATI, O., June 29, 1903.

Peculiar things sometimes happen in connection with repairs on Phonographs. We sold a Home Phonograph to a family in Kentucky some six or eight months ago, and they have been good customers since. The three daughters, who seem to have the instrument in their care, have purchased a number of records. The last time they had occasion to call on us they mentioned to the writer that their machine was not working particularly well; that it would at times dis-cord. In endeavoring to locate the trouble, I inquired if the belt seemed to slip. One of the young ladies informed me that shortly after they had purchased the machine the belt was broken. Evidently they had put on a new belt of their own manufacture, and as they said this they looked from one to the other, and seemed to be tickled. I didn't quite understand why until the machine came in for repair, when my attention was called to the belt used thereon. I am inclosing it herewith. The only question in my mind is which one of the young ladies it belonged to. Yours very truly,

ILSEN & CO., Per C. W. Noyes.

[The inclosure was a black elastic garter.]

CARMEL, IND., June 27, 1903.

In acknowledging the receipt of the list of suspended Dealers, would like to say that I congratulate you on the way you have of doing business, for it is so much easier selling anything when they are strictly one price.

GEORGE W. HINSHAW.

SUSPENDED LIST, JULY 1, 1903.—SUPERSEDING ALL PREVIOUS LISTS.

KANSAS.

LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DEWOLFF.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 450 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
R. L. CORWIN, alsp Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
HAWTHORNE & SHEBLE, 297 Broadway, also Philadelphia, Pa.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 124 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. McELLYNNE, 202 Broadway.
F. M. PRESCOTT, 44 Broad street.
STAR CREDIT CO., or Paul Sacks, 180 East Houston st. and 27 Third ave.
SARATOGA—W. J. TOTTEN.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
UHRICHSVILLE—F. A. MASURIE.

PENNSYLVANIA.

PHILADELPHIA—*A. R. CASSADY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—P. P. MOORE.

* Added since last Suspended List was issued, June 1, 1903.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus.



O. A. RAY, Pioneer.

Louisville, Atlanta, New Orleans, St. Louis, Memphis, Baltimore, Detroit, Nashville, Richmond, Va., Oakland, Chicago, Kansas City, Texas, Toledo,

CAPITAL $75,000.

THE RAY CO.

EDISON LABORATORY PRODUCTS.



RECEIVED JUN 17 1903 Ans'd

June 15th, 1903.

National Phonograph Co.,
83 Chambers St., N. Y.,
C. H. Wilson, Esq.,
Mgr. of Sales:-

Dear Sir:-

Enclosed we hand you our order for fifteen hundred and fifty (1550) Phonographs, assorted types, two hundred (200) Model "C" Reproducers, fifty (50) Model "B" Reproducers and fifty (50) Recorders.

You will please ship these goods immediately as per shipping directions hereto attached.

Yours truly,
The Ray Co.,
By... O. A. Ray, Pres't.

The above letter explains itself. In sending the order Mr. Ray wrote that he was proud of his ability to use so many Phonographs. We are quite as proud as Mr. Ray over the order. It is gratifying to be able to put on the market a machine that will enable a Jobber to sell so large a number.

JULY ADVERTISING.

The July advertisement of the Edison Phonograph, shown in the adjoining column, is, we believe, one of the most attractive yet issued by this company. The fair operator is the same young lady who appeared in the June advertising. The type matter accompanying the picture again appeals to the public to call at the Dealer's and hear the Phonograph—another effort to put business in the way of the Dealer. The mediums used in July were:

Atlantic Monthly, Booklovers, Bookman, Brown Book, Collier's, Current Literature, Field and Stream, Harper's, Leslie's Popular Monthly, Life, Lippincott's, Munsey's Magazine, National Magazine, Outing, Pearson's, Review of Reviews, Saturday Evening Post, Smart Set, Sunset Magazine, Town Topics, Town and Country, World's Work, Mines and Minerals, Scientific American, Musical Record and Review, Outdoor Life, Craftsman, Photo Era, Independent.



The C. W. N. Handbook of the Phonograph

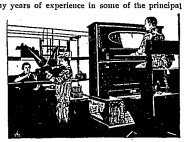
—AND—

Instructions for Making Records.

BY C. W. NOYES.

Every Owner of a talking machine should have a copy of this valuable book. It is replete with **Instructions for the Care and Use of the Phonograph,** and the chapters devoted to **RECORD MAKING** are compiled from the author's many years of experience in some of the principal laboratories of this country.

Any one possessed of ordinary intelligence can make a perfect record if the directions are followed.



Fully Illustrated—Handsomely Bound.

PAPER, 25 CENTS.
CLOTH, 50 CENTS.

Mailed Postpaid on Receipt of Price.

For Sale by All Jobbers, or

ILSEN & COMPANY, Cincinnati, Ohio.

DEALERS WRITE FOR DISCOUNTS.

A CARD TO THE TRADE

JOBBERS AND DEALERS

Interested in giving their customers best results are invited to write us for quotations on

DOUGLAS

Mega* (Paper) *Horns **and** ***Record Cabinets***

The Horn that Made us Famous.

Superior to any metal horn made in purity, volume and absence of metallic tones. GREAT AIDS TO THE SALE OF PHONOGRAPHS AND RECORDS.

"MEGA"	Length 32 inches; Width 24 inches.	List $7.50
"MEGA JR."	Length 26 inches; Width 23 inches.	List $2.25
MEGA RECORDING HORN,	Length 24 inches; Width 6½ inches.	List $1.50

Look for the Trade Mark

"PHONO-MEGA."

Attractive and Substantial.

Superior to any Line in the Market,

STRONGLY MADE.

BEAUTIFULLY FINISHED.

100	Peg Polished Oak,		List $12.00
125	" " "	"	14.00
125	" Quartered Oak,	"	15.50
150	" " "	"	18.00

Prices Restricted.

WRITE FOR SPECIAL LEAFLETS AND NET PRICES.

DOUGLAS & CO.,

89 Chambers Street, 71 Reade Street,

NEW YORK.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. I. NEW YORK, AUGUST, 1903. No.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
ANTWERP: 32 REMPART SAINT GEORGES.
LONDON: 31 GRAY'S INN ROAD, HOLBORN.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

C O N T E N T S

Headquarters of National Phonograph Co., London..... 1
Making Records Abroad..... 1
September Advance List of Records..... 2
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Headquarters of the National Phonograph Co., 82 Gray's Inn Road, Holborn, London, England.

MAKING RECORDS ABROAD.

The National Phonograph Co. is making extensive arrangements for the increase of its business abroad. A permanent master Record-making plant has been established at 82 Gray's Inn Road, Holborn, W. C., London, where master Records of prominent British military and civil bands, high class instrumentalists and vocalists, as well as various comedians and comic singers are being constantly made. Master Record plants are also to be established in the chief cities and musical centers of six other European countries.

(Continued on Page Three.)

THE ADVANCE LIST OF SEPTEMBER RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON MOULDED RECORDS FOR SEPT., 1903

RECORDS listed below will be ready for shipment as near September 1st, 1903, as possible, at which time Jobbers' stock orders, if placed prior to August 15th, will be shipped.

September Supplements will bear the date of September 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

Stock orders for Records contained in this list must be written on separate order blanks, and letters relating to September Records should refer to no other matter.

Kindly comply with above requests and thus aid your Jobber and ourselves in handling advance orders.

8474 Anona (Intermezzo) Edison Concert Band
8475 Parody on Hiawatha *Comic male duet* Collins & Harlin
8476 Hot Scotch March Hopkins
Xylophone solo with orchestra accompaniment
8477 I Could Never Love Like That *Coon song* Billy Murray
8478 You'd Better Ask Me *Traditional Irish ballad* Clifford
8479 The Chapel *Male Quartette* Edison Quartette
8480 When We Were Boys *Sentimental male duet* Harlan & Stanley
8481 Come Where My Love Lies Dreaming Edison Brass Quartette
8482 National Fantasia (Kryl) *Cornet solo* Kryl
8483 My Little Coney Isle *Waltz song* Harry L. Tally
8484 Two Rubes in an Eating House Harlan & Stanley
Comic Rube talking and singing duet
8485 Scarecrow Dance *Characteristic* Edison Symphony Orchestra
8486 When Jane and I Were Wed Harlan
Descriptive song with orchestra accompaniment
8487 The Minstrel Boy *Bagpipe* McAuliffe
8488 I Ain' Got No Use for Sleep *Coon song* Collins
8489 Bungaloo *A Hindoo love song* Edison Concert Band
8490 Ballet Music from Mathias Sandorph Tuson
Clarinet solo with orchestra accompaniment
8491 Medley of Coon Songs Golden
8492 The Star Dreamer *Oriental serenade* Edison Symphony Orchestra
8493 Dreamy Eyes *Banjo* Osmun
8494 Though It Was Within this Hour We Met *Duet from "Robin Hood"* Miss Morgan and Mr. Stanley
8495 Mountain Echoes *Violin and flute duet* Jaudas & Atz
8496 Home, Sweet Home (John Howard Payne) Mendelssohn Mixed Quartette
8497 Drink to Me Only with Thine Eyes Walter Wheatley
Old English song
8498 Hebrew Vaudeville Specialty Rose
Introducing parody on "Ain't that a Shame"

Edison Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from Page One.)

Those master Records will be shipped to the laboratory at Orange, N. J., where moulds will be made and duplicate Records turned out and shipped to Europe for sale. This will be done until plants can be established for making duplicates. The company proposes doing this as quickly as possible, and in this way cover the entire field with Edison Records. It is the intention of the National Phonograph Co. to secure Records of the voices of all the great artists of the world.

NO MORE GOODS OR PRINTED MATTER TO DEALERS WHO HAVE NOT SIGNED THE NEW AGREEMENT.

This issue of the EDISON PHONOGRAPH MONTHLY will be the last printed matter of any kind that will be sent out from the Advertising Department to any Dealers except those who have signed the new Agreement. Dealers, therefore, who find that their names have been dropped from our mailing list or who find that their orders for goods are held up will understand that it is because their signed Agreement is not on file at our office. We hope that every Dealer who has not yet signed will do so at once, either through his Jobber or through us direct and keep himself in good standing. We believe that every Dealer now handling Edison goods desires to continue to do so, but he cannot expect to get goods, printed matter, etc., if he does not sign the new Agreement. Not to sign one is to cause trouble for you and ourselves in getting reinstated and getting your name back on our books.

PERSONAL.

Among the visitors at our New York office during July were E. F. Tafft, manager of the Eastern Talking Machine Co., Boston; L. E. McGreal, of McGreal Bros., Milwaukee, Wis.; W. D. Andrews, of Syracuse, N. Y., and J. M. Linscott, of the Boston Cycle and Sundry Co., Boston.

William E. Gilmore, President and General Manager of the National Phonograph Co., sailed on the Oceanic, on July 29, for a business and pleasure trip to England and the continent. He was accompanied by Mrs. Gilmore. They will be absent till September. James H. White, European Manager of Sales for the National Phonograph Co., sailed on the same steamer.

Jobbers are urged to send in all Dealers Agreements.

AGREEMENTS NOT SENT IN.

Putting into effect the new Agreement brought to light the fact that some Jobbers were selling goods to Dealers who had signed an Agreement, but a copy of which had not been sent to us. Just why such Jobbers did this is difficult to understand. There are so many advantages on the side of a strict adherence to the Agreement system that it would seem impossible to believe that it has been done intentionally. The only disadvantage that could possibly arise to a Jobber is in giving to this company the names of the Dealers to whom he sells Edison goods. Experience of the past has shown that this is no disadvantage. This company does not make any effort to solicit orders direct. On the other hand, it has a number of men traveling constantly, who are securing orders from Dealers and turning them over to Jobbers. If we desired direct orders, it would not be necessary to do this. The policy of the company is to sell everything through the trade, and, as far as possible, to have Dealers buy through Jobbers. On the other hand, there are many advantages in having Dealers sign Agreements and in sending copies of them to us. In the first place, a Jobber who sells to unsigned Dealers is liable to have his supply of goods cut off for failing to comply with the Agreement that he has signed himself. It is also, in a measure, hindering the furtherance of a protective policy that has proven of great advantage to this Company, to Jobbers and to Dealers. Then, too, when a Dealer signs an Agreement and it is sent to this Company, the name of the Dealer is put on our mailing list, and once or twice every month he receives copies of printed matter issued by the Company, together with the PHONOGRAPH MONTHLY, and is thereby kept much better informed concerning the Edison Phonographs and Records than he could possibly be, if his name were not on our mailing list.

This matter of selling goods to unsigned Dealers is one about which a great deal could be said, did space permit. We hope that all Jobbers will realize that the matter of getting Dealers to sign Agreements is a thing that is even more advantageous to them than it is to us, and that we shall have their entire cooperation in making the system a complete success.

SUSPENDED LIST OMITTED THIS MONTH.

Lack of space has made it necessary to omit the Suspended List this month. It has not been changed since July 1st. Copies in circular form are being mailed with this issue of the MONTHLY.

JAPANESE RECORDS.

In the Advance List of new Records for June reference was made to fourteen Japanese titles. We shall issue a folder in August concerning these Japanese selections, and will then be ready to fill orders for them. The selections are as follows:

12813—Kimigayo. National Anthem of Japan. Sung by Sokichi Kudzuoka.

12814—Suruganuru. Song of Mount Fuji. Sung by Sokichi Kudzuoka.

12815—Imayo. Song of Four Seasons. Sung by Sokichi Kudzuoka.

12816—Hotaru nohikari, "The Firefly's Light." Air of "Auld Lang Syne." Sung by Sokichi Kudzuoka.

12817—Ukikumo. "Fleecy Clouds." Sung by Sokichi Kudzuoka.

12818—Omoi iturdu. A Student's Thoughts of Home. Air of "Bonny Doon." Sung by Sokichi Kudzuoka.

12819—Ware no Kami ni. "Nearer My God to Thee." Sung by Sokichi Kudzuoka.

12820—Kappore. Dancing song. Sung by Otake Tanaka.

12821—Suiryo bushi. Two love songs. "Think It Over," with Shamisen accompaniment. Sung by Otake Tanaka.

12822—Komori uta. Japanese lullaby. Sung by Sokichi Kudzuoka.

12823—Hitotsutuya. Japanese New Year's Song. Sung by Sokichi Kudzuoka.

12824—Kii no Kuni. Song to the God of Rice. Sung by Sokichi Kudzuoka.

12825—Dodoitsu. Three Love Songs. Sung by Sokichi Kudzuoka.

12826—Kappore. Dancing Song. Sung by Sokichi Kudzuoka.

Selections 12822, 12823, 12824, 12825, 12826 are accompanied with an instrument similar to the mandolin; the others are accompanied with piano.

AS BUSY AS IN WINTER.

The demand for the Edison product this summer has broken all records in the history of the National Phonograph Co. The falling off in business that we naturally expected in July and August has not materialized. We are as busy at our factory in Orange as we were in the height of the winter season and orders continue to come in in a surprising manner. Instead of cutting down our factory force as usual at this season we have made large additions to it, and this number will be still further increased as soon as we get our new buildings completed. The popularity of the Edison Phonograph, with its improvements, and the Montlied Records, is increasing in leaps and bounds.

"Goodness, Maria, was that Phonograph open during a dog fight?"

"No, I turned it on last night when you were sleeping. I suppose you will believe now that you snore?"—*Talking Machine News.*

PHONOGRAPH INCIDENTS.

"Some odd things happen in connection with the sale of Phonographs," said L. Kaiser, Assistant Manager for Douglas & Company, Jobbers in Phonographs, New York city. "Some days ago a native of Finland came into our store and asked to be shown a Phonograph. He could only speak enough English to make his wants understood, gestures forming a large part of his conversation. We showed him a Phonograph and played two or three selections upon it. He did not, however, seem to care for the music. We then put on a Recorder, and got him to sing a song to the machine in his own language. When we put back the Reproducer and re-played the song for him, his face brightened and he clapped his hands in joy. A moment later his pleasure gave way to tears. He finally bought the Phonograph and a supply of Records and Blanks."

"Another odd incident occurred in connection with a resident of a suburban town. We sold a Phonograph to a resident of the place and heard nothing from it for several weeks. One day the wife of the purchaser of the instrument came into our place and said that the Phonograph had completely changed the nature of her husband. Before he bought it he was of a morose, moody disposition. Now, she said, he has learned to hum and whistle the airs played on the Phonograph and has become a veritable "Sunny Jim" in character. He goes to his work with a smile on his face and returns in a cheerful manner, and his home life is the reverse of what it was before he bought the Phonograph."

A JOBBER'S "ANTICIPATION" OF FALL BUSINESS.

The following letter tells its own story in a most suggestive manner:

DOUGLAS & COMPANY,
EDISON PHONOGRAPHS,
Wholesale, Export, Retail.
89 Chambers Street and 71 Reade Street,
New York, July 22, 1903.

NATIONAL PHONOGRAPH CO., Orange, N. J.

GENTLEMEN:—Herewith find our order for five thousand Phonographs, as per specifications marked thereon, all to be shipped pro rata, as promptly as possible.

The entire order to be delivered before December 20, 1903. The above is in addition to orders for immediate delivery now on file, which we trust you will forward with the utmost possible dispatch.

Very truly yours,
DOUGLAS & Co.,
A. C. D. Loucks, Mgr.

Have you signed the new agreement, Mr. Dealer? If not, do so at once.

COMMENTS ON SEPTEMBER RECORDS.

Twenty-five selections are again listed for September. This number will probably be issued each month. It is as many as the Jobbers and Dealers care to have put out monthly; it is as many as we can fill orders for with our present factory facilities, and it is a list large enough to furnish variety for all tastes. The September list is unusually varied in character, and includes some new and novel things. It also introduces two new Record makers to our patrons.

The newly arranged Edison Concert Band has two titles in the list and both show marked improvement over the work of the old band. This is not only because the band itself is better, but because those in charge of the Record-making department are constantly improving in their methods. The band selections are No. 8274, "Aneona" (intermezzo), and No. 8285, "Bungalow." "Aneona" was written by Vivian Grey, the *nom de plume of* Miss Mabel McKinley, a niece of the late President. In commenting upon this composition, the *Telegraph* of May 10, 1903, said: "To 'Aneona,' the intermezzo, nothing can be given but the highest praise. It is by that mysterious 'Vivian Grey.' The characterization of it is certainly novel and the motive is delightful. Without in any way comparing it with 'Hiawatha,' it may be said that it fully equals it in sweetness, tenderness and romance." As played by the Edison Concert Band it is an unsurpassed Record.

"Bungalow," the other band selection, is a Hindoo love song, and its music is of a novel character, at once suggestive of a foreign clime. The use of the cymbals is greater in this Record than ever before attempted but their tones are not so prominent as to be unpleasant. It is a well made Record.

The Edison Symphony Orchestra has two more of its well-executed Records in the list, Nos. 8285 and 8292. The first is "The Scarecrow Dance," and its music is characteristic of its title. It is written by Justus Ringelhen. No. 8292 is "The Star Dreamer," an Oriental serenade, composed by Theodore Bendix.

The Records made by the Edison Brass Quartette have become so popular that a monthly list would be incomplete without one. That for September is No. 8281, "Come Where My Love Lies Dreaming," and it is finely rendered. This is one of those old airs whose charm never grows less.

Eugene Jaudas and Louis Ata in No. 8295, "Mountain Echoes," contribute another of their delightful violin and flute duets. The music is Alpine in character and very sweet.

The instrumental solos are fully up to the reputation of their several makers. J. Frank Hopkins, in No. 8276, "Hot Scotch March," has a xylophone solo, with orchestra accompaniment, that has a good swing. It is made with the clever execution usual to Mr. Hopkins' work.

Bohumir Kryl, our cornet soloist, plays in No. 8282, "National Fantasia," one of his own compositions. It is as cleverly written as it is played. The triple tone variations of "Yankee Doodle" are especially good.

James C. McAuliffe, in No. 8287, "The Minstrel Boy," makes the first bagpipe solo for some time. This one will suit those fond of bagpipe music.

William Tuson's rendition of the ballet music from "Mathias Sandorph" as a clarinet solo, in No. 8290, is musicianly, and makes a fine Record. Its runs are excellent and the entire Record is free from blasting or unpleasant notes.

Vess L. Ossman's banjo contribution is No. 8295, "Dreamy Eyes," written by the composer of "Creole Belles." Mr. Ossman's banjo work is always of the highest class and this new selection is up to his standard.

The vocal selections on the September list could hardly be better. Each is as good a piece of Record making as the experience of years can make it. There are two quartettes on the list. The Edison Male Quartette sings "The Chapel," No. 8279, a composition written in a low key, the bass parts predominating. It is somewhat religious in character. The Mendelssohn Mixed Quartette, in No. 8296, gives a very artistic rendition of John Howard Payne's famous song, "Home, Sweet Home." The Record cannot fail to please those who admire the work of a quartette of male and female voices. It will be appropriate for a concluding number in a home entertainment.

The duets are four in number, three humorous and two sentimental in character. Collins and Harlan, in No. 8278, sing a comic parody on "Hiwatha," which cannot fail to be a good seller. The duet work of these singers can hardly be improved.

Harlan and Stanley, in No. 8284, "Two Rubes in an Eating House," add another to this entertaining Rube series. The situation is extremely ludicrous and the dialogue witty and characteristic. The scene closes uproariously with the two rubes singing the old song, "Shine On." "You two Rubes are all right," is the congratulatory comment of the other guests.

Harlan and Stanley's sentimental song, No. 8280, "When We Were Boys," is a lingering and tuneful melody set to a very pretty story describing events (quoting the beginning of the refrain) "When we were boys together, down on the dear old farm." Entertainingly rendered and perfectly recorded—a fine Record.

Miss Morgan and Mr. Stanley, whose contralto and bass duets have become such a feature of the Edison Records, sing "Though It Was Within This Hour We Met," from "Robin Hood." It is No. 8294. Lovers of operatic airs will surely want this Record.

Solo Records are made by eight different artists, two of them being listed for the first time. The new men are Harry L. Tally and Walter Wheatley, both well-known singers in vaudeville. Mr. Tally sings "My Little Coney Isle," No. 8283. It is a waltz song after the style of "The Good Old Summer Time." Mr. Tally has a good voice and makes an excellent Record.

Mr. Wheatley's selection is No. 8297. "Drink to Me Only with Thine Eyes," an old but ever delightful English song. Mr. Wheatley's

splendid voice does full justice to the melody.

Billy Murray, whose name appeared in the August list for the first time, has for September another well rendered coon song. It is No. 8477, "I Could Never Love Like That." Mr. Murray is a natural singer of coon songs, and, having an excellent voice, will ere long rank among the leaders in this class of work.

Arthur Clifford's song, "You'd Better Ask Me," No. 8478, is a quaint bit of music. It is a traditional Irish ballad and must be heard to be appreciated. The music is by Herman Lohr.

Byron G. Harlan, in No. 8486, "When Jane and I Were Wed," has made an unusually attractive Record. It has an orchestral accompaniment, and is descriptive of a church wedding. It introduces the ringing of church bells, the organ playing the "Lohengrin" wedding march as the wedding party enter the church, the blessing of the clergyman after the ceremony, and the playing of the Mendelssohn wedding march as the party leave the church. This is all woven together so cleverly as to make a Record of more than ordinary merit.

Arthur Collins' coon song for the month is No. 8488, "I Ain't Got No Use for Sleep." This is a companion song to "Please Let Me Sleep," No. 8103, and Mr. Collins' rich voice has transferred it to wax in a perfect manner.

Billy Golden's contribution, No. 8491, "Medley of Coon Songs," will please the many admirers of his characteristic Records. No one else makes Records just like Golden's. Few Records are in greater demand.

Julian Rose, in No. 8498, adds another amusing Record to the Hebrew vaudeville series. The parody is on "Ain't That a Shame?"

WINDOW DISPLAYS.

C. A. Laureigh, a Dealer in Phonographs and Records at Orange, N. J., has quite a novel window display at his store. In one corner of the window he has hung a large brass horn and has arranged a large number of Record boxes so that the boxes seem to be pouring out of the bell of the horn and filling the window. He calls the display "The Horn of Plenty." It has attracted much attention from passersby. The idea is one that others may follow at practically no expense.

The Advertising Department will be glad to receive from Dealers descriptions or photographs of their window displays. This is a subject of much interest to the entire trade, and Dealers having novel displays will confer a favor upon others by sending facts about them for publication.

SIR THOMAS LIPTON AND THE PHONOGRAPH.

Sir Thomas Lipton, who is again a very prominent figure in the public eye, has two Phonographs on his steam yacht "Erin." He also has 400 master Records on board. His guests select their own pieces and make up the programmes.

A JOBBING FIRM'S NEW QUARTERS.

On July 1 the Price Phonograph Company opened its new retail store at 1238 Broadway, Brooklyn, which it considers one of the finest establishments of the kind in the country. It has every facility for the satisfactory display of the Phonograph business in all its details. It has several private Record rooms for its patrons, having learned from past experience that this is essential for a proper and satisfactory selection of Records, avoiding the delay and confusion resulting from having but one room for this purpose. Machines and outfits are neatly and tastefully arranged, enabling the company to readily give its patrons all information necessary as to prices, etc. The company now has everything in readiness for the opening of the busy season in the early fall, and is prepared to meet the large business which it expects to have, as all signs point to a very successful season in the Phonographic line. The store that the company has at 1224 Broadway, Brooklyn, will be used exclusively for the wholesale end of the company's business.

A NOVEL SUGGESTION.

NEW ALBANY, Ind., July 17, 1903.

I have been attracting the public's attention by the Phonographs which perhaps many readers of the MONTHLY would like to try, as it is an idea of my own and does not take much work to arrange for) at my headquarters as follows:

Arrange seven Phonographs on the counters or tables in the display room so as to be distinctly heard from the street by passers by, select the following Records and place one on each machine: Nos. 7985, 607, 8355, 8293, 2226, 3877, 8335. Place a 24 or 30-inch horn on each machine, personally announce that there will be a street fair or Midway in the store within a few minutes, start all of the machines as near one time as possible and listen to the result, which will be an exact reproduction of one of those famous Midways that almost every one is so familiar with.

You may also arrange the seven machines in a half circle and use another machine with a blank Record and preserve your experiment, which I have done. This will satisfy some inquisitive customer who has not heard the original and will save you time in arranging the machines for his special benefit. Try it and see if it does not attract attention.

C. C. THOMPSON,
Manager for the Ray Co., *New Albany, Ind.*

INVENTION MULTIFARIUM.

"I see," said Mrs. Rolande Parke, "that a machine has been invented to shave a man and take the place of the barber."

"Well, I be durned!" exclaimed her spouse; "it's funny the number of uses they can put the Phonograph to, ain't it?"—*Baltimore News.*

MADE HAPPY WITH A STANDARD PHONOGRAPH.

JAMESTOWN, N. Y., July 15, 1903.

In the EDISON PHONOGRAPH MONTHLY for May I was reading "An Every Day Experience," and it called to mind one that I had which is not an every day one but ought to be. I called on two brothers who owned another style of Talking Machine, to sell them some Moulded Records. They said that the ones they had were worn out as they had never seen or heard any Edison Moulded ones. I took my case containing thirty-six, and undertook to play them on their machine. Before starting the machine they had to fasten the crosshead to glass with a piece of chewing gum. The outcome was that I did not make a sale of a single Record as the machine was intent on chewing gum. So I left my case there and the next night I took a Standard Phonograph there and played, and sold nearly half of the Records. In less than a week I sold them the Phonograph after refusing to trade for their machine. They still have it on their hands. They have $38 invested in it and are trying to get $10 for it. But, if they never sell it, they were made happy with a Standard Edison Phonograph.

C. J. DODGE.

COMMENTS FROM ABROAD.

The following are extracts from letters written by Dealers in Europe and England to our Foreign Department:

From a Dealer in Sarthe, France.

I am pleased to acknowledge receipt of your new Phonograph Monthly. This is just the publication your Dealers in France should receive, for my part *I want it*, and beg you not to omit sending it me regularly. As a matter of record I have for the past eight years retained all of your catalogues and have them nicely bound, as I thoroughly appreciate their value. I wish you would continue mailing me all your literature and especially your EDISON PHONOGRAPH MONTHLY.

Dealer in Walthamstow, Essex, England.

I have purchased one of your Standard Phonographs with latest model reproducer, and the result with your Gold Moulded Records is marvelous and delightful to listen to. Some of your marches by the Grand Concert Band which I have just obtained here, viz: "Imperial Edward," "Semper Fidelis," "Pan-American Exposition," "Stip Van Wrake," and various others, are very fine, as also are the Edison Male Quartette and Cornet Solo Records.

From a Dealer in London, England.

I am a great admirer and user of Edison Phonographs and Records. I have used many kinds of talking machines, but have never found anything to touch the Edison Phonograph, and in my opinion it is the acme of perfection.

The Alien — Don't you like to stand in a great city street and feel the great pulse of humanity?

Citizen — Yes; but I'm a physician, anyway.— *Detroit Free Press.*

AN UNSOLICITED TESTIMONIAL.

We are indebted to the *New York Times* of July 20, 1903, for the following unsolicited paragraph on the Phonograph and its Records:

Phonographs have to some extent taken the place of the music box, particularly for people who do not care for the delicacy of tone of the latter. A Phonograph is sold without Records. They cost with a 14-inch horn from $10 up—$20, $30, $50, and $75. Those with larger horns are more expensive. There have been people who have said that the Phonograph was a fad which would lose its hold after a time, but while people like variety and prefer a vocal selection, as the majority of people do, to instrumental music, the Phonograph is likely to be popular. One may have the music of any known instrument, bass, tenor, or soprano voice, at will, or an entire concert if it seems worth while.

Records cost 50 cents apiece, or $5 a dozen. There are two kinds of Phonographs, one working with a spring motor or clock work, and the other by electricity. The battery is separate from these, and any kind desired may be used. The less expensive Phonographs will run two Records with one winding, and the more costly fourteen with one winding.

PERSISTENCE COMMENDED.

ERIE, PA., July 15, 1903.

We beg to acknowledge receipt of your late list of Suspended Dealers, dated July 1, and wish to commend you for the decisive action taken in this part of your enormous business.

Your firm can certainly claim their part nobly in compelling Dealers to live up to their Agreement with you, and every Dealer in the country should assist you in seeing that your just rules and requirements are properly enforced.

We receive the PHONOGRAPH MONTHLY regularly, and feel that it is almost equal to a face to face talk with your firm. It certainly is greatly appreciated by the trade, and should be confined to the trade, and not given out for general distribution. We feel that the Edison Phonographs and Records are becoming more popular every succeeding month.

G. W. COCHRAN CO.

AUGUST ADVERTISING.

The publications used by the National Phonograph Co. in August for advertising its goods were the following: Aimster's, Argosy, Atlantic, Association Men, Collier's, Craftsman, Everybody's, Independent, Life, Metropolitan, Musical Record and Review, Mines and Minerals, Outwest, Recreation, Strand, Sunset, Scribner's, Success, Town Topics, Town and Country.

The orders thus far sent us for "Hiawatha," sung by Harry McDonough in the July list of new Records, shows that this famous song has lost none of its popularity. When listed as a band selection in March it proved the best selling Record thus far this year. Mr. McDonough's solo will excel it in popularity.

A TALKING MACHINE PUBLICATION.

We have received the first three issues of the *Talking Machine News*, published by E. T. Heron & Co., 9 Tottenham street, London, England. It is published in the interest of the entire talking machine trade in England and announces that it will treat all styles with equal fairness. The numbers thus far issued are full of interesting matter.

TRADE ADVERTISEMENTS.

A novel advertisement of Edison goods was that of the Minnesota Phonograph Company, 27 East 7th street, St. Paul, Minn., which appeared in the *St. Paul Daily News* of July 9. The advertisement was printed in red ink, while the remainder of the paper was printed in black, as usual. It was an advertisement that would attract more attention than an entire page printed in the usual manner. It stood out so strongly that no reader of the paper could fail to see it. It was a most creditable bit of advertising.

RECORD SHIPMENTS.

We are steadily catching up on orders for the monthly Records. The June Records were entirely shipped early in July, and the July Records were out of the factory on July 29. This leaves only the August list to be sent out. It is probable that these will go out early in August, and that the September list will get back to the normal time of shipping, viz: on or before September 1. We hope from that time to make regular shipments each month and have them out before the first of the month.

CURRENT CATALOGUES AND PRINTED FORMS.

The following is a list of the form numbers of catalogues and other printed matter furnished to the trade at the present time:

291 Jingle Book No. 3.
371 Catalogue of Paris.
373 Catalogue of Phonographs.
376 Catalogue of Accessories and Coin Slot Phonographs.
381 Catalogue of Foreign Records.
390 Soldier Hanger.
391 Sailor Hanger.
395 Numerical Catalogue of all Records.
400 Chinese Record Folder.
404 July Supplement.
409 "Looking for Band" Card.
414 Four-page Folder showing Gem, Standard, Home and Triumph.
415 Electrotype Catalogue.
418 Leaking for Band Booklet.
423 Record Order Pads in 5 sheets (sheets A, B, and C for Domestic titles; sheets E and F for Foreign.)
E and F for Foreign).
427 Art of Making Records.
428 Four-page Advertising Folder.
431 "Summer Girls" Hanger.
446 July Bulletin.

SOUGHT THE BEST.

PRAIRIE CITY, Ill., July 14, 1903

We signed the new contract July 1, 1903, and it is a source of great pleasure to us to realize how well you protect the Dealer, and assist him in the selling of your goods.

We have been receiving your list of Suspended Dealers, and we will co-operate with you in every manner possible to put down this ruinous practice of price cutting, etc., and we only wish that other manufacturers would follow up these same methods, thereby protecting the retail dealer to the fullest extent.

The EDISON PHONOGRAPH MONTHLY has reached us regular since its first publication. We thank you for same, and trust we may not miss a single number, as it is of great interest to us, also a great help in many ways.

We have been selling Edison Phonographs and Records, in connection with our jewelry business for the past three years, and we have built up a nice business here in that line. We obtain our goods through your general agent, Eugene Zimmermann, of the Peoria Phonograph Co., Peoria, Ill.

About four years ago we were selling ——phones, but being a great admirer of Mr. Edison, his achievements and inventions, we naturally sought for the best sound reproducing machine on the market.

During the past year we have had very numerous inquiries for Piano Records, but have always been compelled to tell our customers that no exclusive piano solos had as yet been manufactured. Since the piano Record "Violets," by Frank P. Banta, has been made, it has been pronounced the top very first, by all who have heard it, and we trust the demand will be so great for these particular Records that you will find it to your interest to add a piano solo to your list every month.

During the fall and winter we give Phonograph concerts every two weeks, inviting all our jewelry customers and Phonograph patrons to spend a few hours in our store and hear the Moulded Record selections.

In this manner we do a great amount of free advertising, to say nothing of the local newspaper advertising and distribution of your printed matter. As a result of these concerts we find it is a good way to sell your goods, and we invariably sell from one to two machines as a direct result of these entertainments.

ACKERMAN & CO.

MEANS TO GET MORE BUSINESS.

MOUNT CARMEL, Pa., July 14, 1903.

I will give you my idea on the EDISON PHONOGRAPH MONTHLY and about advertising matter. I think the MONTHLY is the best thing that ever could have been printed, because it lets one Dealer know what the other is doing, and how they do business, and you can learn and see where you make mistakes, and you can increase your business by doing the same. Through the PHONOGRAPH MONTHLY I intend to increase my business fifty per cent. I intend to advertise more than I did; I intend to do as the Western Dealer did, sell on the easy payment plan, and I have no one to thank but the MONTHLY for the idea.

D. E. HERR.

MORE ABOUT THAT GEORGIA COLLECTION.

At our request last month, Douglas & Co., of 89 Chambers street, New York, wrote to their customer at Fort Gaines, Ga., whose collection of Edison Records was referred to in the July issue of the EDISON PHONOGRAPH MONTHLY, for permission to use his name and for more information about his collection. With true Southern courtesy the gentleman in question replied as follows:

FORT GAINES, Ga., July 2, 1903.

Messrs. Douglas & Co., New York, N. Y.:

GENTLEMEN.—Yes have my permission to use my name in any way that can be of benefit. I hardly know what to say about my collection.

At my residence on Hancock street I keep for my own amusement three Phonographs, two that play the Standard, and one that plays the Concert Records. While I find the Edison Concert Records all that is claimed for them, the Edison Triumph Machine with the Edison Standard Records have proved the favorite. For my Concert machine I have a ball fifty feet long. In an adjoining room, 16x18 feet, I have the two other machines, and over seven hundred of the late Moulded Records. These Records are kept in two large cases, and in two cabinets, each holding one hundred and twenty Records, and have twenty-four one dozen boxes filled with Records.

I found that this floor space was often crowded with visitors, and am building (to be completed next week) another room, 14x18 feet, and fifteen and a half feet from floor to ceiling. The hall and room mentioned have a ceiling a little higher. This new room, built especially for the Triumph Edison, connects with the present room, and is reached from the street by two entrances, one a piazza eighty-five feet in length.

My business (absent in fancy poultry,) requires my attention only from 7 to 9 A. M., and I have plenty of time to entertain my friends with this wonderful invention, which seems more wonderful the more we see of it. I have used the machines for four years, and feel that I have just learned to appreciate it. As an entertainer, nothing can approach the Edison machine. Very respectfully,

F. E. GRIST.

Colonel Grist has been a resident of Fort Gaines for more than fifty years; has been Mayor of the city and held other positions of trust.

GETS POINTS FROM OTHERS' LETTERS.

APPLETON, Wis., July 20, 1903.

I am in receipt of July MONTHLY, and must say I find many points of interest in each and every issue. I like your policy and you can rely on me carrying out my end of it every time. Daniel R. Weed, Jr.'s suggestion as to a "Barrel of Fun" is very good. I like the correspondence column as I am a very extensive advertiser and pick up a good many ideas from others' suggestions.

H. E. PEARSON.

MADE A RIVAL MACHINE LOOK CHEAP

GERMANTOWN, Ky., June 29, 1903.

I beg to acknowledge receipt of your June Suspended List. I wist to assure you that no suspended Dealer on this list can get Phonographs, Records or any of Edison's goods from me. And I trust all Dealers will cooperate with you. The new Agreement I signed June 10 and sent you, and I believe that the system under which this company is now conducting business is one of the fairest and most just systems laid down, and that it will benefit all concerned.

Now a word for the PHONOGRAPH MONTHLY. I have received three issues and must say that much credit is due to the promoters of this neat and helpful little volume. I do not want to miss any number or part of a number.

I recently made a competing machine look cheap. On June 25 I took a trip over in Robertson county, about twelve miles from Germantown. I stopped at Mr. Hester's store, known as the Hill P. O. The manager of the store played two airs on the ——phone and then called on me to play his Phonograph. I took an Edison Standard Phonograph from my buggy, set it up and started it. After playing eight airs one of the listeners said, "that is the best talking machine I ever heard. Say, it makes the ——phone look as cheap as a coffee mill." He said that right. I would just about as soon hear a coffee mill as a ——phone.

E. E. HENDRIXSON.

HOME PHONOGRAPH OUTSELLS ALL OTHER MACHINES.

BROCKTON, Mass., July 1, 1903.

I beg to acknowledge receipt of Suspended List to June 1. And I want to say a word for the PHONOGRAPH MONTHLY. I have received all four numbers and read every word from beginning to end. I look for each issue long before it arrives. * * * While I am averse for every talking machine made, I sell more Home Phonographs than all the other kinds put together. The Home is good enough for me. And it is good enough for me to sell, so I push it along. Sometimes I have a customer come into my store to buy a machine that don't seem to know just which machine to buy. I get right to work and play the same piece by the same artist on each machine, and that settles it right away. They always take the Home Phonograph. My business is not yet very large but growing every day. I started about a year ago with three machines and 150 Records. To-day I carry a stock of about a dozen machines and 1,000 Records.

L. R. POSTER.

RECORD CABINETS.

The Catalogue of Accessories, Form 376, now being furnished to the trade does not show any Record Cabinets, it having been decided to discontinue listing them after the present supply is exhausted. We still have a few of these cabinets at the factory, and Jobbers and Dealers who have a demand for them should write to our Sales Department and ascertain just what we can furnish.

I. C. S. LANGUAGE OUTFITS.

Nelson C. Durand, Manager of the Language Course of the International Correspondence Schools, Scranton, Pa., reports that he is making very satisfactory progress in the matter of having I. C. S. language outfits handled by the trade. He did not begin to lay the matter before the Jobbers personally until June 15, but by July 1st he had secured signed Agreements from the following Jobbers:

Blackman Talking Machine Co., New York.
I. Davega, Jr., New York.
Douglas & Company, New York.
Jacot Music Box Co., New York.
Boston Cycle Co., Boston.
Eastern Talking Machine Co., Boston.
J. C. Haynes & Co., Boston.
Wells Phonograph Co., Philadelphia.
Pardee-Ellesberger Co., New Haven.
W. H. Ross & Co., Portland.
Murray, Blanchard, Young & Co., Providence.
Thomas Wardell, Lowell, Mass.
Forsyth & Davis, Kingston, N. Y.
W. D. Andrews, Syracuse, N. Y.
Edisonia Co., Newark, N. J.

Mr. Durand will shortly make a trip West for the purpose of getting Jobbers in that section to handle the line. The advertisement of the International Correspondence Schools in another part of this issue points out that an owner of the Phonograph may now have a double use for his machine. He may get as much amusement out of it as he now does and at the same time may use it for the study of French, German and Spanish. The International Correspondence Schools have met with wonderful success in teaching languages by the use of the Phonograph, and when the public find that it will be possible to purchase these language outfits from local Dealers, the use of the Phonograph for that purpose will be even greater.

CANNOT GET GOODS FAST ENOUGH.

COLORADO SPRINGS, Col., July 16, 1903.

We acknowledge receipt of the late Suspended List and also the PHONOGRAPH MONTHLY for July. We are glad to get the little paper as it contains lots of good suggestions for the Dealers. We are doing a very nice business in this city in Edison goods. The only trouble we have is to get the popular Records to keep up our stock. We carry from 1,000 to 1,500 Records on hand all the time and sell lots of them.

THE WERNER CYCLE & SUPPLY CO.

RECOMMEND THEM TO ALL.

DANVILLE, Ill., July 14, 1903.

Suspended List received and will act accordingly. You are on the right track. We have handled your Moulded Records ever since their introduction and have yet to find a poor one. We therefore recommend them to all.

BENJAMIN'S TEMPLE OF MUSIC.

NO GENERAL EDITION AT PRESENT.

Some correspondents have suggested that in their opinion it would be a popular move to get out an edition of the EDISON PHONOGRAPH MONTHLY that could be sent to the general public. Several Dealers have offered to pay for a certain number of copies each month. It is improbable that anything in this direction will be done at present. Such an edition would involve too many changes and cost more than it would be possible to get back in money or results. We feel quite satisfied with the good feeling accorded the MONTHLY as now published and will not change it just now.

PHONOGRAPH EXHIBIT WON A PRIZE.

The town of Watsonville, Cal., had a celebration on July 3 and 4, and the committee in charge of the affair offered a prize for the best decorated store front and show windows. The prize was won by Steinhauser & Eaton, Dealers in Edison Phonographs and Records. Steinhauser & Eaton are druggists and have two show windows. One of these was used exclusively for a display of Edison goods. Photographs of the front windows show that the committee made no mistake in awarding the prize to this enterprising firm.

SUPERIOR TO ALL OTHERS.

CRESTON, O., July 18, 1903.

I acknowledge list of Suspended Dealers, and congratulate you on your system of doing business. It is the best protection to the straight Dealer that I know of and I certainly co-operate with you in keeping out the price cutting of others.

I am a music man from my boyhood and I know that the Edison Phonograph is the best constructed and plainest talking machine that is built, reproducing the natural tone and voice superior to all others.

D. S. REICHARD.

WOULD CREATE CONFIDENCE.

NEW YORK, July 7, 1903.

I acknowledge receipt of your favor of June 20, enclosing copy of decree and injunction in suit by your company against "The Fair," of Chicago. If the other talking machine companies would protect the Jobbers and Dealers half as well as the National Phonograph Co., in my opinion it would give the talking machine business a solid foundation, and create confidence, which now is woefully lacking.

G. L. GOODAY.

WILL NOT SELL SUSPENDED DEALERS

TUSCARAWAS, O., July 14, 1903.

We have to-day received Suspended List of July 1, 1903. We will be very careful and not supply any of those people with your machines or Records. You can depend on it, for we are very careful. We are greatly pleased with the EDISON PHONOGRAPH MONTHLY. It keeps us in touch with everything that is going on.

REISER & HOUK.

MOULDED RECORDS FOR PHONOGRAPHS.

The *American Machinist* of New York, for July 9 contained an exceedingly well written and interesting article on the process of making Edison Moulded Records. It is given in full below, the drawings being reproduced on a somewhat smaller scale than they appeared in the article:

"Just play that 'Hapsburg March' once more, boys," the leader of the band calls out: the man behind the megaphone announces "Hapsburg March" played by the Edison Concert Band," and the band bursts into music and the making of a Phonograph record is under way. It is a record of wax, and one which, if sufficiently well produced to pass inspection, becomes a master record from which 2 mold will be formed for the making of a great number of wax cylinders destined to reproduce the "Hapsburg March" in all parts of the world.

At least once each week this band of trained musicians—each one an artist—plays at the Edison Laboratory, Orange, N. J., making new master records; on other days throughout the week vocalists and others are engaged in similar undertakings. It might be truthfully said therefore that there is always an entertainment of some kind at this unique establishment. The band comprises about twenty-five pieces; and in the arranging of the various instruments in front of the Phonograph horn there are many interesting departures from the conventional band groupings. It was formerly the practice to use in the band room a number of Phonographs, each making a master as the sound waves entered the horns. These masters were then placed in duplicating machines and records reproduced from them, the master record and blank rotating together and the instrument for cutting the blank being controlled by a guide following the indentation in the surface of the master. Now but one Phonograph is employed for making master records; this has a horn 4 feet long, 18 inches in diameter at the mouth, and placed horizontally at a height of 4 feet from the floor. Seats at various heights are provided for the musicians, and the latter are so placed that each of the instruments will be at the proper elevation and angle, and at the right distance from the horn, so that the different parts will be evenly balanced in the record. In locating the instruments to gain the desired effect several of the men are forced in a directed rendering it impossible for them to see the leader, and in order that they may follow his direction intelligently the walls of the room have been provided with a series of large mirrors. In making a band record bass drums are never used, as these blur or "fog" the record; cymbals are seldom used and snare drums in solo parts only.

The master, and also the actual or working records, are shaped as shown in Fig. 1. They are—for the majority of the Edison Phonographs—about 4½ inches long and 2 3-16 inches diameter. The bore is taper, ¼ inch to the foot, to suit the Phonograph mandrel, and a number of recesses are formed, as shown, leaving bearing rings or surfaces 3-16 inch wide. The master blanks are made of a hard white wax preparation; the inside is finished and the outside then turned a few thousandths

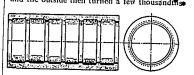


FIG 1.—End View and Section of Phonograph Record.

of an inch taper, the finished cylinders being as smooth as glass and having the appearance of polished ivory. They are turned, or shaved, in small Phonographs mounted on a workbench and lifted from shafts at the back of the bench. The horns are, of course, removed from the machines, and provision is made for blowing the chips from the work. The cutting tool operating at the back of each machine is adjusted by means of a screw with a micrometer dial. The work naturally is rotated at a high speed.

Not every blank cylinder that is placed in the Phonograph behind the big horn comes out a perfect master; far from it. More or less experimenting is required to find for the case in hand the best suited recorder, that is the sensitive diaphragm with its holder and sapphire cutting point. And then great attention has to be paid to the proper tempering of the different voices. The master records as they are made are thoroughly tested both by musical and mechanical inspectors, to detect any errors or imperfections in the quality of the music reproduced or the workmanship of the record. With the master running in the Phonograph the trained ears of the specialists enable them to detect the most minute imperfections; as a result many masters which to most people would appear to be all that could be desired, are rejected. Such masters as satisfy all requirements under this inspection are tested again later on to make doubly sure that they are satisfactory from a musical point of view. An examination under a powerful microscope is then made, to determine if the wax surface of the cylinder is satisfactory in all particulars. Then comes the making of the mold from the master record.

The first operation in the construction of the mold is the plating of the surface of the wax master. This to the average man would seem a difficult proposition. Fig. 2 gives an idea of the apparatus invented by Mr. Edison and employed in accomplishing this seemingly impossible task. The wax cylinder is shown at *a* in this engraving; and at *b* is a hood over which the cylinder is slipped and which acts as a support for the latter, it being placed as shown on the conical-ended post *c*. At the top of *b* is secured an armature *d*; and over armature, cylinder and support is placed the glass *e*, this resting on a ground glass base *f*. By means of the pipe *g*, connected to a vacuum pump, the air is exhausted from the glass jar —the plating being perforated in a vacuum. At *h h* are two glass uprights, insulated from the base by hard rubber bushings *i i* and carrying conductors *j j*, around which the upper ends of the glass supports are sealed.

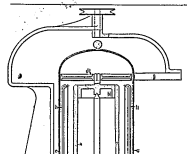


FIG. 2. Apparatus for Plating Records.

The conductors are hooked at the top, and on these hooks are suspended two strips of gold leaf *b b*. The magnet *f* is arranged to be revolved by means of the pulleys shown, and armature *d* and the wax cylinder turn with it. An arc being established between the electrodes suspended on the conductors, the gold is vaporized and—as the wax record rotates in the vacuum—is deposited in an infinitesimally thin coating upon the surface of the cylinder.

The master record now having received its plating of gold is electro copper plated, about four days being required to secure the desired thickness of copper—nearly 1-16 inch. This copper shell, with the master still within it, is then turned off smooth and straight and fitted into a brass shell, which forms really the body of the mold. A section through the mold would now appear something like Fig. 3, *m* being the master, *n* the copper shell (between which the wax surface is the minutely thin coating of gold), and *o* the brass shell in

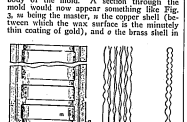


FIG. 3.—Section of Mould.

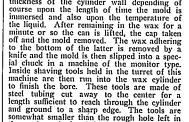


FIG. 6.—Appearance of Record under Microscope.

which is fitted the copper sleeve. The wax is removed from the mold by placing the latter for a few moments in a temperature slightly lower than that of the work-room, the contraction of the wax releasing it from the metal. The inside of the mold, which is now gold lined, is thoroughly cleaned by washing with benzine, and the mold is ready for business.

For holding the wax preparation from which the records are formed, a number of long tanks, subdivided into nearly square compartments and heated by gas, are provided. The melted wax in these tanks is dark brown in color—in fact, nearly black. In molding the record the mold is lowered into the hot wax by means of an arrangement shown roughly in Fig. 4. In this sketch *p* is the mold, *q* a cap

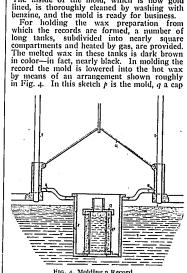


FIG. 4. Molding a Record.

placed over the top of the latter, and *r* a can in which the mold is placed and held, as indicated, in a vertical position. The can is carried in a frame, *s*, which may be moved up and down on uprights *t* by means of the wire bail *u*. The can is lowered into the tank until the top of the mold is below the surface of the wax *w*, the latter entering the mold through the large opening in the bottom of the can. The wax as it passes up into the mold solidifies on coming into contact with the metal and a hollow cylinder of wax is thus formed, the thickness of the cylinder wall depending of course upon the length of time the mold is immersed and also upon the temperature of the liquid. After remaining in the wax for a minute or so the can is lifted, the cap taken off and the mold removed. The wax adhering to the bottom of the latter is removed by a knife and the mold is then slipped into a special chuck in a machine of the monitor type. Inside shaving tools held in the lower of this machine are then run into the wax cylinder to finish the bore. These tools are made of steel tubing cut away to the center for a length sufficient to reach through the cylinder and ground to a sharp edge. The tools are somewhat smaller than the rough hole left in the work, and after being run in to the right distance they are brought over against the wax wall by a lever which serves to move the turret laterally on its carriage. Three tools are required to finish the bore; the first roughs out a plain taper hole; the second (which is notched at the edge) cuts the half-dozen grooves around the inside of the cylinder; the third, or finishing tool, brings the narrow bearing surfaces left to the correct taper. These shaving tools operate very readily as the work is rotated at a very high speed, the material of course being a little softer than anything the average screw machine operator has ever had anything to do with.

When the work is removed from the machine the wax contracts sufficiently in a moment to admit of the record being removed from the mold. And as fast as the records are finished inside they are placed on cast-iron shells, or hollow plugs, to prevent their being injured or becoming distorted in further cooling. They are next slipped, one at a time, on a taper arbor held in a machine spindle which is constantly in rotation, and the ends are here finished. After this operation each record is carefully inspected to see if it runs true and if it is free from flaws of all kinds. Passing this inspection, the record is packed in cotton, slipped into a cylindrical pasteboard box and packed ready for shipment.

The molding of these records is without doubt one of the most delicate, accurate and interesting operations ever performed in a shop. Just consider for a moment the shallowness of the indentations in the surface of the master record; the gold plating of the wax surface—indentations and all; the preservation in the mold of each and every tiny swell corresponding to its hollow in the master; the accurate reproduction on an endless number of records of every indentation in the surface of the original wax cylinder. The deepest of the impressions in the master are something less than one one-thousandth of an inch; the shallowest are much less than this. The surface of the cylinder presents a wavy appearance not unlike that of a chattering lathe job, besprinkled as it is with these tiny impressions. And yet all the circumferential grooves traced in the wax by the recording sapphire, and every shallow indentation—no matter how insignificant it may appear—are faithfully reproduced in the surface of the molded record.

With this process a much harder preparation can be used and a more durable record made than was possible under the old method of cutting each cylinder, and besides there is practically no wear upon the mold and the thousandth record molded in it is as clear and sharp and will reproduce the vibrations originally received by the master record as well as the first one cast.

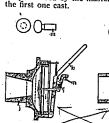


FIG. 5. The Recorder.

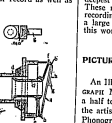


FIG. 7. The Reproducer.

A sectional view of the recording device used is given in Fig. 5, *a* being the diaphragm of glass or mica about .005 inch thick and 1 3-16 inches in diameter; *b* the metal rim in which the diaphragm is held by means of a ring of wax, a thin rubber ring being placed, as shown, under the disk; *c* a tube with spherical end matching a seat formed in the hub of *b*; *d* the body of the device bored to receive *c* and provided at the back with a neck to receive the tube at the end of the Phonograph horn. The part *b* is hinged at *e*, and at *f* is a stop pin limiting the downward movement of the diaphragm rim or weight. The recording point is shown at *g*; the holder *h* for the latter is cemented at the inner end to the diaphragm and at the outer end is attached to the rim *b*. The enlarged view at the top shows the sapphire point *g* more clearly. It has a body about .040 inch diameter capped at the end, as indicated, to form a keen cutting edge and is held drilled in holder *h*. A good idea of the appearance—under a powerful microscope—of the surface of a record operated upon by this recorder is given in Fig. 6. The center lines of these rows of indentations are actually .010 inch apart as the lead screw rotating with the record arbor and feeding the recorder along the wax cylinder is cut 100 threads to the inch. The line traced on the record is therefore a thread of .010 inch pitch.

Some very curious results are produced in the wax by the vibrating diaphragm and recorder; the string of nearly round impressions shown to the right in this engraving illustrating the effect produced by a single xylophone note.

A sectional view of the reproducer is shown in Fig. 7. Here *i* is the diaphragm built up of three disks of mica, and held by a clamping ring between rubber rings in a shell or body *j*, the latter having the same general outline as the body of the recorder. At *k* is a hinged movement by a needle-pin, and provided with a log in which arm *l* carrying reproducer point *m* is pivoted. This arm is connected by a link with the diaphragm and causes the latter to vibrate as the reproducer follows the path formed by the recorder, the sound waves originally recorded being now reproduced. The sapphire *m* is shown enlarged above the section and it will be noticed that the head is button shaped, this form following readily the deepest and shortest indentation in the record. These reproducing points, like those used in recording, are all made at the Orange shops, a large number of bench tools being used on this work alone.

PICTURES AND SKETCHES OF THE "TALENT."

An Illinios Dealer suggests that the PHONOGRAPH MONTHLY should contain each month a half tone cut and sketch of one or more of the artists who make Records for the Edison Phonograph. Similar suggestions have been made by others and we expect to do something in this line before long.

ADVERTISING DEPARTMENT MATTERS

It is not likely that we shall get out a series of posters and street car cards. The cost of this kind of advertising is too great for most Dealers. The number who have been written about them is too small to warrant us in having the work done.

We have on hand a small quantity of the monthly Record supplements issued since January. They are of no use for the purpose of pushing new Records but most of them are quite attractive and some Dealer may find them useful for general advertising. We shall be glad to supply them as long as they last.

Sample copies of the new edition of the four-page machine folder, Form 414, showing the Gem, Standard, Home and Triumph Phonographs, has just been sent by mail to the entire trade. We regard this as a very useful folder. The edition just printed will permit us to fill orders for reasonable quantities.

A paragraph in the July issue of the EDISON PHONOGRAPH MONTHLY, concerning the furnishing of Order Books to Dealers, has caused some Jobbers considerable annoyance. The paragraph made it appear as if we furnished an Order Book which could be used by Dealers to order goods through Jobbers. This was an unfortunate mistake. The Order Book is one that can only be used by Jobbers in ordering goods from us and by such Dealers as place orders direct, and not through Jobbers. It bears the name and address of the New York office of this company, and could not be used for ordering through Jobbers without causing confusion. The Advertising Department asks the trade to accept its apologies for this error.

We have received from the printer a supply of hangers showing the Price List, Terms and Conditions of Sale under which Edison Phonographs and Records are sold. It is form 454. It has been issued for the purpose of supplying Dealers with something that they may either frame or hang up in their stores, and thereby show doubtful customers the conditions imposed upon them in the sale of Edison goods. This hanger will be mailed to all Dealers some time in August. It is being held up, along with the Celluloid Card, in order that only those Dealers who sign the new Agreement will be supplied with it. The hanger will be mailed direct, but the show cards will be placed through the Jobbers. A card will be sent to every signed Dealer, entitling him to one of these cards, and Jobbers will not be allowed to give out any of them except to Dealers who produce this card.

CYLINDER RECORD CABINETS

made with the practical knowledge of what a Cylinder Record Cabinet ought to be. We illustrate two popular leaders—and there are others.



No. 2.

No. 2. Height 53 inches, width 19 inches, depth 18¾ inches; five drawers with stops, 180 pins, Mahog. any veneered front and top, birch imitation sides, false back, piano finish..... **22.50**

No. 3. Height 37 inches, width 19 inches, depth 20 inches; five drawers with stops, 180 pins, quartered oak front, back, both sides and top, piano finish..... **28.00**

Dealers will find it profitable to write for special discounts. These cabinets are made in the most reliable manner—in the best standard of furniture making.



No. 3.

AMERICAN PHONOGRAPH COMPANY

106 Woodward Ave., Detroit, Mich., U. S. A.

TO PHONOGRAPH DEALERS:

Live dealers who have used the EDISON KINETOSCOPE with MOVING PICTURE FILMS and ILLUSTRATED SONG SLIDES, accompanied by PHONOGRAPH RECORDS, to attract crowds and advertise their business, have made striking successes.

Write for Detailed Plans, giving answers to the following questions:

1. **Is there at your disposal a low building or roof upon which to hang a stereopticon curtain from 12 to 20 feet square for use at night?**
2. **Or have you a large show window for an 8 to 12 foot curtain, and a deep store which you are willing to darken during the show, while the crowds gather?**
3. **Can you obtain the electric current for light, preferably 110 volts direct?**
4. **Do you want to add to your profits by advertising your neighbors' business?**

KLEINE OPTICAL CO.,

52 State Street, Chicago, Ill.

Largest Distributors of Edison Kinetoscopes and Films in the United States.

(FACTORY DISCOUNT ALLOWED TO DEALERS ENTITLED TO THEM.)

Language Study on the Phonograph.

Every Phonograph now has a double use—amusement and language study. French, German and Spanish have been successfully taught for the past three years by the I. C. S. Language System with Repeating Phonograph. Each Language Outfit contains 25 Edison Moulded Language Records and 40 I. C. S. textbooks in pamphlet form.

These Language Outfits are now offered to the trade complete for $50.00, or the records and textbooks only at $25.00. -:- -:- -:-

FOR FURTHER PARTICULARS ADDRESS

INTERNATIONAL CORRESPONDENCE SCHOOLS

SCRANTON, PA.

Language Department, Nelson C. Durand, Manager.

The C. W. N. Handbook of the Phonograph

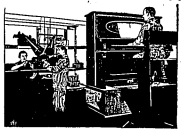
— AND —

Instructions for Making Records.

BY C. W. NOYES.

Every Owner Of a talking machine should have a copy of this valuable book. It is replete with **Instructions for the Care and Use of the Phonograph**, and the chapters devoted to **RECORD MAKING** are compiled from the author's many years of experience in some of the principal laboratories of this country.

Any one possessed of ordinary intelligence can make a perfect record if the directions are followed.



Fully Illustrated—Handsomely Bound.

PAPER, 25 CENTS.
CLOTH, 50 CENTS.

Mailed Postpaid on Receipt of Price.

For Sale by All Jobbers, or

ILSEN & COMPANY, Cincinnati, Ohio.

DEALERS WRITE FOR DISCOUNTS.

A CARD TO THE TRADE

JOBBERS AND DEALERS

Interested in giving their customers best results are invited to write us for quotations on

DOUGLAS

Mega *(Paper)* ***Horns*** *and* ***Record Cabinets***

The Horn that Made us Famous.

Superior to any metal horn made in purity, volume and absence of metallic tones. GREAT AIDS TO THE SALE OF PHONOGRAPHS AND RECORDS.

"MEGA" List $7.50
Length 32 inches; Width 24 inches.

"MEGA JR." List $2.25
Length 22 inches; Width 13 inches.

MEGA RECORDING HORN. List $1.50
Length 24 inches; Width 5½ inches.

Look for the Trade Mark
"PHONO-MEGA."

Attractive and Substantial.

Superior to any Line in the Market, STRONGLY MADE. BEAUTIFULLY FINISHED.

100 Peg Polished Oak,	List	$12.00
125 " " "	"	14.00
125 " Quartered Oak,	"	15.50
150 " " "	"	18.00

Prices Restricted.

WRITE FOR SPECIAL LEAFLETS AND NET PRICES.

DOUGLAS & CO.,

89 Chambers Street, 71 Reade Street,
NEW YORK.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. I. NEW YORK, SEPTEMBER, 1903. No. 7.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 144 WABASH AVENUE.
SAN FRANCISCO: 1170 MARKET STREET.
ANTWERP: 12 HEMPER DE PAEPE GEORGIEN.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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EXPLAIN ITS IMPROVEMENTS.

It should be part of the duty of every Dealer in Edison goods to convince the people of his city that the Edison Phonograph has made marvellous advances in the past few years. Many persons heard the Phonograph in its early days and formed an unfavorable opinion of it which has remained to this day. They became prejudiced against it and still retain their dislike solely because they have not heard the present-day Phonograph and know nothing of its improvements. It is the daily experience of Dealers to have people, after hearing some of the new Moulded Records, exclaim, "Why I did not know that the Phonograph could make music like that." Hundreds of sales have followed incidents of this kind. It is not enough, Mr. Dealer, that we know how good the Phonograph is or that you consider it the best talking machine in existence. We are striving to get the public to call at your stores and hear it play some of the new Records. Follow this up by urging the people on all occasions to come in. Then put on Records calculated to suit the taste of each individual. Don't put on rag time coon songs when your judgment tells you that your customer prefers music of a different character. Endeavor to ascertain their preferences and then play Records to suit them. A little care in this respect will do much to increase sales and the popularity of the Phonograph.

RECORD SHIPMENTS.

The demand for Records continues to be so heavy that it has been impossible to make much headway during the past month in gaining on the time for shipping August Records. The last of these were not shipped from our factory until after August 25. We had hoped to gain a week or more on this time, but had not anticipated such a steady demand for Records, both for August and for those previously listed.

THE ADVANCE LIST OF OCTOBER RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON MOULDED RECORDS FOR OCT., 1903

RECORDS listed below will be ready for shipment as near October 1st, 1903, as possible, at which time Jobbers' stock orders, if placed prior to September 15th, will be shipped.

October Supplements will bear the date of October 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

Stock orders for Records contained in this list must be written on separate order blanks, and letters relating to October Records should refer to no other matter.

Kindly comply with above requests and thus aid your Jobber and ourselves in handling advance orders.

8499 Happy Days — Miss Corrinne Morgan
Contralto song with violin obligato
8500 American Standard March — Edison Military Band
8501 Always in the Way — Byron G. Harlan
Chas. K. Harris' latest descriptive song, with orchestra accompaniment
8502 Hungarian Dance No. 1 (Brahms) — Edison Hungarian Orchestra
8503 Praise Ye, from Attila — Metropolitan Mixed Trio
8504 The Laughing Medley — *Male Quartette* Invincible Quartette
8505 In Starlight — *Sentimental Song* W. H. Thompson
8506 Thy Sentinel Am I — Frank C. Stanley
Basso song with orchestra accompaniment
8507 Leona Polka — Leo Zimmerman
Trombone solo, accompanied by the Edison Concert Band.
8508 Budget of Short Stories (Humorous) — Len Spencer
8509 It Was the Dutch — *Comic male duet* Collins & Harlan
8510 Sweet Remembrance *Intermezzo* — Edison Symphony Orchestra
8511 Waiting for the Dinner Horn to Blow — Harlan & Stanley
Comic Rube talking and singing male duet
8512 Must You — *Comic song from "Wizard of Oz"* Edwin M. Favor
8513 Le Tremolo — *Flute solo with orchestra accompaniment* Charles Molé
8514 Poverty's Tears Ebb and Flow — W. H. Thompson
As sung in Edward Harrigan's "Old Lavender"
8515 Good Bye Eliza Jane — *New coon song* Arthur Collins
8516 Ballet Music from Faust, Part 2 — Edison Concert Band
(*Gotterdammerung and Her Trojan Maidens*)
8517 Down on the Farm — *New descriptive song* Franklyn Wallace
8518 There's Music in the Air — *March Song* Harry L. Talley
8519 The Crowd on McNally's Rock Steps — Collins & Harlan
Waltz song, male duet
8520 Love's Dilemma (She is so Queer) — *Love song* Arthur Clifford
8521 Won't You Kindly Hum Old Home Sweet Home to Me — *Coon song* Billy Murray
8522 My Cosy Corner Girl — Harry MacDonough
Descriptive song with orchestra accompaniment
8523 Love and Passion (Pensée Pathetique) Edison Symphony Orchestra

Edison Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

DEALERS SHOULD WRITE NEAREST HEADQUARTERS.

Dealers in Edison Phonographs and Records will get better service if they will address this company at its office nearest to their city or towns. Those doing business in Wyoming, Colorado, New Mexico, North Dakota, South Dakota, Nebraska, Kansas, Missouri, Oklahoma, Minnesota, Iowa, Michigan, Illinois, and Indiana should refer all matters pertaining to the business to our Chicago office, 304 Wabash avenue. Dealers in Washington, Oregon, California, Nevada, Idaho, Utah, Arizona and Montana should be able to get better attention through Peter Bacigalupi, 933 Market street, San Francisco, headquarters for our goods on the Pacific coast. He gets large quantities of goods by water from our factory and is able to save Dealers part of the heavy transportation charges when goods are shipped overland by freight. Canadian Dealers will find it advantageous to deal with R. S. Williams & Sons Co., 143 Yonge street, Toronto, Canada. Dealers in all States not named above should address their correspondence to our New York office.

BUILDING PROGRESS.

Excellent progress is being made in the new building operations at our factory in Orange, New Jersey. The new Record building is going up rapidly, the laying of bricks for the first story being about completed. Our architect has promised that we shall be making Records in this new building before December 1. The work of adding a story to the building used for assembling, packing and shipping, is completed.

ART CALENDAR FOR 1904.

We expect within the next month to make definite announcement concerning an unusually fine Art Calendar for 1904 that we shall issue the latter part of this year. It will not, however, be distributed gratuitously, but will be sold to the trade at a price which will enable every Jobber and Dealer to purchase a limited number for distribution as Christmas souvenirs among his best customers. The calendar will comprise six sheets, each printed in twelve colors, with different sketches, the drawing of which will equal the work of the best artists in the country. It will be gotten out on lines similar to the Art Calendar of the Armour Beef Company, of Chicago, the Fencing Girl Calendar of the Chicago and Alton Railroad and the Art Calendar of the Chicago, Milwaukee and St. Paul Railroad, all of which were in tremendous demand all over the country. In addition to placing these calendars before the trade, we expect to advertise their sale at twenty-five cents each in the same manner as the above-named calendars were sold. Further details about this calendar will be given next month, about which time we hope to have a sufficient number of samples to send one to each Jobber.

GET THE WRITING HABIT.

As the columns of the PHONOGRAPH MONTHLY show from time to time, we are receiving some very interesting letters concerning trade matters from Jobbers and Dealers. We shall be glad to receive more of these. By this, we do not mean letters in praise of the EDISON PHONOGRAPH MONTHLY, but those containing suggestions for its improvement, criticisms of its treatment of matters, descriptions of methods of selling goods, advertising, window display, etc., Phonograph incidents and the many other every day happenings in connection with the sale of Phonographs and Records.

JAPANESE RECORDS.

With the August Bulletins and Supplements was mailed a folder of the Japanese Records, Form 464. We are now in a position to supply orders for these Records. With the exception of two, these Japanese Records are by Sokichi Kudansho, who possesses an excellent voice for Record making. We think that these Japanese titles will become quite popular in the English trade for the reason that some of them are sung to well known English tunes. For instance, No. 12816, "Hotaru no hikari," is sung to the air of "Auld Lang Syne;" No. 12818, "Omoi inureba," is sung to the air of "Bonny Doon;" No. 12819, "Ware no Kami ni," is the Japanese version of "Nearer My God to Thee," and is sung to the same tune. These Japanese Records are very different in character from the Chinese Records listed by this company, and should find even a greater sale in this country.

PLAN FOR FALL AND WINTER.

Now that the vacation days are about over, it is time to give serious attention to fall and winter business. Keep in mind the difficulty of a year ago in getting orders filled, look over your stock carefully, ascertain how much business you did in the fall and winter of last year, and place orders accordingly. Your Jobber will be very glad to have you order goods well in advance, and we shall be equally pleased for the longer time in which to get goods into the

hands of the Jobbers. The time was when there was considerable uncertainty as to the future of the Phonograph and Record business, but that time is past. Just as close calculations can be made in this business at the present time as are possible in the sale of groceries or dry goods, and Dealers are safe in placing orders accordingly.

BINDER FOR THE E. P. M.

We have placed an order for a supply of binders for the EDISON PHONOGRAPH MONTHLY. Each binder will hold twelve issues. Each issue may be put in the binder as fast as it appears and each may be removed without disturbing the others. The binders will be attractive in appearance and be suitably lettered with the name of the publication. They will be sent postpaid for fifty cents to Dealers who have signed the new Agreement. Send orders to the Advertising Department and they will be filled as soon as binders are received. One cent or two cent stamps accepted.

A CATALOGUE SUGGESTION.

"Let me give you a suggestion," said one of our Jobbers to the Advertising Department, when in the city recently. "In your Record Catalogue you classify titles beginning with 'A' or 'The' under the letters 'A' and 'T,' etc. As a result when a customer asks for the Record 'The Bedouin Love Song,' we are not quite certain until we look whether we shall find it classed under 'T' or 'B.' In my opinion, it would be better to drop the use of the articles, 'The,' 'A' and 'An,' and classify accordingly. This would classify 'The Bedouin Love Song' under the 'B's,' and would make it possible to find it more readily." This suggestion seemed to be a good one, and we shall probably act upon it in issuing the next edition of our Record Catalogue. This instance is cited here to show the trade how helpful it is to have Jobbers and Dealers make suggestion concerning seemingly small matters which come to their attention. We shall be glad to hear from others in a similar way.

HOME OUTSELLING THE STANDARD.

WATERLOO, Ohio, Aug. 8, 1903.

We have received the August number of the EDISON PHONOGRAPH MONTHLY and Suspended List, and expect to fully co-operate with you. While the *Phonogram* was always a welcome little sheet we think the new EDISON PHONOGRAPH MONTHLY is as much better as the Moulded Record and model C Reproducer are better than the old style.

If a man will only read the MONTHLY he will get information that would take years to get otherwise and put him in shape to talk intelligently when a person asks a question about talking machines.

Last year the Standard was our best seller, but this year we have been selling Home machines when in other years we sold very little of any in the hot months. We look for a large talking machine trade this fall. We formerly handled the —— goods, but are glad we changed. We may be compelled to put in a line of disc goods, not that we expect to sell many, but there is a certain demand for noise among some people that must be filled. Where a person has the two styles of machines, Edison and disc, side by side, it is strange to see why any one will ever invest in a disc.

JENNISE & WHITNEY.

A UNIQUE WINDOW DISPLAY.

MOUNT CARMEL, Pa., Aug. 11, 1903.

Your MONTHLY received this morning and I was well pleased with same. I think the August number was the best yet published. You talk about a window display, I think I have the best of them. All I have is a large sugar barrel with a Gem machine in it. On the barrel is a large sign reading, "Barrels of fun in an Edison Phonograph." More people look at that than any window display I ever had. The entire window is covered with whining and only three pass holes. It is lots of fun to see people "rubber."

D. E. HEEB.

FROM NEW ZEALAND.

WELLINGTON, N. Z., July 6, 1903.

Your EDISON PHONOGRAPH MONTHLY to hand, for which accept our best thanks. Kindly see we get this interesting pamphlet posted monthly. As to your article on pushing goods I forwarded the manager a Palmerston newspaper containing a paragraph to the effect that we gave a public demonstration from the band rotunda situated in our large city square. We used a Concert Phonograph, and the newspaper was very flattering in its remarks on the loudness and tone of machine, and trusted we would soon favor the public again at intervals.

ENOS S. PEDLER.

ARE PAYING REGULAR PRICES.

BARABOO, Wis., Aug. 7, 1903.

Yours of late date containing lists of Suspended Dealers received to-day. You can rest assured we will do all we can to maintain prices on Edison goods. Some of our customers have left us at different times to do better, but they have returned and are not kicking about paying regular prices.

C. C. THOMPSON & SON.

VOTES FOR PICTURES OF THE "TALENT."

HARPER, Kan., Aug. 8, 1903.

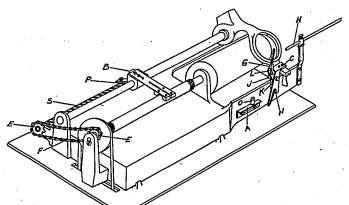
Your Suspended List, Form 466, for August, at hand, also the PHONOGRAPH MONTHLY. It is getting better all the time. I vote for pictures and description of the "talent."

M. S. LIDEN,
Of Liden & Liden.

NEW STYLE REPEATING ATTACHMENT.

The accompanying cut shows our new style Repeating Attachment applied to the Triumph Phonograph, and illustrates equally well its application to the larger spring motor and electric machines. On the Home Phonograph a slight variation in construction is made, which will be spoken of further on.

The operation of the device is very simple and will be readily understood from the cut and what follows, since we know that to accomplish the result sought it is only necessary to lift the speaker arm at the end of Record and at the same time engage it with some returning means. This returning means is a deep grooved screw S, supported in bearings at the back of the machine body and driven



by means of sprockets E-E and chain F, running from the main shaft to it. To engage the speaker arm with this screw there is a plate B rigidly fastened to back of arm and projecting out over the return screw. The projecting end of this plate carries a pin P on its under side, of the right diameter and proper position to enter the groove in the return screw when the speaker arm has been lifted sufficiently to disengage the feed nut from the feed screw.

To lift the speaker arm at the close of the record, a plate C is firmly screwed to the forward projection of speaker arm and carries on its inner side a pivoted lever L, which in turn carries on its inner end, a pin J, which projects back over the top of straight edge and serves as lift lever. A spring is also attached to the inner end of L, tending to pull it down, thus bringing the pin down on top of straight edge and lifting the speaker arm; at the outer end of the lever L a latch G is pivoted, so that when L is pushed down, allowing the speaker arm to drop, the feed nut to engage the feed screw and the arm to ride on straight edge as usual, this latch hooks under the edge of plate C, retaining it in that position, the spring tending to pull it in the opposite direction.

To automatically release this latch G at the end of the record, there is an adjustable stop H, mounted on the right hand end of the machine body and as the speaker arm advances to the right the latch L comes against this stop and the arm continues until it has unhooked the latch, at which instant the spring draws the lever down, thus lifting the speaker arm, which disengages feed nut and screw and brings the pin P into slot of the return screw S, which carries the speaker arm back to the left.

The cut shows it returning. On its way back, the post O engages a swinging pawl K on lever L and resets it, locking the latch L under plate C, leaving the speaker arm free to drop back on the straight edge as soon as foot N of plate C, now riding on top of plate A, drops off at the extreme left of its travel, thus completing one entire operation, which will be automatically duplicated as long as the machine runs.

One great advantage of this attachment is that when the machine is reproducing there is

no power used for anything else, as it is self contained and uses power only during the return.

In applying it to the Home machine, the return screw S is mounted directly on the motor on the inside of machine and is driven by gears instead of chain and sprocket; the plate B is longer and extends out over the back edge of top plate, passing through the cabinet; otherwise, all attachments are identical in design.

This attachment is sold at the same price as the one now listed in Catalogue No. 375.

AN A. U. O. W. LODGE ENTERTAINED WITH A PHONOGRAPH.

The following letter was received on the day that the forms of the PHONOGRAPH MONTHLY for August were closed. It was addressed to Peter Bacigalupi, Jobber, in Edison goods at San Francisco:

SAN FRANCISCO, July 18, 1903.

On Thursday evening, July 16, Burns' Lodge, No. 68, A. U. W., gave an entertainment immediately after the installation of officers, consisting in part of addresses by a number of the old members as well as the installing Grand Officers, and also vocal and instrumental selections rendered by means of the Edison Triumph machine which you so kindly loaned me for the occasion. The concert was an overwhelming success and demonstrated most clearly the advantage of using the Phonograph for public as well as private entertainments. Every number on the programme (of which I enclose you a copy) was enthusiastically encored and had to be repeated, some of them *three and four times.* I was most agreeably surprised at the result myself, as I had an idea that the hall would be too large to fill with the volume of sound from my horn, as I had never used it in a room larger than an ordinary parlor; as a matter of fact it was a decided advantage to have more space and every note was as clear to those in the hall who were seated at least forty feet from the stand on which the machine was placed, as it was to those who were within eight or ten feet. At the close of the entertainment I was given a rising vote of thanks by the members, and was invited to give a similar concert when we celebrate our "silver" anniversary. Permit me to extend to you my thanks for your kindness in loaning me the Triumph as it would have entailed considerable trouble on me to have taken my Victor and the large cabinet on which it is mounted from my residence to the hall. The Triumph answered every purpose, and with the assistance of a friend, I had no difficulty in taking it, together with my horn, tripod, and carrying case of Records. After more than a year's experience with the Phonograph I am still as enthusiastic as ever; in fact, I am known among my friends as a Phonograph "crank," a title that does not annoy me in the least as I have received more enjoyment listening to the "choir invisible" of my Phonograph than I could have secured from any other source that I am aware of at the present time. I note from the EDISON PHONOGRAPH MONTHLY for June that there will be a splendid list to choose from for July and I shall await the arrival of same with delight. The instrumental duet for violin and flute, by Jandus and Alz, violin solo—De Beriot's 6th air with variations, by D'Almaine, Annie Laurie, by the Edison Brass Quartette, together with many other gems, will be a musical treat to which I look forward with pleasure.

JOHN W. SEELEY,
(The Edison Phonograph Enthusiast.)

NOTE—In the near future I shall send you a classified list of my Records (of which you are aware I have over 200) and perhaps we can make some Eastern "cranks" open their eyes to the fact that there are some people out here in the "wild and woolly" West who can appreciate a *good thing* when they see and hear it.

[The Records played by Mr. Seeley during the evening were the following: Nos. 7666, 527, 8256, 8166, 8088, 8272, 3666, 8048, 8349, 8223, 8101, 8382, 8393, 614. They were well selected as those who will take the trouble to look up their titles may ascertain.]

CANNOT KEEP STOCKED UP.

The following is an extract from a letter received in August from the Minnesota Phonograph Co., St. Paul, Minn.:

Enclosed please find an additional order for stock Records, which please add to our order now at your factory. We are extremely low on these numbers and it would be a great accommodation to us if you would kindly rush this order through the factory.

We have been trying to anticipate our wants in regards to our Record stock, but the people of St. Paul have taken so kindly to Edison Phonographs and Records, that we have found it an utter impossibility to keep our stock in near the shape that it should be.

MINNESOTA PHONOGRAPH CO.

GIVE THE BEST SATISFACTION.

POTSDAM, N. Y., AUGUST 17, 1903.

Your August list of Suspended Dealers at hand. I am glad to note that you use all Dealers alike, both large and small. I cannot understand why Dealers wish to cut prices on your goods, as their own merit will sell them, and I can honestly say that the Edison goods give the best satisfaction of any on the market.

H. D. FRENCH.

TESTIMONIAL.

The following is an unsolicited testimonial from a Phonograph admirer:

ALEXANDRIA, VA., August 13, 1903.

When I decided to purchase a Phonograph nearly a year ago, I wanted to be sure of getting the best on the market. With this object in view, I looked at a number of other styles of machines. I decided to purchase an Edison Phonograph. The Edison is a magnificent machine, both in quality of tone, which is superb, and in outward style and finish.

G. C. GOODRICH.

TO EDISON IS DUE THE HONOR.

A correspondent to the *Talking Machine News*, London, England, furnishes the following information concerning the early attempts at reproducing sound:

Edison was not the first man that tried to solve the problem of recording and reproducing human speech—but in pre-Edison days the utmost accomplished was in the direction of tracings (generally on a smoked surface) illustrative of voice inflections. Leon Scott's "talking machine" never existed, neither was it "a *practical* attempt to solve the problem of voice reproduction." The crux of the problem was infinitely more in the direction of reproducing than in recording, and this (the reproducing of speech) Scott never even mentions. What Scott accomplished, and great honour is due to him for it, was the invention of the Phonautograph, in 1856. This smooth looking instrument marked, in its operation, a distinct advance, yet the utmost it did was tracing sound vibrations on a smoked surface. The tracings had no permanence whatever, much less was there any thought of reproducing from them. In reference to Charles Cros, the case is different, yet not to the extent some may think. There seems also no room for doubt that neither Edison or Cros knew of each other's work, or idea, in this direction. Cros never made a machine, and never got beyond theory, but all the same he theorized well. He was hardly an inventor, but a thinker. He could not, as Edison can, foresee practical realizations from small indications. Still Cros's ideas were brilliant, and worthy of high praise. The method sketched if the instrument described by Cros could ever be capable of reproducing speech. The Abbe Lelubane also made several experiments to carry out the instructions of Cros, but without success. Attempts to make a phonograph were also made by M. Napoli and M. Depree, also without success. To Edison alone is due the honour of solving the great problem. He first worked out not only a practical principle, but evolved from that principle a practical result. Dr. Mnier, in his interesting description of Larranaga's phonograph, well says, in reference to pre-Edison efforts:—"Previous records of sound suggested no practical way of reproducing it, nor was this effected until Edison produced his talking phonograph." As to Edison, in the world of invention I believe, he is the most imitated man.

THANATOPSIS.

H. C. Bickle, Dealer at Chardon, Ohio, sends the following clipping from *Geauga County Record* of August 7:

The exhibition of the Edison Home Phonograph by H. C. Bickle attracts much attention. The seemingly inexhaustible repertoire of exquisite music which is daily produced by the obliging exhibitor of this marvelous invention is a source of pleasure to many. But the climax was reached when Mr. Bickle announced that ex-Sheriff Edward Clapp's matchless rendition of Bryant's "Thanatopsis" was ready for reproduction. The Record was taken by John Chapman, and it requires very little stretch of imagination for the listener to see the venerable ex-Sheriff's every gesture as the marvelous poem is rendered, word for word, with perfect imitation of detail in expression.

A TRANSPOSITION ERROR.

The interesting article on "Moulded Records for Phonographs" reprinted from the *American Machinist* in August issue of the PHONOGRAPH MONTHLY, contained an annoying error in make-up. On page 13 the cuts of the Recorder and Reproducer were transposed, the cut of the Reproducer appearing over the title of the Recorder and vice versa. Fortunately the PHONOGRAPH MONTHLY circulates only among Phonograph Dealers and the error deceived no one. In spite of this fact, however, we regret that it occurred. We thank the various Dealers who pointed out the error.

NON-SIGNERS REMOVED FROM MAIL LIST.

Jobbers who receive complaints from their Dealers that they have not received this issue of the PHONOGRAPH MONTHLY or other printed matter usually send out by this company, will understand that it is because such Dealers have either not signed the new Agreement or because their Agreement has not been forwarded to us to make our records complete. All Dealers who had not signed the new Agreement on September 1 were removed from our mailing list and will not be restored to the list until they have conformed to our request in the matter of signing the new Agreement.

PERSONAL.

Among the visitors at our New York office the past month were W. H. Beck, of the Eastern Talking Machine Co., Boston; P. E. Conroy, of the Conroy Co., St. Louis, Mo.; Fred and Henry Babson, of the Talking Machine Co., Chicago, Ill.; Henry Winkelman, of John C. Haynes Co., Boston, Mass.; C. A. Ray, of the Ray Co., Louisville, Ky.; P. A. Powers, Buffalo, N. Y.; William Werner, Easton, Pa.; J. E. Ellenberger, of Pardee-Ellenberger Co., New Haven, Conn.; H. Shields, of the Denver Dry Goods Co., Denver, Colo.

C. B. Haynes, who for two years represented this company in the middle West and who for the past two years has been with the Armour Company, of Chicago, has been re-engaged as salesman by the National Phonograph Co. His territory will be New York State, (except New York city and Brooklyn), and part of New Jersey and Connecticut.

COMMENTS ON OCTOBER RECORDS.

The October list of new Moulded Records abounds in new features. In this respect it is one of the notable lists of the year. Perhaps the most attractive of these new features is the listing of a selection by the Edison Military Band, an entirely new organization and different in every respect, man for man, from the Edison Concert Band. This organization has been perfected for the purpose of making Records of music of a military character. The instruments entering into its makeup are different from those of the ordinary band, and the music rendered is of a distinctly military character. The selection listed for October is No. 8500, "American Standard March." It is difficult in an article of this length to attempt to describe the work of this new band, and we will leave it to the hearers of this selection to ascertain the difference for themselves. We think that for certain kinds of music the results achieved by this organization are superior to those of the old. .

Another new feature of the October list is the introduction of the Edison Hungarian Orchestra to the lovers of the Edison Phonograph and its Records. Everyone knows that the music played by a Hungarian orchestra is much different from that of an ordinary orchestra. The reason for it is that Hungarian orchestras include several instruments seldom found in a modern orchestra. One of the instruments peculiar to a Hungarian orchestra is the cymbals—not the cymbals used in connection with a brass band and bass drum, but an instrument resembling the dulcimer. It is, however, much larger in size, and contains many more strings. In the selection listed—No. 8502, "Hungarian Dance No. 1," by Brahms—the peculiar music of the cymbals is brought out in a marked manner, and the Record is one quite different from that played by the Edison Symphony Orchestra.

The third feature in No. 8503, "Praise Ye," from Attila, sung by the Metropolitan Mixed Trio. This selection was formerly made in the old Wax Records under the name of "Attila," and was discontinued when the new Moulded Records were first made. It was a Record always in great demand, and has been put back on the list in response to a general demand for it. The singing of the selection by this trio makes the Record a much better one than when formerly listed.

A fourth feature for October is the listing of one of the best Records ever made by a woman's voice. It is No. 8499, "Happy Days," and is sung by Miss Corrinne Morgan, with violin obligato. The song itself is a charming one. It is sung by Miss Morgan with entire absence of all objectionable features of Records made by women's voices, and the violin obligato adds much to the attractiveness of the Record. We believe that this Record will be one of the most popular of the entire list, if not for the year.

With No. 8513, "Le Tremolo," a flute solo with orchestra accompaniment, Charles Molé (pronounced Jlo-lay) makes his bow to the great *clientele* of the Edison Phonograph. Mr. Molé was formerly with the Boston Symphony Orchestra, in which organization he played first flute. As a soloist on the flute he is the equal of any one now before the public. The selection that Mr. Molé plays for his initial number is a clear and sweet air, and is one that affords him an excellent opportunity of showing his ability as a flute player.

No. 8514, "Poverty's Tears Ebb and Flow," sung by W. H. Thompson, is a selection that will doubtless cause many to wonder why it is being listed at the present time. We do it because of the popular demand that has existed ever since the introduction of the new Moulded Record. Hundreds will remember the success with which Edward Harrigan sang this song in "Old Lavender," and few who heard it will fail to enjoy it with pleasure. It is doubtless this feeling which caused so many of our friends to ask us to make it available for use on the Phonograph. Mr. Thompson's excellent voice does full justice to the song and makes it a most desirable Record. Mr. Thompson has a second selection in the October list, No. 8505, "In Starlight," a love song of the better or more standard class and one of Mr. Thompson's best efforts.

In No. 8501, "Always in the Way," Byron G. Harlan sings Charles K. Harris' latest descriptive song, with orchestra accompaniment. The publisher of this song predicts for it great popularity. It is already well known in certain parts of the country.

The Invincible Male Quartette, in No. 8504, "The Laughing Medley," sing a selection in which the laughing effects are well brought out.

Frank C. Stanley, in No. 8506, "Thy Sentinel Am I," makes an excellent contribution to the monthly list. Mr. Stanley's voice requires no commendation on our part. It is as well known as the Phonograph itself. The selection is accompanied by the orchestra.

The trombone makes an exceedingly attractive Record, and in No. 8507, "Leona Polka," Leo Zimmerman has one of great excellence. It is accompanied by the Edison Concert Band, a new feature in work of this kind. Something out of the ordinary is No. 8508, "A Budget of Short Stories" (and, of course, they are funny stories), made by Len Spencer.

Collins and Harlan have two excellent male duets in the list. They are both humorous, as usual. No. 8509, "It Was the Dutch," is sung in Dutch dialect, but the dialect is not exaggerated and is easily understood. The song is somewhat on the "Mr. Dooley" style. The words are by Vincent Bryan and the music by Neil Moret. The other selection by these clever artists is No. 8510, "The Crowd on McNally's Back Stoop." It is one of the waltz songs so popular for the past year or two.

The Edison Symphony Orchestra has two selections on the list, both charming selections and made perfectly. They are, No. 8516, "Sweet Remembrance," a new intermezzo composed by Alfred Müller-Nerden, now being played by all the best orchestras and meeting with instant favor; and No. 8523, "Love and Passion" (Pensee Pathetique). This is described by its composer, J. F. Bellois, as being a pathetic thought. The melody is of the "Hearts and Flowers" character, orchestrated for the oboe, violoncello, flute and violin parts.

No. 8511, "Waiting for the Dinner Horn to Blow," is another characteristic Rube talking and singing duet by Harlan and Stanley. It fully equals in fun any of this popular series already listed.

In No. 8512 Edward M. Favor sings "Must You?" one of the hits in the musical success, "The Wizard of Oz." Mr. Favor cleverly brings out the good points of the song. Arthur Collins' solo Record is No. 8515, "Good-Bye Ellen Jane." This is not the old song with this name, but a new and popular "coon" composition, the words of which are by Andrew B. Sterling and the music by Harry von Tilzer. It goes without saying that Mr. Collins makes a good Record of the song.

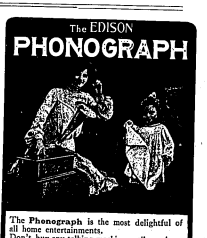
The Edison Concert Band in No. 8516 plays "Ballet Music from Faust, No. 2," and make a Record fully as artistic as was "Ballet Music, No. 1," in the September list. No. 8517, "Down on the Farm," is another new song with an old name. It is quite unlike its namesake. Frank'yn Wallace sings it in good style.

Harry Talley, who made his first Edison Record in the September list, has another in October. It is No. 8518, "There's Music in the Air," a march song, the words of which are by Andrew B. Sterling and the music by Silvio B. Hein. Arthur Clifford's contribution is No. 8520, "Love's Dilemma" ("She Is So Queer"). As its title indicates, it is a love song, and Mr. Clifford sings it nicely.

The name of No. 8521, "Won't You Kindly Hum Old Home, Sweet Home, to Me?" would seem to the ordinary individual as being too long to be good, but such is not the case. It is a coon song of the "Bill Bailey" family, and is meeting with success wherever sung on the vaudeville stage. This Record of it is made by Billy Murray, whose "coon" song Records have become very popular. The last solo Record on the list is No. 8522, "My Cosy Corner Girl," made by Harry McDonough. This air first became popular as an orchestra selection and then words were written for it by Charles Noel Douglas. The music was composed by John W. Bratton.

SEPTEMBER ADVERTISING.

The accompanying cut of our September advertisement shows the new Phonograph Girl in still another attractive pose. Again, Mr. Dealer, does this advertisement direct the attention of the public to your stores. "Don't buy any talking machine until you have heard the Phonograph at the nearest Dealers. Five thousand stores sell Phonographs." It is all for your direct benefit, and, of course, indirectly, for our own; but it is an honest effort to see that you get your share instead of trying to have orders sent directly to us. In return, you should see that every reasonable effort is made to inform the public that you are "the nearest Dealer," and that you can supply all wants in the Phonograph line. Our September advertisement appeared in the following publications: The Bookman, Century, Collier's, Craftsman, Harper's, Independent, Leslie's Popular Monthly, Life, Metropolitan, Mines and Minerals, Munsey's, Music Record and Review, National, Out Door Life, Recreation, Review of Reviews, Saturday Evening Post, Scientific American, Smart Set, Sunset Magazine and World's Work.



The **Phonograph** is the most delightful of all home entertainments.
Don't buy any talking machine until you have heard the **Phonograph** at the nearest dealer's.
6000 STORES SELL PHONOGRAPHS WITH THE EDISON RECENT IMPROVEMENTS, IMPERFECTION.
National Phonograph Co., Orange, N. J.
NEW YORK 31 Union Sq. CHICAGO 304 Wabash Ave. SAN FRANCISCO 916 Market St.
EUROPE: ANTWERP, BELGIUM, 22 Rempart Notre Dame

PHONOGRAPH SHOULD BE IN MORE HOMES THAN ANY OTHER MUSICAL INSTRUMENT.

We wonder if Dealers realize that of all the musical instruments now in existence none should find their way into as many homes as the Phonograph. Such is not the case at the present time, but it should be if proper effort was made. The Phonograph should be in more homes than the piano for the reason that its cost is not one-tenth that of the latter instrument. More of them should be in general use than the violin, banjo, or other solo instrument because the latter require months of training to be able to use them satisfactorily, while the Phonograph requires no skill whatever—anyone may play it. The Phonograph is the greatest of all music making devices because of its easy adaptibility to homes of all classes.

FAVORS A PUBLICATION FOR THE TRADE ONLY.

SUNAPEE, N. H., Aug. 10, 1903.

Acknowledge receipt for the August list of Suspended Dealers. Also note that some Dealers advocate that the EDISON PHONOGRAPH MONTHLY should be published in large quantities for distribution among Phonograph owners and interesting purchasers. I would like to say that in my opinion the National Phonograph Co. issues a great plenty of advertising matter for distribution among the public at present—by this I do not mean any too much—but I think that the Dealers should have a paper issued them only, wherein any business concerning discounts or other private matter can be discussed freely. Also think that the hanger No. 454 showing price list, terms and conditions of sale under which Edison Phonographs and Records are sold, to frame or hang in the store, will be a fine thing, as some people always think that the goods that they want can be secured at a discount from some Dealer. Thanking you for the numbers of the PHONOGRAPH MONTHLY already received and hoping that it will be continued on the present lines indefinitely. In reviewing the policy of the National Phonograph Co. in protecting its Dealers, also their customers, I think that the business is carried on in as near a perfect manner as it is possible to handle such a large business.

E. S. PERRINS.

TRADE INCREASES EACH MONTH.

QUITMAN, Mo., Aug. 5, 1903.

We are in receipt of the PHONOGRAPH MONTHLY and think it one of the best we have had the good fortune to read. The article, "Moulded Records for Phonographs," gives us an idea as to the care and time that is given to produce the Records as we get them.

Do not fail to send us the MONTHLY regularly for we do not want to miss any of the trade ideas given in it. Our Record trade increases each month.

J. R. BOYER.

WOULD NOT PLAY WHEN FULL.

PICKOW, Mich., July 24, 1903.

We acknowledge with pleasure the receipt of the last issue of the EDISON PHONOGRAPH MONTHLY and found it very interesting. We had a peculiar circumstance occur the other day and we thought it might be of interest to the readers of the paper. We sold an Edison Standard machine to a gentleman who owns the hotel and has a bar in connection. The other day he brought us the machine and wanted it fixed up. Said something was the matter with it, and there certainly was. Upon removing the Reproducer and holding it up side down we found that it was full of beer, which goes to prove that the Standard is a strictly temperate machine and will not play when full.

LEIPPRANDT BROS.

GIVES AN OPEN AIR CONCERT.

J. A. Foster, Dealer at Lisbon Falls, Me., sends one of the circulars he gets out each month when he receives each new lot of Edison Moulded Records. It was set in display type and was arranged as follows:

FREE OPEN AIR
CONCERT

SATURDAY EVENING, AUGUST 8, '03.
consisting of the July list of
NEW EDISON MOULDED RECORDS
Made in Standard Size. Sung 50 per dozen.
[*Here was given the July list of Records.*]

Concert takes place in front of FOSTER'S Store at 7.00 Sharp.

Why not buy a Phonograph? $10, 20, 30, 50, $100. By Paying
ONLY $1.00 PER WEEK.

Catalogues and full information on request.

MUSIC FOR EVERY HOME.

Do not forget the day and date
FOSTER'S

MONTHLY "COMMENTS" A VALUABLE GUIDE.

FORT GAINES, Ga., Aug. 8, 1903.

I acknowledge receipt of Suspended List for August, and it is my pleasure to state I will not violate my contract, will under no circumstance deal with names published.

In this connection allow me to thank you for the EDISON PHONOGRAPH MONTHLY. It is precisely what has long been needed. Among the many matters of interest are the "comments" on the monthly issue of Records. I was much interested in "Comments on September Records," these will form a valuable guide.

F. E. GRIST.

Hereafter Record No. 7013, "The Toreador Song," by J. J. Fisher, will be sung by Arthur Clifford.

BEST SELLING RECORDS.

The Record Department at our factory in Orange makes up a list every month of the best selling Records of the monthly Supplements and also the best sellers for the month of all titles previously listed. This record of sales is so interesting that we have given up in this issue considerable space in referring to the subject and commenting upon these lists as far back as January. This comment is interesting as showing the tastes of the public in the matter of Phonograph Records. In January we listed thirty-three Domestic Records. Of these the fifteen best sellers were the following:

8293. Turkey in the Straw.....Golden
8313. Strike Out McCracken.Collins & Harlan
8314. Nationality Medley, Invincible Quartette
8287. On Broadway in Dahoney Bys and Bye Collins & Harlan
8298. Roll on the Ground.....Golden
8285. Eva—Xylophone .....Hopkins
8293. Marriage Bells.....Rubsam
8294. Tell Me Dusky Maiden, Harlan & Stanley
8311. Mixed Ale Party.....Golden
8300. In the Sweet Bye and Bye.....Libby
8299. Dance of the Skeletons.....Band
8306. There's No Place Like Home...Harlan
8301. Dat's de Way to Spell Chicken..Collins
8291. When It's All Goin' Out and Nothin' Coming In, Quinn
8309. I'm so Tired Livin' I Don't Care When I Die.....Collins

In February thirty-two Domestic titles were listed, and of these the following fifteen were the most in demand:

8315. Reminiscences of Minstrelsy..Minstrels
8316. Echoes of Minstrelsy.....Minstrels
8319. My Own United States.....Thompson
8315. Katie My Southern Rose.....Thompson
8317. I've Got My Eyes on You.....Band
8331. Little Cotton Dolly...Edison Quartette
8315. Turkish Patrol.....Hopkins
8321. Good Night, Good Night, Beloved, Mixed Quartette
8319. Trouble.....Collins & Harlan
8332. I'll Kill the Man Who Swiped My Can, (2) Collins & Harlan
8337. Second Reg. Conn. N. G.....Band
8338. When the Autumn Leaves are Falling, Harlan & Stanley
8333. Boston Commandery March.....Band
8322. Noreen Mavourneen.....Harlan
8341. I'll be Busy All Next Week....Collins

There were thirty titles listed in March, and the following fifteen lead all the rest, the difference in sales between the highest and the lowest of the fifteen being 2,400 Records:

8366. Mr. Dooley Medley—Xylophone, Hopkins
8347. Hiawatha.....Edison Concert Band
8368. Monkey Shines on the Mobile Levee, Edison Band
8372. O'Brien.....Collins & Harlan
8373. Larboard Watch.....Harlan & Stanley
8356. Sweet and Low, Mendelssohn Mixed Quartette
8352. The Lost Chord.....Edison Quartette
8376. Dream of the Tyrolienne..Jaudas & Atz
8349. Home Ain't Nothing Like This..Collins
8370. Health, Wealth and Happiness Waltzes, Orchestra
8351. Please Mamma Buy Me a Baby..Harlan
8360. Cuckoo Song.....Harlan & Belmont
8375. Symphia Waltzes.Edison Concert Band
8365. Then I'd Be Satisfied With Life..Favor
8354. The Pooh Bah of Blackville Town, Collins

Only fifteen titles were listed in April, and of these the following five had the greatest demand:

8389. I Wonder Why Bill Bailey Don't Come Home .....Collins
8370. Pretty Peggy—Belle.....Rubsam
8386. When the Winter Time Comes Round, Collins & Harlan
8387. Aligazam March—Xylophone..Hopkins
8390. When Cats Lips in Kisses Meet, Morgan & Stanley

Of the twelve titles listed in May the following five proved the most popular:

8396. Under the Bamboo Tree—Xylophone, Hopkins
8394. Violets—Piano .....Banta
8398. Blaze Away March, Edison Concert Band
8402. Waltz Me Down the Alley Sally, Collins & Harlan
8395. Life's Dream is O'er, Chapell & Strickfett

In the June list there were twenty titles, the ten leaders of which were the following:

8412. Down Where the Wurzburger Flows, Hopkins
8416. Butterfly Gavotte—Bells.....Rubsam
8409. In the Valley Where the Bluebirds Sing .....Minstrels
8404. Spring or Love.....Jaudas & Atz
8419. In the Starlight.....Morgan & Stanley
8420. Little Dinah Jones—Xylophone, Hopkins
8421. Ma Starlight Sue, Thompson & Campbell
8406. Up the Street March, Edison Concert Band
8405. Won't You Roll Dem Eyes.....Collins
8422. Refuge..Mendelssohn Mixed Quartette

Of the twenty-five Records listed in July the ten leaders were as follows:

8425. Hiawatha .....MacDonough
8428. Heart's Desire.....Jaudas & Atz
8424. American Patrol.....Band
8434. Every Morn I Bring Her Chicken, Collins
8429. Marriage Is Sublime..Collins & Harlan
8435. 'Deed I Do.....Morgan & Stanley
8420. I'm a Jonah Man.....Collins
8417. Hurrah for Baffins Bay, Collins & Harlan
8436. Massa's in the Cold, Cold Ground, Male Quartette
8443. Pretty Little Dinah Jones..MacDonough

The ten best selling Records of the August list were the following:

8457. A Scene in a Country Store. Harlan & Stanley
8473. Santiago Waltz.....Hopkins
8462. Alita ..... Benzler
8451. Up-to-date Minstrels, No. 1.....Clifford
8468. There's Always a Mother Waiting for You.....Harlan & Stanley
8456. Congo Love Song.....MacDonough
8471. Eghasafa Dill.....Collins & Harlan
8451. Love's Dream After the Ball.....Band
8460. You Can't Fool All the People All the Time.....Collins
8459. A Lucky Duck.....Orchestra

PUBLICITY METHODS OF ENTERPRISING JOBBERS AND DEALERS.

The Iver Johnson Sporting Goods Co., of Boston, issued a very clever and attractive mailing folder in July for the purpose of advising their Dealers with reference to the August advance list of new Edison Moulded Records. It had a lithographed design on the outside, showing a hand grasping a hammer and about to drive a nail into a board. Above the hand and hammer were the words "Square on the Head." On the center panel inside was the August list and above it this phrase, "You will hit the nail square on the head if you send us your order early for Phonographs and Records." On another panel was the article from the July PHONOGRAPH MONTHLY headed "Order Early for the Fall Trade." Altogether the folder could not fail to attract attention.

Copies of trade advertising cards, folders and novelties have been received from the Hartford Phonograph Co., 25 Asylum street, Hartford, Conn.; Musical Supply Co., 122 North Michigan street, South Bend, Ind.

That William H. Keller, of Easton, Pa., is a live Dealer in Edison goods was shown by his full column advertisement of Phonographs and Records in the Easton *Free Press* and Easton *Daily Express* of August 4. Mr. Keller is a persistent advertiser.

One of the most useful advertising novelties that we have seen in some time was a folder sent out in July by W. J. Roberts, Jr., Jobber in Edison goods at Cleveland, Ohio. Attached to the second page of the folder were about forty needles of various sizes and for all possible uses. The evident cost of the novelty at once compelled the recipient to seek the name of the enterprising firm sending it out.

One of our New York city Jobbers has had a frame made in which to place the Bulletin of new Records as it appears each month. The frame is kept in the show window as part of the display and as the Bulletin is printed in two colors it is much more attractive than when hung up loosely. Many more people read the list when framed than they did before. We do not know how much of this is done throughout the trade but the idea is good and Dealers would do well to copy it. The cost of a neat oak frame is small and as the Bulletin is always the same size the frame may be used a long time.

In the April issue of the PHONOGRAPH MONTHLY comment was made upon some Phonograph advertising in the *National Magazine* by the Eastern Talking Machine Company, of Boston. In this advertisement the company named announced the sale of Edison Phonographs and Records on the mail order plan. Desiring to know what success the company had with this advertising, we questioned Mr. E. F. Taft, Manager of the company, when at our New York office, recently, concerning it. Mr. Taft said that it was so successful that they not only received orders for goods from the New England States, but shipped goods as far West as Illinois, and as far South as Texas on account of the advertisement. He also said that his company were so well satisfied with the results that they expected to continue it on the same lines this fall.

Many Jobbers are now making a feature of getting out each month a card or folder giving the numbers and titles of the Edison Moulded Records for the month and mailing them to their various customers. We have received copies of lists of this character issued by the Blackman Talking Machine Company, 19 Beekman street, New York, issued for the months of May, June, July and August. Each new list is gotten out in some unique way and in a different style from any that preceded it. This company reports that it finds this mode of keeping its customers posted quite profitable.

Thomas Wardell, Jobber at Lowell, Mass., has flattered the PHONOGRAPH MONTHLY by deeming its monthly comments upon the advance list of new Moulded Records as having sufficient advertising value to reproduce in circular form and mail copies to his customers. We have heard indirectly that a large jobbing firm in Boston contemplates doing the same thing. The idea seems good. While these monthly comments are far from complete, they furnish information about the new lists that could not be written by the Jobbers themselves. It will be our aim to have these articles contain as many points for the guidance of the trade and their customers as may be possible without making them too lengthy.

ABOUT PRINTED MATTER.

The edition of Catalogue of Foreign Records, Form 381, that has been in use since January 1, 1903, is exhausted. Orders now being received will be filled with a new edition in September. Jobbers whose orders for Foreign Record Catalogues are not filled promptly will understand the reason for the delay.

We have on hand a small quantity of the compartment boxes used by Dealers for holding catalogues and other printed matter, known to some as "Take one boxes." Each box contains four compartments. They are covered with black paper and present a neat appearance. We can supply these in quantities from ten to twenty-five to such Jobbers as did not receive a supply last year, or we will mail one to any Dealer sending six cents to pay postage on it.

The Numerical Catalogue, Form 395, is nearly out of print. We cannot supply it in quantities to Jobbers, and this will explain why several orders sent in by Jobbers recently for this catalogue have not been filled. The few copies we have left will be used for supplying new Dealers in Edison goods and for such demands as seem urgent.

In printing the edition of Catalogue of Parts, Form 371, dated June 1, two trifling errors crept in. On page 11 the price of the Motor Frame Holding Screw Posts for the Home Motor is printed in the repair column, when it should appear in the supply column. On page 16 the price of the Triumph Spring Retaining Washer is listed under the supply column, when it should appear in the repair column.

We have had numerous requests during the past month for copies of Form 454, the hanger showing the Price List and Terms and Conditions of Sale under which Edison Phonographs and Records are sold. We have not yet sent out any of this form for the reason that we do not want them to get into the hands of people who are no longer handling our goods. We have removed from our mailing list all Dealers who have not signed the new Agreement, and with this issue of the Edison PHONOGRAPH MONTHLY we are mailing one of these hangers and an order for a celluloid card to all Dealers.

Requests to have their names and addresses printed on catalogues and other advertising matter are still occasionally received from Dealers. We are compelled to refuse them. It is quite impossible to do this work for nearly 5,500 Dealers, and, as we have before said, it would be impolitic to do it for a few and refuse it to others. Even if Dealers were willing to pay the cost we still should not want the task of consigning from one to ten different forms to a printer, looking after the work, repacking, shipping and billing the charges, especially when it would cost the Dealer just as much as if he had the work done in his own city. Most Dealers put their names and addresses on with a rubber stamp and with care it can be done neatly.

LEARN SPANISH.

Most readers will recall the article, "A Message to Garcia," written by Elbert Hubbard in the *Philistine* and published in editions of hundreds of thousands by the New York Central Railroad. Captain Rowan was the man who "carried the message," and he is now located at Manhattan, Kansas, where he heard an Edison Phonograph and a Spanish Record from the International Correspondence School Language System. That he was very much impressed is shown by the following endorsement:

MANHATTAN, KANSAS, February 24, 1903.

I have examined the method of teaching Spanish in the International Correspondence Schools, and have no hesitation in recommending the course to any one who is desirous of quickly learning to use that language practically. By that method it is possible to get the correct pronunciation so that one may understand and be understood by Spaniards.

Very sincerely,
A. S. ROWAN,
Captain Nineteenth Infantry.

OUR SYSTEM A BENEFIT TO SMALL DEALERS.

WALLINGFORD, Conn., July 27, 1903.

The writer is a very enthusiastic Phonograph Dealer. I realize that your system of doing business is a great thing for the small retail Dealer and I only wish other goods could be sold in the same manner.

HERBERT G. MIX

SALES OF MOVING PICTURE OUTFITS BY PHONOGRAPH DEALERS.

Dealers in Phonographs have an occasional inquiry for prices and general information concerning Edison Kinetoscopes and Films. These inquiries are frequently not productive of results, because the Dealer may not carry these goods in stock, and from lack of experience is unable to give the information required. This article intends to point out the manner in which such inquiries can be turned into profit, and good results obtained from the small investment necessary.

Edison Kinetoscopes are made in two styles,

the Exhibition model selling at $115, and the Universal model, at $75. The latter has recently been placed on the market. Both instruments are high grade moving picture machines and none of the competing instruments on the market can be compared with it.

Edison moving picture Films are divided into two classes, A and B. Class A retails at 15 cents per foot for subjects of any length; class B sells for 12 cents per foot. The price classification is determined by considerations other than quality, such as the original cost of obtaining the negative from which the films are made.

The price conditions relative to the selling of Edison Kinetoscopes and Films are the same as with the Phonograph and Records. List prices must be maintained. The effective carrying out of this policy has been of benefit to all Dealers in Kinetoscopes and Films, and price cutting is practically unknown as well as unnecessary.

The Phonograph Dealer who receives an inquiry for information need not have special knowledge of the goods, as the printed matter issued by the Edison Manufacturing Co. covers the subject thoroughly, and this can be transmitted to the customer. If the Dealer is asked whether he can furnish out of stock any of the subjects listed in the Film catalogue he will answer in the negative and still not be at a disadvantage in competition with other Dealers. It is impracticable to carry a complete line of Films in stock. Many of the subjects are ordered but rarely, and the Edison list is very large, comprising many hundreds of Films. Orders for Films sent to the factory will be filled in from one to three days.

In accepting orders for Films, it should be understood between the Dealer and customer that they cannot be placed conditionally and the Films must be accepted when received. It would not pay the Dealer to order Films subject to examination, with chances of rejection.

The Dealer's first investment should embrace the following as a minimum: Two Edison Kinetoscopes of either style; first order for two machines being requisite to entitle the Dealer to a trade discount; one reel of moving picture Films, assorted subjects, including comics, mysterious and traveling scenes. A few additional objective lenses, condensers, lime light burners, curtains, and other accessories would complete the necessary stock. The total investment of the Dealer need not exceed $300. Instruments and Films can easily be replaced as sold.

It is desirable that the Dealer have a dark room for demonstration. Any room that can be darkened is sufficient, and the dimensions may vary. The instrument is placed at one end and a screen or white sheet hung opposite. The distance between the sheet and the machine may vary from 60 down to 15 feet. For dark room purposes a 20 foot throw is desirable. Most of the Dealers in moving picture apparatus are restricted to smaller rooms, some of them using as short a range as 15 feet. For a 20 foot distance use a 10 foot sheet; for 40 feet a 12 or 15 foot. As the size of the picture increases in ratio with the distance it will be twice as large at 40 feet as at 20 feet, and the results will be more effective.

The electric light is the most practicable for use with the Kinetoscope. The alternating current can be used, although the direct is preferable, at 110 volts—if this is to be obtained. The alternating current usually runs at about 52 or 104 volts. The local electrician can make the connections; which having once been made, the light becomes the simplest of all to operate, as well as the most effective.

Customers will ask for information about light other than electric, to be used in projecting machines. Traveling exhibitors frequently exhibit in halls where the current is not to be had, and another form of illuminant must be provided. For this purpose the lime light gases can be purchased in tanks from the calcium light companies, but as this involves repeated express or freight charges and possible delays, a gas making outfit with which the exhibitor can make his own gas is often purchased instead. These outfits range in price from $20 to $75 retail. Catalogues issued by Dealers who make a specialty of projection instruments describe the various types. Customers should be advised to purchase the best, which are usually the highest priced; cheap gas making outfits are dangerous, because liable to explode.

The arc electric and lime light are the only illuminants that are satisfactory for moving picture work. Acetylene and vapor lights are frequently powerful enough for lantern slides, but rarely answer the requirements for moving pictures. The sale of Kinetoscopes with inferior illuminants should be discouraged.

Buyers of moving picture goods may wish to purchase lantern slides, or other stereopticon goods. It is not necessary to carry these in stock unless the volume of business warrants. They can usually be obtained from stereopticon houses at short notice.

Dealers in all parts of the country can be promptly supplied with Kinetoscopes and Films. This is necessary to facilitate sales when the Dealer's stock is limited. Interested Dealers may get information concerning discounts, etc., by writing the Edison Manufacturing Co., at Orange, N. J., or to any of the following selling agents: The Kinetograph Co., 41 East 21st street, New York; Kleine Optical Co., 52 State street, Chicago, or Peter Bacigalupi, 933 Market street, San Francisco.

SUSPENDED LIST, SEPTEMBER 1, 1903.—SUPERSEDING ALL PREVIOUS LISTS.

KANSAS.

LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DEWOLFF.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 430 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
R. L. CORWIN, also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
HAWTHORNE & SHEBLE, 297 Broadway, also Philadelphia, Pa.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. McELLYNNE, 200 Broadway.
*RICHMOND PEASE, 41 W. 132d st.
F. M. PRESCOTT, 44 Broad street.
STAR CREDIT CO., or Paul Sachs, 180 East Houston st. and 57 Third ave.
SARATOGA—W. J. TOTTEN.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
URBICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

*Added since last Suspended List was issued August 1, 1903.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus.

ALLEN'S JAPANESE LACQUERED HORN

BLACK OUTSIDE — RED INSIDE

HIGHEST JAPANESE ART

IMPORTED — Weight 28 ozs. — 30 inches long — 15 inch Bell

PRICE - - TEN DOLLARS.

Peter Bacigalupi, Sole Agent U. S. A.

933 MARKET STREET, SAN FRANCISCO.

THIS IS AN IDEAL HORN, MADE AFTER YEARS OF EXPERIMENTING BY A CONNOISSEUR. DOES AWAY WITH ALL THE METALLIC SOUNDS FOUND IN OTHER HORNS.

The C. W. N. Handbook of the Phonograph

—AND—

Instructions for Making Records.

BY C. W. NOYES.

Every Owner of a talking machine should have a copy of this valuable book. It is replete with **Instructions for the Care and Use of the Phonograph**, and the chapters devoted to **RECORD MAKING** are compiled from the author's many years of experience in some of the principal laboratories of this country.

Any one possessed of ordinary intelligence can make a perfect record if the directions are followed.



Fully Illustrated—Handsomely Bound.

PAPER, 25 CENTS.
CLOTH, 50 CENTS.

Mailed Postpaid on Receipt of Price.

For Sale by All Jobbers, or

ILSEN & COMPANY, Cincinnati, Ohio.

DEALERS WRITE FOR DISCOUNTS.

A CARD TO THE TRADE
JOBBERS AND DEALERS

Interested in giving their customers best results are invited to write us for quotations on

DOUGLAS

Mega (Paper) *Horns* and *Record Cabinets*

The Horn that Made us Famous.

Superior to any metal horn made in purity, volume and absence of metallic tones. GREAT AIDS TO THE SALE OF PHONOGRAPHS AND RECORDS.

"MEGA" . . . . . List $7.50
Length 32 inches; Width 24 inches.
"MEGA JR." . . . . . List $2.25
Length 20 inches; Width 13 inches.
MEGA RECORDING HORN, List $1.50
Length 24 inches; Width 6½ inches.

Look for the Trade Mark
"PHONO-MEGA."

Attractive and Substantial.

Superior to any Line in the Market, STRONGLY MADE.

BEAUTIFULLY FINISHED.

100 Peg Polished Oak,	List	$12.00
125 " " "	"	14.00
125 " Quartered Oak,	"	15.50
150 " " "	"	18.00

Prices Restricted.

WRITE FOR SPECIAL LEAFLETS AND NET PRICES.

DOUGLAS & CO.,

89 Chambers Street, NEW YORK. **71 Reade Street,**

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. 1. NEW YORK, OCTOBER, 1903. No. 8.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
ANTWERP: 32 REMPART SAINT GEORGES.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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TO THE TRADE.

Jobbers and Dealers in Edison Phonographs and Records are hereby formally advised that no change will be made in prices or discounts on Phonographs or Records. Announcement has repeatedly been made to the trade that no changes of any kind, either in the style of the various types of Phonographs or in the prices of Phonographs or Records, were in contemplation, and nothing has taken place that will have any effect upon this decision. Relying upon our statements in these matters, orders have been placed with us for large quantities of machines and Records. The fact that there are cheaper goods on the market has never been considered in fixing prices for Edison goods.

The National Phonograph Company protects its Jobbers and Dealers to the utmost, and will continue to protect them in maintaining the prices of Phonographs and Records as they now exist.

Very truly yours,
NATIONAL PHONOGRAPH CO.
W. E. Gilmore,
President and General Manager.
September 29, 1903.

The foregoing is a copy of a letter mailed on September 29 to all our Jobbers and Dealers. It explains itself.

Edison Phonographs and Edison Records are worth all that is asked for them, and no reason exists for cutting the price. Every article bearing the trademark of Thomas A. Edison has always been sold at the highest market price. And they have been the cheapest

THE ADVANCE LIST OF NOVEMBER RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON MOULDED RECORDS FOR NOV., 1903

RECORDS listed below will be ready for shipment as near November 1st, 1903, as possible, at which time Jobbers' stock orders, if placed prior to October 15th, will be shipped.

November Supplements will bear the date of November 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

Stock orders for Records contained in this list must be written on separate order blanks, and letters relating to November Records should refer to no other matter.

Kindly comply with above requests and thus aid your Jobber and ourselves in handling advance orders.

8524 Jack Tar March (Sousa's latest) Edison Concert Band
8525 Any Rags *Coon song with orchestra accompaniment* Arthur Collins
8526 By the Sycamore Tree Harry MacDonough
Song from "The Rogers Brothers in London"
8527 Selection from Three Little Maids, introducing "The Miller's Daughter" Edison Symphony Orchestra
8528 He Was a Sailor *Comic male duet* Collins & Harlan
8529 The Girl I Left Behind Me Medley, introducing "Auld Lang Syne" and Bugles U. S. Marine Fife and Drum Corps
8530 When the Fields are White with Cotton Francklyn Wallace
Descriptive love song
8531 A Handful of Earth from Mother's Grave W. H. Thompson
As sung in Joe Murphy's Irish play, "Shaun Rue"
8532 Laughing Water (A novelette) Edison Concert Band
Conducted by the composer, Frederick W. Hager
8533 In the Village by the Sea Byron G. Harlan
Descriptive love song with orchestra accompaniment
8534 I Like You, Lil, for Fair Dan W. Quinn
George Ade's comic character song from "Peggy from Paris"
8535 The Vacant Chair (or We Shall Meet but We Shall Miss Him)
Song accompanied by the Edison Military Band Byron G. Harlan
8536 Beaumarie (Caprice-Gavotte) Albert Benzler
Bell solo with orchestra accompaniment
8537 Nigger Stew (Characteristic) *Male quartette* Invincible Quartette
8538 Waldmere March Edison Military Band
8539 Out Where the Breakers Roar *Descriptive bass song* Frank C. Stanley
8540 The Lobster's Promenade *Banjo solo* Fred Van Epps
8541 Under a Panama *Coon song* Billy Murray
8542 Four Leaf Clover *Song* Arthur Clifford
8543 Once in Awhile Miss Corinne Morgan
Contralto song with Violin obligato
8544 Goldfinch Polka Frank S. Mazziotta
Piccolo solo with orchestra accompaniment.
8545 My Alamo Love Harry MacDonough
Song hit from the musical play, "The Tenderfoot"
8546 Le Secret Polka (Polka Brilliante) John Hazel
Cornet solo played by composer and accompanied by Edison Military Band
8547 Mister Breezy Was an Easy Mark Will F. Denny
Comic song from "The Rogers Bros. in London"
8548 The Sun Dance (Characteristic Indian Dance)
Edison Symphony Orchestra

Edison Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

at that. Cheapest because they represent in quality the best that can be made. Mr. Edison is never satisfied with himself or his people unless that is so. Edison products never fail to satisfy, and they will ever command prices possible with no competing goods.

Our policy of protection has ever had the good feeling of the trade, and as we have no retail stores in various parts of the country to oppose them and get a large share of the retail trade, the Dealers have always cordially co-operated with us. We firmly believe that this will continue to be the case and that nothing further on our part is necessary to improve it.

Continue in the future, Mr. Dealer, as you have in the past, to demonstrate to the public the superior qualities of the Edison products, and the competition of cheap goods will never affect you.

MORE INJUNCTIONS AGAINST VIOLATORS OF AGREEMENT.

Following are copies of preliminary injunctions granted by the Circuit Court for the Western Division of the Western District of Missouri against Frank H. Woodbury, of Kansas City, restraining him from selling Phonographs or Records by any violation of agreement, and from selling Phonographs from which the serial numbers have been erased:

IN THE CIRCUIT COURT FOR THE WESTERN DIVISION OF THE WESTERN DISTRICT OF MISSOURI.

IN EQUITY.

No. 1781 { Patents Nos. 586,032 / 589,168

ORDER FOR PRELIMINARY INJUNCTION.

Now on this day this cause came on to be heard on application by complainants for a preliminary injunction against the defendant in consonance with the allegations and prayer of the complainants' original bill of complaint hereinfore filed in this cause.

And on reading the said original bill of complaint and the waiver by defendant of notice of application by complainants for a preliminary injunction, and the affidavits filed herein by complainants in support of their application, and considering the affidavits filed herein in opposition thereto, and the complainants' original bill of complaint considered, and counsel for defendant, as well as for complainants, having waived notice of this application, and the court being fully advised in the premises, and it appearing to the court from the bill of complaint and affidavits on file herein that complainants are the owners of the complainants' patents Nos. 586,032 and 589,168 for talking machines and the records therefor, and that the defendant is now engaged in the manufacture, sale and use of talking machines and

THE PHONOGRAPH FOR NERVOUSNESS.

A New York Jobber recently told a curious instance in connection with the sale of a Phonograph. His customer, a prominent business man, had a wife who was so extremely nervous that she would not even see her friends. She practically shut herself indoors, would not leave the house, and was rapidly developing into a morbid state that almost threatened to affect her reason. Her husband tried many different things in the hope of interesting her and get her mind away from her conditions and surroundings. Hearing a Phonograph one day, it occurred to him that possibly here was something that might interest his wife. He induced her to consent to having one sent to his house, at the same time making a careful selection of such Records as seemed to him to be of the proper character. In purchasing the machine he told the Jobber in question about the condition of his wife and why he was buying it. Some weeks later he returned to the store and said that the Phonograph had been a success beyond his utmost expectations. His wife had become interested in it from the start. She readily learned to operate it and frequently ran it for long periods of time. Her condition improved at once, and he said that she had reached a point where she would go out for a walk or a drive, and actually asked to see company. He attributed the entire change solely to the use of the Phonograph. This may read like a testimonial in a patent medicine advertisement, but its truth is fully vouched for.

DON'T HOLD BACK AGREEMENTS.

We do not know that such is the case, but if there are any Jobbers who hold back the Agreements of their sub-dealers with the idea that they are protecting their own interests, we would like to disabuse their minds. When the name of a Dealer is sent to us, it is entered upon our books, and when we receive inquiries concerning our goods from people living in that locality, we write the Dealer informing him of such inquiry, and we also advise the inquirer that goods can be had at this Dealer's store. In thousands of cases of this kind sales have followed. These sales mean business for the Jobber and business for the Dealer. They mean business that would not have been possible had the Jobber withheld the Dealer's Agreement. Then, too, every Dealer whose name is on our books is sent samples of the printed matter every month, frequently twice a month. This printed matter includes the PHONOGRAPH MONTHLY, Bulletin or Supplements of new Records as they appear, catalogues, cards, folders and various other advertising literature, all of which keep the Dealer fully informed concerning the Phonograph business, and enable him to not only do more business, but to do it more intelligently. A Jobber can make no greater mistake than to believe that we desire the names of his Dealers for our direct benefit. Everything done by this company is for the benefit of the trade, and our system in this respect has the same end in view.

TEACH YOUR CUSTOMERS TO MAKE RECORDS.

To demonstrate the value a little time spent by Dealers in teaching their customers to make Records is evidenced in the following from Douglas & Co., Jobbers of this city, as related by G. H. Baker, a well known Dealer of Ossining, N. Y.

Mr. Baker has three Records he uses for this purpose, a tenor solo made by himself, a song by his daughter, and the third Record made by a three-year-old child of a well known judge. These Records always interest the listener and are a strong influence in effecting a sale. When the judge referred to heard the Record made by his little daughter, he ordered a $50 outfit from Mr. Baker, and an uncle of the child purchased a $40 outfit.

PUNKIN CENTRE STORIES.

Cal Stewart's fun, so well known to users of Edison Records, has just been published in book form under the title of "Uncle Josh Weathersby's 'Punkin Centre' Stories." The matter has been written by Mr. Stewart himself, and the preface of his book gives the following reason for doing it:

The one particular object in writing this book is to furnish you with an occasional laugh, and the writer with an occasional dollar. If you get the laugh you have your equivalent, and the writer has his.

In Uncle Josh Weathersby you have a purely imaginary character, yet one true to life. A character chuck full of sunshine and rural simplicity. Take him as you find him, and in his experiences you will observe there is a bright side to everything.

The book is just as funny in print as Mr. Stewart is in the Phonograph. It contains aff his humorous sketches, which are illustrated, and the book is handsomely bound with illuminated covers. Its contents afford one continuous laugh. The Penn Phonograph Company, 19 South 9th street, Philadelphia, are distributors to the talking machine trade for this work, and in their advertisement elsewhere in this issue they are offering liberal discounts to the trade.

WILL EVEN STAND ABUSE.

"A rather interesting matter came to our attention to-day," wrote C. J. Heppe & Son, of Philadelphia, under date of September 22. "A Standard Phonograph was brought to us for repairs with practically all of the top broken away from the bed plate. All the machine parts were badly rusted, and upon questioning the owner, we elicited the information that this Phonograph had been laying under a pile of rubbish in the cellar of his home for more than a year, that he had unearthed it and wanted to use it.

"We wound it up to test it and found that even with all the rust and accumulated filth in the motor parts, it started off promptly, and practically needed no attention with the exception of cleaning and oiling. We have always realized that the Edison product will stand use, but cannot realize how this one withstood so much abuse."

A JOBBER CRITICISES.

One of our Jobbers has written the Advertising Department, criticising it for omitting from the August issue of the EDISON PHONOGRAPH MONTHLY the list of Suspended Dealers. We confess that the omission was a mistake, and promise not to offend in the same manner again. The same Jobber suggests that the list of distributors be published more frequently. We will endeavor to publish it more often in the future.

ALL'S LOVELY.

With the exception of Canada, which has been delayed for legal reasons, our new Agreement is in full force throughout the country and is working satisfactorily. Dealers who have gone out of business have been removed from our mail list and hosts of new ones have been added, and everything has again resumed its normal condition. We shall be glad if Jobbers will advise us of any cases where their Dealers do not receive matter by mail. We have endeavored, of course, to get on our mail list every signer of the new Agreement, but with so large a number it is quite possible that here and there a name has been overlooked. If Dealers find errors in the address that comes to them, we shall also be glad to have them send corrections direct to the Advertising Department.

CANADIAN DEALERS MUST SIGN BY NOVEMBER 1.

Owing to a legal delay Canadian Phonograph Dealers were not asked to sign the new Agreement until September. Their names were continued on our mail list in the meantime, and this will be done until November 1. All who desire to continue in the Phonograph business must sign by that time. Those whose Agreements are not in the hands of their Jobbers by that date will find it difficult to get orders filled. Their names will also be removed from our mailing list.

COUNTY FAIR ADVERTISING.

It is now too late for county fair advertising, but the following letter is re-printed as showing an interesting manner of awakening the interest of Dealers in the matter. It was sent by The Thos. F. Bentel Co., Inc., of Pittsburg, to all of its Dealers:

"The question of whether it is profitable to exhibit at County "Fairs" is one that you have no doubt considered. Our own experience, together with others, has proven to us that it is one of the best mediums of advertising that a Dealer can adopt. You come in contact with a class of people whom you could not meet otherwise. You meet them face to face, thus furnishing you an opportunity to explain the merits of the goods, and furthermore, give the prospective buyer an opportunity to judge for himself. He hears the goods, and therefore does it not appeal to him in the same vein as were you to send him a beautiful lithograph cut, accompanied by a circular letter, explaining its virtue in glowing language, as we stated before, we have tried it and found it profitable as an investment and a good medium of advertising. You can sell enough and more goods than the small expense attached to it. We furnish you all the catalogues free of charge—think the matter over and see if it won't pay you to try it. The investment is small and the returns as great as you make it.

E. P. M. AS AN ADVERTISING MEDIUM

E. A. Batchelor, Manager of the Utica Electric and Phonograph Co., in ordering a half-page advertisement in the PHONOGRAPH MONTHLY for October, writes:

"The little article in your PHONOGRAPH MONTHLY for July, 'An Advertising Horn Eight Feet Eight Inches Long With a Three Foot Three Inch Bell,' has been read by most every Dealer in the Country, we guess, owing to the large amount of inquiries coming in every day. We have hired Mr. Ecker to make horns for us, and have filled several orders for same."

The advertisement of this horn may be found in another column.

SOLD TWO TRIUMPHS.

SPRINGFIELD, Mo., Sept. 17, 1903.

I have just sold two Triumph machines to one man. A wealthy miller of this city called at my place several days ago and said he wanted to hear a Phonograph. I played the Triumph machine, and he was so well pleased he bought two, paying cash for same. I learned later one was for his superintendent at the mill. The Edison is all right.

MORTON LEWIS.

RECORD TITLES IN RHYME.

J. A. Conway, Manager of the Walden Sporting Goods Co., Walden, Mass., issued another attractive folder last month, advertising the September list of new Records. In it he ingeniously weaves into poetry the titles of some recent Edison Records as follows:

REQUEST.

Sing me a song of the Sunny South
Where the sweet magnolias bloom
Sing again that sweet refrain,
The Whistling Girl, or Laughing Coon.

Please go 'way and let me sleep,
Under the bamboo tree,
Down where the Warzburger flows,
Somebody's waiting for me.

In the valley where the bluebirds sing,
I wonder if your love will last.
I could love you in a steam heat flat
If I could only blot out the past.

While the band is playing Dixie
Or My Country 'tis of Thee,
Any old place I can hang my hat
Is Home, Sweet Home to me.

J. A. Conway.

PRINTED MATTER.

The new Catalogue of Domestic Records is now in the hands of the printer, and will be ready for the use of the trade sometime the latter part of October. This will contain all Records listed to and including October. Orders now being received for Record Catalogues 380 are being cut down in some instances for the twofold purpose of making our present supply last until the new edition is printed and to see that the Dealers do not have a large supply of the present edition when the new one appears. Every Jobber and Dealer wants to be up to date with the printed matter, and will thank us to see that he does not have on hand catalogues that do not include the latest titles. The new catalogue will be somewhat different from the one now in use, in that it will have a colored cover, made necessary by the additional Records listed in the last three months.

We expect to make announcement next month concerning the new Machine Catalogue. Preparations are being made for a new edition, but the details are not sufficiently definite to give to the trade. We shall, however, take the liberty of holding down orders for Machine Catalogues of the present edition so as to make our present stock last until the new ones are printed.

The new edition of Foreign Record Catalogue, form 382, was received from the printer in September and samples copies were sent out with September Bulletins and Supplements to the entire trade. This catalogue includes not only all foreign selections listed to and including September, but it also contains Chinese and Japanese selections.

OCTOBER ADVERTISING.

In the advertising of this company for October, the same cut and copy was used as in September. This cut shows the Phonograph as a means of entertainment, and the copy urges prospective purchasers not to buy any talking machine until they have visited the nearest Dealer and heard the Phonograph. The mediums used were the following: Argosy, Current Literature, McClure's, Munsey, Saturday Evening Post, Field and Stream, Craftsman, Ainslee's, The Bookman, Brown Book, Colliers, Everybody's, Good Housekeeping, Life, Lippincott's, National Magazine, Pearson's, Scribner's, St. Nicholas, Strand, Success, Smart Set, Town Topics and Sunset Magazine.

AMONG THE JOBBERS.

The Bangor Sporting Goods Co., of Bangor, Me., has combined its interests with S. L. Crosby. The new firm will be known as the S. L. Crosby Co.

ANTEDATED THE E. P. M. COMMENTS.

PHILADELPHIA, Sept. 7, 1903.

We note in your September MONTHLY that Thomas Wardell, at Lowell, Mass., has adopted your monthly comments, and put same into circular form. We think that we are the original ones to ever use this method of advertising, as the writer personally issued such a list even prior to the time that you printed it in your MONTHLY. Of the list of Records that were issued we selected from twelve to eighteen, and made such comment as we felt would be about correct. We adopted this style of advertising in February of this year.

WELLS PHONOGRAPH CO.,
LOUIS BUEHN, Sec'y and Treas.

PRAISE OUR RECORD MAKING.

SPOKANE, Wash., Sept. 11, 1903.

Suspended List of September 1 received, and you can depend upon our co-operation as regards prices for all times. Advance list for October received and it certainly is a "dandy." We delight in receiving the PHONOGRAPH MONTHLY, and always place an order for the list of Records therein at once.

We keep three styles of machines, the genuine Edison, the scratching machine and the choking machine. The latter two are wall flowers. The Home Edison is out-selling the others at present.

There has been a great call among our customers at both stores for My Old New Hampshire Home, as sung by the Edison Quartette, and Dear Old Bess and I, by Natus, also The Picture No Artist Can Paint, by Harlan and Stanley. You are certainly doing wonderfully in the advancement of Record making and hope you will be able to keep up the good work.

FOSTER & FOSTER.

ONE RECORD PLAYED 1525 TIMES.

COATSVILLE, Pa., September 27, 1903.

I wish to give the following report in reference to one of your Records. I purchased one of your Moulded Records—don't know the number just now—it was Hiawatha (Band Record.) This record was subjected to the *very hardest* service in "Slot machine gallery" at the park and afterward in Philadelphia. It played 1525 times that we can account for before it was worn out. I consider this very remarkable, as there are wax Records of other makes that will not stand one-fourth of this service.

F. K. WILSON.

[This is not such an unusual case as it appears, for we believe that most Edison Moulded Records can be played equally long.]

EASIER TO SELL.

CARMEL, Ind., Sept. 7, 1903.

I think the Edison Records are the easiest to sell of anything I ever sold, for they can talk for themselves better than we can talk for them.

GEORGE W. HINSHAW.

ADVERTISING LANGUAGE STUDY OUTFITS.

Below is given one of a series of reading notice advertisements that R. S. Williams & Sons Co., Ltd., of 143 Yonge street, Toronto, Canada, are running in the Toronto daily papers:

"Je muchee pleased!"

That was all he could say, just "me muchee pleased!"

It was a strange sight when, the other day in Toronto, a number of Edison Phonographic Records filled in China were reeled off to the sons of the Orient. They looked at the machine as they would look to their God—in awe, in reverence, and with faces that spoke peculiar amazement. And when they had heard their own strange language spoken with perfect enunciation, when they heard the sounds of their streets and the tom-toms and stringed instruments of Pekin, they were too astonished to say much, too frightened; but one, more bold than the rest, said: "Me muchee pleased!"

This morning a Frenchman from Paris walked into the R. S. Williams Piano warerooms, 143 Yonge street. He was in Toronto to attend the Exhibition.

Going up to the offices of Mr. Stanton, the General Manager, and Mr. Richard Williams, the Vice-President of the company, he shook hands.

Then the members of the firm asked him to the Phonograph Department.

Placing a Record on the machine, the man from Paris heard a French of the Parisian Capital spoken fluently.

The old plan of learning a language from

flesh and blood is a dead one. To-day the most enlightened minds of the world learn difficult pronunciations over the Phonograph, and the students in languages who are the most up-to-date are doing the same.

This morning, after the Frenchman from Paris had gone out from the Williams store, I entered and then and there received my first lesson in French, for I never knew how to properly say "I do not speak French."

Mr. Stanton placed a student Record on the Phonograph and handed me a book. It was great. I wanted to argue with the teacher, but he wouldn't stop.

"You see," said Mr. Williams, "by this arrangement and by plans we are formulating, languages may be taught in every city and hamlet in Canada, and if any Dealer wants any information we can explain the matter very clearly by mail."

Supposing a student wants to study in his own room, he can have the Phonograph going, and, by a patent attachment, no one else but himself will hear it.

And then the machine started on phrases—Je parle; Vous parlez aussi Anglais n'est-ce pas? And I knew by the book that it said: You speak English also, do you not?

Here was perfect pronunciation. A man asked Demosthenes: "What is the first requisite to perfect oratory?" "Action," he replied. "And the second?" "Action!" "The third?" "Action!"

And so in learning a living language repetition is the great essential.

Well, you know how tireless a Phonograph is, don't you?

It never has a headache or the blues. It never gets thick-tongued.

The fast ships, the fast trains, and the wireless telegraphy are bringing the great live nations very near together. It is almost absolutely necessary now for the rising man or woman to know something of German, Spanish, and French.

G. W. Johnson, commercial master at Upper Canada College, has sized the thing up nicely, and says:

"I desire to express to you my appreciation of your method of teaching modern languages. It is perfection accentuated. When I began your lessons in French a few months ago I had a knowledge of the language—a book knowledge—but I desired to be able to speak it with the freedom, ease, and accent of a native Parisian. No living teacher could have helped so fully, so constantly, so untiringly, and so satisfactorily as your French Records have helped me. The living voice could not have been plainer; the living teacher could hardly have endured the unlimited and continuous repetitions which I demanded, and I could ill afford the expense of such constant ministration. I have gone over the course many times and with increasing pleasure. Latterly, I just seated myself in front of the machine and let it talk to me over and over and over again, till my mind and ears have become completely saturated with French words and French sounds, so that now French seems almost as natural to me as English itself."

And the writer got two or three lessons this morning, and walked out saying "Je parle Francais et allemand."

COMMENTS ON NOVEMBER RECORDS.

Now comes the time for a new crop of popular airs. With musical plays running at several of the New York theatres, extensive additions have been made to the list of compositions likely to become popular throughout the country. The list of new Records for November includes several selections which have already made a decided hit among those who have heard the musical comedies now on view in New York. Each of these musical comedies contains other airs which may become popular, but that fact cannot definitely be determined at the present time. Since it is practically impossible to list all pleasing selections given in comic operas or musical plays, we have selected for November only such as thus far really love met popular favor.

We have listed two selections from Rogers Brothers' new musical comedy called "The Rogers Brothers in London," both of which are being repeatedly encored at each performance of the play, and are selling heavily in music stores. The first of these selections is No. 8526, "By the Sycamore Tree," and is sung by Harry MacDonough. The words of this song were written by George B. Hobart and the music by Max Hoffmann. Mr. Mac Donough's articulation is always good, and buyers of this Record will have no trouble in catching the words as well as the air. The other Rogers Brothers' selection on the list is No. 8517, "Mister Breezy Was an Easy Mark." This tells of the adventures of a Texan in New York and his readiness to give up his money rather than take any chances of his wife's learning of his escapades. Will F. Denny makes the Record in good style, the words and air being clearly brought out. This song is written by Ed. Gardenier, and the music is by M. Melville Ellis.

No. 8527 is a selection from "The Three Little Maids," a play now running at Daly's theatre, New York. The selection introduces "The Miller's Daughter," a song which is even better known than the play itself. The air of this composition is exceedingly pretty, and every lover of popular music will want the Record. It is played by the Edison Symphony Orchestra, and is practically a perfect orchestra Record.

George Ade's operetta, "Peggy from Paris," is not exactly new, having run in Boston and Chicago before coming to New York. Some of its popular airs have already been listed, but the play still continues to yield taking songs. The November list includes No. 8534, "I Like You Lik, for Fair," from this play. Our Record of it is sung by Dan W. Quinn, and his rendition is quite as good as the song is given in the play itself.

The musical play, "The Tenderfoot," which has not yet exceeded New York, but which promises long runs wherever presented, yields for the list No. 8548, "My Alamo Love." The words are by Richard Carle and the music by H. L. Heartz; the Record is made by Harry MacDonough. The air is a good one and will certainly be popular.

Not from any musical comedy or opera, but yet very popular, is John Philip Sousa's new "Jack Tar March." It is No. 8524, and is played by the Edison Concert Band. This selection is quite unique. In it is played a sailor's hornpipe, and the music also gives the "bosun's" whistle and the bells noting the time on board ship. This air has become popular, aside from Sousa's fame.

Another line selection by the Edison Concert Band is No. 8532 "Laughing Water" (characteristic). When this Record was made the Edison Concert Band was led by Frederick W. Hager, the composer of this very clever selection. This composition is written to suggest various kinds of laughing voices, from the shrill laughter of a child to the deep one of the adult, and from the laugh of the individual to that of many voices. Our band does the selection full justice.

Another unique Record is No. 8528, "The Sun Dance." The music is written to suggest this characteristic Indian dance, and the Record ends with the whoops of the Indians. The Record is made by the Edison Symphony Orchestra, and although the music is difficult to play, the Record is well made. Phonograph users who like odd Records will appreciate this one.

The Edison Military Band, whose Records have already met with wide sale, has one selection in the November list, No. 8518, "Waldemore March," composed by P. H. Losey. This is written in the Sousa style and has a good march air.

No. 8546, "Le Secret Polka" (Polka Brillante), is a cornet solo formerly listed in the wax records. It is a very pretty air, but has not been listed in the Moulded Records until now because of the difficulty in finding a soloist who could play it to our satisfaction. We were finally able to induce Mr. John Hazel, the composer of the piece, to play it for us. The result is a cornet solo of unusual excellence, both from a musical and mechanical standpoint, the Record being free from blasting and other objectionable noises. The solo is accompanied by the Edison Concert Band and the accompaniment is a decidedly pleasing feature.

A monthly list without a coon song by Arthur Collins would be like a play with a prominent actor missing. Mr. Collins' November selection, No. 8525, is "Any Rags." This is styled a coon song, but is quite unlike ordinary songs of this kind. It has a good air, the words come out clearly and distinctly, and the Record is well made in every respect. It has an orchestra accompaniment. Thomas S. Hayden wrote both the words and the music.

No. 8528, "He Was a Sailor," is a comic male duet by Collins and Harlan, and gives a very unique description of Bill Perkins, who was a sailor but who was never on the sea. A sailor's hornpipe is played at the end of each chorus. This Record is quite in line with the comic male duets already listed by these two people. The words and music of the song are by Jerome and Schwartz.

No. 8529, "The Girl I Left Behind Me Medley," is a field music Record introducing "Auld Lang Syne." It is played by the U. S. Marine Fife and Drum Corps, with good work by the drums, fifes and bugles.

No. 8530, "When the Fields are White With Cotton," is a song written by Robert F. Roden, and the music was composed by Max S. Witt. This descriptive song, as its name implies, is a song of the South, and is sung for our Record by Franklyn Wallace. Mr. Wallace's Records are steadily increasing in popularity.

No. 8531, "A Handful of Earth from Mother's Grave," is another selection made by request. The words and music of this song are by Joe Murphy, the old time favorite Irish comedian, and was sung with great success in the play "Shaun Rue." The Record of it is made by William H. Thompson.

No. 8535, "In the Village by the Sea," is a descriptive ballad sung by Byron G. Harlan, accompanied by the orchestra. There is a family resemblance in all selections of this kind, but they are good sellers. The words of this ballad were written by Andrew B. Sterling, and the music is by Stanley Crawford.

In No. 8536, "The Vanity Chair, (or We Shall Meet but We Shall Miss Him)," we list an old and well known air. It is sung by by Byron G. Harlan, accompanied by the Edison Military Band. The words of this song are by Horney Stevenson Washburn, and the music by L. F. Rose. This Record was made because of the repeated requests for it.

In No. 8526, "Beaumarie" (Caprice-Gavotte), Albert Benzler has a bell solo with orchestra accompaniment. The air is pretty, and the Record well made. B. S. Carnes is the writer of the music.

No. 8539, "Night Hawk," is an excellent quartette Record made by the Invincible Quartette.

No. 8530, "Out Where the Breakers Roar," is a selection which pays tribute in song to the life saving crews of the coast and their work. It is a descriptive bass solo, and is sung with splendid effects by Frank C. Stanley. The song is similar in character to "Asleep in the Deep," and other compositions requiring an unusually deep voice. Mr. Stanley meets all the requirements of the song without effort. The words of this composition are by Harlow Hyde, and the music was written by H. W. Petrie.

In No. 8540, "The Lobster's Promenade," Fred Van Epps adds another excellent banjo solo to those already catalogued. The composer is Porter Steele.

In No. 8541, "Under a Panama," we have a coon song by Billy Murray. It is a play upon the titles of various other songs of this kind, and is quite unique. Mr. Murray's Records are daily becoming more popular, and many Phonograph admirers regard him as one of the best makers of coon song Records now before the public. "Under the Panama" was written by Vincent Bryan, and the music was composed by J. B. Mullen.

No. 8542, "Four Leaf Clover," by Arthur Clifford, is a song written by Ella Higginson, with music by Leila M. Brownell. The four leaves of the clover are hope, faith, love and luck. The words of the song are as pleasing as Mr. Clifford's rendition.

In No. 8543, "Once in a While," Miss Corinne Morgan has another contralto song with violin obligato. Records by female voices are becoming more and more popular, and this one by Miss Morgan is an excellent addition to the list. The violin obligato is especially pleasing. This song was written by H. L. D'Arcy Jaxone, and the music is by Caroline Lowthian.

No. 8544, "Goldfinch Polka," is a piccolo solo by Frank S. Mazziota, and has an orchestra accompaniment. The solo part of the Record is good and the accompaniment is also an attractive feature. This Record was written by J. Occa.

FAIR EXHIBITS A SUCCESS.

LINCOLN, Neb., Sept. 11, 1903.

This is the last day of the State Fair at Lincoln, Neb. As you know, we have had quite an extensive exhibit of Edison Phonographs and Records in the Mercantile Hall, and will say that we think it was the greatest advertisement which we have ever had, not only for our own city business, but for the entire West, as we have met people from the Missouri River to the wild cattle ranges of the West, and also the Indians of the Indian Reservations, and will say that our booth was the center of attraction of all the booths in this hall, and we were kept busy answering questions "What was one of those Phonographs we read about," and all of the other foolish questions which have been mentioned in the PHONOGRAPH MONTHLY in the last issues.

We think that it would be the greatest advertising scheme going if you would see that yourself or your Jobbers would exhibit machines and Records at every State Fair in the United States, and we believe that all of our agents in the West will appreciate this fact that it will do them all good in making sales, as we always, in conversation with the people inquiring, mentioned the Edison agent who was nearest to their homes.

One thing we noticed, the 20,000 forms, No. 2003, and the pamphlets of the four machines that we distributed, were not thrown away on the grounds, but were taken home by nearly every person we gave them to. This goes to show that the people in the West are interested in this line of goods.

H. E. STEELES CYCLE CO.

WILL ALWAYS PUSH EDISON GOODS.

HONESDALE, N. J., September 8, 1903.

Have received September Suspended List, and with pleasure state, that if all our every business was conducted like yours, there would be no trouble for a small Dealer or business man like myself. Even if I practically so-called talking machines, I always did and will in the future push your goods. I have found that where I sell an Edison Phonograph, the purchasers become steady customers. They always come back for Records, and each claims to have the Phonograph in town. To one customer I have sold over 500 Records, and he sits patiently for the new Records every month. I don't think I have sold 500 Records to all the customers together to whom I have sold other styles. I promise you that I will keep the Agreement I signed as long as I am in business. H. JAFFEE.

A WEST AUSTRALIAN ADVERTISEMENT

The circular copied below comes from a customer of our Foreign Department at Esperance Bay, West Australia:

Y Y Y Y Y Y Y

Be without a
PHONOGRAPH
There is nothing
UNDER THE SUN
To equal the
P H O N O G R A P H
AS A MODERN ENTERTAINER.
IT WILL

Make you laugh and sing, talk with you and teach you how to talk, teach you pronunciation and how to recite, teach you how little you know and how much you have to learn, will teach you when to mind your own business and talk only when asked to, teach you when you buy one how much enjoyment there is in having one, will drive away the blues and keep you from talking about your neighbor.

EDISON'S PHONOGRAPHS have no rivals, and they are the best talking machines made.

WHY BE WITHOUT ONE.

What made me sick
And hard to please,
And pray upon my bended knees
That its everlasting noise would cease,
The ——phone.
What made me laugh
And dance with glee,
And sing with joy and happy be,
And kept me from going out on the spree,
The Phonograph.

G. VINCENT & CO.,
Importer of Edison's Phonographs,
Records, etc.

All goods of Edison manufacture can be indented.

PERSONAL.

M. Francois Albert, junior member of the firm of Albert & Son, Albert Building, 137-139 King St., Sydney, Australia, is in New York City on business for his firm. Mr. Albert is accompanied by his wife and son and recently favored us with a call. Albert & Son handle a full line of our goods and are very important clients. Francois Albert alternates with his father, Jaques Albert, in making annual visits to this country. It is needless to state that we anticipate these visits with genuine pleasure.

Among the Jobbers who called at our New York office during September were William Werner, of Easton, Pa.; George Ilsen, of Ilsen & Co., Cincinnati; H. L. Ellenberger, of the Pardee-Ellenberger Co.

C. W. Noyes, who is well known throughout the Phonograph trade as the writer of the C. W. N. Handbook of the Phonograph, has joined forces with the Ray Company, of Louisville, Ky., and will spend most of his time in visiting the various branch stores of that company.

GLAD HE IS A "PHONOGRAPH CRANK".

New Iberia, Sept. 9, 1903.

I am fortunate enough to be so situated to get your valuable Phonograph Monthly, and I must say it is the best of its kind for Dealers and owners of Phonographs I have ever seen. I look with longing to the day when I can get a hold of it, to see what more you have to say about this wonderful invention. I am but a poor engineer, and still I own one Edison Triumph Phonograph with twelve dozens of the best selected Records. I would not part with this outfit for double its value, because some of these Records cannot be obtained in this neighborhood. I am called a Phonograph crank, and I am glad of it. It shows that I am an up-to-date man.

I notice that you ask for remarks that will improve your paper. I would suggest as others have, you publish a cut of two or three of your talent each month. I know that it would very much improve it.

W. L. Broussard.

CAPTURES A FIRST PREMIUM.

I advertised extensively for the Edison Phonograph during the Henry County Fair. My oldest son, two young ladies and myself included, put forth our best efforts to make this advertising a success. We succeeded in capturing the first premium for the best decorated hooth, and distributed quite a large number of circulars, &c.

Walter J. Stilley.

BEST SELLING RECORDS.

The twenty best selling Edison Records from the entire catalogue for August, exclusive of the September Supplement, were the following:

8347	Hiawatha.....Edison Band
8425	Hiawatha—Song.....McDonough
8018	Holy City.....McDonough
8260	Tell me Pretty Maiden...Edison Sextette
8424	American Patrol.....Edison Band
8398	Blaze Away March.....Edison Band
8236	O That We Two Were Maying, Morgan and Stanley
8435	'Deed I Do.....Morgan and Stanley
8299	In the Valley Where the Bluebirds Sing.....Harlan
8295	Marriage Bells—Bells.....Rubsam
8473	Santiago Waltz—Xylophone...Hopkins
8083	Warblers' Serenade.....Edison Band
19	Under the Double Eagle March, Edison Band
8379	Pretty Peggy—Bells.....Robsam
8366	Mr. Dooley—Xylophone.....Hopkins
8262	Alita (Wild Flower)—Bells....Benzler
8349	Dream of the Tyrollenne. Jaudas and Aus
8286	Under the Rose.....Clifford
8454	Up-to-date Minstrels.....
8368	There's a Mother Always Waiting for You at Home Sweet Home. Harlan and Stanley

Out of the twenty-five Records listed for September the twelve best sellers were the following:

8475	Parody on Hiawatha. Collins and Harlan
8483	My Little Coney Isle....Harry L. Tally
8484	Two Rubes in an Eating House, Harlan and Stanley
8476	Hot Scotch March—Xylophone. Hopkins
8486	When Jane and I Were Wed,...Harlan
8474	Amona.....Edison Band
8480	When We Were Boys, Harlan and Stanley
8496	Home Sweet Home, Mendelssohn Mixed Quartette
8485	Scarecrow Dance.....Edison Orchestra
8479	The Chapel.....Edison Quartette
8489	Bungalow.....Edison Band
8491	Though It Was Within This Hour We Met.....Morgan and Stanley

THE AGREEMENT HANGER.

About September 1 we mailed to the trade, with the September Phonograph Monthly and other forms, copies of the Agreement hunger, Form 454, showing the terms and conditions under which Edison goods are sold. It was intended to be hung up in the stores of Dealers. Following are some of the comments we have received from Dealers:

I think it will save the retail Dealers a lot of talking to have it placed in a conspicuous place so the public can see it.

W. J. Monkhouse, Altoona, Ont.

We acknowledge the receipt of your Suspended List under date of September 1, and wish to assure you we will watch it closely. The Price List for framing is a good idea. We will frame and display same.

Purner & Kennedell,
Kittanning, Pa.

The large Retailers' list and Conditions just received, and we have hung same in our store.

J. H. & S. M. Robinson,
Hudson, Mass.

The Retail Dealers' Price List and Condition of Sales is just what we wanted. Some people think the small Dealer is so hard up for trade that he will give the machines away so that he can sell Records. Let the good work go on, I have my hold on a spoke.

Howard T. Tripp,
237 Linden St.,
Brooklyn, N. Y.

I received the Retail Dealers' Price List and Condition of Sale, which I will put up in a prominent place. Also received Suspended List of September 1, 1903, and will abide by same. I am much pleased with Edison Records and Phonographs. I will sell no others as long as I can get Edison's.

Oakes M. Palmer,
Gardiner, Maine.

We will put the Retailers' Price List and Conditions of Sale in a conspicuous place.

Grinnell Bros.,
Kalamazoo, Mich.

Your Dealer's Price List and Conditions are the proper thing. It is something necessary for our protection. There is too much juggling with prices, which tends to make a show of the Dealer, and the article loses its merit to a certain extent with the people.

Yours respectfully,
F. M. Neal,
Manager Bridgeport Decorating Co.
Bridgeport, Conn., Sept. 21, 1903.

TRADE ADVERTISING.

The Eastern Talking Machine Company, of Boston, Mass., had a full page advertisement in the *National Magazine* for October, the entire page being devoted to booming the Phonograph as a teacher of languages in connection with the I. C. S. language courses.

J. W. Jenkins' Sons Music Co., Jobbers in Phonographs at Kansas City, Mo., ran a series of unusually attractive and well written advertisements in the *Kansas City Star* during July and August. They occupied a quarter page of space. We quote from one of them as follows:

The Edison Phonograph. The original and best talking machine; will bring new life into your home! It will make it easier to entertain company. With it you can amuse your family and friends whenever you wish with a programme of clear, sweet, enjoyable music ranging from ragtime to the best musical compositions. The Edison Phonograph plays everything, sings everything, whistles everything, recites everything, talks everything.

From another we quote:

THE PHONOGRAPH TIRES THE FARM.

It brightens the monotony of farm life. It entertains your callers. It will furnish amusement for a whole party. Its sacred music will make bright the long Sunday afternoons. It will keep the boys at home. Too many farm homes lack the cheering influences of music. The Phonograph will remedy that.

McGreal Bros., Jobbers in Phonographs at Milwaukee, Wis., announced the beginning of their second year in business on September 1 with the following advertisement in the Milwaukee papers:

WATCH OUR SMOKE

SECOND CAMPAIGN OPENS WITH A BOOM.

GENERAL IMITATION VANQUISHED. GENERAL MERIT WINS!

JUST ONE YEAR IN BUSINESS—JUST 2404 EDISON PHONOGRAPHS AND 58,000 EDISON RECORDS SOLD IN MILWAUKEE ALONE.

We are distributors of Edison Phonographs and Records for Wisconsin. We are to-day the largest exclusive Phonograph Dealers in the world.

McGREAL BROS.
THE TALKING MACHINE MEN.
173 Third St., just north of Grand Ave.
Sold $1.00 down, $1.00 a week to residents of Milwaukee.

With its supplement of August Records the Eastern Talking Machine Co., of Boston, mailed a circular to their customers, giving the comments on August Records from the Phonograph Monthly for July. Concerning the success of the plan they write as follows:

That it was a benefit to us is proven by the fact that we have received thus far this month almost double the number of orders through the mail than we usually have heretofore for the new Records, and that it is appreciated by our customers is assured, for we have already received several letters commending the "Pointers," one of which we give copy of. J. M. D., of St. John, N. B., writes under date of September 3: "I am in receipt each month of the list of new Records, and appreciate very much your kindness. The 'Pointers' accompanying the list this month is something very timely and is a great help to parties at a distance who are unable to hear Records before buying. I hope you will issue these pointers every month."

We migh add that we are so well pleased with the results obtained by the sending out of these "Pointers," that we shall continue to supply them to our customers, and therefore trust that the "Comments" on the new Records in the MONTHLY will not be discontinued.

The Boston Cycle & Sundry Company issued another unique novelty in September to furnish their Dealers with the list of new Records for October and solicit their orders. It was a mailing card printed in colors on the reverse side. This showed a scene on a dock at the river with a colored stevedore pushing a truck upon which is loaded a wooden case. This case is attached to a card, and when opened discloses the October list with the usual blank space for the Dealer's order. It was even more attractive than the one gotten out by this house to exploit the September Records.

The article on "Moulded Records for Phonographs," published in the *American Machinist* on July 9, was re-printed in the *English Mechanic and World of Science* on August 14, the illustrations also being reproduced in the same size as they appeared in the *American Machinist*.

Copies of advertisements of Edison goods have been received from the following Dealers: Steinhauser & Eston, Watsonville, Cal.; William H. Keller, Easton, Pa.; C. Mattingly, Owensboro, Ky.; George E. Buss, New Philadelphia, Ohio.

SUSPENDED LIST, OCTOBER 1, 1903.—SUPERSEDING ALL PREVIOUS LISTS.

KANSAS.

LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DEWOLFP.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 450 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
*HOBART—F. H. MARSHALL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
R. L. DURYEE, also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
HAWTHORNE & SHEBLE, 297 Broadway, also Philadelphia, Pa.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. McELLYNNE, 209 Broadway.
RICHARD PEASE, 44 W. 132d st.
F. M. PRESCOTT, 44 Broad street.
SARATOGA—W. J. TOTTEN.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
UHRICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2763 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

*Added since last Suspended List was issued September 1, 1903.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2003 Second avenue.
Mobile—The Ray Co., 54 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 933 Market street.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th street.

CONNECTICUT.

Middletown—Cushion & Post Co., 206-208 Main street.
New Haven—Model Phonograph Co., 135 Orange st.

GEORGIA.

Atlanta—The Ray Co., 6 S. Broad street.
Savannah—The Ray Co., 106 W. Bernard street.

ILLINOIS.

Chicago—Oscar J. Lange, 242 S. Chicago avenue.
Kelley Cigar Co., 80-82 Wabash avenue.
James I. Lyons, 73 Fifth avenue.
The Ray Co., 96 Washington street.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 217 Madison street.
The Uhl Co., 1-7 E. 12th street.
Montgomery Ward & Co., 115-121 Michigan ave.
Peoria—Peoria Phonograph Co., 304 S. Adams street.

INDIANA.

Indianapolis—Kipp Bros. Co., 35 S. Meridian street.
The Ray Co., 234 Massachusetts avenue.
Wahl-Gasech Co., 119 S. Illinois street.
Lafayette—Wahl-Gasech Co., 309 Main street.

KENTUCKY.

Louisville—The Ray Co., 640 Fourth avenue.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Fire Alarm Co., 614 Gravier street.
The Ray Co., 121 Camp street.

MAINE.

Bangor—S. L. Crosby, 28 Exchange street.
Portland—W. H. Rowe & Son, 507 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Machine Co., 127 Tremont street.
J. C. Haynes & Co., 451 Washington street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Read & Read, 398 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 147 Main street.
Lowell—Hugg Music Co., 122 Merrimac street.
Thomas Wardell, 111 Central street.
Worcester—Iver Johnson Sporting Goods Co., 364 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 206 Woodward avenue.
Grinnell Bros. Music House, 229 Woodward avenue.
The Ray Co., 106 Griswold street.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 32 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons' Music Co., 1025-1027 Walnut street.
The Ray Co., 1001 Grand avenue.
St. Louis—Conroy Co., 1111 Olive street.
The Ray Co., 909 Olive street.

NEBRASKA.

Lincoln—H. E. Bilies Cycle Co., 1317 O street.
Omaha—Edholm & Erickson, 1513 Capitol avenue.
Schroeder Cycle Co., 1408 and Harney streets.

NEW JERSEY.

Hoboken—Hollyer Phonograph Co., 205 Washington street.
Newark—H. J. Koehler Sporting Goods Co., 845 Broad street.
A. J. Quinby, 49 New street.
Paterson—Louis E. Ullman, 107 Ellison street.
Plainfield—Frank L. C. Martin Auto. Co., 820 Park avenue.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
J. Matthews' Sons, 225 Fulton street.
Price Phonograph Co., 1156 Broadway.
Buffalo—J. A. Powers, 841 Dudley st., 1156 Broadway.
Elmira—Elmira Arms Co., 172 Main street.
Gloversville—American Phonograph Co., 29 W. Fulton street.
Kingston—Forsythe Bros., Limited, 307 Wall street.
New York City—Bristol Phonograph Co., 80 Chambers street.
Blackman Talking Machine Co., 19 Beekman street.
J. F. Blackman & Son, 1674 3d avenue.
C. Fiqs, Jr., 802 Third avenue.
S. R. Dean & Co., 1133 Broadway.
Dreyfus & Co., 36 Chambers street.
H. S. Gordon, 133 Fifth avenue.
G. Hacker, 1 Murray street.
Harry Jaksons, 129 Bowery.
Victor H. Emig, 1482 Union Square.
Victor H. Emig, 1482 Second avenue.
Rosenfeld Mfg. Co., 1276 Third avenue.
Siegel-Cooper Co., Sixth avenue and 18th street.
Rochester—Mackie Piano Co., 100 State street.
Schenectady—Jay A. Rickard & Co., 333 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—James Lacey, 330-361 Fulton street.
Utica—Clark, Horrocks & Co., 54 Genesee street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 28 W. 5th street.
The Ray Co., 151 West 4th street.
Wahl-Gasech Co., 18 W. 4th street.
Cleveland—The Ray Co., 1836 E. 9th street.
W. J. Roberts, 1240 Superior street.
Columbus—Perry B. Whited Co., 103 S. High street.
Dayton—Nicholas & Doohie, 21 E. 4th street.
East Liverpool—Smith & Pulling Music Co.
Toledo—Hayes Music Co., 626 Cherry street.
The Ray Co., 160 Madison street.

PENNSYLVANIA.

Allegheny—Henry Braun, 30 Federal street.
Allentown—J. H. Auchbach, 139 Hamilton street.
Easton—William H. Keller, 20 Centre square.
Philadelphia—C. J. Heppe, 1109 Chestnut street.
Lit Bros., Market and 11th streets.
Penn Phonograph Co., 29 S. 9th street.
Wells Phonograph Co., 41 N. 9th street.
Weymann Bros. Co., 1210-1212 Market street.
H. A. Weymann & Son, 1305 Market street.
Pittsburg—Theo. F. Beutel Co., Inc., 432 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Kleber & Bro., 251 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 232 Penn street.
Scranton—Charles B. Scott, 124 Franklin avenue.

RHODE ISLAND.

Providence—J. M. Dean Co., 185-191 Westminster street.
J. A. Foster Co., Weybosset and Dorrance streets.
Household Furniture Co., 231-235 Weybosset street.
Murray, Blanchard, Young & Co., 26-30 Pine street.

TENNESSEE.

Knoxville—The Ray Co., 370 Gilreh street.
Memphis—The Ray Co., Lyceum Building, and 208 Jefferson streets.
Nashville—The Ray Co., 70 The Arcade.

TEXAS.

Dallas—C. B. Harris, Agt., 197 Main street.
Waco—Waco Electric Supply Co., 318 Austin avenue.

VIRGINIA.

Richmond—The Ray Co., 709 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Ltd., 143 Yonge street.

Uncle Josh Weatherby's Punkin Centre Stories

IN BOOK FORM.

Written by Mr. Cal Stewart.

200 PAGES OF FUN AND LAUGHTER

Contains all his humorous sketches as told by him in the various makes of talking machine records, together with several new stories and poems. The book is handsomely bound with illuminated cover. EACH STORY IS ILLUSTRATED, depicting the most laughable incidents in the sketch.

PRICE $1.00.

Liberal Discounts to Jobbers and Dealers. Write for Quotations.

PENN PHONOGRAPH CO.

Distributors to the Talking Machine Trade

19 South Ninth Street, Philadelphia, Pa.



THIS IS THE 8 FOOT

HORN

LOOK FOR IT IN THE

JULY ISSUE

OF THE EDISON PHONOGRAPH MONTHLY

THE BEST WAY TO ADVERTISE

WRITE FOR PRICES

Utica Electric and Phonograph Supply House

EDWIN A. BATCHELOR

12 PEARL ST., UTICA, N. Y.

CYLINDER RECORD CABINETS

made with the practical knowledge of what a Cylinder Record Cabinet ought to be. We illustrate two popular leaders—and there are others.



No. 2.

No. 2. Height 37 inches, width 19 inches, depth 18½ inches; five drawers with stops, 180 pins, Mahogany veneered front and top, birch imitation sides, false back, piano finish..... **22.50**

No. 3. Height 37 inches, width 19 inches, depth 20 inches; five drawers with stops, 180 pins, quartered oak front, back, both sides and top, piano finish ... **28.00**



No. 3.

Dealers will find it profitable to write for special discounts. These cabinets are made in the most reliable manner—in the best standard of furniture making.

AMERICAN PHONOGRAPH COMPANY

106 Woodward Ave., Detroit, Mich., U. S. A.

ALLEN'S JAPANESE LACQUERED HORN

BLACK OUTSIDE RED INSIDE

HIGHEST JAPANESE ART

IMPORTED Weight 28 ozs. 30 inches long 15 inch Bell

PRICE - - TEN DOLLARS.

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THIS IS AN IDEAL HORN, MADE AFTER YEARS OF EXPERIMENTING BY A CONNOISSEUR. DOES AWAY WITH ALL THE METALLIC SOUNDS FOUND IN OTHER HORNS.

The E. W. N. Handbook of the Phonograph

—AND—

Instructions for Making Records.

BY C. W. NOYES.

Every Owner Of a talking machine should have a copy of this valuable book. It is replete with **instructions for the Care and Use of the Phonograph,** and the chapters devoted to **RECORD MAKING** are compiled from the author's many years of experience in some of the principal laboratories of this country.

Any one possessed of ordinary intelligence can make a perfect record if the directions are followed.



Fully Illustrated—Handsomely Bound.

PAPER, 25 CENTS.
CLOTH, 50 CENTS.

Mailed Postpaid on Receipt of Price.

For Sale by All Jobbers, or

ILSEN & COMPANY, Cincinnati, Ohio.

DEALERS WRITE FOR DISCOUNTS.

A CARD TO THE TRADE

JOBBERS AND DEALERS

Interested in giving their customers best results are invited to write us for quotations on

DOUGLAS

Mega *(Paper)* ***Horns*** *and* ***Record Cabinets***

The Horn that Made us Famous.

Superior to any metal horn made in purity, volume and absence of metallic tones. GREAT AIDS TO THE SALE OF PHONOGRAPHS AND RECORDS.

"MEGA"	Length 32 inches; Width 24 inches.	List $7.50
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MEGA RECORDING HORN,	Length 24 inches; Width 6¾ inches.	List $1.50

Look for the Trade Mark
"PHONO-MEGA."

Attractive and Substantial.

Superior to any Line in the Market,

STRONGLY MADE. BEAUTIFULLY FINISHED.

100 Peg Polished Oak,		List $12.00
125 "	" "	" 14.00
125 "	Quartered Oak,	" 15.50
150 "	" "	" 18.00

Prices Restricted.

WRITE FOR SPECIAL LEAFLETS AND NET PRICES.

DOUGLAS & CO.,

89 Chambers Street, NEW YORK. 71 Reade Street,

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. I. NEW YORK, NOVEMBER, 1903. No. 9.

The National Phonograph Co.,
ORANGE, N. J.

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CHICAGO: 1304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
ANTWERP: 31 REMPART SAINT GEORGES.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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GOOD RECORDS AND OTHERS.

As every one in the Phonograph trade knows the announcement made by this company a month ago to the effect that no change would be made in the price of Edison Phonographs and Records was due to the fact that another company had cut the price of its records to twenty-five cents each. So far as action on the part of this company is concerned, no further statement was necessary. It has always been our policy to attend strictly to our own business and pay no attention to that of others. The world is wide and there is room for us all, whether makers of good or inferior products. All kinds have their uses.

Continuing this policy, we should not dignify the company in question by referring to its official confirmation of the price at which its records have sold for a long time. But our trade is writing on the subject, and in order to avoid a lot of correspondence, we must ask the indulgence of our friends in departing from our policy and publishing this article.

There is no likelihood of our making a reduction in the price of Records, nor is there any need of such a step. The manufacturers of the cheap record referred to were compelled to announce a lower price for it because unable to successfully compete with the Edison Record. The acknowledged superiority of the Edison Gold Moulded Record had brought its business to a point where it was compelled to sell at a lower price or cease the manufacture of cylindrical records altogether. The manufacturers alone are the only ones in the entire talking machine trade of this or any other country who will deny this. The same superiority of our Records which brought about this condition will enable us to continue to get fifty cents each for them. The gold moulded process by which Edison Records are made is employed only by us and the results secured by its use are attained by no other

(Continued on page 4.)

THE ADVANCE LIST OF DECEMBER RECORDS APPEARS ON PAGE 2. SPECIAL ADVANCE LIST OF BRITISH AND FRENCH-CANADIAN SELECTIONS APPEARS ON PAGE 3. ORDER FROM THEM.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR DECEMBER, 1903

RECORDS listed below will be ready for shipment as near December 1st, 1903, as possible, at which time Jobbers' stock orders, if placed prior to November 15th, will be shipped.

December Supplements will bear the date of December 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

Stock orders for Records contained in this list must be written on separate order blanks, and letters relating to December Records should refer to no other matter.

Kindly comply with above requests and thus aid your Jobber and ourselves in handling advance orders.

8549 Southern Smiles March, by the composer of "Peaceful Henry" Edison Military Band
8550 Bedelia, an Irish Coon Serenade Billy Murray
8551 The Flowers of Dixie Land Franklyn Wallace
As sung by Lillian Russell in Weber & Fields' "Whoop Dee-Doo"
8552 Trixie *Serio-comic song* Will F. Denny
8553 I'm Going to Leave Collins & Harlan
Coon male duet, with banjo accompaniment by Vess L. Ossman
8554 Soko, Moorish March-Intermezzo Edison Symphony Orchestra
8555 Tell Me that Beautiful Story *Sentimental Tenor and Baritone duet* Andrew Schneider & Franklyn Wallace
8556 The Last Farewell Franklyn Wallace
Expressly written and composed by Chas. K. Harris for Adelina Patti's Farewell Tour of America
8557 Scene in a Country Blacksmith Shop Harlan & Stanley
Comic Rube singing and Talking male Duet
8558 The Miller's Daughter Harry MacDonough
Descriptive song with orchestra accom from "Three Little Maids"
8559 That's How I Love You Mame *Howery Love'song* Arthur Collins
8560 North and South Medley U. S. Marine Fife and Drum Corps
Introducing "Marching Through Georgia" and "Dixie" and Bugles
8561 Down Where the Swanee River Flows Byron G. Harlan
Descriptive song with orchestra accompaniment
8562 Peaceful Henry Edison Concert Band
Characteristic March and Two-step
8563 Won't You Write a Letter, Papa *Male duet* Harlan & Stanley
8564 Up in the Cocoanut Tree Billy Murray
Love Song of the Cocoanut Grove
8565 Sammy *Serio-comic song from "Wizard of Oz"* Harry MacDonough
8566 Melody of Love Edison Symphony Orchestra
8567 Moriarity *Comic Irish male duet* Collins & Harlan
8568 The Girl You Love Harry MacDonough
Serio-comic song with orchestra accom. from "Three Little Maids"
8569 The Two Comrades Polka John Hazel & Frank S. Seltzer
Cornet duet accompanied by the Edison Military Band
8570 I'm Longing for You Sweetheart Day by Day
Sentimental song Franklyn Wallace
8571 Keep on A-Shining Silv'ry Moon Edison Quartette
Song and quartette chorus with orchestra accompaniment
8572 The Maid of Timbuctoo Harry MacDonough
As sung by Lillian Russell in Weber & Fields' "Whoop Dee-Doo"
8573 Any Rags Medley, introducing the Coon song "Any Rags" and other popular songs Edison Military Band

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

SPECIAL ADVANCE LIST

of British and French-Canadian Selections Edison Gold Moulded Records.

These special British and French-Canadian Records will be ready for shipment, if possible, with the December Records, providing Jobbers' stock orders have been placed prior to November 15. We reserve the right, however, to defer shipment of these Records till a later date should the demand for regular Records make it impossible to manufacture these special selections in time for such shipment.

Special supplements will be issued for these selections and will be forwarded with the Records to such Jobbers as order a supply.

Jobbers are requested to order these Records on separate sheets and not on sheets with orders for regular Records or other goods.

Retail dealers should place stock orders with the Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

BRITISH SELECTIONS.

12858 March, "His Majesty," British Military Band
12859 War March of the Priests, British Military Band
12930 "Tommy Atkins" and "Soldiers of the King," British Military Band
12831 Selection from "The School Girl," British Military Band
12832 Motherland (San Toy), Leonard Mackay
12833 Bonnie Banks o' Loch Lomond, Miss Octavia Barry
12834 "Coo" (From "A Country Girl"), Miss Octavia Barry
12835 I've Made Up My Mind to Sail Away, Leonard Mackay
12836 Queen of Love, Hamilton Hill
12837 Bird Imitations, I. Miss Maud Dewey Blackbird, Nightingale, Thrush.
12838 Salvage Man, (Dan Leno), Fred T. Daniels
12840 Forward March, British Military Band
12841 Tres Jolie Waltz, British Military Band
12842 Selection from a Country Girl, No. 1, British Military Band
12843 Selection from a Country Girl, No. 2, British Military Band
12844 Skylark, Hamilton Hill
12845 Best of All, Hamilton Hill
12846 Let Her Drown, Leonard Mackay
12847 O! The Business (Harry Randall,) Leonard Mackay
12848 Blue Bells of Scotland, Thomas Reid
12849 Robin Adair, Thomas Reid
12850 Mary of Argyle, Thomas Reid
12851 Killarney, Miss Octavia Barry
12852 Selection of Popular Songs, II. British Military Band
12853 Selection of Popular Songs, III. British Military Band
12854 Intermezzo from "Cavalleria Rusticana," British Military Band
12855 I'll be True, Hamilton Hill
12856 Once, Hamilton Hill
12857 The Auld House, (Scotch Song), Thomas Reid
12858 Bonnie Dundee, Thomas Reid
12859 At the Seaside (Ernest Shand), Leonard Mackay
12860 Oh! Isn't it Singular, (Ernest Shand), Leonard Mackay
12861 Recruiting Sergeant, (Dan Leno), Fred T. Daniels
12862 Banks of Allan Water, Miss Octavia Barry
12863 Bird Imitations, II Miss Maud Dewey Canary, Skylark, Chaffinch.

FRENCH-CANADIAN SELECTIONS.

12876 Blue Bells of Scotland, ("The Kilties") 48th Highlanders' Band
12877 Cock of the North, ("The Kilties") 48th Highlanders' Band
12878 Reb Roy, ("The Kilties") 48th Highlanders' Band
12879 Coming Through the Rye, ("The Kilties") 48th Highlanders' Band
12880 Pretty Maid Milking Her Cow—Bagpipe, J. C. McAuliffe
12881 Paddy on the Turnpike—Bagpipe, J. C. McAuliffe
12882 Donnybrook Fair—Bagpipe, J. C. McAuliffe
12883 Jonas dans la Baleine, H. Cartel
12884 Manzelle Duplumeau, H. Cartel
12885 Le Flegme, H. Cartel
12886 L'Enfant du Regiment, H. Cartel
12887 O Mikedy, H. Cartel
12888 Y' connait tout c't' animal-la, H. Cartel
12889 V'la les poires, H. Cartel
12890 La Sonnerie d'Alsace, H. Cartel
12891 La Gobinois, R. Harmant
12892 Je N'Suis Rouk', R. Harmant
12893 Ca Va Tres Bien, R. Harmant
12894 Bibi Bobino, R. Harmant
12895 Elles En Veulent, R. Harmant
12896 Ayez pitié D'Elle, R. Harmant
12897 Cque Jec'comprends pas, R. Harmant
12898 Faut K'lUser Ca, Leo Méry
12899 Tout le long du Boulevard, Leo Méry
12900 Les Jours qu'il Fait Froid, Leo Méry
12901 Conscrit Soldat, Leo Méry
12902 La femme du Boulier, F. Kelm
12903 Nous avons fait Comme eux, F. Kelm
12904 La Marseillaise, F. Kelm
12905 Les Petits Joyeux, F. Kelm
12906 Vielle Fille, F. Kelm
12907 Larirette et loulouta, F. Kelm
12908 La Vigne au Vin, F. Kelm
12909 Rosen et Juliette (Duett), Rhea et Harmant
12910 Petite Flûte et Cordon Bleu, Rhea et Harmant
12911 Jen 'ai pas l'habitude de fumer, Edmund Lamoureux
12912 En Suivant le Regiment, Mme. Harmant

Those Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give number and letter C.

(Continued from page 1.)

manufacturer. Edison Records are in a class by themselves. The American people know this and as they are essentially a people who want the best to be had our Records will continue to find a ready sale.

As a result of the announced reduction in its price, the record that we are dignifying by so much attention has in a single month become the "bargain lot" record of the country. It has to-day no fixed price. It can be bought at retail for one dollar a dozen, if the advertisements of dealers can be believed. Department stores are selling it at fifteen cents as an advertisement of their talking machine department. Some Dealers who sell these records as well as the Edison Gold Moulded get fifty cents each for the latter and find it difficult to dispose of the others for sixteen cents. One Dealer advertised his "bargain lot" records at sixteen cents each," and said: "If you don't like them bring them back when they are worn out and we will allow you fifteen cents each for them in exchange for Edison Records. This will make them cost you but one cent each, and they are really worth it." This is but a sample of the feeling entertained by the trade in general toward these records. Its manufacturers may sell them in their own retail stores, but no dealer can handle them with the expectation of making money out of their sale. The record situation may be compared to the sale of typewriters. There are machines on the market that sell at from $50 to $100, but fifty business men buy $100 machines to one purchasing the cheaper type, and yet both continue in business. In a world as big as this there is room for the Edison Gold Moulded Record at fifty cents each, and for the other with its 18-cents-to-day - and - 12 - cents - to-morrow price, with quality to correspond.

DON'T BELIEVE IN PRICE CUTTING.

CEDAR BLUFF, ALA., Oct. 12, 1903.

We acknowledge receipt of Suspended List of October 1. You can depend on us "sticking to the text." We don't believe in price cutting anyway.

JOS. W. M. WITT & SON.

AGREEMENT HANGER JUST THE THING.

CRESCENT CITY, CAL., Oct. 9, 1903.

I acknowledge receipt of the late Suspended List and also the Hanger, form 452, and will certainly co-operate with you. Allow me to thank you for the Hanger. It is exactly what I have been wanting for a long time, as the people of my town think they can get Edison goods cheaper by sending out of town. It will be of a great benefit to me.

PETER DUFFY.

BRITISH AND FRENCH-CANADIAN RECORDS.

On Page 3 of this issue we print a special Advance List of British and French-Canadian Records, made by the Edison Gold Moulded process. The Masters for these Records were made some time ago, but for various reasons no announcement has been made concerning them. We have been making Gold Moulded Records of the British titles for some time, but our London and Antwerp offices have been and are still demanding more than we can make of them. They are listed now because our new Record plant is nearing completion and we expect in a short time to have facilities that will enable us to fill orders for these titles, besides giving better attention to orders of the trade in this country. The same enlarged facilities made it possible to list the French-Canadian selections. On Page 3 we state that advance orders for both British and French-Canadian Records, if received before November 10, will be ready for shipment, if possible, with the December Records. We reserve the right, however, to hold back the shipment of these special lists if orders for regular Records or delay in getting into our new Record plant make it impossible to fill orders for them.

The thirty-five titles in the British list will afford the American public a good opportunity of comparing the Records made in the two countries. The verdict would probably be decided by the personal feelings of the listener, for the British Records are well made and an Englishman would doubtless claim that they are superior to those made here. These British selections were made at our Recording Plant in London, by English bands and singers, and the only American feature in connection with them was the direction given by recording experts sent from our factory at Orange. They may therefore be called strictly British Records.

Eleven of the selections are made by the British Military Band, and it would be hard to find an equal number of better rendered band Records. They are made with unusual volume of tone and the band plays with great precision and fine attack. The selections are sufficiently varied to suit all tastes. Five Records are made by Leonard Mackay, who has a fine baritone voice. His songs are both sentimental and humorous. The four selections by Miss Octavia Barry are unusually good Records of a soprano voice, the most difficult of all voices to reproduce in a pleasing manner. Miss Barry's selections are well known Scotch songs and selections from popular operas. Hamilton Hill, the Australian baritone, has five selections in the list, part humorous and part sentimental. Miss Maud Dewey, perhaps the best woman whistler in the world, has given in two Records some remarkable imitations of English singing birds, the blackbird, nightingale, thrush, canary, skylark, and chaffinch. These Records will especially remind every Englishman of his native country. Fred T. Daniels makes two talking and singing Records, both being titles made famous in Great Britain by Dan Leno. Five old Scotch songs have been given to the list by Thomas Reid, whose excellent baritone voice has made splendid Records.

Of the thirty-seven French-Canadian selections four are made by the famous "Kilties" Band of the Forty-eighth Highlanders, and three are bagpipe solos by J. C. McAuliffe. The others are solos and duets in French, most of them being of a comic character. They are a well-made lot of Records and cannot fail to be popular in Canadian territory. Lack of space and time makes it impossible to give a detailed description of them.

FAIR OPENED BY PHONOGRAPH.

The value of the Phonograph was demonstrated in a remarkable manner at the Maidenhead [England] Baptist Church yesterday afternoon. The pastor of the church, the Rev. R. R. Williams, was stricken with illness a few days ago in the midst of arranging a bazaar in aid of the organ fund. Mr. Thomas Timberlake took a Phonograph to the bedroom of the pastor, who spoke an opening message into the instrument.

The experiment was a great success, the brief address by the pastor being received by a large audience with pleasure at the opening of the bazaar yesterday.—*From the London. Daily Mail.*

KEEP SENDING AGREEMENTS.

We would again urge Jobbers to keep sending in Agreements of new Dealers. To have their names on our files aids the Dealer, aids the Jobber and aids ourselves. It is of benefit all around. It will pay Jobbers to look over their lists occasionally to make sure that they have sent in the Agreements and Index Cards of every Dealer who has signed. We will also thank them if they will keep us advised from time to time concerning Dealers who have discontinued handling Phonographs and Records or who have recently gone out of business. We desire to take their names from our mailing list.

PHONOGRAPH ART CALENDAR.

The Phonograph Art Calendar for 1904 still drags. Copies are expected daily from the lithographers, and one will be mailed to each Jobber, accompanied by a letter on the subject. Retail Dealers who feel that they would like a few copies to sell or give to their customers are asked to write the Advertising Department for information. This Calendar was gotten up with the intention of advertising its sale by means of our magazine announcements. This will still be done, the advertisement first appearing in the December issues. Its price by mail will be twenty-five cents, postpaid. It costs fifteen cents a copy and such Jobbers and Dealers as may desire one or more copies will be supplied at cost.

This Calendar is equal in every respect to any similar art Calendar yet issued, and since no advertising appears on the face of the sheets it may be hung up anywhere in the home. It consists of six sheets, 10¾ x 14¾ inches in size, beautifully lithographed in twelve colors on fine embossed paper. The sheets are tied together with white satin ribbon.

The sketches are the work of John Cassel, the well known artist, and are of the most attractive character. Cupid is a prominent figure in all of the sketches, his mateh-making propensities being charmingly brought out in each. The sheet for January and February shows a young couple stepping while out sleighing to lift Cupid in out of the snow. March and April shows a young artist gazing enraptured upon the fair one whose portrait he is painting. Cupid holds the palette, a mischievous smile on his face the while. On the May and June sheet a youth and young damsel sit side by side in a birch canoe. Cupid, paddle in hand, is furnishing the motive power. July and August shows a pair of lovers in steamer chairs on board ship. They are "holding hands." Cupid appears, tray in hand, as the up-to-date steward. September and October are typified by a young Indian brave and a charming squaw who are making love while Cupid plays on his lute. November and December shows a hunting scene, but the young couple have laid aside their guns and are sitting side by side on a log, with Cupid between them. A hunting dog in the background looks reproachfully at this unsportsmanlike method of hunting.

An argument on Edison Phonographs and Records appears on the backs of the sheets, but it does not in any manner mar the attractiveness of the Calendar.

CHANGES IN ACCESSORIES CATALOGUE.

The present edition of Catalogue Form 376, Phonograph Accessories and Coin-Slot Phonographs, is exhausted, and an order has been placed with the printer for a new supply. These are expected about November 1. Hereafter Phonograph Accessories and Coin-Slot Phonographs will not be printed in one Catalogue, but will be issued as separate folders. The Coin-Slot Folder will be Form 484 and the Accessories Folder, Form 485. In the new edition of the Coin-Slot Folder no changes have been made. In the Accessories Folder, Record Boxes and Record Carrying Cases have been omitted. These will no longer be carried as accessories. We will fill orders for such of these goods as we may have at the factory and when the stock is gone we shall discontinue their sale. The eighteen-inch Flexible Connection has also been omitted from this Folder. Several changes have been made in the prices of Way Rails with and without Tubes and Flexible Connections. The new prices of these will be as follows:

6-way Rails, with Tubes and Flexible Connection $5.80
10-way Rails, with Tubes and Flexible Connection 7.40
14-way Rails, with Tubes and Flexible Connection 9.20
17-way Rails, with Tubes and Flexible Connection 10.35
6-way Rails, only..... 3.00
10-way Rails, only..... 3.25
14-way Rails, only..... 3.50
17-way Rails, only..... 3.70

"COMMENTS" FOR TRADE USE.

Early in October we received a letter from a Jobber approving the plan of the Eastern States Jobber who sends to his retail trade each month a reprint of the Comments on New Records from the EDISON PHONOGRAPH MONTHLY. This Jobber also suggested that these Comments be printed each month for use by the Jobbers in general, either at the expense of this company or at the expense of the Jobbers themselves, if the company did not feel that it could bear the additional expense. We did not feel that we could send out the sheets in large quantities in addition to the Supplements now being issued; but we sent out a letter to all Jobbers, advising them that if they desired to have us print these Comments each month, we would do so at the actual cost of printing. This cost was given in the circular at $1.25 for 500, with imprint of the Dealer, or $2.25 per thousand with imprint. The letter brought responses from a number of Jobbers who ordered such a quantity of the Comments that it was possible to issue them at less cost than these figures. The Comments for November were printed on one side of a single sheet, but if the demand is sufficient we will have them printed in booklet form. This has been requested by some Jobbers and we think that it can be done at very little more expense than the prices given above for single sheets. Printed in book form they will make a very desirable method of advertising. If any Dealers would like to have us print for them a supply of these Comments, we shall take pleasure in filling their orders, but they must suggest a way of getting them in their hands without cost to us. This might be done by placing orders with Jobbers, or, if Dealers are ordering direct from us, we can ship them with other goods. We would suggest that if a Dealer is interested in this matter he write us for one of the letters sent to Jobbers and any other information he may desire on the subject.

FRAMES FOR RECORD BULLETINS.

In a recent issue of the PHONOGRAPH MONTHLY reference was made to a New York Jobber who made a feature of framing copies of the Record Bulletin and displaying them in the window. This Jobber has found this feature so popular that he has had a stock of these frames made and has sold a number of them to his Dealers, as many as six at one time. When a Bulletin is placed in a frame it forms an attractive part of an exhibit, whether in the show window or on the walls of the store. The New York Jobber in question has also framed supplements and other display advertising matter issued by this Company and these frames add much to the attractiveness of his store. We do not know whether or not other Jobbers handle these frames, but they would find it quite an accommodation to their Dealers if they would do so. They are made for the New York Jobber in question at a price that enables him to sell them to his Dealers for fifty cents each.

MERIT ALL PRAISE GIVEN THEM.

VACAVILLE, CAL., Oct. 7, 1903.

We hereby acknowledge receipt of Suspended List dated October 1. You may rest assured that we will uphold the Dealers' Agreement, as we are of the opinion that the way you handle this tremendous business is the *only* way. The goods merit all the praise that can be spoken of them and are *well worth* the prices stipulated by you.

HOPE MUSIC STORE.

PHONOGRAPHS FOR LODGES.

The Phonograph should be a feature of Lodge work throughout the country. One of the difficulties in successfully conducting secret societies and similar organizations is the finding of some means of interesting the members. How many faithful officers have been discouraged because of the poor attendance at meetings! Their own talent in the way of providing amusement is soon exhausted, and they are almost at their wits' end to offer inducements for members to attend. We believe that in nine cases out of ten the attendance at meetings of this character would be greatly improved if the lodges would purchase Phonographs and then make a selection each month of the new Records as they appear.

These remarks are offered as suggestions to induce Dealers to take the matter up with societies and see if they cannot be made to see the situation in the same light. With an initial expenditure of about $30 and an outlay of $5 a month a lodge would have a means of keeping its members constantly amused. The initial purchase would result in bringing out members to hear the Records, and the purchase of a dozen new ones each month would keep the interest alive. This sort of a campaign would also result in considerable advertising for the Dealer. Every Phonograph and every lot of Records sold for a purpose of this kind would be a constant advertisement for the Dealer. The way to follow up this matter is to make a list of all the lodges in your town or city and then send a series of letters to one or more of the officers, including in some instances postage for a reply. The number of societies in the average town or city is not so large but that letters could be typewritten at practically no expense to the sender, and the postage would be a small matter. It would be strange, indeed, if from one to a dozen Phonographs could not be sold by this method in every place where it was taken up, the number depending upon the size of the city.

Another good way to introduce the matter is to offer to play a selected lot of Records on the Phonograph for lodges as an introduction to the purchase of a machine, allowing the lodge ample opportunity to notify its members of your intention to do so. In many cases an entertainment of this kind would be followed by the vote of the lodge to purchase an outfit.

A Repeating Attachment for the Home Phonograph will be listed in the new edition of our Machine Catalogue, Form 500. It will be catalogue No. A 11051, Code Word *Sirius*, price $15.00.

INCREASE IN ADVERTISING RATES.

Beginning with the January issue, the advertising rates of the EDISON PHONOGRAPH MONTHLY will be $20 per page, instead of $10 as at present. Copy for half or quarter pages will be accepted at a pro rata rate. This advance is not made because of a desire on our part to make money out of those who desire to advertise in the columns of the PHONOGRAPH MONTHLY. It is done simply with the expectation that it will cut down the number of pages of advertising over the number now appearing in its columns. When it was decided to accept advertising from Jobbers and Dealers for these columns, we did not think that we would be called upon at any time to publish more than two pages. This we could do and yet be able to have sufficient space for such reading matter and such other information as we desire to lay before the trade. With six or more pages, however, it has become necessary to add additional pages over the sixteen which we had fixed as the number we thought sufficient for this publication. The additional advertising will probably pay the cost of adding the extra pages. This is the only extra cost we have, unless it should be found necessary to send out other printed matter in the same inclosure with the PHONOGRAPH MONTHLY. Then the extra pages would add one cent for every copy sent out. This with an edition of 7,500 copies is more than we can afford in connection with this publication. We believe that this advanced advertising rate will result in cutting down the number of pages to three or less in each issue, and if it does not, then the additional revenue obtained from the greater number of pages will pay for whatever additional postage we may have to lay out. We have no desire to make the PHONOGRAPH MONTHLY a money-making publication. We simply want to keep its cost down to a certain point. We believe that even with the increased rate for advertising the PHONOGRAPH MONTHLY is one of the best mediums that the Phonograph trade could possibly use in exploiting its goods.

AMUSES HIS CUSTOMERS WITH PHONOGRAPH MUSIC.

SHAKESPEARE, KY., Oct. 14, 1903.

Your Suspended List for October 1, 1903, just received, and will do all to keep these dealers from handling your apparatus and hope all others will do the same. I keep one of your Standard Machines running in the store for the amusement of my customers.

J. F. BEDFORD.

[Mr. Bedford conducts a General Store.]

PAYS TO CARRY A FULL LINE.

A Jobber recently related to us an experience he had with a Brooklyn Dealer which will show to many Dealers in Edison Phonographs why they do not make a great success in selling these goods. Like many other Dealers, the Brooklyn man bought a few machines and a small stock of Records. He ordered in a small way from time to time, and finally said to the salesman of the jobbing house: "I do not seem to make much of a success of this business and think that I shall give it up entirely." The salesman replied: "Unless you conduct your business in a different manner than you are doing, I agree with you that it will be better to give it up entirely. Unless you feel able to put in a larger stock and carry a complete line of Records, it is really hardly worth while trying to make much of a success of it." The Dealer asked a number of questions and then agreed to think the matter over. The outcome of the conversation was an order to put in every Record in the entire catalogue and a larger supply of machines. In telling of this Dealer's experience, the Jobber said that the Dealer is now doing one of the best businesses of anyone in the line in Brooklyn. He carries a complete stock at all times, and his customers are sure of finding what they want when they enter the place. This experience is the same as many Dealers throughout the country have had. They buy one, two or three machines and two or three hundred Records, and endeavor with this outfit to carry on a Phonograph business. It is an even chance that when they are asked for a certain Record they do not have it in stock and if they get it at all they are compelled to send to their Jobber some distance away, occasioning a loss of time, or, in many instances, failing to make a sale at all. The successful Dealers in this line to-day are those who carry the entire stock of Records as shown in the catalogue. All Dealers, like the Dealer in Brooklyn, would do well to think this matter over.

GET AFTER THE Y. M. C. A.'S.

In every city of size in the country there is a Young Men's Christian Association. Every such association is constantly devising means of amusement for its members and those who frequent the rooms of its buildings. Every such association, therefore, should be ready to meet a Dealer half way in an effort to sell it a Phonograph and a supply of Records. Of all musical devices that might be placed in a building of this kind, the Phonograph is unquestionably one of the most popular. Its simplicity of operation makes it possible for anyone to operate without injuring it. Our lists of Records includes numbers of airs which are popular among young men. Altogether the Phonograph is an ideal instrument for Young Men's Christian Associations, and every Dealer should make every reasonable effort to sell one to the association in his town.

STOCK UP FOR HOLIDAYS.

Dealers would do well at this time to look over their stock of Phonographs and Records and make up an order so as to have a full supply of both in the holiday season. The experience of past years has been that the demand for Edison goods is greater at the holiday season than at any other time in the year, and Dealers who do not have a large stock on hand fail to get the business. There is no risk whatever in stocking up in this manner, for prices are not to be changed and our goods will be just as saleable in January and February as in December. It will only mean a little more outlay of money in anticipation of business, but it cannot fail to pay in the end.

RETAINED PHONOGRAPH LITERATURE.

Ilsen & Company, Jobbers at Cincinnati, report a similar experience with advertising matter concerning Phonographs distributed at a fair as was written about last month by H. E. Sidles Cycle Company, of Lincoln, Neb. Ilsen & Company made an exhibit at a recent fair in Cincinnati and they state that after the close each night they purposely looked around to see whether or not circulars given out by them had been kept or thrown away. They were able to find very few of them, showing that in nearly every case the recipient of these folders and cards took them away, although the floor was strewn with printed matter of almost every other exhibit.

We have received a supply of Binders for the EDISON PHONOGRAPH MONTHLY and will take pleasure in sending one prepaid to any Jobber or Dealer upon receipt of fifty cents. These Binders are neat in appearance, and are lettered with the name of the publication. They will hold copies for one year.

DOING BUSINESS A PLEASURE.

LACONIA, IOWA, Oct. 10, 1903.

I have just received your October 1st list of Suspended Dealers. It is a pleasure to do business with a firm who makes it possible for the retailer to get full prices.

S. A. RALSTON.

TRADE LITERATURE AND ADVERTISING.

The plan of getting out cards, folders, etc., showing the list of new Records each month is steadily on the increase. In past issues we have given the names of several Jobbers who have done this for some time. We have this month received copies of these lists from R. S. Williams & Sons Co., Ltd., Toronto, Canada; Penn Phonograph Co., Philadelphia, and Grinnell Bros., Detroit, Mich. The folder issued by R. S. Williams & Sons Co. is most attractively printed in red and black ink on coated paper. The front page shows a picture of the two little girls "Looking for the Band," and below the picture the following neat phrase is printed in imitation of handwriting:

"EDISON.

"THESE ARE THE RECORDS THAT ARE MAKING THE TALKING MACHINE THE MOST POPULAR ENTERTAINMENT OF THE TIMES."

The folder of the Penn Phonograph Co. is printed on bright red paper and is a "warm" bit of literature.

Grinnell Bros. sent out their list in the shape of a large mailing card.

Copies of newspapers containing advertisements of Edison goods have been received from the Penn Phonograph Co., Philadelphia; J. W. Jenkins' Sons Music Co., Kansas City, Mo.; the Ray Co., New Orleans; W. J. Devall, Pittsfield, Mass.; R. S. Williams & Sons Co., Toronto, Canada; P. A. Powers, Buffalo, N. Y.; Graves & Co.'s Music Store, Portland, Oregon.

Specimens of advertising literature exploiting Edison goods have been received from McGreal Bros., Milwaukee, Wis.; Eastern Talking Machine Co., Boston; George E. Buss, New Philadelphia, Ohio; Newark Phonograph Co., Newark, N. J.; Prospect Phonograph Co., Cambridge, Mass.

EDISON'S LATEST.

P Stands for Phonograph of Edison's make.
H Stands for Him who will no other take.
O Stands for Orders which exceed the supply.
N Stands for Natural Tone of Records you buy.
O Stands for Others of inferior kind.
G Stands for "Gem," not left behind.
R Stands for Records, the best in the land.
A Stands for Artists in Edison Band.
P Stands for People who own a Machine.
H Stands for Happiness there to be seen.

An advertisement used by the Phonograph Exchange, Albert Hall, Commercial Road, Portsmouth, England:

THE PHONOGRAPH'S DESCRIPTION OF ITSELF.

I am the Phonograph, without teeth or tongue,
I am not very old nor yet very young,
Still I sing any song that ever was sung,
And I speak every language under the sun.

You may whistle or sing, you may wail or cry,
And you get it all back in my reply;
Whatever the message you give to me,
Returned again each word will be.

The rush of the river, the ocean's roar,
The surges thundering on the shore,
The cry of man, or beast, or bird,
Or any sound that ever was heard.

If given to me, I give again
In all their force distinct and plain;
And yet I am dead, devoid of breath,
And my silence is like the silence of death.

The land that with wires has girdled the earth
Is the glorious land that gave ME birth,
And I love to warble the musical lays
Of that grand old song of the "Stripes and Stars."

AMONG THE JOBBERS.

The Waco Electric Supply Co., of Waco, Texas, has been succeeded by the Duncan-Hobson Electric Co., who have removed to 225 Elm street, Dallas, Texas, with a branch house at Houston.

The Vim Co., of Chicago, has opened a branch house at 704 West Walnut street, Des Moines, Iowa.

The Ray Co. branch at Atlanta, Ga., has removed to 72 Whitehall street.

NEW STYLE HORN CRANE.

Victor H. Rapke, of 166t Second avenue, New York, in another column, advertises a new style of clamp horn crane for use with horns as large as thirty-six inches and having 20¼ inch bells. Up to the present time it has been necessary to have a stand for horns of this size. The cut in the advertisement shows just how the crane clamps to any talking machine except the smallest styles.

WILL AID HIS OTHER LINES.

524 WEST BROADWAY, NEW YORK.
October 12, 1903.

Since I became a dealer in the goods of the National Phonograph Company about a month ago I have been quite successful in their sale. I see a good future for my other lines through the sale of these goods, for I expect to carry a good stock and to co-operate with you in every respect.

PAUL CAZENAVE.

PERSONAL.

We were very pleasantly surprised to receive a call from E. A. Osborne, senior member of the firm of Osborne & Jerdan, 393 George street, Sydney, New South Wales, Australia. Mr. Osborne expects to spend some time in this country, dividing his time between New York and Philadelphia in the interest of his firm. Osborne & Jerdan are very large dealers in Edison apparatus, and have a fine display of our goods at their store and warerooms. It is a source of great pleasure to meet our foreign friends from time to time, as we are enabled thereby to keep in close touch with them and their interests.

W. E. Gilmore, President of the National Phonograph Company, and Mrs. Gilmore returned on October 6 from a two months' trip to Europe. Mr. Gilmore went abroad to look over the foreign field and make arrangements for the extension of the business in Great Britain and Europe. He and Mrs. Gilmore then made a tour of the Continent. They went over on the *Teutonic* and returned on the *Deutschland*.

C. H. Wilson, Manager of Sales of this company, returned October 3 from an extended trip through the West. He visited Jobbers at Syracuse, Buffalo, Toronto, Detroit, Cleveland, Chicago, Minneapolis, St. Paul, Omaha, Lincoln, Denver, Kansas City, St. Louis, Indianapolis, Columbus, Canton, Allegheny and Pittsburg.

Visitors from a distance who called at the New York office during the past month were, C. A. Ray, President of the Ray Co., of Louisville, Ky.; E. F. Taft, of the Eastern Talking Machine Co., Boston; J. H. Superior, of Montreal; Peter Bedinghuis, of San Francisco, Cal.

PRINTED MATTER.

All orders for Record Catalogues are now being filled from the new edition, Form 490. This Catalogue contains all Records listed to and including October. Jobbers who have already filed with us orders for large quantities of this catalogue are asked to be patient if they do not get the entire quantity at one time. We cannot obtain the entire edition from the printer at once, and shall therefore be compelled to make partial shipments until all Jobbers needing Catalogues have had a supply. The remainder of the orders will be filled as soon as possible thereafter.

Now that the December Advance List has been issued, we shall at once take up the matter of preparing copy for a new Numerical Catalogue to be issued about January 1. This will include all Records, both domestic and foreign, listed to and including December, 1903. It is our present intention to issue this catalogue twice a year hereafter, January 1 and July 1.

The new Machine Catalogue, Form 500, will be ready for the use of the trade early in November. This will be printed upon an entirely new line and will, we think, be one of the most attractive editions issued by this Company. It will be printed in two colors throughout, and besides its novel features, it will show the various types of the Phonograph in a neat attractive way. As soon as a supply is received from the printer, sample copies will be mailed to all Jobbers and Dealers. The principal object in issuing this catalogue in this form is to have a booklet that will be more useful for holiday purposes than an ordinary catalogue would be.

The little blue ticket, Form 351, now being sent out with all Records from our factory shows a transposition of the matter so as to bring the circle at the top of the ticket. This was done in response to a demand that the slip be so changed as to make it easier to cut it off and paste it on top of Record Boxes, and also to bring the title nearer the top of the slip, so that when the Record sets inside of the pegs in a Record Box the title will be more easily read. If the upper part of the ticket is now cut off on the cutting line, it will go on top of the single Record Boxes without any further cutting.

We have received from Fred G. Temme, a printer at Orange, a very attractive mailing card printed in colors after the style of souvenir cards now so popular at sea-side and mountain resorts. The card shows pictures of the Edison Laboratory; of "Glenmont," the home of Thomas A. Edison, and the entrance to Llewellyn Park, in which Mr. Edison's home is situated. If this card should interest any of our trade, Mr. Temme will doubtless be willing to furnish quotations upon it. His address is Orange, N. J.

DIDN'T HAVE "FAMILY TROUBLES."

Daniel R. Weed, Jr., of Matteawan, N. Y., sends the following:

A married lady called at my store a short time ago and asked for some Records. After hearing the ones she called for, she asked me if I wouldn't play some comic ones for her, so that she might get them if they suited. I played different ones for her, and while one of the Records was playing I said to her, "Have you got Family Troubles?" She said, with a surprised look on her face, "No." She thought I was asking about her family affairs instead of the Record of that name.

BUSINESS KEEPS COMING.

"The Phonograph business is one of the best that I have ever had connection with," said an enthusiastic Jobber at our New York office a few weeks ago. "It is one of the few businesses in which the customer nearly always comes back. If I sell a man a piano, he may buy a little sheet music, and that is the end of it. It is also true of other musical instruments. But when I sell him a Phonograph, my business with him is practically only begun. He not only continues to buy Records from the catalogue, but he becomes a monthly customer when each new lot of Records appears. Then again, every machine and every lot of Records that is sold is an advertisement of the business, and is constantly bringing in new customers. In fact, it is a business that is constantly advertising itself."

This is practically the situation in connection with the sale of Phonographs and Records. It is worth while making an unusual effort to sell a few to get started. A start of this kind once made, the business practically grows without effort. A Dealer that has only one Phonograph and a few Records in his store has at his command a means of advertising, not only the Phonograph line but also his own business that cannot be had in any other line of goods.

PHONOGRAPH MUSIC FOR A WEDDING.

S. B. Davega, a Jobber at 32 East 14th street, New York, recently furnished Phonograph music for a wedding in 121st street. He sent a man with a machine and a specially selected lot of Records to the home of the bride. The guests were entertained before and after the ceremony with various selections and the Mendelssohn wedding march was played as the bridal party entered the parlor. This use of the Phonograph was sought by those in charge of the wedding in preference to an orchestra. Mr. Davega frequently supplies Phonograph music for social gatherings and entertainments, but this was his first experience in supplanting the orchestra or pianist at a wedding.

SEEN RISE AND FALL OF MANY IMITATIONS.

STOCKTON, CAL., October 15, 1903.
The Suspended List, October 1, 1903, and October EDISON PHONOGRAPH MONTHLY received this day. I am now entering the tenth year of handling Edison Phonographs and Records exclusively, and during that period I have seen the rise and fall of many imitations making a path for their superior—Edison Phonograph and Records. You may always depend on me for hearty co-operation.

H. W. MOSHER.

COMMENTS ON DECEMBER RECORDS.

The twenty-five new Edison Gold Moulded Records, which the National Phonograph Company has prepared as an offering for the holiday season, are beyond question the best lot of Records ever issued in one month for use on the Edison Phonograph. No similar list before issued represents so much expenditure of time and money as does that for December. The titles throughout are of the most popular character and most of them include new and novel features, besides being rendered in a manner which shows clearly the progress being made at the Edison Laboratory each month in making Records. Anyone hearing the entire list will realize that no expense is being spared to maintain the reputation of Edison Records as the best of their kind. Now that others have abandoned the competition with us, we purpose demonstrating more positively than ever that Edison Gold Moulded Records are in a class by themselves. This December list of new Records shows marked improvement over those of previous months and each succeeding month will be equally better. This list shows a greater number of singing Records than usual and will probably be more popular on that account, especially since the titles are for the most part songs that have been approved by the public throughout the country and have been made into Records in the most perfect manner. Owners of the Edison Phonograph make no mistake if they buy this entire list.

Perhaps the most notable of these new Records is No. 8556, "The Last Farewell." Unless all plans miscarry, this Record will be one of great popularity. In February last Robert Gran, Manager of Adelina Patti's farewell tour in this country, wrote to Charles K. Harris, the celebrated song writer, stating that it was his desire, and also of his associates, that in her farewell tour Madame Patti should sing a distinctively American ballad as an encore, the ballad being written by a representative composer of American music. Mr. Gran asked Mr. Harris to write such a song, stipulating that Mr. Harris should continue his efforts until he had written one that Madame Patti should approve. Mr. Harris wrote this selection, "The Last Farewell." It is a ballad of the "Home Sweet Home" order, and is one of Mr. Harris' best efforts. It was sent to Madame Patti and her acceptance was received by cablegram. She has agreed to sing it at her opening concert to be given in New York City on November 2d. Scarcely a doubt exists that she will do it. If she does, the popularity of the song is assured, and it will in a short time become one of the most talked of songs of the day. Even if it did not have such an introduction to the public car as will be given it by Madame Patti, it would still become a song of wide fame because of its real merit. The Edison Record

made of the song is by Francklyn Wallace and he has sung it in the most careful manner, making a Record of recognized superiority. It will be strange indeed if the demand for it does not exceed that of any Edison Record yet made.

Another novelty is No. 8552, "I'm Going to Leave," a coon male duet by Collins and Harlan with banjo accompaniment by Vess L. Ossman. The latter is a star performer and to get him to play a banjo accompaniment of this character is something unusual in Record making. "I'm Going to Leave "was written by Walter Wilson, and it is a coon song of a most attractive character, the air being especially pleasing. Collins and Harlan have sung it in excellent style.

Another title which represents unusual difficulties in the way of Record making is No. 8571, "Keep on Shining Silv'ry Moon," which included a solo, a chorus by the Edison Quartette and an orchestra accompaniment. The words of this song are by Arthur J. Lamb and the music by Ben M. Jerome. The music is pretty and the Record thoroughout is played in a striking manner.

Two songs that are being sung by Lillian Russell in Weber and Fields' "Whoop-De-Doo" are given in No. 8551 and No. 8572. The first of these two is "The Flowers of Dixie Land." This is quite the hit of this musical comedy. It goes without saying that the air is a pleasing one, for Miss Russell will sing nothing else. It is sung for this Record by Francklyn Wallace, whose voice is especially well adapted for it. Miss Russell's other selection, No. 8572, "A Maid of Timbuctoo," is sung by Harry MacDonough. This song is quite unlike any song Miss Russell has sung for some time, and many persons will like the air quite as well as that of the other selection just named.

No. 8569 is another Record which requires unusual care and attention in the making of the Master. It is the "Two Comrades Polka," a cornet duet by John Hazel and Frank T. Seltzer, accompanied by the Edison Military Band. This composition is by J. S. Scott. It has a delightful air, is played in a masterful manner by Messrs. Hazel and Seltzer, and the band accompaniment is an attractive feature.

"The Miller's Daughter," which is the most popular song in the "Three Little Maids," and which was listed last month as an orchestra selection, is given in No. 8568 as a song by Harry MacDonough, with orchestra accompaniment. We can say nothing more in praise of this charming ballad than was said last month. Mr. MacDonough's fine voice and clear articulation makes of the song an unusually attractive Record. The orchestra accompaniment is also a pleasing feature. No. 8568, "The Girl You Love," is another song from "Three Little Maids." This is also sung by Mr. MacDonough, and it has an orchestra accompaniment. Paul A. Rubens wrote the words and music of both of these songs.

No. 8555 "Tell Me That Beautiful Story," a sentimental tenor and baritone duet by Andrew Schneider and Francklyn Wallace, introduces to the Edison clientelle a new Record maker in Mr. Schneider. He has a cultivated baritone voice and is a prominent concert singer. The Record of this duet is very fine and cannot fail to please. The words of the song were written by Arthur J. Lamb and the music is by Albert Von Tilzer.

The Edison Military Band has two selections in the December List Nos. 8549 and 8573. The first is "Southern Smiles March," written by E. Harry Kelley, the composer of "Peaceful Henry." It is published by the J. W. Jenkins' Sons Music Company, of Kansas City, Mo., and has been cordially received wherever played. Many musical organizations of the country have made it part of their daily programmes. The Record by the Edison Military Band does the selection full justice. The other Record by the Edison Military Band, No. 8573, is "Any Rags Medley." It introduces that clever composition "Any Rags" and also "My Little Coney Isle," "Down on the Farm" and "Pretty Little Dinah Jones." The Record closing with the chorus of "Any Rags."

In No. 8559, "Bedelia," an Irish coon serenade, Billy Murray has broken away from the singing of coon songs in which he has found many admirers among the users of Edison Records. This song has made a big hit throughout the country. Mr. Murray's rendition of it is even better than his coon Records. The words and music of the song are by Jerome and Schwartz. Mr. Murray also has a coon song in No. 8561, "Up in the Cocoanut Tree." The words are by Edward Madden and the music by Theodore Morse. The song tells of the love of a Nigrunzee, the king of the cocoanut tree. The piano accompaniment of this Record is quite a feature. This song is a big seller in the music stores, and we anticipate that Records will sell equally well.

"Trixie," the title of No. 8552, is another song that is having a big sale throughout the country. It is a serio-comic song of a coon character and is sung effectively by Will F. Denny. Andrew D. Sterling composed the words of this song and Harry Von Tilzer the music.

No. 8551, "Soko," a Moorish march-intermezzo, by the Edison Symphony Orchestra, is an air that reminds one of "Anona." It is equally well rendered and extremely pleasing in every respect.

No. 8557, "Scene in a Country Blacksmith's Shop," is perhaps one of the best of the "Rube" singing and talking male duets yet made by Harlan and Stanley. The dialogue is especially clear, the humor excellent, violin music is introduced and the Record closes with the sineing of "Nellie Bly." Those who have been pleased with these "Rube" Records of the past cannot fail to like this one.

Arthur Collins has so long been making Records of coon songs that it seems quite difficult to imagine him as making any other kind. Yet in No. 8558, "That's How I Love You, Mame," he has made a superior Record of this well known Bowery love song. The song tells of the Bowery tough's adoration of his "Mame," and Mr. Collins has only put enough of the dialect into it to carry out the idea of the composer. In spite of the title, the song is quite sentimental. It was written by Vincent Bryan and the music is by J. B. Mullen.

No. 8562, "North and South Medley," is another Record by the U. S. Marine Fife and

Drum Corps. It introduces "Marching Through Georgia," "Dixie," and the bugle work is excellent.

Harry Von Tilzer, the well known song writer, has been most successful in his adaptation of the names of old songs for new compositions. No. 8561, "Down Where the Swanee River Flows," is an especially good example of this success. It is a descriptive song and is rendered with orchestra accompaniment by Byron G. Harlan. This song has become very popular in the music stores. It has a very pleasing air and Mr. Harlan sings it in good style.

"Peaceful Henry," the title of No. 8562, is a characteristic march and two-step played by the Edison Concert Band. It was composed by E. Harry Kelly and has already achieved great musical success. It will certainly, however, leave a vogue for a long time and he one of the airs always played for dance music,—one of those airs that dancers always ask for. The Record as made by the Edison Concert Band could hardly be better.

It is seldom that we are able to offer a better male duet than is given in No. 8563, "Won't You Write a Letter, Papa." It is sung by Harlan and Stanley and is very pleasing. The song tells of a child's request to her papa to write a letter to the angels asking them to send her mamma back to her. The music is quite in accord with the song and the Record is bound to sell. The words and music of it are by Thomas J. Hughes and Charles Miller.

In No. 8565 Harry MacDonough gives an excellent Record of "Sammy," the serio-comic song from the "Wizard of Oz." Mr. MacDonough's distinct articulation is especially good in songs of this character.

No. 8566, "Maid of Love," by the Edison Symphony Orchestra, is a Record that will especially appeal to those who are fond of fine musical compositions. It has a soft, pleasing melody. It introduces the singing of birds, good violin music and the playing of bells. It is altogether a delightful Record.

In No. 8567, Collins and Harlan present in "Moriarity" a comic Irish male duet. This tells in verse of the glorious times done by Moriarity and reminds one of the fame of Dooley. The air is good and the Record is made in the usual excellent style of these two artists. The words of the song are by Charles Horwits and the music by Fred T. Bowers.

No. 8570, "I'm Longing for You, Sweetheart, Day by Day," is a sentimental song rendered by Francklyn Wallace. The success of this song in sheet music form cannot fail to make a demand for it in Edison Records, and those who buy it will not be disappointed in Mr. Wallace's rendition of the air. The words of the song are by H. Wakefield Smith and the music by James W. Casey.

SUPERFLUOUS.

Duffer—You ought to buy a talking machine. There's nothing like one to keep a fellow home nights.

Suffer—Buy one? I married one. That's what keeps me out.

"A LITTLE TALK ABOUT A TALKING MACHINE."

It is seldom that Dealers get out more attractive advertising literature than the booklet sent us by the Bergen Empire Athletic Goods Co., of 5603 Third avenue, Brooklyn. It is a booklet of eight pages and cover, the whole of a size small enough to go in an ordinary business envelope. The cover is of gray paper, printed in red and white inks, and it overhangs the inside pages on three sides. The first page bears the above title. The inside pages are of antique paper and are attached to the cover with red silk cord. The argument on the merits of Edison Phonographs and Records is so good that we take pleasure in quoting part of it:

The Edison Phonograph of to-day is acknowledged on all sides to be the leading talking machine and this recognition is the result of pure merit.

In all the points that make for leadership in talking machines, such as ease in handling, simplicity, durability, style, or the ability to faithfully record and reproduce sounds, the Edison is far and away ahead of its rivals.

There is no other form of amusement for the home that is at once so satisfactory, so easily controlled or that offers such a vast range of subjects as does the Edison Phonograph.

It brings to you all that is best in music, both vocal and instrumental, rendered by leading artists of the day.

The musical selections run from the best productions of the leading old masters of music to the big hit of the current comic opera or the popular song of the day.

It is no exaggeration to say, that the residium of these pieces is often far above the best efforts of some of our leading orchestras and bands.

The leading hits in the way of the latest popular songs are all listed in the Phonograph catalogue and there are also many of the good old favorites that never wear out. The vocalists who sing these songs for the Phonograph generally confine themselves to one sort of song, as for instance, comic, coon, sacred, or sentimental, and the result is the songs are sung in such a way as to bring out the best in the selection.

The talking Records are pretty hard to beat in the way of real humor and are often as funny as a whole farce.

Persons often desire to make a Record themselves. With the Edison Phonograph this is easily done—a simple change in the mechanism makes the machine ready for use.

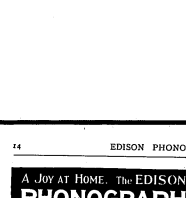
Considered in the way of an investment, the Edison Phonograph is as good as a bank account. It is something that is always ready to amuse you and it cannot become tired. You will never grow weary of it on account of the always growing number and variety of Records. It will give unending instruction and amusement. It will brighten many a dull hour and make time pass more pleasantly.

Then follows a reference to the plan of the company in selling Phonographs on instalments.

A JOY AT HOME. The EDISON

PHONOGRAPH

NONE GENUINE WITHOUT THIS TRADE MARK Thomas A. Edison



Of all devices for producing music in the home no one questions the infinite superiority of the Phonograph, who knows it as it is to-day: clear, sweet-toned and free from all mechanical noises.

It is not one instrument, but all instruments in solo or orchestra; with the perfect instrument, the human voice, included.

Many people are prejudiced by hearing imitation machines or obsolete styles, and do not realize that Mr. Edison's recent improvements have made the Phonograph delightful even to the most critical trained musician.

It is a musical educator and general entertainer in one.

The nearest dealer will gladly let you hear the Phonograph in its perfection. Five thousand stores sell Phonographs.

NATIONAL PHONOGRAPH CO.,
Orange, N. J.

NEW YORK 83 Chambers St. · CHICAGO 304 Wabash Ave. · SAN FRANCISCO 933 Market St.
EUROPE: ANTWERP, BELGIUM, 32 Rempart Sûd Avenue.

"A JOY AT HOME."

The use of half page copy makes it possible to present a longer argument than usual in the November advertising of this Company. It also introduces a somewhat new style of illustration. So charming a child as here shown could not be otherwise than "A Joy at Home"; a phrase that applies equally well to the Phonograph. The mediums used in November were:

Argosy, Atlantic, Bookman, Colliers', Century, Craftsman, Current Literature, Everybody's, Four Track, Harper's Monthly, Independent, Life, Lippincott's, McClure's, Munsey's, Metropolitan, Musical Record & Review, National Magazine, Outdoor Life, Outlook, Pearson's, Review of Reviews, Saturday Evening Post, St. Nicholas, Strand, Success, Scribner's, Smart Set, Town Topics, World's Work.

Are you letting the people of your city or town know that you carry Edison Phonographs and Records?

A DEALER'S COMPARISON OF TWO KINDS OF RECORDS.

A Kansas Dealer, whose name will be furnished to any Dealer upon request, sends the following under date of October 17:

Well, here I come again. I have had some experience in buying some of the latest new Moulded Records, Cut Price twenty-five cents each. These records were advertised equal to any other records made. Well, some of the owners of talking machines here wanted to try them. I sent an order for three dozen of the latest and marked my first and second choice. I got about five first choice, the balance second and a few others that were rather back numbers.

I was eager to see the new moulded extra loud records that could be sold for twenty-five cents each. Some of my customers wanted a fifty-cent record for twenty-five cents and did not care whether it was an Edison or some other make. I opened the box, examined each record, and, to tell the truth, I could not tell the difference between them and the late new Moulded Edison Records by *their looks*. Their *color* was *black like Edison Records*; the *impressions were sharply cut like Edison Records*, and they were as nice looking as the genuine Edison Records. But when the test came—what a difference between them and the latest Edison Records! They were loud enough, and that was all. They were run the same rate of speed as Edison Records, but the songs by *quartettes* and *minstrels* were so mingled up and run together that the words were not plainly understood. If the song was accompanied by orchestra the music drowned the words. And talk about orchestra and band; they simply are not in it with Edison Records. Put on a new Moulded Edison Record; start the Phonograph and it don't make any difference whether it is a *Band, Orchestra, Banjo,*

Cornet, or other musical instrument; it is reproduced with that *clear, sweet, natural musical* tone that is *free from blast* and that *noisy, scratching* sound so often found in the inferior class of records. Put on a song Record, and whether it be a *solo, duet* or *quartette*, and you will hear the song faithfully reproduced without that awful scratch to mar the beauty of sound. It is only when the song is finished that you realize the fact that you have only been listening to an Edison Record reproduced on an Edison Phonograph.

Well, to make a long story short, when my customers heard the new twenty-five cent records they said that they would rather pay fifty cents and get Records that everybody liked. They did not consider that there was any comparison. Edison Records were the only ones that gave satisfaction. I might have sold them twenty-five cent records if they had heard them *first*, but after hearing the new Edison Records, they concluded that they would pay the Edison price and get the best. I can conscientiously and knowingly say to all intending purchasers of Records that when you send an order for twenty-five cent records, *don't* expect to get a Record as good as the genuine fifty-cent Edison. If you do, you will certainly be disappointed.

BEST SELLING RECORDS.

Of the twenty-five new Records listed for October, the ten most demanded by the public were the following:

8509 It Was the Dutch. ....Collins and Harlan
8511 Waiting for the Dinner Horn to Blow.....Harlan and Stanley
8501 Always in the Way.....Harlan
8504 The Laughing Medley.....Invincible Quartette
8519 The Crowd on McNally's Back Stoop.....Collins and Harlan
8522 My Cosey Corner Girl.....MacDonough
8500 American Standard March.....Edison Military Band
8517 Down on the Farm.....Wallace
8503 Praise Ye, from "Attila".....Metropolitan Trio
8515 Good Bye, Eliza Jane.....Collins

The twenty best selling Records for the month of September from the entire Catalogue, exclusive of October, were the following:

8247 Hiawatha.....Band
8473 Santiago Waltz (Xylophone).....Hopkins
8474 Aeona.....Band
8495 Hiawatha.....MacDonough
8468 There's a Mother Always Waiting.....Harlan and Stanley
2018 Holy City.....MacDonough
19 Under the Double Eagle March.....Band
8396 Blaze Away March.....Band
8499 In the Valley Where the Bluebirds Sing.....Harlan
8256 O That We Two Were Maying.....Morgan and Stanley
8295 Marriage Bells.....Ruhsam
8272 Refrain.....Mendelssohn Mixed Quartette
8475 Parody on Hiawatha. Collins and Harlan
8435 'Deed I Do.....Morgan and Stanley
8480 When We Were Boys.....Harlan and Stanley
4 American Republic March.....Band
8260 Tell Me Pretty Maiden..Edison Sextette
527 Echoes of the Forest.....Orchestra
621 Stars and Stripes Forever March.....Orchestra

LANGUAGE TEACHING BY PHONOGRAPH

The following letter explains itself:

INTERNATIONAL CORRESPONDENCE SCHOOLS,
Scranton, Pa.

GENTLEMEN—Your system of teaching languages is certainly all that could be desired by any one wishing a practical knowledge of a foreign language. I have nearly completed the French Course, and from the first the study has been a source of pleasure and recreation; results have been better than I expected. I have no difficulty whatever in making myself understood when speaking with French people, which makes me satisfied with the pronunciation and colloquial style acquired. The old joke about the unintelligible French spoken by an American will not apply to a student of your school who gives the course a careful study. Respectfully,

A. N. EAST.

September 6, 1903.

Mr. East is General Freight and Passenger Agent, Illinois Southern Railway Co. He is only one of many thousands who have easily learned French, German, or Spanish, at their homes, in perfect ease, by the I. C. S. Language System with the Edison Phonograph.

TO DETERMINE A SPEED OF 160 REVOLUTIONS.

J. S. Hooven, of the Hooven Novelty Mfg. Co., Hazelton, Pa., sends the following:

"Here is something that may be of interest to the PHONOGRAM MONTHLY. How do you determine that a Phonograph is running 160 revolutions per minute? We found that it was a difficult job to count each revolution at that speed but by running very slow we could count them, so we ran it 160 turns, then we measured the distance the arm had traveled and found it to be 1 39-64 inches.

"Now here is our rule. Cut a small strip of cardboard exactly 1 39-64 inches in length, start your Phonograph with the arm against the frame, let it run one minute and see if the cardboard gauge fits exactly between the space it traveled. It is then easy to determine whether it should be speeded faster or slower and with a few trials you can get it exact."

MUCH PLEASED WITH THE GOODS.

FLOWERVILLE, MICH., Oct. 5, 1903.

Your September list of Suspended Dealers at hand. I am glad to note you give Dealers a list of those who you do not want to get your goods, as they have gone against your orders. I am very much pleased with the goods I have received and shall do my part to help increase the sales of the same.

Hoping to be kept in touch with the Phonograph world, I am

A. M. WETTON.

THAT 8-FOOT ADVERTISING HORN.

The Utica Electric and Phonograph Supply House, Utica, N. Y., is meeting with much success in selling its eight-foot advertising horn. The following letter is one of those this company is constantly receiving concerning this horn:

WELLSBORO, PA., Oct. 5, 1903.

Utica Electric and Phonograph Supply House, 12 Pearl St., Utica, N. Y.

GENTLEMEN:—I received the horn and attachments October 3. Have not had it put up outside yet, but have tried it inside of building and am well satisfied with the results. It is more natural than any horn I have ever tried, and I have used them all, both metal and fibre and all sizes.

J. H. SMITH.

"COMMENTS" SELL RECORDS.

RENOVO, PA., Oct. 13, 1903.

I have received from you postal referring to an inquiry for Phonographs and Supplies and have forwarded letter, etc. Permit me to extend my thanks for your treatment. I consider that the system you are pursuing towards the retailer is better than that we receive from competing companies in the Talking Machine business. I have been the recipient of your various circulars, relating to price cutters.

I consider your MONTHLY superior to the PHONOGRAM which it succeeds. The department explanatory of new Records for current month is, to my mind, worth the price of the paper, and would suggest that if possible a circular be forwarded for distribution to customers. It would be good profitable advertising. My experience has been that upon showing the copy of the MONTHLY to my customers the explanation relating to new Records has been the means of selling Records and enabling a customer to make an intelligent selection.

W. M. EISENBREIN.

AN ADVERTISING IDEA.

LOWELL, MASS., October 9, 1903.

I beg to submit the following as an advertising idea:

BUY THE BEST,
EDISON RECORDS
HAVE STOOD THE TEST.

I have had a large sign made of the above. I think the jingle is catchy, and what is more it is the truth.

THOMAS WARDELL.

SUSPENDED LIST, NOVEMBER 1, 1903.—SUPERSEDING ALL PREVIOUS LISTS.

KANSAS.

LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
*E. O. MOSHER, 420 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—I. B. DeWOLFF.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 450 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN.
PATERSON—CHAS. H. KELLY, 58 N. Main st.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
HOBART—P. H. MARSHALL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
R. L. CORWIN, also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOVENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
HAWTHORNE & SHEBLE, 207 Broadway, also Philadelphia, Pa.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. McELLYNNE, 202 Broadway.
RICHARD, PEASE, 44 W. 132d st.
F. M. PRESCOTT, 42 Broad street.
SARATOGA—W. J. TOTTEN.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
URBICHSVILLE—P. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2763 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

*Added since last Suspended List was issued October 1, 1903.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus.

DEAL DIRECT AND SAVE AGENT'S COMMISSION. WE HAVE NO AGENTS.





LARGEST AND MOST THOROUGHLY EQUIPPED HOUSE IN THIS COUNTRY,

DEALING EXCLUSIVELY IN

Talking Machines and General Supplies.

All goods guaranteed to be as represented or money refunded.

$5.10 Worth Supplies for $1.00

We will ship you **PREPAID** the following goods if you are a dealer in Talking Machines (one outfit only):

1 Hearing Tube, (unassembled,) 3 Cross Heads, 10 Gaskets, 3 Mica Discs, 3 New Shape Rubbers, 3 Oil Cans, 1 Needle Box, 10 Rubber Nails, 6 Belts, 3 Q Governor Springs. These are figured at list price.



If you do not care to accept the above offer, send us your address and we will mail you our new price list just out.



We wish to impress upon the trade that there is no Petit except A. O. Petit connected with this house and he does not travel.



TERMS CASH WITH ORDER UNLESS REFERENCES GIVEN.

We Meet All Prices

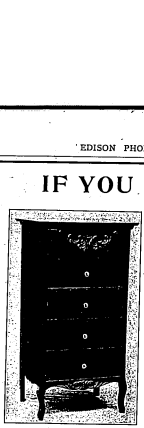
Open Wednesday and Saturday Evenings.



THE EDISONIA CO
CORNER NEW & HALSEY STS. OPP. P.R.R. DEPOT
Newark, N. J., U. S. A.
A. O. PETIT, President and Treasurer

WE HAVE NO AGENTS. DEAL DIRECT AND SAVE AGENT'S COMMISSION.

IF YOU ARE SURE



of quick delivery of goods from your jobber you can greatly increase your business with less capital because you can turn your money quicker. A large and complete stock makes it possible for us to do this.

Let Us Demonstrate It to You.

Supplies a Specialty

Write for special prices on Horns.

100 PEG RECORD CABINETS.

These can be supplied in Green to match Edison Machine Cabinets or in Brown.

Try Our Professional Recording and Reproducing Horns.

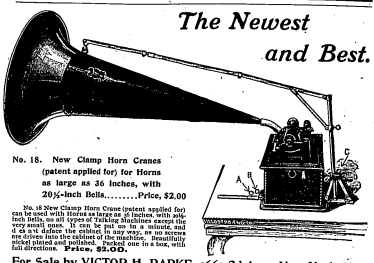
BETTINI PHONOGRAPH CO.

80 CHAMBERS STREET,

NEW YORK.

100 Peg Golden Oak Cabinet, $7.75.
100 Peg Figured Oak Cabinet, $8.50.

The Newest and Best.

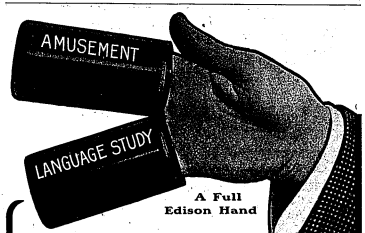


No. 18. New Clamp Horn Cranes (patent applied for) for Horns as large as 36 inches, with 20¼-inch Bells.....Price, $2.00

No. 18 New Clamp Horn Crane (patent applied for) can be used with Horns as large as 36 inches, with adjustable Bells, on all Edison Talking Machines except the very small ones. It can be attached in a minute, and does not deface the cabinet in any way. Simply screw one screw into the cabinet of the machine. Beautifully nickel plated and polished. Packed one in a box, with full directions. **Price, $2.00.**

For Sale by VICTOR H. RAPKE, 1661 2d Ave., New York City.

Liberal Discounts to Jobbers and Dealers.



A Full Edison Hand

Double Service

FOR EVERY PHONOGRAPH

THOUSANDS of Phonographs are doing "double service" since the introduction of I. C. S. Language Outfits by the International Correspondence Schools, of Scranton, Pa. Mr. Dealer, are you familiar with these Language Outfits prepared and protected for the Edison trade? If not, you should send for sample records and full particulars to your jobber at once and be able to solicit for them.

SAMPLE LANGUAGE LESSONS AT COST

Regular French, German, and Spanish Lessons are offered to the Trade as samples. They are put up in sets containing three (3) Molded Conversational Records and three (3) 40-page Textbooks, complete with full directions for demonstrating.

The following Jobbers of I. C. S. Outfits will supply these sample sets at $1.50 net, expressage prepaid to any part of the United States or Canada:

PORTLAND, ME., W. H. Rue & Son.
LOWELL, MASS., Thomas Wardell.
BOSTON, MASS., J. C. Haynes & Co.
" " Boston Cycle & Sundry Co.
" " Eastern Talking Machine Co.
NEW HAVEN, CONN., Parker-Blakeslee Co.
PROVIDENCE, R. I., Muesey, Blanchard, Young & Co.
KINGSTON, N. Y., Fenwick & Davis.
SYRACUSE, N. Y., W. D. Andrews.
NEW YORK CITY, Blackman Talking Machine Co.
" " " I. Davega, Jr.
" " " Leeds & Co.
" " " Jesse Musie Box Co.
NEWARK, N. J., The Edisonia Co.
PHILADELPHIA, PA., Wells Phonograph Co.
EASTON, PA., William Werner.
BUFFALO, N. Y., F. A. Powers.
ROCHESTER, N. Y., Talking Machine Co.
COLUMBUS, OHIO, Perry B. Whitsel Co.
DAYTON, OHIO, Bickham & Dobes.
CHICAGO, ILL., O. Jaeger.
" " Jones & Lewis.
MILWAUKEE, WIS., McGreal Bros.
MINNEAPOLIS, MINN., Thos. C. Hough.
OMAHA, NEB., Nebraska Cycle Co.
KANSAS CITY, MO., J. W. Jenkins' Sons Music Co.
ST. LOUIS, MO., The Conroy Co.
TORONTO, CAN., R. S. Williams & Sons Co.
NINETEEN STORES, The Ray Co.

SILK FINISH HORNS

They are as the name implies

"FINE AS SILK."

Bells of Brass. Bodies of Steel.
Outside Covered with Black Silky Cloth.
Inside Japanned.
No Counter Vibration. No Rattle.
All Absorbed by Cloth Covering.

Don't be deceived, but get the best made.
Write for information and prices on the

Most Popular Horn Produced

Dealers write for Discounts and Sample.
Direct all communications to Lafayette House.

Send to us also for the famous book,

Uncle Josh Weathersby's Punkin Centre Stories,

IN BOOK FORM, WRITTEN BY MR. CAL. STEWART.

PRICE, $1.00.

WAHL-CAASCH CO.,

(INCORPORATED)

Jobbers of Phonograph Supplies,

CINCINNATI, 47 W. 5th Street.
LAFAYETTE, 304 Main Street.
INDIANAPOLIS, 199 S. Illinois Street, (Grand Hotel Block)

New England Dealers in Edison Goods

CAN BUT APPRECIATE

That to have their orders filled promptly and fully is an advantage in almost any line of business, but in none more so than the Talking Machine business.

COMPETITION IS KEEN,

and a customer kept waiting, is at best a dissatisfied one and often a customer lost.

A PROGRESSIVE HOUSE

handling one line of goods exclusively can give better service in that line than a house that considers the line a side issue and gives it only a part of their time and attention.

CONCENTRATION OF TIME

and thought and progressiveness brings success. Contact with success breeds success.

THERE IS A MORAL TO IT ALL.

It's this. Send us your orders for

Edison Phonographs, Records and Supplies,

and they will be filled promptly and fully the day we receive them, enabling you in turn to give your customers prompt and satisfactory service, which is the key to successful business building.

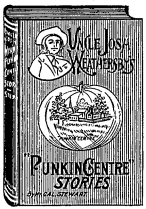
We are exclusive New England Distributers

of several specialties for Talking Machines, about which we shall tell you in the December issue of the MONTHLY. **If you can't wait write us for particulars now.**

THE EASTERN TALKING MACHINE CO.

Distributers Exclusively of Everything for Talking Machines.

177 Tremont St., Boston, Mass.



Uncle Josh Weathersby's "Punkin Centre" Stories

IN BOOK-FORM.

WRITTEN BY MR. CAL STEWART.

200 PAGES OF FUN AND LAUGHTER

Contains all his humorous sketches as told by him in the various makes of talking machine records, together with several new stories and poems. The book is handsomely bound with illuminated cover. EACH STORY IS ILLUSTRATED, depicting the most laughable incidents in the sketch.

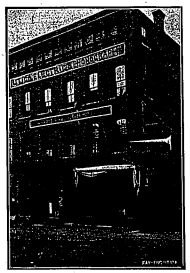
PRICE, $1.00.

Liberal Discounts to Jobbers and Dealers. Write for Quotations.

PENN PHONOGRAPH CO.

Distributors to the Talking Machine Trade

19 South Ninth Street, Philadelphia, Pa.



THIS IS THE 8 FOOT HORN

LOOK FOR IT IN THE

JULY ISSUE

OF THE EDISON PHONOGRAPH MONTHLY

THE BEST WAY TO ADVERTISE

WRITE FOR PRICES

Utica Electric and Phonograph Supply House

EDWIN A. BATCHELOR

12 PEARL ST., UTICA, N. Y.

CYLINDER RECORD CABINETS

made with the practical knowledge of what a Cylinder Record Cabinet ought to be. We illustrate two popular leaders—and there are others.



No. 2.

No. 2. Height 37 inches, width 19 inches, depth 18½ inches; five drawers with stops, 180 pins, Mahogany veneered front and top, birch imitation sides, false back, piano finish..... **22.50**

No. 3. Height 37 inches, width 19 inches, depth 20 inches; five drawers with stops, 180 pins, quartered oak front, back, both sides and top, piano finish . . **28.00**



No. 3.

Dealers will find it profitable to write for special discounts. These cabinets are made in the most reliable manner—in the best standard of furniture making.

AMERICAN PHONOGRAPH COMPANY

106 Woodward Ave., Detroit, Mich., U. S. A.

ALLEN'S JAPANESE LACQUERED HORN

BLACK OUTSIDE RED INSIDE

HIGHEST JAPANESE ART

IMPORTED Weight 28 ozs. 30 inches long 15 inch Bell

PRICE - - TEN DOLLARS.

Peter Bacigalupi, Sole Agent U. S. A.

933 MARKET STREET, SAN FRANCISCO.

THIS IS AN IDEAL HORN, MADE AFTER YEARS OF EXPERIMENTING BY A CONNOISSEUR. DOES AWAY WITH ALL THE METALLIC SOUNDS FOUND IN OTHER HORNS.

The C. W. H. Handbook of the Phonograph

—AND—

Instructions for Making Records.

BY C. W. NOYES.

Every Owner of a talking machine should have a copy of this valuable book. It is replete with **Instructions for the Care and Use of the Phonograph,** and the chapters devoted to **RECORD MAKING** are compiled from the author's many years of experience in some of the principa laboratories of this country.

Any one possessed of ordinary intelligence can make a perfect record if the directions are followed.



Fully Illustrated—Handsomely Bound.

PAPER, 25 CENTS.
CLOTH, 50 CENTS.

Mailed Postpaid on Receipt of Price.

For Sale by All Jobbers, or

ILSEN & COMPANY, Cincinnati, Ohio.

DEALERS WRITE FOR DISCOUNTS.

A CARD TO THE TRADE
JOBBERS AND DEALERS

Interested in giving their customers best results are invited to write us for quotations on

DOUGLAS

Mega *(Paper)* ***Horns*** *and* ***Record Cabinets***

The Horn that Made us Famous.

Superior to any metal horn made in purity, volume and absence of metallic tones. GREAT AIDS TO THE SALE OF PHONOGRAPHS AND RECORDS.

"MEGA" List $7.50
Length 32 inches; Width 24 inches.
"MEGA JR." List $2.25
Length 24 inches; Width 15 inches.
MEGA RECORDING HORN, List $1.50
Length 24 inches; Width 6½ inches.

Look for the Trade Mark
"PHONO-MEGA."

Attractive and Substantial.

Superior to any Line in the Market,

STRONGLY MADE.

BEAUTIFULLY FINISHED.

100 Peg Polished Oak,	List	$12.00
125 " " "	"	14.00
125 " Quartered Oak,	"	15.50
180 " " "	"	18.00

Prices Restricted.

WRITE FOR SPECIAL LEAFLETS AND NET PRICES.

DOUGLAS & CO.,

89 Chambers Street, 71 Reade Street,

NEW YORK.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. 1. NEW YORK, DECEMBER, 1903. No. 10

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
ANTWERP: 31 KEMPART SAINT GEORGES.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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THE RECORD SITUATION.

Every day makes it clearer that there are now two classes of cylindrical records—the Edison Gold Moulded and the "steen cent" kind. We believe that there is a large market for both and that neither will interfere with the other. There are a large number of persons who will buy nothing unless it is cheap. Quality is of little consideration. So it will be with records for talking machines. As long as the record has on it the music they want it is all that is necessary.

On the other hand there is a larger number of lovers of music with discriminating powers who will buy nothing but the best to be had. To them quality comes first. If a record pleases them its price is not considered. A good record is a constant pleasure; a poor one, an abomination.

From the latter class the National Phonograph Co. is getting the largest business in its history—a business that now exceeds its factory capacity and that threatens to exceed even the extensive enlargements now under way and planned for the future.

Dollar watches are made in large numbers but their sale and use never affected the marketing of better goods. More high grade watches are sold to-day than at any time in the history of the world. Hundred dollar typewriters increase in number daily, and yet many cheaper machines are to be had.

So with the Edison Gold Moulded Record. Made by the best process ever invented for the purpose, a process used by no other manufacturer, and one that insures the best possible quality and most uniform results; made by the leading record making people of the world and under the direction of men who have devoted most of their lives to a study of the art; upheld in price by the fairest system of its kind ever devised in the business world, the Edison Gold Moulded Record will continue in its successful career, with the admiration of the buyer and the respect of the Dealer.

THE ADVANCE LIST OF JANUARY RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR JANUARY, 1904.

RECORDS listed below will be ready for shipment as near January 1st, 1904, as possible, at which time Jobbers' stock orders, if placed prior to December 15th, will be shipped.

January Supplements will bear the date of January 1st, and will be forwarded to Jobbers with their stock order for Records.

Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8574 Bedelia Medley — Edison Military Band
Introducing "The Maid of Timbuctoo," "By the Sycamore Tree," and "Keep on A Shining Silv'ry Moon"

8575 Under the Anheuser Bush — Billy Murray
By the composer of "Down Where the Wurzburger Flows," waltz song with orchestra accompaniment

8576 Keep off the Grass — Vess L. Ossman
Banjo with orchestra accompaniment

8577 Nobody's Looking but the Owl and the Moon — Miss Morgan and Mr. Stanley
Contralto and basso duet

8578 The Rooster Dance — Edison Symphony Orchestra
Characteristic selection from "The Runaways"

8579 Peggy Brady — Harry MacDonough
Waltz song from "The Isle of Spice" with orchestra accompaniment

8580 Hickory Bill — *Talking and banjo* Len Spencer and Parke Turner

8581 My Dixie Lou — Arthur Collins
Coon love song with orchestra accompaniment

8582 The Last Rose of Summer — *Cornet* Bohumir Kryl

8583 Like a Star that Falls from Heaven — Francklyn Wallace
Descriptive song

8584 Dixie Girl — *Characteristic march and two-step* Edison Concert Band

8585 An Evening Call in Jayville Center — Harlan and Stanley
Comic Rube singing and talking male duet

8586 Uncle Sammy March — J. Frank Hopkins
Xylophone with orchestra accompaniment

8587 The New Colonial March — Edison Military Band

8588 What Would the Neighbors Say — *Comic male duet* Collins and Harlan

8589 Sukey Sue — Harry MacDonough
Coon love song with orchestra accompaniment

8590 Little Dolly Driftwood — Byron G. Harlan
Descriptive song by the composer of "Anona," "with orchestra accompaniment

8591 Come Ye Discousolate — *Organ effect, mandolin* Samuel Siegel

8592 Celia — *Coon love song with orchestra accompaniment* Arthur Collins

8593 The Whistling Bowery Boy — *Song with whistling* S. H. Dudley

8594 The Banjo Evangelist — Len Spencer and Parke Hunter
Comic talking selection, introducing banjo

8595 Pretty as a Butterfly — Albert Benzler
(*Bobby Newcomb's song and dance*) *Bells with orchestra accompaniment*

8596 Felice — (*Canzonetta*) Edison Symphony Orchestra

8597 Mary Ellen — Billy Murray
Irish coon serenade with orchestra accompaniment

8598 Two of Us — John Hazel and Frank S. Seltzer
Cornet duet accompanied by the Edison Military Band

12913 Malkes — *Comic Hebrew song* Frank Seiden

12914 Dem Rehens chochmes — *Comic Hebrew song* Frank Seiden

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

ALWAYS PROTECTING.

An incident occurred in New York City on November 4th which furnished an excellent means of comparing the popularity of two companies manufacturing and selling cylindrical Records, one of which is the National Phonograph Company. A New York jobbing firm failed some time ago, and its stock of all kinds of talking machines and records was offered for sale on the date mentioned. In the stock was a large number of Edison Records. In order to make sure that these Records did not fall into the hands of unauthorized Dealers, C. H. Wilson, Manager of Sales of this company, was present. When our Records were offered, the highest bid was made by Mr. Wilson, and he took the entire lot. The sale was largely attended by authorized Edison Dealers and when Mr. Wilson stepped forward and his identity became known as the purchaser of the entire lot of Records, one impulsive Dealer shouted out "What is the matter with Edison? Three cheers for Edison!" Cheer after cheer followed and for several minutes it was impossible for the auctioneer to proceed with his business. It was the most remarkable expression of good feeling toward this company that we have heard of in some time. To have allowed these Records to be sold to an unauthorized Dealer and by him possibly disposed of at cut prices would have affected the business of practically every Dealer in and near New York City. To have the entire lot bought back by the company was gratifying to every Dealer who attended the auction, as well as to every one interested in the business.

OPENED BY MEANS OF A FIRE.

ROCHESTER, N. Y., Nov. 4, 1903.

A few evenings ago there was a fire in the tailor shop above our store and the firemen broke in our door believing the fire worse than it was, for the chemical put it out. After the excitement was over the officer in charge of the store sent me the following note which struck me as being about the funniest thing I have seen in some time and I thought it might strike the readers of the PHONOGRAPH MONTHLY as funny, also. I will not try to spell it the way he did.

Manager of the Talking Machine Co.,
No. 43 Lawn Street.

SIR. The Talking Machine Co:—Your store has been opened by means of a fire upstairs. Please come and fix door or tell the boy where the manager lives.

Officer Pat Hennessey.

W. B. B. SMITH, Mgr.,
The Talking Machine Co.,
Rochester, N. Y.

A STORY WITHOUT A MORAL.

One of our Western Jobbers relates an incident that is amusing as showing the stature of some men. For the purpose of telling the story we will say that the Jobber's name is Mack. The list of our Jobbers will not show such a name, but real names are not necessary for the purpose. Mr. Mack was selling the "steen cent" records. One day his stenographer answered a telephone call and a male voice asked if Mr. Mack had any more of the "steen cent" records on hand. He had just bought some and found them so fine that he wanted more. He was told that there were still several hundred in stock. He gave a name and address and said that he would be right over to get a dozen or two. His name and address could not be found in the list of record buyers kept in the store.

The next day the young lady in the store had a similar telephone conversation and recognized the voice as that of the man who had called the day before. He praised the "steen cent" records as the best ever and would call that evening to get some. He gave another name and address. As none of the parties to whom Mr. Mack had sold "steen cent" records had paid them any compliments, but, on the contrary, had stated that they would have no more at any price, he began to suspect the sincerity of the telephoning individual, and directed his stenographer to call him to the 'phone if the man called up again.

The opportunity came a few days later. The telephone rang and upon answering it the young lady found the same voice asking questions. Mr. Mack was close at hand and at a sign from his stenographer took the receiver. A man's voice told him how he had bought some "steen cent" records and had found them superior to the Edison, etc., etc.

Mr. Mack recognized the voice as that of the manager of the branch house of the company manufacturing the "steen cent" record and called him by name, assuring him that so far he was the only one who had said anything good about the records in question. Mr. Manager denied his identity at first, giving a fictitious name and address, but after a little further pressure he admitted the fact. He asked Mr. Mack how he knew who called him up. Mr. Mack replied that as he was the only person who could speak well of the "steen cent" record he was satisfied that he knew where the messages came from.

The smallness of the incident does not permit the story to have a moral.

NO MORE ADVERTISING IN E. P. M.

The November issue of the PHONOGRAPH MONTHLY had scarcely been issued, containing the announcement to the effect that beginning with January the advertising rates in it would be increased to $20 per page, before another decision was reached to cut out all advertising of every description except that of the International Correspondence Schools, advertising the Phonograph Language Course. It was found that Jobbers who were not availing themselves of the opportunity to advertise in its columns were dissatisfied because the advertisements of others were accepted. They claimed that the PHONOGRAPH MONTHLY was mailed to all signed Dealers, and it furnished one Jobber with a means of soliciting business from Dealers of another Jobber. Since we did not want anything to affect the cordial relations between all Jobbers and this company, it was decided to cut out all advertising with the exception above noted. To have continued the publication of advertisements would possibly have furnished some Jobbers with an excuse for withholding Agreements, which are exceedingly anxious shall not be done. Then, too, there was in these advertisements an opportunity for fraction, so that altogether it seemed wisest to cut out all the advertising at once. All enterprising Jobbers and Dealers had begun to realize that the PHONOGRAPH MONTHLY was an exceedingly good medium for their business, and had we continued accepting advertisements the publication would have been self supporting in another month. We feel that we can better afford to sacrifice whatever income may have been derived from this source, however, rather than do anything to affect our relations with the trade.

ON MAKING RECORDS ABROAD.

SYDNEY, Sept. 26, 1903.

By chance a copy of your valuable little journal, the PHONOGRAPH MONTHLY, has fallen into our hands. This little journal fills a long felt want to us people who are so far away from you. We read with pleasure one article in it, remaking Records abroad. We can assure you that this is something to look forward to, and when it comes about it will no doubt double the Australian trade with the National Phonograph Co. Our customers are always asking us for English songs, bands, comic songs, sung by well known English singers. A comic song Record sells five to one of any other Record, and vocal Records sell ten to one of bands and other musical instruments. The ideas one learns from this little journal is valuable to dealers in the talking machine line.

W. J. DEANE & SON.

PHONOGRAPH HOLDS THE SECRET OF MOJAVES.

For the past month the western building of the Affiliated Colleges of the University of California has been the scene of a unique bit of scientific research. Through the efforts of Dr. A. L. Kroeber, secretary of the department of anthropology, aided by Captain Joe Nelson and Captain Jack Jones, two Mojave Indians from the Needles, the Mojave customs, language, ceremonies, etc., are now on record in the form of over 100 Phonographic cylinders. The two Indians, who for nearly a month past have been talking and singing into the Phonograph for the benefit of science, left last night to rejoin their people at the Needles.

For some time the university, through its department of anthropology, has been engaged in an ethnological and archaeological survey of the State. With a view to the studying of the Mojave Indian, Captain Joe and Captain Jack were imported from their homes in the South. The Mojave language, although a very complete one, has no symbols by which the words can be recorded in writing; consequently the Phonograph was pressed into service to accomplish what the pen could not.

Captain Joe among his own people is a chief of high standing and comes rightly by the distinction of Captain, the title given by the Mexicans in early days to all bona fide Indian chiefs. As an evidence of his standing with the Federal authorities, Captain Joe carries a bundle of letters from various officials of the Interior and the Army.

Among the Phonographic Records, which are the result of the visit of these two Mojave chiefs, is a song rendered by Captain Joe which covers nearly sixty cylinders. It is a semi-religious ceremony and takes the entire night in its rendition. Beside the Phonographic cylinders, Dr. Kroeber has in his possession a large amount of data bearing upon the tribal history, customs and traditions of the Mojave Indians.—*San Francisco Examiner*, Nov. 12, 1903.

A PUSHING DEALER.

STOCKTON, CAL., Nov. 9, 1903.

The ever-welcomed EDISON PHONOGRAPH MONTHLY and Suspended List, under date of November, received to-day. I am letting the people of Sacramento and San Joaquin Valleys know that I carry Edison Phonographs and Records. Seven mediums are used, having a combined weekly circulation of 35,000 copies, besides advertising through the mails. Next week will see our advertisements doubled. Last year's experience has taught me to advertise more extensively this time of the year.

H. W. MOSIER.

AND BETTER LISTS TO COME.

A Philadelphia Jobber wrote: "If you keep on making Records as fine as October and November lists you will put the ——— record up Salt River." We have no desire to do such an unkind act, but have no hesitancy in saying that the December list is even better than the two months named, and that each month in the future will find a similar improvement. Every month will contain pleasing novelties, and the entire list will be so good that no one will err who places an order for the entire lot.

THE I. C. S. LANGUAGE COURSES.

UNIVERSITY OF WISCONSIN,
MADISON, WIS., Oct. 30, 1903.

International Correspondence Schools,
French Department,
Scranton, Pa.

DEAR SIRS:—It is a very great pleasure to me, I assure you, to add my name to the list of those, your students, who have found that the Phonograph Method does teach French. The conversation, grammar and composition courses have proved practical and interesting, also I must add, though the world has not been accustomed to expect anything interesting in the usual dry-as-dust grammar. That the said usually dry-as-dust grammatical matter has been so presented as to seem a necessary and not at all disagreeable comment on the lesson, the usual method being quite the reverse, reflects great credit on the I. C. S. system. As to the Phonograph Records: every person studying a foreign language with the intention of learning to speak it should have the help of these Records. For acquiring an accurate pronunciation the Phonograph offers one great advantage, an advantage that cannot be too strongly emphasized:—*wireless repetition* of a word or phrase, *endless repetition* if you please. Some persons with quick auditory perception may learn a new sound upon once hearing it, or upon hearing it a small number of times. The majority, however, are not so blessed. The new sound must be dinned into the ear before it is fixed. The Phonograph will do, here, what very few teachers attempt to do, or in fact can do.

As to the "kind of French" the machine speaks, several of my French-speaking friends who were at first a little inclined to scoff at the idea of "machine-made language," are quite ready to testify to the purity of the Parisian accent. The course as a whole offers a practical means for making rapid and thorough progress toward a very real and solid "speaking acquaintance" with the language. Perhaps I can offer no surer proof of my estimate than this: that I wish you to send me the Spanish Records and text-books.

If any other word from me can be of any use to you I will be glad to have you offer suggestions.

Yours very truly,
R. B. MACNISH, Instructor.

LETTERS SENT TO OLD DEALERS.

When the new Agreement went into effect on September 1st, we took off from our mailing list the names of all Dealers who had not signed the new Agreement. We found that there were quite a large number of such names. Believing that it was not businesslike to drop them without some further attention, we sent out a letter to all such, asking why they had dropped the Phonograph business and had not signed our new Agreement. This letter fell into the hands of persons who had signed the new Agreement, but for one reason or another, the Agreement either had not been sent to us by their Jobber or we had failed to get their names on our mailing list. These are now being straightened out as quickly as possible, and we shall shortly have back on our mailing list all Dealers who are entitled to be there. We ask the indulgence, either for the Jobbers or ourselves, of those Dealers whose names have been dropped by us through no fault of their own. We would also ask all Dealers to keep us advised of any changes in their addresses and to write us if their printed matter is now coming to them with errors in the address.

A CORRECTION.

Through an error the paragraph in the November issue of the EDISON PHONOGRAPH MONTHLY, concerning the furnishing of Phonograph music at a New York City wedding, was credited to S. B. Davega, of East 14th street. As a matter of fact the music was furnished by I. Davega, Jr., of 802 Third avenue and 125 West 125th street, New York.

AN EDISON RECORD PLAYED 3,000 TIMES.

MEMPHIS, TENN., Oct. 28, 1903.

I noticed in your October number where one Edison Record was played 1,525 times. I can go you one better, as I have a customer here in Memphis who says he played one on a slot machine 3,000 times. How is that for the wear of Edison Records?

W. L. HUGHES,
Manager for Ray Co.,
Memphis, Tenn.

LIKES OUR PLAN OF ASSISTING DEALERS.

TUPELO, MISS., Nov. 2, 1903.

I write to thank you for the names you sent me of parties who wrote you in regard to Edison Phonographs and Records. I wrote each and succeeded in selling Mr. ———, of Ripley. I like your plans of business, also the protection afforded by having each Dealer sign Agreement.

J. R. PHILIPS.

PRINTED MATTER.

Just as the new Record Catalogue, Form 490, was coming along from the printer in good shape, something fell on the locked up form and smashed a lot of the plates, causing a delay of about ten days before new plates could be made and the run begun over again. Consequently, shipments of catalogues have been delayed. They are now coming through nicely, and we hope to have no further trouble in supplying the needs of the trade.

The first copies of the new Machine Catalogue, Form 500, are only now being received, fully six weeks behind the most positive promises of the printer. We are now sending this catalogue out to Jobbers as fast as we receive it, and if the unexpected does not happen, we shall soon have part shipments in every one's hands. Those who are accustomed to having a large quantity of literature printed will probably appreciate some of the troubles we have had in the past six weeks in having printed work done, especially since all printers and lithographers are more than busy at this season of the year.

The reprint in sheet form of the Comments on new Records each month, which was done with the November Comments for the first time, proved much more popular than we had anticipated. A quantity was ordered by 33 different Jobbers who have renewed their orders for another month. As before explained, these sheets will be printed at their cost to us, viz: 20 cents per hundred if blank and 25 cents additional, with each order without regard to quantity, for such orders as may be imprinted with Jobbers' names and addresses. The sheet will be printed in different colors each month, that for November being white and that for December being yellow.

We have had printed a neat four page folder in red and dark green ink on a light green tinted paper for use in the holiday season. We have not had time to advise Jobbers with reference to it, but shall send out to each with December Records such quantity of these folders as we think can be used to advantage. The edition will be 250,000, and we shall send out almost the entire lot in this manner, reserving a smaller quantity for Dealers' orders or for such Jobbers as feel that they must have a few additional copies.

AMONG JOBBERS.

C. B. Scott, Jobber at Scranton, Pa., has been succeeded by Ackerman & Co. The latter are located in the Coal Exchange Building.

In the advertisement of the Wahl-Graach Co., of Lafayette and Indianapolis, Ind., and Cincinnati, in the November issue of the EDISON PHONOGRAPH MONTHLY, the address of the Indianapolis house was incorrectly given as No. 199 instead of 119 S. Illinois street.

The Wells Phonograph Co., of Philadelphia, who are among the most frequent and persistent advertisers of Edison goods, recently received a postal card from Mexico, written in Spanish, which upon being translated was found to be a request for Catalogues of Edison Phonographs and Records. They were puzzled to know how the inquirer could have obtained their name and address, but presumed that it was due to their newspaper advertising.

PARTIAL SHIPMENTS.

A New York City Jobber a few days ago said "Why don't you put a paragraph in the PHONOGRAPH MONTHLY telling Dealers that when they get short shipments on machines and Records it is not always the fault of their Jobber? As you know, we are not always able to get either machines, Records, Reproducers or supplies as fast as we want them or in such quantities as we order. You ought to make it clear that when the factory does not fill our orders in full, we, in turn, are compelled to make short shipments to our Dealers." We are compelled to admit the truth of this Jobber's statements. The demands for machines, Records and other goods are such as at times to make it impossible to fill all orders in full. We therefore are compelled to make part shipments in order that every Jobber may get his share of the goods being manufactured. We would ask the Dealers to be as patient in the matter as possible, relying upon our assurance that we are doing at all times all that we can to take care of the needs of the trade.

WELL PAID FOR HIS COUNTY EXHIBIT.

FAYETTE, ME., Oct. 20, 1903.

Acting on the suggestion given in the PHONOGRAPH MONTHLY I took three machines and an assortment of Records to the county fair where I showed up the machines and distributed advertising matter. I have been well paid for my trouble in direct results. Only just show the *Edison Machine* and let it be heard and it will sell itself.

A. A. CAMPBELL.

CHEAP PLAN FOR CARRYING A STOCK OF RECORDS.

For the benefit of those Dealers who have not been able to find a satisfactory way of keeping a stock of Records, we would like to comment upon the plan adopted by Victor H. Rapke, of 1661 Second Avenue, New York, in taking care of his Retail stock. Mr. Rapke is also a Jobber. In order to have a way of carrying his retail stock so as to be readily accessible, and also enable him to carry all Records listed in the catalogues, he recently had made a lot of paper board boxes, each large enough to hold six small Record cartons lying on their sides, with their covers showing outward. Each box had compartments for six Records. The boxes are in size about 25¾ inches high, 4½ inches deep and 16¾ inches long. Each compartment is practically 2¾x2¾x4½ inches deep, just large enough to permit a Record carton to be slipped in and out easily. Then Mr. Rapke had made a series of good sized numbers and gave each carton a number corresponding to the numbers in the catalogue. The boxes are made small enough to admit of their being placed one upon the other without the use of shelving of any kind. A little thought will show the Dealer this is a very inexpensive way of carrying his stock of Records. The boxes that Mr. Rapke had made cost him $3.50 a hundred. An expenditure of $14 gave sufficient boxes to carry every Record in our list. The box makers in any of the large cities should be able to make similar boxes at practically the same cost. Records arranged in a system like this are not only readily accessible to those in charge of the store, but the vacant compartments show at once what Records are needed to supply the stock. Doubtless, other Jobbers and Dealers throughout the trade have excellent methods of taking care of their stock of Records, and we shall be glad if some of them will send us a letter explaining how they do it. These suggestions cannot fail to be of interest to the entire trade.

OUTDISTANCES ALL OTHERS.

———, ERIE, PA., Nov. 9, 1903.

Will co-operate with you in endeavoring to maintain your just requirements and commendable business methods. Price cutters are detestable creatures and should be sidetracked as speedily as possible. We are having a steady and increasing trade in Edison Phonographs. We handle other makes of talking machines, but consider the Phonograph the superior of them all. For perfect reproduction of very delicate sound waves the Phonograph has them all out-distanced.

G. W. COCHRAN COMPANY.

PHONOGRAPH ART CALENDAR.

The Phonograph Art Calendar for 1904 is now ready. It was described in these columns last month, and is, we believe, quite as effective as any similar calendar yet issued. We think that it will be an excellent souvenir to be used as a holiday present by Jobbers and Dealers to their best patrons. It is something that cannot fail to be appreciated and to be kept throughout the year. Sample copies have been mailed to all Jobbers, and their orders when received will be filled and made ready for shipment with other goods. The price of the calendar will be its cost of production to us, viz: 15 cents each. Dealers who are interested in the subject are asked to send 15 cents in stamps for a sample copy. We do not feel that we can send copies to Dealers without making a charge for them.

MOVED INTO LARGER QUARTERS.

The large increase in the talking machine business of the Boston Cycle and Sundry Co. has necessitated removal of this department into larger quarters. They have recently taken an entire floor in the large building at 48 Hanover street, and in the future all of the wholesale business will be done from this address rather than the previous address on Federal street. The new quarters are fitted up on a large scale in anticipation of a much larger business than ever before, having accommodations for over 60,000 Records. Some idea of the growth of this business may be obtained from the fact that two years ago this firm's standing order for new Records was for twenty-five of each, while now their orders run as high as 1,000 copies of a single selection.

Owing to the more central location and better facilities for handling the business there seems to be every prospect of a large increase of an already large talking machine business.

NO TROUBLE TO CONVINCE HIS CUSTOMERS.

BENHAM, TEXAS, Oct. 21, 1903.

We received your advice as to the inquiry of ———, of this place, and we have just filled his order for one dozen Records and this in face of the fact that the ——— records are handled here at $1 per dozen. We had no trouble in convincing Mr. ——— that the Edison Records were far superior to any made and that they were well worth the price asked for them. Thanking you for your kindness in directing him to us and assuring you that we will at all times hold up the price and talk up Edison goods.

CHAS. DAVIS & CO.

TRADE ADVERTISEMENTS AND NOVELTIES.

Among the interesting advertising literature received from the trade during the past month was a set of six of the Perry pictures from Emil Meinardus, of Chilton, Wis. The pictures bore on the back an excellent argument on the advantage of buying an Edison Phonograph. Part of the advertising was also printed in German.

L. R. Porter, a Dealer at Brockton, Mass., had a four-inch double-column advertisement in the papers of his city on November 10, largely devoted to calling attention to the Edison Record of "Any Rags," sung by Arthur Collins and listed in November.

Copies of newspaper advertisements, circulars or other advertising literature have been received from the Penn Phonograph Co., Philadelphia; Stratton's, Brownsville, Tenn.; C. Veeder, Rosendale, N. Y.; L. C. Hartzell, Holyoke, Mass.; Blakeman Talking Machine Co., New York; Boston Cycle and Sundry Co., Boston; Eastern Talking Machine Co., Boston; George E. Bass, New Philadelphia, O.

Jobbers and Dealers are urged to send our Advertising Department copies of any advertising they may do or get out.

DEALERS' COMMENTS IN BRIEF.

"Will co-operate with you, for I think your plan a benefit and a success."—*C. F. Littlepage, Anthony, Kas.*

"I will co-operate with pleasure and am highly pleased with your method of doing business."—*P. L. Gordon, Fairfield, Ia.*

"I am much pleased with Edison Phonographs and Records, and I will keep strictly to your conditions. They are the best on the market."—*E. S. Krauss, East Greenville, Pa.*

"Since I am a strong opposer to all price cutting, you can rely on my hearty support."—*A. F. Wollenberg, Kootskia, Idaho.*

"You will have my co-operation to the best of my ability, for I have no use for price cutters."—*George W. Hinshaw, Carmel, Ind.*

"You need have no fear of my changing prices of Phonographs, Records or supplies manufactured by Edison."—*W. A. Waddams, Chico, Cal.*

"We would not care to handle Edison goods if regular prices could not be maintained."—*C. C. Thompson & Son, Baraboo, Wis.*

"We are doing all we can for Edison Phonographs, Records and supplies, knowing that they are the best."—*Prospect Phonograph Co., Cambridge, Mass.*

"Edison goods are good enough for me."—*J. W. Thrasher, Gwinda, Col.*

"We will uphold the Dealers' Agreement, as we know of no other company that helps and protects the Edison Phonograph Dealers, as you do. We expect to do the largest 'Edison' business in the history of our five years in business."—*S. D. LaRoe & Son, Woonsocket, R. I.*

"Am acting in strict accordance with the agreements, 'giving the Edison Machine its dues as the best.' The knowledge that prices are uniform induced me to put my whole energy into selling them, and they take well in our part of the country. Last year I made an effort to sell the ——— and sold quite a few, but customers could send off and get disks as cheaply as I could and now, presto—the trade comes my way on Records."—*John P. Best, Hamilton, Ill.*

"Will file Suspended List for reference in order to co-operate with you in your efforts to maintain uniform prices over the United States."—*Cummings, Shepherd & Co., Fort Worth, Texas.*

"Your Suspended List of November received. You may rest assured we will never have our name on that List."—*J. B. Meiler & Sons, Dayton, O.*

"It is a pleasure to do business with a firm which makes it possible for retailers to get full prices."—*W. E. Hall, 298 Third avenue, New York City.*

"Your latest List of Suspended Dealers received, and we assure you our hearty cooperation to prevent their obtaining machines or supplies. We also appreciate the MONTHLY. —*L. J. Schreiber, Plymouth, Mass.*

"Your November Suspended List at hand. Kindly acknowledge my approval of same. It is the only systematic way of protecting the trade and doing away with the price 'butcher.' I am handling your goods to good advantage and have compared them with other makes and am fully decided as to which is the inferior."—*Wm. F. Hunt, Wenatah, Ind.*

"We shall use our best endeavors to keep Edison's goods on top."—*W. C. Cutler, Baker City, Ore.*

"We gladly agree to co-operate with you, because from experience we know that there is none superior to that of Edison's. It is just what we have been looking for for a long time. Our motto is when we have a good thing, hold to it, and this is certainly it!"—*Syb Bros., Dodge, Neb.*

"You may count on me for one in supporting the text. I have a good trade, considering the territory, only small piece of business, but the people do admire the Edison Phonograph."—*Peter Nordstrom, Jr., Walsburg, Kas.*

"Edison Phonographs and Records have taken the lead in my county, and will keep it as long as I am in the business here."—*Peter J. Duffy, Crescent City, Cal.*

A Connecticut Dealer, who handles all makes of talking machines, writes: "Have you heard 'Any Rags?' in the ——— [the bargain counter record]. *It is rotten.* I am not selling any ——— now. Only sold thirty last week."

MADE HERE AND HEARD IN GERMANY.

"I would like to tell you about a man from Germany, who came in our store a few days ago, and had us put a Record on the Home Phonograph for him," said A. R. Ingram, manager for the Ray Co., in Cleveland, O. "When the machine was started the reproduction was that of a dog barking and howling; the gentleman explained to us that it was a Record made by his dog in Germany—a dog in Germany, barking in the United States. This man purchased a Home Phonograph, one dozen blank Records, Recording Horn, thirty-six inch Amplifying Horn, just for the purpose of making Records. He has an Edison Phonograph at his home in Germany, and gave the one he purchased of us to his daughter here in this city. His wife's mother lives with the daughter, and this old lady makes Records here and sends them to her grandchildren in Germany, where they are reproduced on an Edison Phonograph, making the interesting combination of a grandmother in the United States talking to grandchildren in Germany."

WANTS HIS RECORDS AT ONCE.

A Dealer at Matteawan, N. Y., states that he has a customer who had a telephone put in his house in order that he may be at once informed when the new Edison Phonograph Records arrive each month. He is an enthusiast and wants his Records at the earliest moment possible.

RECORD SHIPMENTS.

After striving for a year to catch up, we were able to ship November Records close to the first of the month. It is expected that December Records will go out from the factory equally early and be in the hands of the trade in good season for the holiday trade.

THEY GIVE THE BEST SATISFACTION.

BETHEL, ME., Nov. 13, 1903.

I acknowledge receipt of Suspended List of November 1, also copy of EDISON PHONOGRAPH MONTHLY, for which accept thanks. I find that the Edison machines and Records are the best on the market and the only kind that people will buy here. They give the very best of satisfaction in every case. You may look for my hearty co-operation with you.

C. O. FOSTER.

IT BACKS THE RETAILERS.

BELMONT, N. H., Nov. 12, 1903.

We have just received your November 1st list of Suspended Dealers. It is a pleasure to do business with a firm that backs the retailers so they can get full prices for their machines.

F. C. HALL & CO.

PERSONAL.

The out-of-town Jobbers who called at our New York office during the past month were: G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; N. D. Griffin, of the American Phonograph Co., Gloversville, N. Y.; William Werner, Easton, Pa.; W. O. Pardee, of Pardee-Ellenberger Co., New Haven, Conn.; Mr. Caulkins, of the Caulkins & Post Co., Middletown, Conn.; Mr. Williams, of the Western Electric Co., Philadelphia; Mr. Babson, of the Talking Machine Co., Chicago; James K. O'Dea, Paterson, N. J.

DEALERS SUSPENDED IN NOVEMBER.

The following Dealers have been placed upon our Suspended List during the past month, and the trade is warned against selling them Edison goods of any description:—

Hopkins-Sears Co., or Hopkins Bros. Company, Des Moines, Iowa.

E. M. Gowenlock, Clay Centre, Kansas.

Marvin A. Cote, Saratoga Springs, New York.

Bentley & Craig, Boulder, Colorado.

Osborn Gillette, or the Boston Jewelry Company, L. F. Maloney, Manager, Woburn, Mass.

Finch & Hahn, Schenectady and Albany, New York.

F. A. McMaster & Co., Nashua, N. H.

UNIQUE WINDOW DISPLAY.

A Trenton (N. J.) paper wrote as follows concerning a window display made by the Stoll Blank Book and Stationery Co. of that city:

Stoll's blank book and stationery store has an attractive window display of October Phonograph Records. The Records are enclosed in circular paste board boxes and arranged to represent a house. On either side of the door, right up close to the window, are two small Phonographs.

The house, which is two stories high, is only one of the many unique features which the firm has displayed in advertising the Phonograph.

RATHER HAVE EDISON AT 50 Cents THAN ANY OTHER AT 10 Cents.

CARMEL, IND., Nov. 6, 1903.

You can always depend on me to do my part in holding prices on Edison goods, for they are well worth the price. When the so-called Leader twenty-five-cent record came out I lost some trade, but when I got some of them that were also on the Edison List and by the same artists and then played both kinds to my customers, they all said they would rather have Edison Records at fifty cents than the others at ten cents, as they sounded just like disc records.

GEORGE W. HINSHAW.

COMMENTS ON JANUARY RECORDS.

The list of Edison Gold Moulded Records issued for the opening month of the new year by the National Phonograph Company is fully up to the high standard set by the December list. It is another list full of popular airs, the newest music and attractive novelties. One of its features is the large number of Records made with orchestra and band accompaniment. The use of piano for accompanying songs has now become a thing of the past with the making of Edison Gold Moulded Records. Occasionally it may be found necessary on account of the peculiar composition of a song to have it sung with piano accompaniment, but such occasions will be rare. The use of an orchestra or band for accompaniments makes a Record of unusual richness and brilliancy, and adds greatly to its value. To have a full-sized orchestra or band play simply the accompaniment to a singer means much in the way of expense and trouble, but neither expense nor trouble will be allowed to stand in the way of more emphatically emphasizing the superiority of Edison Gold Moulded Records. The process by which they are made has always enabled the National Phonograph Company to make the most uniform, the most brilliant, the smoothest and the richest cylindrical Record on the market. Its reputation as the best will now be enhanced by the introduction of many novelties and new features. No reduction will be made in the price of these Records, but the utmost pains and care will be taken to make them more than ever worth their cost to the public. No product bearing the name of Edison is known as cheap goods, and the word cheap will never be used in connection with the Edison Gold Moulded Record, unless it be to say that it is cheap at the price asked for it. It will never be used as a record with which to advertise bargain sales and attract attention to goods of other make. The January list comprises twenty-five domestic and two foreign selections. Any Phonograph owner can buy the entire list without hearing them and not be disappointed in one.

The opening number on the list is No. 8274, "Bedella Medley." In December was listed a medley of the popular song, "Any Rags," made by the Edison Military Band, and it was received with such favor that it was determined to make a similar medley in January of some other popular song, "Bedella," which was one of the most popular songs on the December list, was chosen. The "Bedella Medley" is also made by the Edison Military Band. It opens with the first verse of "Bedella," followed by "The Maid of Timbuctoo," "By the Sycamore Tree," and "Keep On A-Shining, Silv'ry Moon," and then closes with the chorus of "Bedella." This combination of airs, coupled with the splendid work of the band, makes a great Record.

Harry Von Tilzer, who wrote "Down Where the Wurzburger Flows," a song that achieved wide popularity, has just written another which he and his publishers believe will be equally popular. It is No. 8275, "Under the Anheuser Bush," and is not intended in any way to advertise wet goods. The National Phonograph Company secured by special permission the early use of the music of the song, and has made an excellent record of it. It has been sung by Billy Murray, with unusual care and with splendid enunciation. The song has a waltz air, and the singer is accompanied by the Edison Symphony Orchestra.

The banjo Record with orchestra accompaniment made by Vess L. Ossman in December was such a success that another has been made for January. It is No. 8276, "Keep Off the Grass," and it also is made by Mr. Ossman. It will be difficult for lovers of fine banjo music to determine which of the two Records is the most attractive. Most of them will decide the question by buying both Records. Those who do so will make no mistake.

The comedy and bass duets by Miss Morgan and Mr. Stanley are one of the features of each monthly list of new Records made at the Edison Laboratory, and that for January is fully as pleasing as any yet made by these artists. It is No. 8277, "Nobody's Looking but the Owl and the Moon Man." The rousing air of the well known song is much enhanced by the charming blend of the singers' voices. The contralto voice is subdued and there are no blasts.

One of the hits in "The Runaways," which ran so long in New York, is a dance by a comedian made up as a huge rooster. No. 8278, "The Rooster Dance," is a Record made of the music to which the comedian dances. It is a very clever characteristic composition, the crowing of a rooster being given by first one and then another of the instruments in the orchestra, all blending well with the general work of the orchestra. The Record is made by the Edison Symphony Orchestra in faultless style.

No. 8279, "Peggy Brady," is a waltz song of the "Good Old Summer Time" style, still so very popular. It is now being sung in "The Isle of Spice," which is running in Chicago, and is drawing large crowds at every performance. "Peggy Brady" will eventually be as popular as "My Little Coney Isle" and other songs of the waltz order. The Record of the selection is made by Harry MacDonough, whose fine voice and clear articulation combine to make it most desirable.

In No. 8280, "Hickory Bill," Len Spencer and Parke Turner have made an interesting Record which tells by means of a dialogue and banjo music how "Hickory Bill's" brother found him after years of separation. No one could play the banjo like "Hickory Bill," and this led his brother to identify him. A Record out of the ordinary.

Arthur Collins, in No. 8281, "My Dixie Lou," has a Record that is quite up to his usual high standard of coon love songs. The song is by Harry Von Tilzer and has a very pleasing air. Mr. Collins not only sings it nicely, but the song is accompanied by the orchestra, the two making a splendid selection.

Bohumir Kryl has made no better cornet Record at the Edison Laboratory than No. 8282, "The Last Rose of Summer." It is straight cornet playing without frills or fireworks and reminds one of the best days of the late Jules Levy.

Franklyn Wallace's solo Record for January is No. 8283, "Like a Star That Falls from Heaven," a descriptive song written by Arthur J. Lamb and set to music by Kerry Mills. Mr. Wallace sings it in a very satisfactory manner. It cannot fail to please those who admire this style of songs.

No. 8284, "Dixie Girl," is a characteristic march and two-step played by the Edison Concert Band. This composition is the work of J. Bodewalt Lampe, and it is published by the Whitney-Warner Co. It is well written and well played by the Edison Concert Band.

No. 8285, "An Evening Call in Jayville Center," is another of the very popular series of Rube talking and singing male duets by Harlan and Stanley. The comedy and singing are both good.

J. Frank Hopkins has in No. 8286 "Uncle Sammy March," a fine xylophone solo, accompanied by the orchestra. The latter makes an excellent background for Mr. Hopkins' clever playing. This is a good two-step. It was written by Abe Waltman.

Perhaps the best instrumental Record of the month is No. 8287, "The New Colonial March," a new composition by R. B. Hall, and published by the John Church Company. The Record is made by the Edison Military Band. We believe that it will be as popular as the "American Standard March." It has a very pretty air and is played admirably.

Collins and Harlan's comic male duet for the month is No. 8288, "What Would the Neighbors Say?" Besides being a comic selection it has a decidedly pleasing tune and it is sung in the usual good style of these well-known Record duetists.

Harry MacDonough has a second solo Record in the list in No. 8289, "Sukey Sue," a coon love song with orchestra accompaniment. It has a pleasing air and is a well made Record.

In No. 8290 Byron G. Harlan sings "Little Dolly Driftwood," a descriptive song written by Vivian Grey (Miss Mabel McKinley, niece of the late President McKinley), the composer of "Annona." The tune is charming. Mr. Harlan sings it in good style, and the orchestra accompaniment gives the whole a fine setting.

No. 8291, "Come Ye Disconsolate," is a mandolin Record by Samuel Siegel. It is played with organ effect and will be especially attractive to mandolin players or those partial to the music of that instrument. Mr. Siegel's mandolin work is that of the real artist.

No. 8292, "Celia," is a coon love song with orchestra accompaniment. It is sung by Arthur Collins and bears all the evidences of the pains taken by Mr. Collins to make a good Record. The work of the flutes and clarinets is a pretty feature of the accompaniment. The words and music of this selection are by Smart and Willman.

It is some time since S. H. Dudley has made a whistling Record for the Edison Phonograph. No. 8293, "The Whistling Bowery Boy," shows that Mr. Dudley has lost none of his skill as a whistler of the first grade.

No. 8294 is another unique Record by Len Spencer and Parke Hunter. It is called "The Banjo Evangelist," and introduces a comic negro dialogue and banjo music.

Bobby Newcomb's well known song and dance, "Pretty as a Butterfly," has been made into a fine bells Record, with orchestra accompaniment, by Albert Benzler. It is No. 8296 and is one of the desirable numbers.

No. 8296, "Felice," is a canzonetta with a most charming and delicate air. It is played by the Edison Symphony Orchestra. This Record will be especially pleasing to lovers of music of a classical character.

In No. 8297 Billy Murray has another excellent solo Record. It is "Mary Ellen," an Irish serenade that reminds one of "Bedella," with which song it is expected to divide honors. The music of "Mary Ellen" is by Tom Lemonier.

The cornet duet listed in December as played by John Hazel and Frank S. Selzer, has proved to be such a hit that another has been included in the January list. It is No. 8298, "Two of Us," and is in every respect as fine a Record as that given last month. The selection itself is just as pretty and the work of the cornets fully as artistic.

Nos. 12913 and 12914 are two comic selections in the Hebrew language by Frank Seiden.

I. C. S. LANGUAGE OUTFITS REQUIRE NO INITIAL QUANTITY.

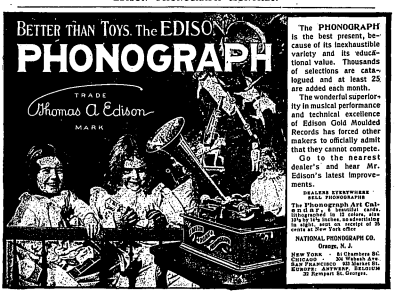
The International Correspondence Schools of Scranton, Pa., have made it extremely easy for Dealers to sell their language outfits with practically no expense or risk. As they are advertising on pages 14 and 15 of this issue, they will send to any Dealer, expressage prepaid, a sample outfit, including three Records and text books, for $1.50. With this outfit the Dealer may explain the merits of the system and order only such goods as are required by his customers. The text books explain the system fully, the Records are made in foreign languages and the Dealer himself has the Phonograph. With these the Dealer has a language outfit that will make it easy for him to demonstrate to possible purchasers just what the International Correspondence Schools Language Courses consist of.

A PACIFIC COAST CO-OPERATOR.

HEMET, CAL., Oct. 18, 1903.

I will state that I have received Suspended List. I will join you heartily in keeping up the reputation that the Edison goods have gained. I will also join in sustaining the present prices on said goods.

ALVA C. VAN WINKLE.



DECEMBER ADVERTISING.

The above Phonograph Advertisement appeared in full pages, half pages and quarter pages in the following December publications: Ainslee's, Argosy, Atlantic, Bookman, Brown Book, Century, Collier's, Country Life, Craftsman, Current Literature, Everybody's, Field and Stream, Four-Track News, Harper's Monthly, Independent, Leslie's Popular Monthly, Life, Lippincott's, Metropolitan, Munsey's, National Magazine, News Letter of San Francisco, Outing, Pearson's, Review of Reviews, Saturday Evening Post, Scribner's, Smart Set, Strand, Success, Sunset, Town Topics, World's Work.

This publicity should have been of much benefit to the trade.

CHINESE RECORDS GIVE SATISFACTION

The following is an extract from a letter received from a Dealer in Rangoon, India, referring to our Chinese Records:

"I have great pleasure in advising you that the Phonographs and Chinese Records recently supplied have given great satisfaction, and were disposed of as fast as they came in. My Chinese customers (the purchasers) were delighted with them, and stated that the tunes were admirably clear and natural."

DOING A RELIGIOUS WORK.

A Nebraska Dealer, who asks that his name and city be not published, sends the following incident:

Last winter I received an order for a Phonograph and one dozen Records from another county with the request that I include "one religious piece." I sent No. 1539, "Safe in the Arms of Jesus." About a month later the old gentleman's son-in-law was in the store and I asked him how the selection of Records sent had suited the folks. He said they were all right, and that "Father will sit and play 'Safe in the Arms of Jesus' over and over, and with the tears running down his cheeks he will say: 'I ain't there boys, I ain't there; I ought to be but I ain't.'" I thought at first of reporting the case to some neighboring minister, but on reflection concluded that they had had their chance and the Phonograph was doing the work better than they had done it, so I left it to this wonderfully versatile machine.

NO WEAR ON EDISON REPRODUCERS.

Fort Dodge, Iowa, Oct. 10, 1903.

I notice a paragraph in the October Phonograph Monthly from Coatsville, Pa., where a Record ran 1525 times. I ran an Edison Reproducer at least 10,000 times and if there was any difference the last time was better than the first. Then I sold it to a gentleman who would not buy anything he did not know was all right.

S. W. Corey.

SELLS ONLY EDISON RECORDS.

Randolph, Vt., Nov. 13, 1903.

In talking about other records which are sold at twenty-five cents and sixteen cents and any old price they can get, will say in order to satisfy the curiosity of some of my customers I ordered a few of them. One customer had a dozen, others two and three each, but they all say they do not care for any more of them. They say that some are good and plain and lots of them are harsh. One customer asked me to exchange his for the Edison and was willing to pay me thirty cents difference and I told him I certainly could not exchange Records, and I certainly did not care to stock up with records that people would not buy. So he said he would keep the best of them and would shave down the remainder. I am glad to say that I have not one Record in stock but the Edison. I sold ——— records long before I did Edison's, but have found out the difference and am satisfied with them, and so are my customers.

J. E. Jeud.

SOLD THREE PHONOGRAPHS IN ONE FAMILY.

Colon, Mich., Nov. 16, 1903.

I have received November Edison Phonograph Monthly with Suspended List. Am having a good trade in Edison Phonographs. Recently sold three in one family, as they are about the only kind of talking machine sold here. The three sold in one family were one Triumph and two Home Phonographs.

O. B. Culver.

SUSPENDED LIST, DECEMBER 1, 1903.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

*Boulder—BENTLEY & CRAIG.

IOWA.

*Des Moines—HOPKINS-SEARS CO., or HOPKINS BROS. COMPANY.

KANSAS.

*Clay Centre—E. M. COWENLOCK.
Lawrence—BELL BROS.

MASSACHUSETTS.

Lawrence—LORD & CO., 314 Essex street.
E. O. MOSHER, 420 Essex street.
Malden—A. T. FULLER.
New Bedford—B. B. HOWLOFF.
*Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY COMPANY, L. F. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

*Nashua—F. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAMUEL D. WOLF, 32-34 Arkansas avenue.
Bayonne—I. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery street.
Newark—R. L. CORWIN.
Paterson—CHAS. H. KELLY, 25 N. Main st.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

Bedford Park—GEO. H. TYRRELL.
Hobart—P. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
R. L. CORWIN, also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 89 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
HAWTHORNE & SHEBLE, 297 Broadway, also Philadelphia, Pa.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 124 Fulton street.
S. LEMBURG & CO., 192 Broadway.
J. McELLYNNE, 202 Broadway.
RICHARD PEASE, 44 W. 132d st.
P. M. PRESCOTT, 44 Broad street.
Saratoga—W. J. TOTTEN.
*Saratoga Springs—MARVIN A. COTE.
*Schenectady and Albany—FINCH & HAHN.

OHIO.

Cincinnati—J. L. ANDEM.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—F. A. MAZURIE.

PENNSYLVANIA.

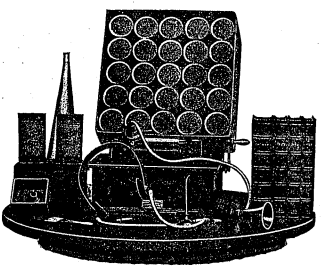
Philadelphia—A. R. CASSIDY, 2763 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford street and Wascher street.
Pittsburg—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

Providence—F. P. MOORE.

*Added since last Suspended List was issued November 1, 1903.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus.



I. C. S. Phonograph Outfit, Records, and Textbooks

Prepared by the

International Correspondence Schools
of Scranton, Pa.

and protected for the Trade by Edison Agreements

If you are an Edison retail dealer, that is enough. You are elected to represent the I. C. S. Language Outfits with no risk and with sure profits.

There is no risk, because you *order what you want when you need it.* The Outfits are kept in stock by leading jobbers with no restriction on the quantity you are to order at any time.

True, you must demonstrate the language lessons in order to sell them, but all such work is effective, because you advertise your store and the general features of the phonograph in the most attractive manner.

The progressive Edison dealer is prepared to use arguments with his customers like these:



(1) "Edison Phonographs are the only talking machines perfectly adapted for double service—amusement and language study. We want you to hear this I. C. S. Language Lesson, prepared specially for the Edison Phonograph, then you will understand why this machine offers the best investment."

(2) "The proof of the perfection attained by the Edison Phonograph is listening to an I. C. S. Language Lesson. Use the hearing tubes and get close to the living voice of the professor. There is no scratching—only the marvelously natural conversation."

You could sell many I. C. S. Outfits if you had the lessons to demonstrate. Here is a sample-lesson offer made only to the Edison retail trade:



Three (3) regular I. C. S. Lessons (French, German, and Spanish), consisting of three (3) I. C. S. Molded Records and three (3) forty-page textbooks will be sent prepaid to any address in the United States or Canada, with full information for demonstrating. **Price $1.50 net.**

Order Today From the Following Jobbers of I. C. S. Outfits:

PORTLAND, ME., W. H. Ross & Son
LOWELL, MASS., Thomas Wardell
BOSTON, MASS., Eastern Talking Machine Co.
BOSTON, MASS., J. C. Haynes & Co.
BOSTON, MASS., Boston Cycle & Sundry Co.
NEW HAVEN, CONN., Fowler-Ellenberger Co.
PROVIDENCE, R. I., Murray, Blanchard, Young & Co.
KINGSTON, N. Y., Forsyth & Davis
SYRACUSE, N. Y., W. D. Andrews
NEW YORK CITY, Blackman Talking Machine Co.
NEW YORK CITY, I. Davega, Jr.
NEW YORK CITY, Douglas & Co.
NEW YORK CITY, Jacot Music Box Co.
NEWARK, N. J., The Edisonia Co.
PHILADELPHIA, PA., Wells Phonograph Co.
EASTON, PA., William Werner
BUFFALO, N. Y., P. A. Powers
ROCHESTER, N. Y., Talking Machine Co.
COLUMBUS, OHIO, Perry B. Whitsit Co.
DAYTON, OHIO, Nichaus & Dobse
CHICAGO, ILL., O. J. Jones
CHICAGO, ILL., James I. Lyons
MILWAUKEE, WIS., McGreal Bros.
MINNEAPOLIS, MINN., Thos. C. Hough
OMAHA, NEB., Nebraska Cycle Co.
KANSAS CITY, MO., J. W. Jenkins' Sons Music Co.
ST. LOUIS, MO., The Conroy Co.
TORONTO, CAN., R. S. Williams & Sons Co.
SAN FRANCISCO, CAL., Peter Bacigalupi
NINETEEN STORES, The Koy Co.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2021 Second avenue.
Mobil.—The Ray Co., 54 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 333 Market street.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th street.

CONNECTICUT.

Middletown—Caulkins & Post Co., 406-408 Main street.
New Haven—Pardee-Zilenberger Co., 125 Orange st.

GEORGIA.

Atlanta—The Ray Co., 72 Whitehall street.
Savannah—The Ray Co., 116-118 Bernard street.

ILLINOIS.

Chicago—Oscar J. Junge, 191 E. Chicago avenue.
Kelley Cigar Co., 3809 Wabash avenue.
Lyon & Healy, 243 Wabash avenue.
The Ray Co., 90 Washington street.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 109 Madison street.
The Vim Co., 56 E. Lake street.
Montgomery Co., 111 Michigan ave.
Peoria—Peoria Phonograph Co., 304 S. Adams street.

INDIANA.

Indianapolis—Kipp Bros. Co., 37 S. Meridian street.
Talking Machine Co., 120 Massachusetts avenue.
Wahl-Gausch Co., 128 S. Illinois street.
Lafayette—Wahl-Gausch Co., 304 Main street.

IOWA.

Des Moines—The Vim Co., 201 West Walnut street.

KENTUCKY.

Louisville—The Ray Co., 620 Fourth avenue.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Fire Alarm Co., 614 Gravier st.
The Ray Co., 111 Camp street.

MAINE.

Bangor—E. L. Crosby Co., 166 Exchange street.
Portland—W. H. Rose & Son, 200 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Machine Co., 177 Tremont street.
J. C. Haynes & Co., 441 Washington street.
Lyon-Thomson Sporting Goods Co., 163 Washington street.
Read & Read, 358 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—Bing Bros. Co., 112 Merrimac street.
Thomas Wardell, 121 Central street.
Worcester—Iver Johnson Sporting Goods Co., 364 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 259 Woodward avenue.
The Ray Co., 168 Griswold street.

MINNESOTA.

Saginaw—Morley Bros.

Minneapolis—Thomas C. Hough, 324 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Main street.
The Ray Co., 1102 Grand avenue.
St. Louis—Conroy Co., 1112 Olive street.
The Ray Co., 913 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 Q street.
Omaha—H. E. Fredrickson, 1310-1312 Capitol avenue.
Nebraska Cycle Co., 1416 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 205 Washington street.
Newark—H. J. Koehler Sporting Goods Co., 845 Broad street.
A. O. Petit, New and Halsey streets.
Paterson—The Ray Co., 29 Ellison street.
Plainfield—Frank L. C. Martin Auto. Co., 810 Park avenue.
Trenton—Steil Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 394 Fulton street.
Price Phonograph Co., 1238 Broadway.
Buffalo—W. D. Powers, 844 Main street.
Ilion—Ilion Cycle Co., 319 Main street.
Gloversville—American Phonograph Co., 29 W. Fulton street.
Kingston—Forsyth & Davis, 302 Wall street.
New York City—Bettini Phonograph Co., 60 Chambers street.
Blackman Talking Machine Co., 19 Beekman street.
J. F. Blackman & Son, 1634 2d avenue.
I. Davegan, Jr., 802 Third avenue.
Edison Shop, 83 E. 14th street.
Schultze Bros., 37 Chambers street.
H. S. Gordon, 130 Fifth avenue.
O. Hacker, 2 Murray street.
Harry Jackson, 229 Bowery.
Jacot Music Box Co., 31 Union Square.
Victor Talking Machine, 1 Leonard avenue.
Wanamaker's Store, 381 Hudson st.
Siegel-Cooper Co., Sixth avenue and 18th street.
Rochester—A. J. Dunlogery, 357 North street.
Mackie Piano Co. & R. C. Co., 100 State street.
Schenectady—Wahl-Gausch Co., 316 State street.
Syracuse—W. D. Andrews, 216 S. Salina street.
Troy—James Lacey, 333-341 Fulton street.
Utica—Clark, Horrocks & Co., 54 Genesee street.

OHIO.

Canton—Klein & Heffelmann Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 12 W. 6th street.
The Ray Co., 122 West 4th street.
Wahl-Gausch Co., 37 W. 5th street.
Cleveland—The Ray Co., 1109 Euclid ave.
W. J. Roberts, Jr., 250-258 Arcade.
Columbus—Perry B. Whitall Co., 213 S. High street.
Dayton—Nichols & Dunbe, 31 E. 4th street.
East Liverpool—Smith & Phillips Music Co.
Toledo—Heyes Music Co., 608 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Brann, 900 Federal street.
Allentown—Wm. C. Auchbach, 639 Hamilton street.
Easton—William C. Auchbach, 639 Hamilton street.
Philadelphia—J. Hoppe & Son, 1121 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 21 S. 9th street.
Wells Phonograph Co., 41 N. 9th street.
Western Electric Co., 931-933 Market street.
H. A. Weymann & Son, 913 Market street.
Pittsburg—Theo. F. Bentel Co., Inc., 431 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Kleber & Bro., 221 Fifth avenue.
C. C. Meller Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 232 Penn street.
Scranton—Ackers Music Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 169-191 Westminster street.
J. A. Tilley, Jr., Weybosset and Dorrance streets.
Household Furniture Co., 251-257 Weybossett street.
Murray, Blanchard, Young & Co., 26-30 Pine street.

TENNESSEE.

Knoxville—The Ray Co., 519 Clinch street.
Memphis—The Ray Co., Lyceum Building, 2nd and Monroe.
Nashville—The Ray Co., 32 The Arcade.

TEXAS.

Dallas—C. B. Hertz, Art., 197 Main street.
Dynamo-Hobson Electric Co., 225 Elm street.
Houston—Dawson-Hobson Electric Co.

VIRGINIA.

Richmond—The Ray Co., 729 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 172 32 street.

CANADA.

Toronto—R. S. Williams & Sons Co., Ltd., 143 Yonge street.

EDISON PHONOGRAPH MONTHLY
(1904)

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EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. 1. NEW YORK, JANUARY, 1904. No. 11

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
ANTWERP: 30 HEMPART SAINT GEORGES.
NATIONAL PHONOGRAPH CO. LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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STILL CROWDED WITH RECORD BUSINESS.

Notwithstanding the reduction in price of another make of cylindrical record, which the trade might naturally expect would affect the sale of Edison Gold Moulded Records, the factory of the National Phonograph Company, at Orange, N. J., has never made so many Records as at the present time. Our Record plant is being run day and night, with two entirely different forces of hands, and in spite of the utmost efforts we are unable to turn out Records as fast as orders come in. We have but one plant in this country, and cannot get any more goods out of it no matter what the inducement might be. The demand for Edison goods is always greatest at this time of the year, but in no previous year has such a demand been made upon the factory. It is greater now because our manufacturing facilities are larger and we are as far behind with orders as in any other year. If the reduction in the price of records has had any effect upon the trade it has been to cause the public to buy just so many more than usual. It has proved our claim that a cheap record will not affect the sale of a better one; that there is room for two classes, just as there is room for good and cheap pianos; good typewriters and low-priced imitations. If the Edison Gold Moulded Record had not proved its superiority there would have been no reason for cutting the price of the competing record. No manufacturer doing a good business cuts the price of his goods in half; he would only do it under compulsion, and to hold business or get back a losing one. The reduction in price was an admission of Edison superiority. If the Edison Gold Moulded Record was then superior it is now much more so, for greater pains are being taken and no expense spared to improve the latter. No cylindrical Records

[Continued on page 3.]

THE ADVANCE LIST OF FEBRUARY RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

4018

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR FEBRUARY, 1904

RECORDS listed below will be ready for shipment as near Feb. 1st, 1904, as possible, at which time Jobbers' stock orders, if placed prior to Jan. 15th, will be shipped. January Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8599 It Was the Dutch Medley — Edison Military Band
Introducing "It Was the Dutch," "Under the Anheuser Bush," "Up in a Cocoanut Tree," "Always in the Way" and "Celia".

8600 Your Mother Wants You Home, Boy — Byron G. Harlan
(Paul Dresser's latest) Descriptive song with orchestra accompaniment

8601 Far Away *Soprano and tenor duet* — Miss Chappel and Mr. Stricklett

8602 Wouldn't It Make You Hungry — Bob Roberts
Coon song with orchestra accompaniment

8603 Lovey Mary *(Characteristic dance)* — Edison Symphony Orchestra

8604 Clancy's Prize Waltz Contest — Len Spencer
A Bowery dance hall scene, with various typical characters and orchestra

8605 A Dream *(Bartlett)* — George Seymour Lenox
Sentimental song with orchestra accompaniment

8606 Marching Thro' Georgia — Harlan and Stanley
Song and duet chorus with orchestra accompaniment and drum corps effect

8607 At the Mountain Inn *(Idyl) Violin and flute duet* — Jaudas and Atz

8608 Barney *Irish male duet with orchestra accom.* — Collins and Harlan

8609 Cary Waltz — Bohumir Kryl
Cornet solo with orchestra accompaniment, played by the composer

8610 Coonville's Colored Band — Arthur Collins
Descriptive coon march song with orchestra accompaniment

8611 Your Dad Gave His Life for His Country — Franeklyn Wallace
Descriptive song with orchestra accompaniment

8612 The American Flag March *Whistling solo* — Joe Belmont

8613 Dear Old Girl — Harry MacDonough
Sentimental song with orchestra accompaniment

8614 The Cavalier March — Edison Concert Band

8615 If You're Such a Great Star, Why Don't You Shine — Arthur Collins
Coon song with orchestra accompaniment

8616 Merry Birds Polka — Frank S. Mazziotta
Piccolo solo with orchestra accompaniment

8617 The Woodchuck Song — Bob Roberts
With orchestra accom., as sung by Fay Templeton in "The Runaways"

8618 Razzle Dazzle — Vess L. Ossman
(Characteristic cake walk) Banjo solo with orchestra accompaniment

8619 Reuben Haskins' Ride on a Cyclone Auto — Len Spencer
A realistic comic descriptive talking selection

8620 The Bridal Rose *(Overture)* — Edison Symphony Orchestra

8621 I Ain't Got No Time — Collins and Harlan
Comic coon male duet with orchestra accompaniment

8622 Girlish Dreams — Albert Benzler
(Gavotte) Bell solo with orchestra accompaniment

8623 Daughter of Love Waltz — Edison Military Band
(Recorded at slow tempo for dancing)

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

ever made by this or any other company equal those now being made at the Edison Laboratory. Nor are we satisfied with this. Nothing is being left undone to make each month's output better than the month before. Dealers and owners of Edison Phonographs may depend upon it that Edison Gold Moulded Records will always be the highest type on the market.

We have received hundreds of letters from Jobbers and Dealers in all parts of the country commending our decision to make no reduction in the price of our Records, and asserting their ability to get fifty cents each for them as easily as they can get a less price for other kinds. That this is so is shown by the lack of price-cutting on our goods; the necessity for it does not exist.

DEATH OF JUDGE HAYES.

It is with deep regret that we announce the death, at Newark, N. J., on November 26th, of Howard W. Hayes, general counsel for the National Phonograph Company. Mr. Hayes had been the legal adviser of this company for several years and in such capacity had rendered almost invaluable services. During that time he conducted every important suit brought to maintain our rights in the courts and few there were in which he did not obtain a favorable decision. Besides possessing unusual legal ability, he was a man of resources, and he had a faculty of successfully applying his legal knowledge to commercial affairs. Only those who relied upon his advice and acted upon his suggestions can know how keenly his death was felt by Mr. Edison and the officials of this company.

Mr. Hayes was born in Newark, N. J., May 9, 1858. He prepared for college at the Newark Academy and the Phillips Academy, at Andover, Mass., and graduated from Yale in the class of '79. In 1881 he graduated from the Columbia Law School and soon afterward became a counsellor in New York and New Jersey. Mr. Hayes was successful in his legal practice. In the controversy over the boundary between Delaware and this State he was associated with the Attorney General of New Jersey. In 1888 Mr. Hayes was appointed assistant United States Attorney, and later he served as a police justice in Newark. He was a director in the Howard Savings Bank, the National Newark Banking Company, a member of the Essex County Park Commission, a member of the Essex Club, the Essex County Country Club, and belonged to the collegiate Zeta Psi Fraternity. In politics he was a Democrat. He is survived by a widow.



NEW HEADQUARTERS OF THE NATIONAL PHONOGRAPH CO., LTD., LONDON, ENGLAND.

By the time this issue of the EDISON PHONOGRAPH MONTHLY reaches England the European headquarters of the National Phonograph Co., Ltd., will be located at 25 Clerkenwell road, London, E. C. All the continental offices of the company will be operated from and controlled by the London office. The National Phonograph Co., Limited, will carry a stock of at least one million Records at the Clerkenwell road premises; will equip and operate a complete repair department for Edison Phonographs, and for Edison laboratory products. The building will be equipped for carrying the most complete stock of Phonographs and Records, sufficient to supply all the British Isles. The complete office staff of the company will also be quartered in the same building, occupying the entire ground floor. The Shipping Department will be maintained on the St. John street side of the building, where all goods will be received and shipped. The National Phonograph Co., Limited, hope hereafter to make all deliveries of goods in British territory from Clerkenwell road premises.

Alfred K. Hobbs, a Dealer at Manchester, N. H., sends a photograph of a Phonograph window display recently made by him. Nothing but Edison goods and Edison posters and cards are shown. Few Dealers in any of the large cities make a better display than is shown in this photograph.

FRANK P. BANTA.

Frank P. Banta died at his home in New York City on November 30. The average Dealer in Edison Phonographs and Records will recall the fact that the list of Edison Records includes a piano selection—the only one in the catalogue—No. 8394, "Violets," made by Mr. Banta, but beyond this the death of Mr. Banta will at first awaken little interest. Mr. Banta was, however, better known in the Phonograph world for his work than for his personal identity. His were the hands that played the piano accompaniments to more than half of the Records in the Edison catalogue and his was the musical ability that re-arranged or re-wrote the music which has made the piano accompaniments to Edison Records so attractive. Accompaniments as ordinarily written cannot be used in Record making. Each selection requires a practically new arrangement of the music. In this Mr. Banta was remarkably successful. He was one of the first pianists to play for the Phonograph. He began when quite young and was constantly identified with Record making at the Edison Laboratory to the day of his death. He was also a composer of numerous musical successes. His "Hallmar," orchestral rondo, our Record No. 8051, was played by all the famous musical organizations in the country. His piano solo, transcription of the song "Violets" which he composed has been much admired. His versatile talents made him one of the most valuable men in the Edison organization and his place will not soon be filled by any one man.

At his death Mr. Banta was but thirty-three years old. He had been in poor health for some time, but his death was wholly unlooked for by his family and friends. His death was doubtless hastened by overwork, for he was ambitious and a hard worker. He was unusually popular among his musical associates and with those for whom he worked. His death was deeply regretted. Men like Frank P. Banta are few and can ill be spared.

The list of Jobbers and Dealers who have advertised Edison Phonographs and Records extensively during the past month or more includes practically every name on our mailing list. To enumerate them would be impracticable in the limited space at our command. Even those who have sent in copies of their advertisements would make a list of unusual length.

The Edison Gold Moulded Records—never found on bargain counters.

OF GENERAL INTEREST.

The latest thing in talking machine enterprise is a catalogue of all records made by the various companies manufacturing cylindrical and disk records, the first number of which has just appeared and includes all records listed to and including December, 1903. This is being published by L. S. Gardner, Theatre Arcade, New Orleans, La. It gives in comprehensive form the number and title of every record gotten out by the various companies and is a publication that should be of much value to the talking machine trade, to which it is sold on a subscription basis.

We have received several complaints from Dealers that we had omitted from the December issue of the PHONOGRAPH MONTHLY the list of best selling Records. This omission was intentional, it having been deemed inadvisable to continue its publication.

W. L. Brousart, an owner of a Triumph Phonograph at New Iberia, La., writes concerning an interesting incident in the making of a Record. He has a collection of Records of all instruments used at the Edison Laboratory, and was anxious to add to this a Record of a steam calliope. The opportunity came one day when a floating palace came to his city and anchored about 150 yards from his house. The calliope was playing popular airs at intervals, and Mr. Brousart succeeded in spite of the distance in making a very good Record of "In the Good Old Summer Time," as played by this steam musical device, if "musical" the calliope can be called.

A WAY TO LEARN A POPULAR SONG.

An advertising friend tells an amusing and interesting story of how his Phonograph helped an acquaintance out in a social matter. This acquaintance was down on a programme to do something at a dinner. He wasn't much of a speaker, but could sing fairly well, so he elected to sing. The affair was arranged at a late hour and he had but a short time to prepare himself for the occasion. So he hunted up his advertising friend, selected the song "It Was the Dutch" as his offering for the after dinner festivity, and spent the evening in playing this selection on the Phonograph again and again until he learned the music and the words so far as the Record gave the latter, and later he supplemented it with the printed words. This plan of learning a popular song was effectual, although rather hard on the advertising man's family, who heard more of this one selection than they would have heard from choice.

A CHILD'S CRIES SOLD A PHONOGRAPH

A. Estrin, a Dealer at 381 Palisades avenue, Jersey City Heights, tells an interesting incident in connection with the sale of a Standard Phonograph. He had a friend who was very much prejudiced against talking machines of all kinds, and who had resisted all importunities on the part of the Dealer. One day the wife of this gentleman with her child called at the store of the Dealer. While there something went wrong with the youngster, and he began to cry loudly. Partly for amusement, the Dealer hastily put on a Recorder and made a Record of the child's crying, his cries continuing to the end of the Record. About the middle of the Record he stopped it long enough to make the announcement that the Record was made by the child of his friend, giving his name. The next time his friend came in, the dealer put the Record on, after coaxing him for some time to listen to it. His friend displayed little interest in it until he came to the point where the name of the maker of the Record was announced. He heard it to the end with much greater pleasure. He then wanted to buy the Record. The Dealer refused to sell it, and in order to become the possessor of it, his friend bought a Standard machine and Records. All of this shows that there are more ways than one to sell a Phonograph.

AN UNUSUAL CALLER.

"A few weeks ago a New York weekly published an article telling how parrots could be made to talk by Phonograph, using for illustrations, disk machines," writes Alden March Collins, of C. J. Heppe & Son, Philadelphia. "A lady who was born many years before sound transmitting machines were perfected read the article, but could not understand. Using her own words: 'I do wish you would show me how parrots may be made to talk; how do you repeat the words so that the bird will hear them so many times that he must say them?" The article was all wrong, since no recorder can be used with the disk machines. Our salesman played an Edison Triumph, and the old lady was more mystified than ever. 'I don't see the person I am hearing, but I have four parrots at home and have tried for a month to make one of them say "Aunt Lou" and he won't talk at all.' The machine was arranged for recording and the salesman repeated 'Polly, say "Aunt Lou"' for two minutes. The old lady's surprise and delight was a picture fit for the inventor to see when she heard the result. Now Polly has no peace, but the old lady has a Triumph."

CATALOGUE OF I. C. S. GOODS.

The International Correspondence Schools of Scranton, Pa., have just issued a complete catalogue pertaining to their Language Courses. It is a pamphlet of sixteen pages and includes all necessary information concerning the use of the Edison Phonograph in connection with their Language Courses. It also gives detailed information about the books, etc., required by the courses. The text suggests the use of the Edison Phonograph for "double service"—amusement and language study. The pamphlet has been written so that Dealers may put their names on the back cover and send it to prospective customers. Dealers interested should ask any of the Jobbers named in the advertisement of the International Correspondence Schools, on page 16, to send them a copy of the catalogue.

Steinhauser & Eaton, Edison Dealers at Watsonville, Cal., issue a complete almanac and handbook, in which only goods sold in their store are advertised. Edison Phonographs and Records get an excellent showing.

Among the advertisers in the *Chinese Free Press*, published in the Chinese language, at San Francisco, appears the name of Dr. Tom Shc Bin & Sons, 615 Kearney street, announcing the sale of Edison Phonographs and Gold Moulded Records.

A PHONOGRAPH ENTERTAINMENT AT CARACAS.

The managers of *El Pregonera*, a Spanish paper published at Caracas, Venezuela, opened its offices on the night of November 29th for a Phonograph exhibition, and on December 1st *El Pregonera* referred to it as follows:

Saturday night our offices were favored with a gathering of friends, accompanied by the ladies of their families, the occasion being a Phonograph entertainment tendered by Señor J. Santa de Leon.

Two apparatus were put in use, one of which was an Edison Concert; both of these apparatus were admirably perfected, as all others lately received by Mr. J. Santa de Leon. The purity of the sound is absolutely complete in this famous invention of the Wizard of Menlo Park, and therefore there is nothing to detract from the illusion of originality produced by these musical selections. We heard about twenty-four Records, the extensive repertoire possessed by this gentleman; songs, tenor airs, duets, popular songs, military selections by brass bands, etc., all of which were loudly applauded.

We thank Mr. J. Santa de Leon in our behalf as well as in that of the distinguished company composing our audience, for the most charming evening tendered.

NAMES OF "OUT OF BUSINESS" DEALERS WANTED.

Jobbers will confer a favor upon our Advertising Department if they will at least once or twice in each year go over the list of their Sub-Dealers and advise us of any names that should be taken from our mailing list. Dealers will go out of business and we do not desire to continue mailing them literature when they have no further use for it. A little attention to a matter of this kind will be appreciated by our Advertising Department.

PRINTED MATTER.

The trade is hereby advised that printed forms Nos. 414, 418 and 428 are out of print and cannot be supplied in any quantity.

The use by Jobbers of sheets giving the Comments on new Records each month seems to be on the increase. The number printed each month is larger, and more Jobbers are ordering them than before.

We expect late in January to mail a new Numerical Catalogue to every Jobber and Dealer on our mailing list. This copy is intended for the store use of a Dealer and should be kept until the next edition appears. The present edition will not permit of duplication. It will therefore be useless for Jobbers to order them in quantities with a view of sending another copy to their Dealers. A few extra copies will, of course, be sent to Jobbers, but no large quantity will be sent out. It will save correspondence if Jobbers will not ask for them in quantities.

The December Supplement was the first of a new series of eight to be sent out in as many consecutive months. These have been printed in a simpler style than those previously issued, it having been found that plainer Supplements will answer every purpose of the Dealer. Some Dealers were of the opinion that a perfectly plain one would be as good as a colored one, but we did not care to make so radical a departure at one time.

The quantity of interesting matter submitted to us for insertion in the PHONOGRAPH MONTHLY is frequently more than we can use in the issue of one month. We are, therefore, compelled to discriminate between some of the matter and to lay part of it over for another month. We desire, however, to have Dealers continue to send us readable matter for use in its columns. Facts in connection with the sale of Edison Phonographs and Records are especially desirable. We shall also be glad to receive suggestions from Dealers on methods of carrying a stock economically

RECORD SUGGESTIONS GLADLY RECEIVED.

Occasionally we receive a letter from a Jobber or a Dealer offering suggestions concerning the making of a Record or the listing of a certain musical composition among our Records. These are always referred to our Record Department and receive due consideration. The fact may not be generally known to the trade, but we shall be glad to receive at any time suggestions that Dealers may care to send in. Such will be carefully considered by our Record Department. We may not be able to follow all of them, but such suggestions may result in very decided benefit to the entire trade. We are, therefore, glad at all times to hear from our Dealers on such matters.

A TRIBUTE.

The following tribute to the Edison Phonograph comes from an admiring user at St. Paul, Minn:

ST. PAUL, MINN., NOV. 5, 1903.

I have had one of your Standard Phonographs in my home only a short time, in which it has given me much pleasure.

I believe that you have done more than most of our great men to-day in helping to make people happy, and affording wholesome pleasure and amusement in homes in every part of the universe.

By spending a few dollars one can bring the music of a grand opera to the bedside of an invalid. The blind may be entertained as never before.

People of all nations speaking different languages find that same pleasure in listening to its music. The old and the young alike find pleasure in listening to your Phonograph, for it will play all kinds of music to suit all kinds of people. The invalid seems to gain strength while listening to its cheerful notes. The babe is hushed to sleep by its sweet lullabies; while its martial music stirs the heart of every patriotic youth who hears it.

People tired with the labors of the day may rest and become refreshed while listening to the brazen voice of a brass band or the melodious strains of an orchestra, or, perhaps, a vocal solo rendered by some famous artist. The sad are made glad; the sorrowful happy; and the weary rested. As "music hath charms to soothe the savage breast," so also it has a subtle power to rest our tired nerves.

LEON C. MEAD.

ARE SIMPLY PERFECT.

The following is an extract from a letter received from A. Eherbech, Santiago, Chile:

"I received the shipment of Phonographs and Records, per S. S. Caribou, in good condition. The improvements both in Records and Reproducers are striking, and I beg you to accept my compliments. The Edison Concert Records—Bands, Orchestras, etc.—are simply perfect."

COMMENTS ON FEBRUARY RECORDS.

Of sufficient variety to suit every taste is the advance list of new Edison Gold Moulded Records for February. He will be critical, indeed, who cannot find in the list a number of Records to suit his taste. The list comprises the usual twenty-five domestic selections and is nicely balanced in the number of band, orchestra and instrumental selections and in the number of singing and talking Records. The quality, too, is all that can be desired. The list represents the most advanced methods and skill in the art of making Phonograph Records. The men or women who play, sing or talk for the Master Records are the best to be had and the men who direct every detail of the various processes have spent years under the general supervision of Mr. Edison. The men in the Record department of the Edison Laboratory are always abreast of the times. They not only have the experience gained by Mr. Edison's and their own unceasing experiments, but they at once avail themselves of any new discoveries made in other record making plants. Each selection, therefore, is the best that present human knowledge can make.

In putting our a list of twenty-five new Edison Gold Moulded Records each month no claim is made that every title will suit every individual. On the contrary, it is made up with a view of suiting the tastes of the greatest number and as many different sections of the country as possible. Long experience has taught the people at the Edison Laboratory just what the public wants in Phonograph Records and the advance lists sent out by the National Phonograph Company meet this want to a nicety.

No. 8500, "It Was the Dutch Medley," is another of the series of medley Records being made by the Edison Military Band, one being listed each month. This one introduces "It Was the Dutch," "Under the Anheuser Bush," "Up in a Coconnut Tree," "Always in the Way," and "Celia." It is quite unusual to get five popular airs on one Record.

No. 8600, "Your Mother Wants You Home, Boy," is a splendid Record of Paul Dresser's latest song hit. It is sung by Byron G. Harlan and has an excellent orchestra accompaniment.

No. 8601, "Far Away," is an unusually fine soprano and tenor duet by Miss Chapell and Mr. Stricklett. This song was written by Mrs. J. W. Bliss. It has a charming air and the Record is made with excellent blend of the voices.

No. 8602, "Wouldn't It Make You Hungry?" is an unusually characteristic coon song by Bob Roberts, with orchestra accompaniment. A very hungry coon is told by his lady friend that she is going to dine on "Little Neck clams, thick cut of roast beef rare, hot chicken swimmin' in gravy, hash browned, pomme-de-terre, asparagus tips dipped in butter, corn, tomatoes, and pie." This forms the refrain of the song and Mr. Roberts sings it with much unction. This song is written and published by Harry Von Tilzer.

No. 8603, "Lovey Mary," is a characteristic dance air of uncommon charm. It is played by the Edison Symphony Orchestra in an artistic manner.

No. 8604, "Clancy's Prize Waltz Contest," is a tale of a Bowery dance hall by Len Spencer. It introduces typical Bowery characters and orchestra music. Clancy offers a De Barrios diamond ring for the best lady dancer and a meerschaum cigarette holder for the best "gent" dancer, and it is announced that Clancy's only interest in the dance is the sale of the "booze." The dance begins to the music of "My Little Coney Isle," when word comes up from below that the bar is doing "nothin'." The orchestra is instructed to play that "riraty" music, "de Wurzburger." The prizes are awarded to the lady with the red hat, the green veil, and the pink shirtwaist, and to the "gent" with the derby hat and the linen duster. One of Mr. Spencer's best Records.

No. 8605, "A Dream," is J. C. Bartlett's delightful sentimental song. It is sung by George Seymour Lenox, who has a fine tenor voice and sings in a finished manner. It is one of the best Records of a tenor voice ever made at the Edison Laboratory. Mr. Lenox was accompanied by an orchestra.

No. 8606, "Marching Thro' Georgia," is a duet Record by Collins and Harlan of that patriotic air which will ever live in the hearts of Americans. The chorus is sung as a duet. The singers are accompanied by the orchestra and drum corps effects are introduced. It is a Record that will remain in collections when Records of later music have been forgotten.

No. 8607, "At the Mountain Inn," is another of those delightful bits of Alpine music played as a violin and flute duet by Jandas and Alt. The sweet and graceful character of this music suggests the country from which it emanates. These duets have met with great favor among lovers of Phonograph Records.

No. 8608, "Barney," is a companion Irish song to "Heidelia," although its air does not resemble the latter in any way. It has character of its own and is a rollicking Irish ditty. It is sung as a duet by Collins and Harlan, with orchestra accompaniment, and is made with unusual volume of tone. The music of this song is by Ed. Rogers, and it is published by Harry Von Tilzer.

No. 8609, "Cary Waltz," is an original composition by Bohumir Kryl, the famous cornetist, and he plays it as a cornet solo, with orchestra accompaniment. The music is as creditable to Mr. Kryl as his ability to play the cornet. It is a splendid Record in every respect.

No. 8610, "Connville's Colored Band," is a descriptive coon march song by Arthur Collins and has an orchestra accompaniment. The music is full of life and vim, and Mr. Collins enters into the spirit of the song in making the Record. The music reminds one of the coon

marching songs so popular a few years ago. Davids and Meakin are the authors and M. Witmark is the publisher.

No. 8611, "Your Dad Gave His Life for His Country," is a patriotic song of Decoration Day; the kind of song that touches a popular chord in the average American. It is sung artistically by Frauchlyn Wallace, and has an orchestra accompaniment. The words are by Harry J. Breen and the music by T. Mayo Geary.

No. 8612, "American Flag March," is a clever whistling solo by Joe Belmont, the first Record by Mr. Belmont that we have been able to list in several months.

"No. 8613, "Dear Old Girl," is a pathetic and sentimental ballad, with orchestra accompaniment, nicely sung by Harry Macdonough. Records of this character are always in demand. The words are by Richard Henry Buck and the music by Theo. F. Morse.

No. 8614, "The Cavalier March," by the Edison Concert Band, is a splendid twostep air and a Record that will sell whenever played for admirers of band Records.

No. 8615, "If You're Such a Great Star, Why Don't You Shine?" is a coon song Record in Arthur Collins' best style. The song portrays the scorn and indignation of a coon girl, who was taken to the circus by a gentleman friend. He had told her that he was a great star, but at the circus she found him in one of the cages. Mr. Collins sings the part splendidly. With orchestra accompaniment it makes a Record that will be a good seller.

No. 8616, "Merry Birds Polka," is another well made and delightful addition to the list of piccolo Records made by Frank S. Mazziota. Few instruments make such clear Records as the piccolo, and when played by an artist like Mr. Mazziota they are doubly desirable. "Merry Birds Polka" is accompanied by the orchestra. It was written by J. S. Cox.

No. 8617, "The Woodchuck's Song," is a Record of Fay Templeton's song in "The Runaways." Words by Bob Roberts, a baritone who is thereby introduced to buyers of Edison Gold Moulded Records. This song has for its chorus the old query, "How much wood would a woodchuck chuck if a woodchuck would chuck wood?" The Record has an orchestra accompaniment. The music of the song is by Theodore F. Morse and the words by Robert Hobart Davis.

No. 8618, "Razzle Dazzle," is a characteristic cakewalk air played as a banjo solo by Vess L. Ossman, whose talent needs no comment. The orchestra accompaniment makes the Record exceedingly attractive. "Razzle Dazzle" is the work of Harry Von Tilzer and is clever throughout.

No. 8619, "Reuben Haskin's Ride on a Cyclone Auto," is an unusually good talking Record by Len Spencer. It gives in a realistic and extremely funny manner a description of a Maine farmer's ride in an automobile: how he is frightened out of his wits by the terrific speed of the machine, and how it ran over and killed chickens and dogs on the way. This Record will be a great laugh provoker.

No. 8620, "The Bridal Rose," is an overture by the Edison Symphony Orchestra. It is a pretty bit of music and played in the best possible manner.

No. 8621, "I Ain't Got No Time," is a comic coon sheet by Collins and Harlan. This Record is also made with orchestra accompaniment, and with No. 8608 are the first Records ever made at the Edison Laboratory with such accompaniment. "I Ain't Got No Time" is an excellent Record and will attract more than ordinary attention. Mr. Collins sings the air and at each pause Mr. Harlan breaks in with a funny remark. The chorus is then sung as a duet. Felix F. Feist wrote the words and Ted S. Barron the music of this song.

No. 8622, "Girlish Dreams," is a bell solo by Albert Benzler, with orchestra accompaniment. The air is pretty. Mr. Benzler plays it perfectly, and the orchestra music adds to the attractiveness of the Record. This composition was written by E. Hotel.

No. 8623, "Daughter of Love Waltz," is a fine Record by the Edison Military Band. Its music is very attractive and the band execution could not be better. It was recorded at slow tempo for dancing. The music is by C. W. Bennet.

EDUCATORS APPROVE LANGUAGE COURSES WITH EDISON PHONOGRAPHS.

Modern educators are becoming deeply interested in the Phonograph method of teaching French, German and Spanish employed by the International Correspondence Schools of Scranton, Pa. We have received newspaper clippings telling of demonstrations at teachers' conventions in Duluth, Minn., and Chardon, Ohio, of the value of the Phonograph as an aid in teaching languages. The following endorsement shows how educators are taking up the matter:—

Department of Romance Languages,
Johns Hopkins University,
Baltimore, Md.

International Correspondence Schools of Scranton, Pa.

Mr. A. Menke, Jr., Asst. Supt., Baltimore, Md.

DEAR SIR:—I wish to thank you again for your most interesting exposition of the method of teaching modern languages with the aid of the Phonograph, now in use by the International Correspondence Schools. The Phonograph Records are excellent and so carefully graded that the student can understand the grammatical construction as well as the meaning from the first. The accompanying textbook is put together on a rational basis and contains far more minute explanations of rules and idiomatic usages than an instructor usually gives in class. The system of correcting the student's pronunciation by means of the Phonograph should also be entirely satisfactory in view of the standard quality of the machine in use.

I wish to add that I consider the system superior to any other method of phonographic language teaching now on the market, and I may say, the least expensive for the learner because of the eminent privileges afforded.

MURRAY P. BRUSH,
Associate in Romance Languages.

A DEALER TO BE PROUD OF.

One of the most enthusiastic Dealers in Edison Phonographs and Records is the Keely Phonograph Co., H. P. Keely, manager, 6109 Penn avenue, Pittsburgh, Pa. Mr. Keely never sells any other make of talking machines or records if by any means he can avoid it. Edison goods have not Dealers more loyal than he. One of his many unique ways of advertising is a rubber stamp with which he prints the following on all his mail matter:

EDISON RECORDS (The Only)
50c each, $5.00 Doz.
——— Records (Indestructible)
25c each, $3.00 Doz.
——— Records, X P

ANY OLD PRICE.

IF YOU CANNOT BUY GOOD ONES,
WE SELL THE IMITATION
Hard Brittle and Easily Broken Super Hardened.

We asked Mr. Keely if he objected to a mention of his rubber stamp in these columns and received the following characteristic letter from him:

In regard to my "ad" you are very welcome to use the same and also use my name. In reference to my experiences in handling disks will say that the disk machine, no matter who makes it, is a "dead one," and should be treated the same as any other public nuisance. Any one selling or using same should be fined or given ninety days in the workhouse. I have sold every make of disk records in the market for one cent an inch (this means diameter, not circumference), and consider myself well rid of such truck. I will never be found with the evidence on me again. I have sold over 3,000 Edison Phonographs which have made me famous as Keely's Talk and seven disk machines, for which I hope to be forgiven in the hereafter. I have seven enemies. They bought the disk machines. This does not include their families who were tortured by them.

The disk machine carrying cases are not in demand, as nearly every home has an attic which answers the purpose very shortly after the disks are purchased. The most novel use for a disk machine is that made by a farmer who feeds his poultry corn with a lavish hand and then starts his disk machine and they take to the woods hungry rather than eat in such torture. The trolley cars in Pittsburg are very musical in a disk sense when they are climbing the hill; if anything, they make sweeter music. The growl and grind is there without the trouble of changing the needle. I have several disk machines on hand, but shudder when compelled to play one, as all musical customers leave at once. The X. P. (X poor), hard, brittle and easily broken record is not much in demand, as they are cheap in price, cheap in sound and made by a cheap concern, who only only man who use cheap and slippery methods to dispose of this junk.

Mr. Keely's reference to selling disk records at one cent an inch is an actual fact of almost daily occurrence. When asked the price of disk records he replies: "One cent an inch," and actually sells them for seven or ten cents, according to diameter. Another of his unique methods of advertising is to announce a sale of the cheap cylindrical records at ten cents a dozen, and he carries out his promise. He had been holding a sale of this kind one day each week and disposing of cheap cylindrical records at twenty-five cents a dozen. The manager of the branch store of the manufacturers of these records was skeptical concerning the sales and sent a boy with twenty-five cents to the Keely store to buy a dozen. The boy returned with the dozen records and fifteen cents in change, saying: "They're selling them for ten cents a dozen to-day." With all this Mr. Keely is a staunch upholder of the Edison Agreement and prices.

EXTRACTS FROM TRADE LETTERS.

"You may depend we will co-operate with your text to the letter."—*Pierce & Quinn, Northport, Wash.*

"I have never seen any occasion for price cutting on Edison goods, therefore you can rest assured of my hearty co-operation.—*E. S. Harper, Mount, Ohio.*

"We are very much pleased with new Records which have orchestra and band accompaniments. In our little town more interest is being taken in the Edison Phonograph. We have sold to pleased customers nine Home Phonographs.—*Thos. Coates, Prescott, Ariz.*

"In looking over the MONTHLY I see a great talk about the 'steen cent' records. They remind me of a corner band when most of the players are not collecting the pennies. The best story I have is this: We were playing November Records for a couple of customers when in came one of our cranks with two 'steen cent' records. He told me he had a Laughing Water (No. 8532 on our list), and asked to hear ours. I played steen and ours and sold three of ours on the spot, one of them to the crank.—*Howard T. Tripp, Brooklyn, N. Y.*

"We wish to thank you for postal received a short time ago stating the name of a party that wrote you for catalogues. We called on them and got an order for some Edison Records and he has bought eight Records every week, and last Saturday we sold him a Triumph and a 42-inch horn. This is only one case of your great help to dealers of Edison goods."—*S. D. LaRoe & Son, Woonsocket, R. I.*

"December Suspended List received. I think you are doing a noble act with these cutters, and hope the good work will go on."—*W. M. Henderson, Port Chester, N. Y.*

. Am handling nothing but Edison Machines and Records. My customers say they are the best and the cheapest in the long run, and I know they are. I will uphold the Dealers'

agreement and see that there is no price-cutting on Edison goods down this way.—*Albert J. Yoder, Sandwich, Mass.*

"We have not adorned (?) our racks with the 'steen cent' records, nor do we want to. Our motto shall be: 'Stick to those who have stuck to us.' Wishing you a prosperous future, to which we will contribute our share."—*Jamez T. Coughlin, New York City.*

"I have no trouble in selling Edison goods without cutting the prices, for I think the Edison Phonographs and Records are the best in the world."—*Jamez Cowen, Ebrenfeld, Pa.*

"We hereby acknowledge receipt of December List of Suspended Dealers, and we note with surprise that Dealers in seven different cities have been added since the last List was published. We cannot understand how some Dealers can be so short sighted as to try to evade the conditions of the contract. We assure you of our hearty co-operation in assisting you to keep the Edison business on as sound a basis as it is now conducted, and to this end we will certainly refuse to supply Edison goods to any Suspended Dealers."—*The Klein & Heffelman Co., Canton, Ohio.*

"We acknowledge receipt of your Suspended List and assure you that none of the suspended firms can purchase from our agency any of your Phonographs or supplies. Why don't you add at the bottom of your Suspended List: Firms that violate a written contract are not safe people to do business with. The prevailing glory of the world is the Edison Phonograph."—*Boehm & Strickler, Ellenboro, W. Va.*

"I will join you in keeping up the reputation that the Edison goods have gained. I will also join you in sustaining the present prices on said goods."—*William P. Teed, Uniontown, Pa.*

"We acknowledge the receipt of your Suspended List, and we think it is a good plan of knowing who tries to spoil the trade. You may be assured that we intend to co-operate with you to hold the trade right."—*S. M. Feltz & Co., Holdrege, Neb.*

"I read with interest the article in the December PHONOGRAPH MONTHLY in regard to the best manner of handling a retail stock of Records. I have tried various ways, but think that the 'wire Record rack,' made by the Syracuse Wire Works, the only thing. It is not expensive, is neat, attractive and most convenient. You may be sure of my hearty co-operation to prevent price cutting."—*I. F. Eastman, Lewiston, Me.*

"The Phonograph business is pretty good with me. I have sold fifteen machines up to date, and will sell more before the year is out. A party put in a ——— agency here. He lasted about one month and hunted pastures new. He sold a few records, but not a single machine. The Edison was too much for him. He will have to hunt out a town where the Edison is not sold to do business."—*C. J. Lefevre, Los Gatos, Cal.*

"I am no opposer to price cutting and have no sympathy for those that allow their names to appear on the Suspended List. They surely don't know when they have got a snap."—*George B. Bonner, Toma, Iowa.*

"I will not sell any of Edison's goods to any one that is on the Suspended List. Your goods give perfect satisfaction."—*Henry W. Townsend, Wilton Junction, Iowa.*

"I think your Records are the best ever made and the plainest I have ever heard. My customers think so, too. I will always stick by the Edison goods."—*Bert G. Smith, Trichetwung, Mass.*

"The Edison Phonograph is taking the lead wherever it is introduced, and the Records cannot be excelled by any other make."—*I. H. Althouse, Shelby, Ohio.*

"I will stick up for the Phonograph every jump in the road. If everybody is giving the 'steen cent' records the same recommend that I am they will soon be out of the talking machine business. I have handled the Edison Records for over four years now and I can get the Edison goods. I handle all makes of machines and sell the Edison over them all. I had a customer to-day for a machine and he wanted a disk, so I played the disk for him and then I played the Edison Home. He said: 'Fix up the Home, that is good enough for me.' I sold him a little over $100 worth of goods, all Edison, too. I am still selling the Edison Records at fifty cents each, and I have the business, too. Wishing you all a merry Christmas and a happy New Year."—*C. W. Jacobs, Hastings, Neb.*

"You can depend upon us doing all in our power to further the interest of the National Phonograph Co."—*O. B. Daspit's Sons, Houma, La.*

"Several of my customers asked me why I did not sell the 'steen cent' record, so I got one sample to show them. Well, that was enough. I still have the sample; no one wants it. I have one customer who has bought of me over 175 Records, all Edison Gold Moulded Records."—*Henry Taulman, St. Johnsville, N. Y.*

"Edison machines give the very best of satisfaction about here. You may expect my co-operation with you."—*H. C. Stevens, Philippi, W. Va.*

"You are on the right track. I have handled your Moulded Records ever since their introduction and have yet to find a poor one. I therefore recommend them to all."—*B. L. Hayward, Barre, Vt.*

"I am heartily in accord with you. I will do all in my power to keep the trade where it is—on sound business principles. I tell my customers that the Edison machine is the only talking machine in the world; also the Moulded Records are wonderful. I do not handle any other machine or records, and I would not if they gave them to me for nothing. This you can rely on."—*W. E. Hall, New York City.*

"Your Records are the only Records. In the EDISON PHONOGRAPH MONTHLY we see that one dealer says that Edison Gold Moulded Records are worth fifty to the others' ten cents. We say that the Edison Records are the cheapest Records made; and if price was $1 each they would still be the cheapest Record made, as it is the best."—*The George W. Page Co., Winter Park, Fla.*

"Your Suspended List received, and we will see that none of these firms get Edison goods from us at less than contract price."—*Fulton Mercantile Co., Verndale, Minn.*

"You can depend on me keeping up the prices on all Edison goods and not selling any goods to any one you have dropped from your List. I am doing a nice business this winter, and hope to sell about one thousand Records during the holidays. I do think Edison Records are getting better all the time. It is impossible to sell ——— goods here."—*Albert Palmer, Garrett, Ind.*

"We have no time or place in our store for anything but the 'Edison' in the talking machine line. Price cutters have no right to live (commercially), and we will do all we can to kill them and the 'steen cent' records."—*Hooven Novelty Mfg. Co., Hazleton, Pa.*

"We have had some little experience lately with the 'steen cent' records, and wish to say now that we will never leave the Edison fold again. We have a fairly liberal dose of those records yet, and may decide soon to give them away, as they will not sell, and our room is valuable. We enjoy the Edison goods very much ourselves, and only wish we had sufficient trade to sell ten times as many as we do."—*W. A. Garver, Canal Dover, Ohio.*

"It is a pleasure to deal with a house that lives up to what it publishes, and that is what you folks do. We are not envious of our competitors, but we do like to see the Edisons suspended that don't live up to your contract. We are keeping ample from the wool go, and hope to do more in the future with your go-ods."—*Frank W. Thomas, Albany, N. Y.*

"Am glad to see that you keep up the price on Records. I can get fifty cents just as easy as sixteen cents. You can depend that I will not cut prices."—*Charles B. Kein, Louisville, Ohio.*

"We are much pleased with the last edition of Records, as they are perfect. We will handle no other, for we know and appreciate good music when we hear it and do our trade."—*Hammett & Cook, Philadelphia, Pa.*

"I for one will not sell any of your apparatus to any of the Suspended List or to customers for less than the list prices, as I think they are fully worth all you ask for them. I have as good a chance for as many sales as any of your authorized Dealers under your rules and regulations, and when I get so I can't comply with these I will resign from the business."—*Joshua Doz, Liberty, N. C.*

"I talk National goods forever; in fact, they talk for themselves."—*W. B. Hall, Sr., Riverside, N. J.*

"We opened up our Edison Phonograph Department quite recently, and both the sale of the apparatus and Records for some has been more than satisfactory to us. The only thing that we now have to regret is, that we did not open this department up at least a year earlier."—*O. K. Houck Piano Co., Memphis, Tenn.*

A WONDERFUL REPRODUCTION.

C. J. Heppe & Son, of Philadelphia, write: "A. Bonanzo, one of the leading structural engineers of the country, who is at the same time an authority on good music, considers Edison Record No. 8490, Ballet Music, Mathias Sandorph, with Clarinet Solo, the most wonderful reproduction of a wood wind instrument he has ever heard. To use his own words, 'It is as natural as the thing itself.'"

A PHONOGRAPH SINGS AND TALKS THE PARTS.

Samuel Briggs, Jr., a boy living on Stacy street, Burlington, N. J., has constructed a toy theatre that excites the envy of his young friends and the marvel of older acquaintances. The miniature stage is two feet deep, two feet high and three feet wide, and is so arranged that the scenes may be easily and quickly shifted behind an automatically rolling curtain. The ingenious young owner has made up scenery for the different acts which he presents. The backgrounds and landscapes are clipped from show posters, while paper or wax figures represent the actors. The plays range from the minstrel to the drama, the illustrations showing scenes from Dumont's Minstrels and "Way Down East." In the pit the wax figures of the orchestra appear in the attitude of furnishing the stage music, and a mechanical doll drums noisily on a toy piano. Another feature of this miniature playhouse is that it is connected with a Phonograph, which talks, sings or plays the parts of the actors. The clever boy, who is but eleven years of age, has delighted many an audience, adults as well as children, with this home-made toy.—*Philadelphia North American*, December 14, 1903.

OMITTED BRITISH SELECTION.

No. 12830, "Auld Lang Syne," by Thomas Reid, was omitted from the list of British Records issued in December. We have moulds of this Record and can fill orders for it.

Douglas & Company, Jobbers at 89 Chambers street, New York City, recently had a customer from New Jersey call at their place and buy a Home Phonograph. He does not sell Edison goods, but those of another company, and said that he desired to purchase a good machine for his personal use. He therefore bought an Edison Phonograph.

"EDISON RECORDS."

"There are numerous imitations, with many claims of superiority, but there is no other Record made that equals the genuine Edison, for perfect tonal qualities."—*From a Holiday Folder issued by R. S. Williams & Sons Co., Ltd., Toronto, Canada.*

TRADE NOVELTIES.

The Kremmer Indicator Co., of 829 DeKalb avenue, Brooklyn, N. Y., is marketing an indicator to regulate time and speed on Phonographs.

The Syracuse Wire Works, of Syracuse, N. Y., is manufacturing a wire rack for the convenient handling of Phonograph Records.

In the November issue of the PHONOGRAPH MONTHLY we published an advertisement of a new horn crane made by Victor H. Rapke, of 1661 Second avenue, New York City. This is one of the advertisements that we regret being unable to continue in these columns. It advertises an article of much interest to every Dealer and Jobber and conflicts with the business of none of them. This horn crane has attracted considerable attention in the trade as being a most useful device. It is clamped to the under side of any style of talking machine in such a way as to serve all the purposes of any horn crane, and yet not be in the way at all. Readers interested in this horn crane are referred to Page 18 of the PHONOGRAPH MONTHLY for October.

Some time ago we published a paragraph from the Hooven Novelty Manufacturing Company, of 84 North Wyoming street, Hazleton, Pa., referring to a device for determining when an Edison Phonograph is being run at a speed of 160 revolutions per minute. This device was a little card cut to the exact length of a minute of travel of the Phonograph arm running at the rate of 160 revolutions per minute. This company has now had this device manufactured in polished steel, and is anxious to get in touch with Dealers, with a view of furnishing them with a quantity to give away for advertising purposes to owners of Phonographs. In their own city they got out a letter offering to give one of these devices to each of their customers who would call, and found that it resulted in increased business.

The forms of the PHONOGRAPH MONTHLY practically close on the 20th of each month. We do not get the Advance List until the 25th, but the forms are supposed to be ready by that time with the exception of inserting the Advance List and Comments on the same. Therefore matter sent in about the 20th of the month must be frequently held over, and if it does not appear in the current issue, the senders will understand that it was received too late for use.

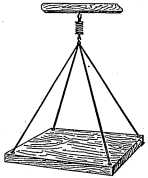
A NEAT DEVICE FOR USE WITH PHONOGRAPH AT SEA.

Phonograph Dealers who sell goods for use by ship captains and owners of yachts will read the following with interest:

T. S. S. "TAURIC."

PORTLAND, ME., Oct. 19, 1903.

I have an Edison Home Phonograph, and as my occupation is a marine engineer, I am almost continually at sea, where the Phonograph always accompanies me, and has done so for the past two and a half years. For a time I found some difficulty in playing the machine at sea, on account of the great vibration and rolling of the vessel. I tried several means to get something like results, and after several futile attempts I got a spring, similar to the one I am sending you, and fixed it to a strong hook in the roof of my cabin. On to the spring I hang a shelf two feet six inches long by one foot wide, with strong cords from each corner, and of equal and suitable length. The opposite ends are all brought together and secured to a hook and



the whole contrivance supports the Phonograph. The result is absolutely the best. It makes no difference how the ship rolls or pitches, the machine plays in good shape, without any discordant sounds or jumping over sound waves, or anything that is disagreeable to a lover of music. The reason I have sent this to you is I thought it might be of service to those who would like to have their Phonographs on their yachts, a la Sir Thomas Lipton and others, who no doubt have to abandon all idea of a tune or a song when at sea. Since I hit upon this simple plan I spend many a happy hour, while otherwise things would be very slow. Several persons who have seen this affair think it is first-class and are surprised to hear the machine playing away in good shape, although the vessel may be rolling all over the ocean.

A. W. BYRNE,
Chief Engineer.

DEALERS' ADVERTISING.

Between the acts at the Murray Hill Theatre in New York City advertisements are shown on the curtain by means of a kinetoscope. Among the advertisements thus displayed is that of I. Davega, Jr., a New York Jobber, showing a Phonograph, a camera and a bicycle with the words "A dollar a week will buy any of these articles" underneath the three.

The Eastern Talking Machine Company, of Boston, heads its January Advance List with the following phrase: "January Edison Gold Moulded Records. Moulded in gold; as good as gold; staple as flour, and not on the bargain counters of Department Stores." Every loyal Edison Dealer will agree that this phrase is good.

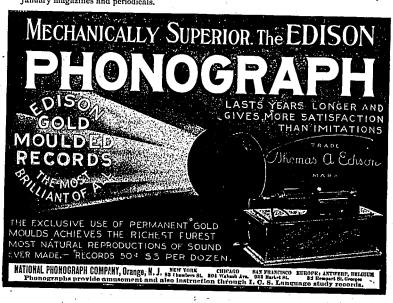
The Star Phonograph Company, of 1034 Broadway, Brooklyn, had quite a unique window display during December. It had two figures made up, one showing Uncle Sam taking off his hat to the Phonograph and the other showing the Boy with the Hatchet looking for the Band. These were attached to motors and both figures worked constantly, in a very life-like manner. It follows that they attracted much attention from passers-by.

William D. Hall, Sr., a Dealer at Riverside, N. J., gives a Phonograph party at his store each week and distributes cards among the callers. He then plays a number of Records on the Phonograph, leaving out the announcement at the beginning of the Record. Afterwards he gives prizes to those who guess most correctly the names of the band, orchestra, or individual making the Record. He finds this quite a success in pushing business.

Unusually pretty is a Christmas folder sent to us by Charles E. Robertson, a Dealer at West Philadelphia, Pa. It is excellently printed with green ink on green paper and is a credit to the printer who turned it out. The folder shows a list of the Edison Gold Moulded Records for December and a number of articles suitable as gifts for users of talking machines.

JANUARY ADVERTISING.

The advertisement below was published in full, half and quarter pages, in about twenty January magazines and periodicals.



FOOLS THE RABBITS WITH A PHONOGRAPH.

There is a law in Lake County, Illinois, against chasing the rabbit out of his warm burrow or brush heap by means of the squeaking ferret. The Chicago *Tribune* of December 13, contained an article telling at length how a hunter gets around the law by means of a Phonograph. He made a Record of a squeaking ferret and with it succeeds in frightening the rabbits as much as with the real article. The squire who was asked to arrest the offender refused and reasoned thus: Suppose a gang of men should surround your house, and hoot, and yell, and hammer on the doors until you ran out in a fright and then robbed your house. That would be riot and robbery. But suppose some one should load up a Phonograph with these yells, and hoots, and cries, and set the machine outside your house some night and turn it loose—you couldn't arrest any one for riot, could you? It would be a practical joke, wouldn't it? And no judge or jury could hold you for a practical joke played on a rabbit, could it? Well, I guess not."

In the meantime, says the *Tribune*, the mere dog who "knows his master's voice" is entirely passe in Lake County, Illinois.

SUSPENDED LIST, JANUARY 1, 1904.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

BOULDER—BENTLEY & CRAIG.

IOWA.

DES MOINES—HOPKINS-SEARS CO., or HOPKINS BROS. COMPANY.

KANSAS.

CLAY CENTRE—E. M. GOWENLOCK.
LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
E. O. MOSHER, 420 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DeWOLPP.
WOBURN—OSBORN GILLETTE, or THE BOLTON PIANO COMPANY, L. F. MALONEY, Manager.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW HAMPSHIRE.

NASHUA—F. A. McMASTER & CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Atlantic avenue.
BAYONNE—I. WIGDOR, 156 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN; also New York City.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
*PLAINFIELD—S. W. FRUCHT, or R. FRUCHT; also New York City.
WEST HOBOKEN—EMIL HOLLÄNDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 109 Spring street.

NEW YORK.

ALBANY—FINCH & HAHN; also Schenectady.
BEDFORD PARK—GEO. H. TYRRELL.

NEW YORK—Continued.

HORART—F. H. MARSHALL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
*BRONX PHONOGRAPH CO., or DAVID SWENSKY, 526 Willis Avenue.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 25 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
*S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., or 32 Cortlandt st.; also Plainfield, N. J.
*O. HACKER, 38 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
*N. HORN, 148 E. 58th street.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 192 Broadway.
J. McELLYNNE, 202 Broadway.
RICHARD PEASE, 41 W. 125th st.
F. M. PRESCOTT, 44 Broad street.
SARATOGA—W. J. TOTTEN.
SARATOGA SPRINGS—MARVIN A. COTE.
SCHENECTADY—FINCH & HAHN; also Albany.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & H. VANDERPOOL.
UHRICHSVILLE—P. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Wascher streets; also New York City.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—P. P. MOORE.

WISCONSIN.

*MILWAUKEE—J. C. BLATZEK.

*Added since last Suspended List was issued December 1, 1903.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2003 Second avenue.
Mobile—The Ray Co., 54 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 573 Market street.

COLORADO.

Denver—Denver Dry Goods Co., 624 16th street.

CONNECTICUT.

Middletown—Caulkins & Post Co., 406-408 Main street.
New Haven—Porden-Eisenberger Co., 155 Orange st.

GEORGIA.

Atlanta—The Ray Co., 77 Whitehall street.,
Savannah—The Ray Co., 116-118 Barnard street.,

ILLINOIS.

Chicago—Oscar J. Junge, 244 E. Chicago avenue.
Kelley Cigar Co., 80-82 Wabash avenue.
James I. Lyons, 53 Fifth avenue.
Siegel-Cooper Co., State and Congress sts.
Talking machine Co., 109 Madison street.
The Vim Co., 58 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Peoria—Peoria Phonograph Co., 314 S. Adams street.

INDIANA.

Indianapolis—Kipp Bros., 31 S. Meridian street.
The Ray Co., 734 Massachusetts avenue.

IOWA.

Des Moines—The Vim Co., 704 West Walnut street.

KENTUCKY.

Louisville—The Ray Co., 640 Fourth avenue.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Fire Alarm Co., 614 Gravier street.
The Ray Co., 112 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Rand & Son, 205 Commercial street.

MASSACHUSETTS.

Boston—Boston Phonograph Co., 49 Hanover street.
Eastern Talking Machine Co., 177 Tremont street.
J. C. Haynes & Co., 151 Washington street.
Iver Johnson Sporting Goods Co., 163 Washington street.
Reed-Welch, 218 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—Ring Music Co., 119 Merrimac street.
Thomas Wardell, 111 Central street.
Worcester—Iver Johnson Sporting Goods Co., 304 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 219 Woodward avenue.
The Ray Co., 188 Griswold street.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 31 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Ray Co., 1010 Grand avenue.
St. Louis—Conroy Co., 1121 Olive street.
The Ray Co., 1009 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—H. E. Fredrickson, 1214-1216 Capitol avenue.
Nebraska Cycle Co., 518 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 205 Washington street.
Newark—Edison Co., New and Halsey streets.
H. C. Tuttle Sporting Goods Co., 824 Broad street.
Paterson—James E. O'Dea, 122 Ellison street.
Plainfield—Frank L. D. Ennis Auto. Co., 820 Park avenue.
Trenton—Stoll Brass Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 304 Fulton street.
Price Phonograph Co., 1048 Broadway.
Buffalo—F. A. Powers, 641 Main street.
Elmira—Elmira Arms Co., 119 Main street.
Gloversville—American Phonograph Co., 99 W. Fulton street.
Kingston—Forsyth & Davis, 300 Wall street.
New York City—Barkelew & Co., 36 Vesey street.
Bettini Phonograph Co., 80 Chambers street.
Blanchard Talking Machine Co., 19 Park place.
J. F. Blackman & Son, 1654 1st avenue.
I. Davegen, Jr., 60 Third avenue.
S. B. Davegen, 32 E. 14th street.
Douglas Phono. Co., 82 Chambers street.
H. R. Gross, 159 Fifth avenue.
Harry Jackson, 1 Union square.
Jones' Music Box Co., 39 Union Square.
Victor H. Rapke, 1062 Second avenue.
Rosenfeld Mfg. Co., 187 Hudson st.
Siegel-Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 9th street.
Rochester—A. J. Deringer, 39 North street.
Gibson, Plain, & Co., 30-32 E. 200 State street.
Schenectady—Finch & Hahn, 316 State street.
Syracuse—W. D. Andrews, 128 E. Railroad street.
Troy—James Looney, 359-361 Fulton street.
Utica—Clark, Horrocks & Co., 114 Genesee street.

OHIO.

Canton—Klein & Heffelmen Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 21 W. 4th street.
The Ray Co., 142 West 4th street.
Cleveland—The Ray Co., 281 Erie street.
The Vim Co., 1103 Euclid avenue.
Columbus—Perry B. Whitall Co., 66 High street.
Dayton—Nicholas & Doshe, 31 E. 4th street.
East Liverpool—Smith-Phillips Music Co.
Toledo—Hayes Music Co., 6a Cherry street.

PENNSYLVANIA.

Allegheny—Henry Braun, 920 Federal street.
Allentown—J. C. Deshler, 639 Hamilton street.
Easton—William Werner, 20 Northampton street.
Philadelphia—Edison Co., 1031 Chestnut street.
Ed. Heisler and his brother, 1216 Market street.
Penn Phonograph Co., 19 S. 9th street.
John Wanamaker.
Wells Phonograph Co., 41 N. 9th street.
Western Electric Co., 250-253 Market street.
H. A. Weymann & Son, 913 Market street.
Pittsburg—Theo. F. Beisel Co., Inc., 433 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Kleber & Bro., 222 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 559 Penn street.
Scranton—Scranton Talking Machine Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Hone & Co., 289-293 Westminster street.
J. A. Pastre, Jr., 89 Weybosset and Dorrance streets.
Household Furniture Co., 231-237 Weybosset street.
Murray, Blanchard, Young & Co., 26-30 Eddy street.
A. T. Stantzgard & Co., 106-110 N. Main street.

TENNESSEE.

Knoxville—The Ray Co., 319 Gillock street.
Memphis—The Ray Co., Iroquois Building, 2nd and Jefferson streets.
Nashville—The Ray Co., 30 The Arcade.

TEXAS.

Dallas—C. B. Harris, Adv., 249 Main street.

VIRGINIA.

Richmond—The Ray Co., 219 E. Main street.

WISCONSIN.

Milwaukee—McGreal Cycle Co., 191-201 Reed street.

CANADA.

Toronto—R. S. Williams & Sons Co., Ltd., 143 Yonge street.



LOOK FOR DOUBLE SERVICE

For Every Edison Phonograph

To the Edison Trade

Wise dealers have both eyes open for business, and are quick to grasp the opportunity of securing more business through "Double Service." It is certain that those who buy Language Outfits, afterwards buy amusement records; then there are language sales to be made to thousands of Phonograph owners who perhaps are not active buyers. As a selling point for the Edison Phonograph there is nothing more unique and forcible than an I. C. S. Language Lesson.

Prepare Yourself at Once

Ask for the new free Catalogue of I. C. S. Language Outfits, and order the Demonstrating Outfit, consisting of three (3) Molded Records with Textbooks, delivered prepaid in the United States or Canada. *Price, $1.50*

Apply to the Following Jobbers of I. C. S. Outfits

PORTLAND, ME., W. H. Rose & Son
LOWELL, MASS., Thomas Wardell
BOSTON, MASS., Eastern Talking Machine Co.
BOSTON, MASS., J. C. Haynes & Co.
BOSTON, MASS., Oliver Ditson & Society Co.
NEW HAVEN, CONN., The Bradley Co.
PROVIDENCE, R. I., Harvey, Hunt, Young & Co.
KINGSTON, N. Y., Forsyth & Davis
SYRACUSE, N. Y., W. D. Andrews
NEW YORK CITY, Blackman Talking Machine Co.
NEW YORK CITY, I. Hevman, Jr.
NEW YORK CITY, Jacot & Co.
NEW YORK CITY, Jacot Music Box Co.
NEW YORK CITY, John Wanamaker
NEWARK, N. J., The Edisonia Co.
PHILADELPHIA, PA., Wells Phonograph Co.
DAYTON, PA., William Werner
BUFFALO, N. Y., Lyon & Healy
ROCHESTER, N. Y., Talking Machine Co.
COLUMBUS, OHIO, Perry B. Whitsit Co.
DAYTON, OHIO, Dickson & Dubas
CHICAGO, ILL., S. J. Jones
CHICAGO, ILL., Lyon & Healy
MILWAUKEE, Wis., Metzgar Bros.
MINNEAPOLIS, MINN., Thos. C. Hough
OMAHA, NEB., Nebraska Cycle Co.
KANSAS CITY, MO., J. W. Jenkins' Sons Music Co.
SAN FRANCISCO, CAL., The Cyrene Co.
TORONTO, CAN., Nordheimer & Sons Co.
SAN FRANCISCO, CAL., Otter Zaeslein
MONTREAL STORES, The Hay Co.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. I. NEW YORK, FEBRUARY, 1904. No. 12

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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ANENT RECORDS.

The inability of our factory to fill orders for Records is not the only evidence we have that the Edison Gold Moulded Record is holding its own everywhere as the leading cylindrical Record on the market. An investigation into the output of every factory in the country making cylinder Records shows that we are to-day, and have been for months, making fifty per cent. more Records than any other company. This statement is made on the most reliable information, and the claim of others to the contrary is the merest buncombe. Besides this, letters from the trade in all parts of the country show that Dealers generally are selling as many Edison Records as ever before. This business is being done purely on the merit of the Edison product. Many of our Dealers have put in a line of cheap Records and are using them as a means of selling Edison Records. They play them side by side, and invariably make a sale when a customer is looking for quality. For the richest, clearest and smoothest effects, for its wearing qualities and for its all round desirability, the Edison Gold Moulded Record has no equal; and the buying public admit it.

We are again compelled to ask the indulgence of the trade for our tardiness in making shipments of January Records, the last of them not leaving the factory till January 27, nearly three weeks later than should have been the case. Orders for Records previously listed were so numerous and so urgent that we felt compelled to devote considerable time in manufacturing to fill them, with the result that the January list was held up. We had hoped to get into our new Record plant long before this, but delays in getting ironwork, the extreme cold weather and the difficulty of moving a plant that works nights as well as days have combined to put off the day of occupancy. Until we can get into this new building we must

[Continued on page 3.]

THE ADVANCE LIST OF MARCH RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR MARCH, 1904

RECORDS listed below will be ready for shipment as near Mar. 1st, 1904, as possible, at which time Jobbers' stock orders, if placed prior to Feb. 15th, will be shipped. March Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8624 The Gondolier (Intermezzo) Edison Military Band
The new $5,000 instrumental hit purchased by the popularizers of "Hiawatha"

8625 Maydee (Pretty South Sea Island Lady) Arthur Collins
Song with orchestra accompaniment

8626 For Sale—A Baby Byron G. Harlan
Charles K. Harris' new descriptive song with orchestra accomp.

8627 A Winter's Evening (Overture) Edison Symphony Orchestra

8628 Somebody's Waiting 'neath Southern Skies
Harry MacDonough and John H. Bieling
Sentimental male duet with orchestra accompaniment

8629 Bye, Bye, My Honey *Coon song* Billy Golden

8630 Du Du, air and variations Bohumir Kryl
Cornet solo with orchestra accompaniment

8631 Alabama Minstrels Minstrels
Introducing the ballad "Down in Mobile Long Ago," sung by Harry MacDonough

8632 Uncle Sammy March (*Holzmann's Latest*) Edison Military Band

8633 I'm Longing for My Old Kentucky Home Harry Anthony
Descriptive song with orchestra accompaniment

8634 In the Lives of Famous Men Bob Roberts
Comic song with orchestra accompaniment

8635 Auction Sale of a Musical Instrument Store Len Spencer and
Comic descriptive talking Parke Hunter
selection, introducing various musical instruments and effects

8636 Träumerei *Mandolin solo* Samuel Siegel

8637 Hannah Won't You Open that Door Arthur Collins
Coon song with orchestra accompaniment

8638 Medley of National Airs U. S. Marine Fife & Drum Corps
Introducing "The Red, White and Blue" and "Yankee Doodle," and Bugles

8639 Beautiful Birds Sing On Harlan & Belmont
Whistling and singing male duet with orchestra accompaniment

8640 Navajo (Indian Love Song) Harry MacDonough
As sung by Marie Cahill in "Nancy Brown," with orchestra accomp.

8641 Swedish Garde March Edison Military Band

8642 Over the Pilsener Foam Collins & Harlan
By the writer of "Down Where the Wurzburger Flows."
Male duet with orchestra accompaniment

8643 Dance of the Song Birds Edison Symphony Orchestra

8644 I'm Just Barely Living That's All Bob Roberts
Coon song with orchestra accompaniment

8645 Where the Sunset Turns the Ocean's Blue to Gold Byron G. Harlan
Descriptive song with orchestra accompaniment

8646 Sweetest Girl in Dixie Harry MacDonough
Descriptive song with orchestra accompaniment

8647 My Little Irish Canary Collins & Harlan
Waltz song, male duet with orchestra accompaniment

8648 Barney Medley Edison Military Band
Introducing "Barney," "In the Village by the Sea," "Congo Love Song," and "Coonville's Cullud Band"

(Continued from page 1.)

ask the trade to be patient. Unless the business increases beyond our expectations, we shall before long be in splendid shape to not only fill orders for catalogue numbers promptly but get out those for the monthly supplement on time.

Beginning this month, a new plan will go into effect with Jobbers, by which they will be enabled to hear all new Records before placing an order for them. For two years or more Jobbers have had nothing upon which to base their judgment of each new list except their general knowledge of the selection and the individual making it, and latterly by the information furnished in the monthly "Comments." A letter was sent to Jobbers in January, offering to send a complete set of each new lot of Records to each Jobber who placed an order for a set and agreed to pay express charges on them. Without exception, all Jobbers have availed themselves of the offer, and a shipment of samples of March Records was made to each on February 5, allowing each Jobber time to play the Records over and still get his order in by the 15th of the month. The plan has met with the most cordial approval of all the Jobbers, and it is expected to be of much assistance in placing orders.

MR. GILMORE ON THE PRESENT AND FUTURE.

W. E. Gilmore, President and General Manager of the National Phonograph Co., gave an impromptu and informal dinner to a number of Jobbers and officials of the company at Martin's, New York City, on the night of January 21. Twenty-eight were present. The occasion was of a more than ordinary interest for the reason that Mr. Gilmore, on behalf of the company, made his first public announcement concerning the present and future policy of the company.

Mr. Gilmore first referred with much feeling to the loyalty to the Edison product on the part of Jobbers through the entire country; a loyalty in which he felt the greatest pride and a loyalty that meant much for the success of the National Phonograph Company.

Mr. Gilmore then spoke in detail of the introduction upon the market of a cheap cylindrical Record. He said that he was in Europe at the time the announcement was made and he cabled a reply to the effect that no change should be made in the Edison Record. He admitted that the cheap Record had disturbed the trade, and he referred also to the general unrest in all lines of business. He did not doubt that the lower-priced record had affected the business of some of the Edison Jobbers, but he could say with all sincerity that it had not affected the output of the factory at Orange. The quantity of goods manufactured in the last five months had never been larger. This fact had made it practically impossible for him to put into effect plans which had been under consideration for some time and which would, he thought, not only retain the present prestige of the business but would add greatly to its volume.

He would not say definitely what the plans of the company were, but, whatever the improvements promulgated and carried out, the trade would be taken care of and fully protected. There would be no cutting prices and none would be permitted. The policy of the company in this respect would be carried out with even greater vigor than at any time in the past.

The National Phonograph Company never had said to any of its Jobbers that they should not carry a line of talking machine goods made by other people, but had preferred that they should carry them, if they felt by so doing they could add to their profits. Personally, he was satisfied to have this done. He felt sure that the Edison product would sell the quicker when brought into comparison with others. He closed by inviting the Jobbers present to express themselves frankly on any phase of the business which in their judgment required change or improvement. Every Jobber present availed himself of the opportunity to express his opinion. They suggested changes in equipment and prices of machines; spoke of improvements that they thought could be made in the making of Records; discussed restrictions in selling goods; spoke of credit plans, and dwelt at length upon the situation in general. The trend of this exchange of views may be summed up as follows: No change was necessary in the price of the Edison Record, but, on the contrary, a higher price should be asked for it, if it could be made better; the price of the various types of machines should be increased so as to furnish a better equipment than at present; the cheap Record was cutting much less figure than had been expected, several of the speakers stating that while they had put in the line of them they believed that they had increased the sale of Edison Records by so doing; that the Agreement of the National Phonograph Company should be even more rigidly enforced for the benefit of all concerned, and that Jobbers generally should cooperate with the National Company in eliminating the commercial "dead-beat" from the trade.

WESTERN FREIGHT RATES REDUCED.

At the recent meeting of the Western Classification Committee, the freight rate on Phonographs in the territory west of Chicago and St. Louis was reduced from double first class to one and one-half times first class, effective February 1st.

PHONOGRAPH RECORDS AS PART OF A SCHOOL EXHIBIT.

The public schools of Milwaukee, Wis., are to be represented at the St. Louis Exposition this year, and part of their exhibition will be Phonograph demonstrations of class work, recitations, etc. The school authorities took up the matter with McGreal Bros., of Milwaukee, as agents for Edison Phonographs and Records, and another talking machine company. In spite of special inducements on the part of the latter, the Board of School Directors awarded the contract to McGreal Bros. at full list prices. Following is a copy of the official order:

BOARD OF SCHOOL DIRECTORS, MILWAUKEE, WIS.
Henry E. Legler, Secretary.

Milwaukee, Dec. 29, 1903.

MCGREAL BROS., 139 Third Street, City:

Gentlemen—The World's Fair Committee of the Milwaukee Board of School Directors have awarded to you the contract for furnishing the following Edison Phonograph Records and Cabinets at the following figures:

1 Phonograph with brass horn (30-in.).....$35.00
2 Home Phonographs at $30.....60.00
2 Sets of three-way ear tubes at 25 cts. a set.....0.50
2 Cabinets No. 291 in weathered oak at $12.50.....25.00
Records at 25 cents each.

Time consumed in taking records, 20 cents per hour; work to begin January 1.

Henry E. Legler, Secretary.

McGreal Bros. have agreed to furnish a man, a Phonograph and the necessary apparatus for making Records, and about ten days will be consumed in visiting the different schools. This contract is a distinct endorsement of the Edison product, for the school authorities went over the matter with unusual care, finally selecting the McGreal Bros.' proposition at a higher figure than offered by the competing company. Dealers in Edison Phonographs and Records who visit the St. Louis Fair during the coming Summer should look up Milwaukee's school exhibit and inspect the result of this new feature. The Milwaukee *Free Press* on January 17 said of this matter:

"Singing of Milwaukee school children will be heard at the Louisiana World's Fair in St. Louis as the result of the departure of the School Board. It has engaged McGreal Bros., 173 Third street, dealers in Phonographs, to make Records of the voices of the children. These Records will be sent to the Edison Laboratory at Orange, N. J., where they will be duplicated and sent to the Fair.

"Nearly every school in the city will be represented. A class from each school, the number being left to the discretion of those in charge, will be taken to the offices of McGreal Bros., where a record of their singing ability will be made by Phonographs. About 100 Records will be taken. It is the intention of those in charge to have twelve classes a day taken to the offices, and each class will be allotted one-half hour.

"McGreal Bros. have brought Harvey Emmons to the city to conduct the taking of records. Mr. Emmons has been engaged in this line for fifteen years with the National Phonograph Company, of Orange, N. J., a part of the Edison Company. He arrived in the city yesterday with special paraphernalia."

LOYAL DEALERS.

One of the most gratifying things in connection with our business is the loyalty to the Edison product shown by Jobbers and Dealers everywhere. It has always been a feature in which the officials of the National Phonograph Company have felt the greatest pride, but it has never been so strongly manifested as in the past five months. Our salesmen meet it everywhere. Whenever an official of the company comes in contact with one of the trade he finds that Edison Phonographs and Records are being pushed to the exclusion of other goods. Letters from all parts of the country are full of kind words for Edison goods and the National Phonograph Company. All of this is gratifying to the company because it shows that the trade has realized beyond question that our chief aim is to sell our product through Jobbers and Dealers and not at retail. It is a complete recognition of our policy, and shows an absence of distrust on the part of the trade. It is a strong approval of the plan we are following in restricting prices, protecting the trade and prosecuting those who violate our Agreement; a plan that grants no favors to a few, but treats all with absolute uniformity. There will be no change in this plan, but on the contrary nothing will be left undone to make it more effective in increasing the business of Jobbers and Dealers.

VISITING JOBBERS.

The visiting Jobbers from out of town during January were the following: William Werner, of Easton, Pa.; S. J. Francis and D. R. Harvey, of the Iver-Johnson Sporting Goods Co., Boston; John N. Willys, of the Elmira Arms Co., Elmira, N. Y.; W. O. Pardee and H. L. Ellenberger, of Pardee-Ellenberger Co, New Haven, Conn.; H. E. Fredrickson, Omaha, Neb.; J. M. Linscott and G. A. Patten, of the Boston Cycle and Sundry Co., Boston; Louis Buehn, of the Wells Phono. Co., Philadelphia; W. D. Andrews, of Syracuse, N. Y.

ART CALENDAR EDITION EXHAUSTED.

The edition of the Phonograph Art Calendar is now exhausted and no more orders from the trade can be filled. This calendar was everywhere conceded to be one of the most attractive issued by any firm for advertising purposes.

PHONOGRAPH TAKES THE PLACE OF AN ORCHESTRA AT A THEATRE.

"Immediately on taking charge of this store fortune threw an excellent opportunity in my hands of giving the Triumph Phonograph a hearing by a select audience," writes John E. Finney, successor to The Roy Co., at Savannah, Ga., under date of January 5.

"The management of the local theatre have been having considerable trouble with their orchestra, and on Thursday evening last Virginia Harned was booked to present 'Iris.' One of the largest audiences of the season assembled at the theatre, and it was learned at the last moment that the orchestra was not to put in an appearance. The writer stepped in the breach and supplied the place of the orchestra with the Triumph, and a selection of operatic and popular music, playing before the performance and during the intermission. The innovation caused some amusement at the start, but before the evening the occasion made many new friends for the Edison wonder, judging from the frequent and long applause following our selections.

"We made good beyond doubt; for the management requested that we repeat our 'orchestra' for Roselle Knott, who, with 'When Knighthood Was in Flower,' attracted a large audience at a matinee on Friday and a brilliant audience that night. Our end was a pronounced success, and has been favorably commented on by the players here. I write this to you because while I have been pretty well posted on the doings of playhouses generally, I have never heard of this being done before. Whole entertainments have been given without doubt; but never as an orchestra that I have heard.

"We have been asked to continue this week, which we are doing. The Savannah *Press*, in commenting on the performance of 'Iris,' says in part: 'Not the least enjoyable part of the evening was contributed by the Edison Phonograph, which, in place of the orchestra, supplied the musical end of the evening.'"

ADVERTISING PHRASES USED BY SOME PROGRESSIVE DEALERS.

Edison Phonographs double the pleasure of living.—*Douglass & Co., New York city.*

Unapproachable in the perfection of the Edison Phonograph.—*John E. Finney, Savannah, Ga.*

Don't be fooled, the Genuine Edison Gold Moulded Record will outlast six of any other style wax records. The Edison Record is, in fact, the only genuine Moulded Record made.—*Wells Phonograph Co., Philadelphia.*

The Great Edison Phonograph sings its own praises and leads the world.—*Keller's Music House, Easton, Pa.*

Edison Gold Moulded Records: Moulded in gold, as good as gold, staple as flour, and are not on the bargain counters of department stores.—*The Eastern Talking Machine Company, Boston, Mass.*

If you use the standard or cylinder Records and want the very best then you simply want the Edison.—*C. R. Zachariss, Asbury Park, N. J.*

A NOVEL WAY OF USING THE PHONOGRAPH FOR A CHRISTMAS ENTERTAINMENT.

The Pardee-Ellenberger Co., of New Haven, Conn., send the following contribution from F. W. Willoughby, of East Haven, a Phonograph enthusiast:

There was a family gathering of twenty-four in New Haven, Conn., on Christmas Day and the Phonograph was used as a "Santa Claus." For instance, one of the party had a favorite Record—"The Parrot Said." At the finish of the Record he received a large green parrot. The Record entitled "The Miller's Daughter" was then played, all joining in the chorus. The Record "Aroma" was played for a "two-step" with good success, the music being loud and clear. Another of the party had a favorite Record, "Turkey in the Straw," by Billy Golden, and at the finish of this Record a turkey stuffed with straw was given. The Military Lanciers was then played for a good old-fashioned square dance, the music and prompting being very distinct. Then the party sang "Won't You Roll Them Eyes," by Arthur Collins. Another of the party is a great lover of Indians. "Hiawatha" was then played and an Indian was presented. A number of two-steps and waltzes were played for dancing and gave excellent satisfaction. Still another of the party who thought "Under the Bamboo Tree" was "about what the Doctor ordered" was given a Bamboo Queen. The owner of the machine played the Record "High Up in a Cocoanut Tree," and was the recipient of five monkeys. "Turkey in the Straw" was then played for a Virginia reel, and so on through the day the Phonograph was brought in as a funmaker, and was a grand success, there being no end to the uses to which a Phonograph can be put.

A PHONOGRAPH PARTY.

"Enclosed find copy of rather unique invitation, which proved profitable to both Mr. Delahanty and ourselves, as each guest bought from one to three Records. — C. J. Jones, 245 E. Chicago Ave., Chicago, Ill."

The invitation was as follows:

WHOA BILL! WHOA BILL!
STOP! BACK UP!

Mr. O. J. Jungs, you are respectfully invited to attend an Edison Phonograph Party, to be given by Mr. and Mrs. Edward F. Delahanty, at their Summer home, 311 Illinois street, Saturday evening, August 8, 1903. The leading man of the evening will be Mr. James Hall, and DON'T FORGET TO BRING YOUR RECORD. As ever, your old-time friends,

MR. AND MRS. E. E. DELAHANTY.

J. H. Snyder, a Dealer at Urichsville, Ohio, on one Sunday recently gave a Phonograph entertainment to about 100 inmates of the county infirmary, in place of their usual Sunday afternoon preaching service. The inmates declared that the Phonograph entertainment was better than that led by the minister.

PRINTED MATTER.

We do not seem to be able to make Dealers understand our position with reference to sending out printed matter. Most Dealers have no direct connection with the company, and it is not possible to send them printed matter with their goods. In most instances the quantity of printed matter supplied to Dealers is not large enough to make a freight shipment. Therefore, only one other way remains, to get the matter into the hands of the Dealer, viz., to send it by express at his expense. Instead of having Dealers ask us to do even this, we prefer that they get printed matter from their Jobbers. We endeavor to keep the latter supplied, and they should be able most of the time to take care of the wants of the Dealers. If a Dealer cannot get this attention, we are willing to do whatever we can to assist him, but it must be understood that such orders for printed matter can only be sent by express at the expense of the Dealer.

The printing in sheet form for the use of the trade of the Comments on new Records from the Phonographic Monthly continues to be popular. A number of Dealers have written that they would like to use these sheets if they could get them. All such and others interested may have these Comments mailed to them by remitting to the Advertising Department postage stamps at the rate of 20 cents per hundred for the Comments and 8 cents for postage. The amount is so small that we must ask Dealers to send postage with their order.

We have had printed a quantity of gummed stickers 1x1½inches in size, printed in gold on black paper, for the use of such Dealers as will agree to stick them on envelopes, packages or any other matter going out of their stores. The different forms of these are as follows:

EDISON GOLD MOULDED RECORDS.
Richest, Smoothest, Most Brilliant.

EDISON GOLD MOULDED RECORDS.
Sustained by their Reputation.

EDISON GOLD MOULDED RECORDS.
No Scratch. No Changing Needles.

EDISON GOLD MOULDED RECORDS.
They Praise Themselves. Hear Them.

These can be sent out by mail, and we shall be glad to furnish small quantities to all Dealers who will agree to use them to advantage.

A new Dealers' Discount Sheet was recently mailed to the entire trade. This contains but few changes. The only change of importance is that of straightening out the matter of discounts on Model B Reproducers, which was not clear in the former Discount Sheet. We have also cut out the discounts on some accessories that we are no longer carrying.

A new Record Catalogue will be issued about March 1st which will contain all Records listed to and including March. If the trade finds that the Advertising Department is cutting down orders for the present catalogue it will understand that this is being done in order to make the present edition last until March 1st, and because we do not want the trade to have many of the present catalogue on hand when the new one comes out.

The last of the series of colored hangers, Form 433, was mailed to the trade in January. New designs are under consideration and will be sent out later in the year.

Catalogue of Parts, Form 371, has been superseded by Form 515, but the latter includes no new matter and no changes of any moment. Dealers who have catalogue Form 371 on hand will find it quite as reliable as the new edition.

We are reprinting Form 427, a booklet on the Art of Making Phonograph Records. This is a booklet that might be used to advantage by all Dealers. The Record-making feature is one in which the Edison Phonograph excels all others beyond a question of doubt, and it should be made more of a talking point in the sale of machines than is now done. They, too, many individuals who now own a Phonograph, but whose interest in it has waned, may be induced to take a new interest if given this little booklet on making Phonograph Records.

CHEAP RECORDS AS AN AID IN SELLING EDISON RECORDS.

Campello, Mass., Jan. 18, 1904.

I have put a man on the road, selling and advertising Edison Phonographs, and his principal work, together with this, is talking in the shoe factories at the noon hour. The city of Brockton is one of the largest shoe cities in the world and employs about 12,000 operators in that capacity. Now, our method is to call at the factory, set up our machine, and give them a concert during the noon hour, at the same time giving out circulars and advertising matter to each and every one. We find that this is a fine idea, and we have made lots of sales this way, together with lots of advertising.

I put in a stock of ——— Records. I have been slow not to put them in before, for I am certain that they will be a help in selling Edison goods. Lots of people realize that the ——— looks very similar to the Edison, but when they hear the two it gives them a very different idea, and I find that I am right in this respect. I have sold a great many Edisons to people who have come in to buy ———.

One particular instance I would like to mention. A gentleman called at my store the other evening and asked if I kept ——— Records, and if he could hear some. I played about a half dozen of the same, and he picked out two of them. Then I put an Edison in without his knowing it. When the piece was played he said, "That is the finest Record that I have ever heard; you can save that out for me."

I then informed him that that was an Edison, and he said: "What did you do that for?" I replied that I simply wanted to show him the difference. So I put the Edison back on the shelf, and put on more ———'s. After the next ——— was played, he said: "I want that Edison Record you just played if it costs me a dollar."

GEORGE J. DONAHUE.

A PUBLICITY METHOD THAT OTHER DEALERS MIGHT FOLLOW.

John E. Finney, successor to The Ray Co., at Savannah, Ga., gave a complimentary concert with an Edison Triumph Phonograph to Mistletoe Camp, No. 4, W. O. W., at its annual banquet and installation of officers on January 8. Mr. Finney operated the machine personally and worked up considerable "ad" talk during the evening. The following programme was given:

1. Southern Smiles—March.....
.....Edison Military Band
(Note absence of "Scratch" and "Blast" effects.)
2. Up in a Cocoanut Tree—Song.....
.....Billy Murray
3. Le Secret-Polka—Cornet Solo. John Hazel
4. Sammy—Song .....Harry McDonough
5. Laughing Water.....Edison Concert Band
6. Down in the Depths—Song.....
.....Frank C. Stanley
7. Waldmere March.....Edison Military Band
8. When Kate and I Were Coming
Through the Rye.....Byron G. Harlan
9. Peaceful Henry.....Edison Concert Band
10. The Girl You Love—Song.....
.....Harry MacDonough
11. Donkey Laugh.....Peerless Orchestra
12. In Silence—Song.....Arthur Clifford
13. Any Rags—Medley.....Edison Military Band
14. Jack Tar—March.....Edison Concert Band
15. Violin Solo.....Chas. D'Almaine
16. Piano Solo.....Frank P. Banta
17. Thy Beaming Eyes—Song. Arthur Clifford
18. Amourette Vals .....Peerless Orchestra

A PRIMITIVE DIAPHRAGM.

John Rogers, of the Knoxville Typewriter Exchange, Knoxville, Tenn., recently wrote:

It is truly said that "Necessity is the mother of invention," but it is curious to see what necessity brings forth sometimes. For example, note the enclosed diaphragm which we have just taken out of a reproducer sent in from a remote mountain district.

The diaphragm was a piece of thin tin, plain solder had taken the place of stratena, and the rubber gasket was a piece of rubber cut with scissors. It would be interesting to know how this device reproduced sound.

NEW RECORD BOX.

We are planning to adopt a new style box for packing single Records. It will be made so that it will not be necessary to wrap the Records in cotton. It will be slightly over 2⅜ inches in diameter and 4⅝ inches long. It will have a countersink top and bottom of nearly a half-inch so as to hold the Record firmly on the peg inside the box. We cannot yet say when we shall begin to use this box. Reference is made to it in order that Dealers may know of its size in putting in new racks or re-arranging their present racks.

A WORD FOR THE GEM.

"One of our regular customers called last week," wrote C. J. Heppe & Son, of Philadelphia, recently "and made this remark: 'I want to buy a Phonograph as good as the one I have just sold. I have had a Gem for two years, and last Saturday evening one of my neighbors called and asked if I would sell it; I told him I paid $10 for it and couldn't sell it for less, but that it had been running for two years. The neighbor went home and in half an hour came back with the $10, saying he would rather have a machine that had been run two years than a new one he did not know anything about.' Out customer purchased a Standard and went away much pleased.

QUEEN VICTORIA'S PHONOGRAPH MESSAGE.

Sir John Harrington—for he has been knighted by King Edward—is the only person who ever succeeded in inducing the late Queen Victoria to talk into a Phonograph. And she did this reluctantly, merely because in expelained to her the immense weight that a message from her to the Emperor of Abyssinia conveyed in that fashion would have upon the monarch of Ethiopia.

Queen Victoria, however, stiuplated that once her message had been delivered to the negus the record should be destroyed, and pledged Sir John Harrington to see to this in person. Meinlik was so delighted at hearing the Queen's voice that he promptly demanded that the record should be handed over to him. But Sir John sternly was obliged to defer to the commands of his royal mistress, and, taking hold of the record, he stamped it to pieces in the presence of the negus.—*London letter to the Chicago Daily Tribune.*

A LETTER FROM HALIFAX.

9 MAYLOCK ST., LOT 2, MOUNT, HALIFAX.

I now have great pleasure in thanking you for the Edison Phonograph Motorette. Both myself and friends have read and looked it over many times. It puts us people right up to date. It tells us what to look out for and what is coming, and, best of all, what is popular. I have been using Concert Records up till now for exhibiting, but I have taken large cylinder off and put a small one on, with just one an Edison's. It is a pleasure to look at a selection of Records at the present time—every one an Edison's. It is a pleasure to look at a Edison Gold Moulded Record, and much more to hear one. I think I ought to know when I hear one, having been in the line twelve years. There is a lot of cheap rubbish on the market here at the present time—Record destroying machines and all kinds of "moulded" rubbish.

By the way, I am sorry to see that my countrymen should stoop so low as to *throw dirt* by advertising as they have done against the Gem Machine. In my estimation it is the neatest, compact and best little machine that has ever been produced at the price, and always gives satisfaction. I never knew any one to rue his bargain yet.

ALFRED HOYLE.

COMMENTS ON MARCH RECORDS.

Plenty of variety marks the list of new Edison Gold Moulded Records for March. The twenty-five new Records for the month include four by the Edison Military Band, two by the Edison Symphony Orchestra, a cornet solo, a mandolin solo, four vocal duets, ten vocal solos, one talking with music, one fife and drum corps and one minstrel. The purchaser of the entire list will find himself the possessor of a lot of Records that will furnish a delightful evening's entertainment and be sufficiently diversified to amuse any company, either large or small. All of the vocal selections but one are accompanied by a complete orchestra, and these accompaniments are a most delightful feature of each Record. Those who buy any of them will find the accompaniments quite as attractive as the songs themselves.

No. 8624, "The Gondolier," an intermezzo played by the Edison Military Band, is the new $5,000 instrumental hit purchased by Shapiro, Remick & Co., proprietors of the Whitney-Warner Company, who popularized "Hiawatha." The publishers expect a great popularity for "The Gondolier" as was achieved by "Creole Belles" and "Hiawatha." This selection has an exceedingly attractive air, and is played by the Edison Military Band in a manner that does the selection full justice. It is certain to be a popular Record.

No. 8625, "Maydee" ("Pretty South Sea Island Lady"), is a song written by Arthur J. Lamb, the music of which was composed by Harry Von Tilzer. This song, with orchestra accompaniment, as sung by Arthur Collins, is a worthy addition to Mr. Collins' long list of good selling Records. The air of the song is of a character that cannot fail to make this Record popular.

No. 8626, "For Sale—A Baby," is a new descriptive song by Charles K. Harris, and is sung with orchestra accompaniment by Byron G. Harlan. Mr. Harlan's rendition of Mr. Harris' songs has made this class of Records in great demand. The story told by the song is very pathetic. Mr. Harlan sings the selection in excellent style.

No. 8627, "A Winter's Evening," an overture by the Edison Symphony Orchestra, is taken from "To-Night We Say Farewell," a potpourri by R. Schlepegrell. The music is charming and the Record is finely played.

No. 8628, "Somebody's Waiting 'Neath Southern Skies," is a sentimental male duet by Harry MacDonough and John H. Bieling, who sing together for the first time. The result of their effort is a Record of much merit, their voices blending together finely. An orchestra accompaniment adds to the beauty of the selection. The words of the song are by Arthur J. Lamb and the music by John W. Bratton.

No. 8629, "Bye, Bye, My Honey," is another of Billy Golden's inimitable coon songs, the demand for which shows little signs of diminution. "Bye, Bye, My Honey," is as full of comic talking and singing as "Rabbit Hash," and should equal it in popularity.

No. 8630, "Du Du," air and variations, is a cornet solo, with orchestra accompaniment, played by Bohumir Kryl. This composition shows what can be done with the cornet when played by an artist of the first rank.

No. 8631, "Alabama Minstrels," is the first of a new series of minstrel Records, and is made by the Edison Minstrels. The introductory overture is the "Tariff Galop," and after the usual jokes Harry MacDonough sings the ballad, "Down in Mobile Long Ago," the chorus being sung by a quartette. One of the best minstrel Records ever made and one that represents unusual care and expense in the making. All who hear this Record will realize that in making Master Records the National Phonograph Co. is leaving nothing undone to make its Records superior to anything on the market.

No. 8632, "Uncle Sammy March," is a two-step by Holzmann, and is played by the Edison Military Band. It has a lively swing and is an excellent Record in every respect. This selection was listed in January as a xylophone solo and became very popular. It has been made as a band Record at the general request of the trade. It will be one of the best sellers on the list.

No. 8633, "I'm Longing for My Old Kentucky Home," is a descriptive song, with orchestra accompaniment, which introduces to the Edison Phonograph public Harry Anthony, a new singer. Mr. Anthony has a well known vocalist, and has a fine tenor voice. His first Record is an excellent one and promises much for the future. The music of this song is very pretty. It was written by J. B. Muller. The words are by Vincent Bryan.

No. 8634, "In the Lives of Famous Men," is a comic song with orchestra accompaniment. It is sung by Rob Roberts. It is topical in character and shows how great men gain distinction. It has witty hits on Washington, Columbus, Macbeth, Wagner and other men of fame. Edward P. Moran is the writer of the words of this ditty and Spencer Furth wrote the music. Every word can be clearly understood, adding much to the desirability of the selection.

No. 8635, "Auction Sale of a Musical Instrument Store," is a good descriptive talking and musical Record by Len Spencer and Parke Hunter. It introduces various musical instruments and musical effects, with a funny talk by Mr. Spencer upon the merits of each instrument as it is put up for auction.

No. 8636, "Trimmery," is a mandolin solo of Schumann's delightful composition, and is played by Samuel Siegel. It is an excellent mandolin Record.

No. 8637, "Hannah, Won't You Open That Door?" is a coon song, with orchestra accompaniment, by Arthur Collins. It is a song of the "Bill Bailey" style. It tells how Bill Johnson stands outside the door, cold and hungry, and appeals to Hannah to open the door and let him in. The air is catchy, the words funny,

and Mr. Collins sings in a manner that shows what a good voice and earnest effort will do toward building up a reputation for a singer. If this Record does not prove popular the judgment of all who have heard it will be at fault.

No. 8638, "Medley of National Airs," is a Record by the United States Marine Fife and Drum Corps and introduces "The Red, White and Blue," "Yankee Doodle," and the playing of bugles. It will be popular with those who like Records of this character. The playing of the bugles is excellently brought out.

No. 8639, "Beautiful Birds, Sing On," by Harlan and Belmont, is a whistling and singing duet, with orchestra accompaniment, that will be in great demand. Mr. Belmont does the whistling in a most artistic manner and joins in singing the chorus, Mr. Harlan singing the air. The music is unusually pretty.

No. 8640, "Navajo," is a Record of the now well known Indian love song by Marie Cahill in "Nancy Brown." The Record is made by Harry MacDonough with orchestra accompaniment, and it gives a fine rendering of this popular song. It will certainly be a great seller. Harry W. Williams wrote the words of this song and Egbert Van Alstyne wrote the music. This song is listed at a most opportune time, for it is being sung and played everywhere. It is so well known that there cannot fail to be a great demand for it in Edison Records.

No. 8641, "Swedish Garde March," by the Edison Military Band, is a Record of an excellent march very popular in the Northwest, and listed in response to demand from Phonograph enthusiasts in that part of the country. It will be a most desirable Record, for it has a soldierly air and is played in the unequaled style of the Edison Military Band.

No. 8642, "Over the Pilsener Foam," is a song by the writer of "Down Where the Wurzburger Flows," and is sung as a male duet, with orchestra accompaniment, by Collins and Harlan. The air has a good swing and the chorus will be popular. The words and music of this song are by Vincent Bryan and J. B. Mullen. It goes without saying that Collins and Harlan make the Record artistically.

No. 8643, "Dance of the Song Birds," by the Edison Symphony Orchestra, is a novel composition by Benjamin Richmond and arranged by C. A. Eggner. Interspersed with the music is the warbling of several species of birds, making a Record of unusual attractiveness. It would be difficult to find a more beautiful reproduction of bird songs.

No. 8644, "I'm Just Barely Living, That's All," is another coon song, with orchestra accompaniment, by Rob Roberts, whose Records are proving an excellent addition to the monthly list. This song tells of a coon's hard luck in speculation and in the Klondike gold fields. The words are by Harry Brown and the music by Tom Lemonier.

No. 8645, "Where the Sunset Turns the Ocean's Blue to Gold," is a descriptive song, with orchestra accompaniment, by Byron G. Harlan. The words of this song are by Eva Fern Buckler and the music by H. W. Petrie. Besides its pretty air, prominent features are the ringing of bells and the singing of birds. Mr. Harlan's singing will make it a good selling Record.

No. 8646, "Sweetest Girl in Dixie," is a pretty descriptive song, with orchestra accompaniment, sung by Harry MacDonough. The words of this song are by James O'Dea and the music by Robert Adams. Mr. MacDonough makes the Record with excellent voice and clear articulation. The latter, in fact, is a feature of all of Mr. MacDonough's Records.

No. 8647, "My Little Irish Canary," is a new member of the popular waltz family, and is sung as a male duet, with orchestra accompaniment, by Collins and Harlan. A feature of the song is the warbling of a canary. The Record is made in the usual careful manner characteristic of the work of these two singers, and will make the air popular all over the country. The words of this song were written by Andrew B. Sterling and the music is by Will M. Cook.

No. 8648, "Barney Medley," is another of the popular medleys, one of which is being issued each month. This one introduces "Barney," "In the Village by the Sea," "Congo Love Song," and "Coonville's Called Band." This Record will be popular not alone because it is finely played, but because it gives the airs of four different songs, all of which are well known and popular.

WINDOW DISPLAYS.

On another page we print a picture of a window display made by the Rand Blank and Stationery Co., of Trenton, N. J. We shall be glad to have other enterprising Jobbers or Dealers send us photographs of any unusually good window display they may make. Such as possess sufficient merit will be reproduced in these columns.

"My Phonograph department had a very novel attraction in the window during the holidays," writes Andrew Redmond, a Dealer at Harrisburg, Pa. "It was as follows: We had nine small (14-inch) horns placed in a semi-circle, with a colored electric light in each of them. The window was trimmed in black. Under these small horns we set a Concert Phonograph, with a 24-inch horn attached, the horn having a red electric light inside it. The remainder of the space was taken up with a Home, a Standard, reproducers, tubes, single Record boxes, and one and two dozen Record boxes.

"It made quite an attraction and, best of all, an excellent advertisement in that line."

LETTERS FROM DEALERS.

We have received an unusual number of letters from Jobbers and Dealers—letters full of kind and encouraging words—but owing to a crowd of other matter we have been able to print only a few of them. Next month we will give them more space.

PLAYING RECORDS BY TELEPHONE.

Albert E. Lauten, of the Washington Cycle Company, New York City, has arranged a device by which he makes it possible to play Records by telephone; in other words, a device which enables him to put a Record on a Phonograph in his store and enables any user of the telephone to hear it almost as satisfactorily as he would if in the store. Mr. Lauten places the Phonograph within twenty inches of the telephone transmitter, which must be lowered to a point exactly at right angles from the wall. He then connects the Phonograph and the telephone with ⅜ inch bicycle tubing, polished on the inside as brightly as possible, using fluxine, a brazing compound found in bicycle stores. This tubing is connected to the Phonograph with the usual rubber tubing, the edge of the metal tubing at the point of connection being filed within, so as to permit of ready transmission of the second waves. The mouthpiece is unscrewed and the tubing placed within one-thirty-second of an inch from the diaphragm of the telephone.

It is quite impossible in this article to explain in detail just how these connections are made, but any one with a mechanical turn of mind will doubtless be able to accomplish the same result, even though they do not arrange the device in the same way that Mr. Lauten has done. With the receiver of the telephone it is possible to talk to the customer at the other end of the wire, or the Phonograph horn may be placed inside the mouth piece and the Record heard in the same room in which the Phonograph is placed; in other words, the sounds from the Records may pass through two telephones and come back to the operator at the played a Record for a customer in Jersey City and heard it in his store at the same time. We have no doubt that if any Dealers are interested in the matter, Mr. Lauten will be willing to furnish information about it upon request.

A SUCCESSFUL DEALER.

Zanesville, Ohio, Jan. 14, 1904.

My experience in the Phonograph business has been somewhat different than what I expected when I first took it in as a side line in connection with the sewing machine business. I thought that if I could clear a profit of three or four dollars a week I would be doing very well. If I can do as I should the rest of the month, my first year, ending with January, will be a business of over $2,000. I started with a stock of 150 Records and three Phonographs. Now I carry a stock of over 2,000 Edison Records with from 12 to 15 Phonographs on hand. I am doing a payment business with the machines, but Records are cash. I never have any calls for ——— goods, and as for ——— machines and discs, while I have the three machines on hand I bought seven or eight months ago, and I sell a few of their Records. I don't think that it has ever paid me. So with what little I know of the business I will stay with the Edison goods. As a new Dealer for the first year, I do not think that I have done so bad. To the Edison Company must be given the credit for holding up prices.

CHARLES A. WILLIAMS.

A HANDSOME SALE.

H. Jaffee, a Dealer at Hoboken, N. J., reports the sale of a Triumph Phonograph, a large horn and stand, cabinet and 150 Edison Gold Moulded Records to one customer and at one time. He claims that this sale is almost a record breaker.

OUTDOOR PHONOGRAPH EXHIBITIONS AT 13 BELOW ZERO.

M. Smith & Co., of Quebec, Canada, recently wrote that they were giving outdoor exhibitions at 13 degrees below zero with an Edison Home Phonograph. They made a seven-eighths inch hole in the door frame and passed through the end of an eighteen inch long rubber tube, attaching the horn outside of door, and the other end of the tube to the Home machine inside. They found that playing music in this manner was a good advertising medium.

THE EDISON PHONOGRAPH STANDS FIRE.

"Not long ago a dwelling caught fire here in our neighborhood in which was an Edison Phonograph and a piano," writes L. R. Porter, of Brockton, Mass. "Strange as it may seem the piano was pretty well burnt up but the Phonograph escaped with hardly a scratch. After the fire was out some one in the crowd standing around remarked that it was singular that the piano should get burned and the Phonograph not. A lad in short trousers then spoke up. "Oh, that's easy. You see the firemen can't play on the piano, but they can all play on the Phonograph." Cheers were given for the kid and the Edison Phonograph."

I. C. S. MATTERS.

AMHERST COLLEGE.

Amherst, Mass, January 15, 1904.

The system of teaching German employed by The International Correspondence Schools has been in use in my German Club for nearly a year. The Phonograph, Records and the instruction books have proved an invaluable aid in acquiring the spoken language, and in supplementing the work of the class room. I believe every college could make good use of this system in connection with the regular methods of instruction.

H. B. RICHARDSON, Professor of German.

Asbury Park, N. J., Jan. 9, 1904.

INTERNATIONAL TEXT BOOK CO., Scranton, Pa.:

Seeing your advertisement in December issue of the EDISON PHONOGRAPH MONTHLY, I sent to Douglas & Co., of New York, for a sample set of Language Records and text books, and have succeeded in selling one set of German along with the Phonograph, and feel sure that other sales will result. I thank you for your interest and pains taken in getting me started right.

C. R. ZACHARIAS.

A DEALER'S ARGUMENT.

One of the most interesting bits of printing matter received from Dealers during the past month was a four-page folder, containing the following unique argument in favor of the purchase of an Edison Phonograph:

A SUGGESTION TO RURAL SCHOOL TEACHERS.

Whether teaching is your life work or only a temporary expedient, you want to be successful at it and you cannot afford to neglect any means that will contribute to that success.

As an *invaluable assistant* to your work I wish to suggest to you the Edison Phonograph.

To those of you who are acquainted with the merits of this machine a multitude of ideas will immediately occur for its use in the school room.

To those of you who are not familiar with it I will enumerate a few only, and after you have a Phonograph in your school new uses will constantly occur to you.

CAN YOU SING?

If not, the Phonograph will lead the singing for you. All the national songs and the grandest hymns are on the list of the Phonograph Records and sung in such a way, too, as few, if any, persons drawing a district school salary can equal. The pupils will soon learn the songs from—and sing them with—the Phonograph. The machine has no low-spirited days; it never has a cold; it always puts the same life and spirit into its songs, so the school will learn to sing well.

DO YOU PLAY?

If you have ever attended the city schools you know what an important part instrumental march music plays in the training there. It gives all the spirit to calisthenic exercises, and many well authenticated cases attest the inestimable value in saving life and preventing panic among the pupils of the drill used in dismissing school. The habit of this drill and the readiness of the response by the children to the familiar march music becomes second nature. The rural school seldom possesses an instrument of any kind, and the Phonograph is the most easily obtained, and its portability alone makes it the only possible one in many cases.

Perhaps you are teaching languages, or are yourself, in spare moments, studying language. Here you will find the records with absolutely correct pronunciation of great assistance. Your pupils could practice pronunciation while you are busy at something else—or you acquire it yourself, as you could not otherwise without an expensive teacher. The Phonograph is always ready to repeat patiently and distinctly. It has no nerves—does not get cross and scold, or call you dull and stupid. It never tires of a scholar, and will not get impatient with the dullest.

If you are a musician you will enjoy playing the music of the masters to the school, and in this way many will be able to hear music of a class that never in their life time would they hear were it not for the Phonograph. When you realize that the blare of the circus band once a year and the country town brass band are the only music that many people ever hear, and that with the Phonograph you can give them the performances of the very best orchestras and the music of the grand operas, you will find a new interest in life in watching the development of the instinctive musical sense that exists in embryo in many tender natures in the remotest settlements.

Many other ideas suggest themselves, but I will stop with this for the present.

Buy a Phonograph. Buy one at once; even if it takes the big end of a month's salary, buy. You will be surprised and pleased at your own and the scholars' pleasure in it, and it may be the one thing that decides your board to call you back next year.

I enclose price list and hope to have your early order. Write to me anyway. Yours truly,

E. R. GUTHRIE.

1540 O Street, Lincoln, Neb.

NO USE FOR ANY BUT EDISON GOODS.

Vincentown, N. J., Jan. 14, 1904.

Your Suspended List received, and will say that no one gets anything from me only at flat prices. As for ——— Records, I would not have them given to me, as I have had a little experience in them. I had a $60 ——— machine that I bought from a man that had got an Edison Home. He had got tired of the old one, so I got it cheap. One day a young man passing my place heard me playing my machine; he had a Standard and three dozen Records in a case. His business was to give entertainments at public schools. Well, I thought that I would like to try some of his Records, so he said, "With pleasure; use any you like." After I had played a few he asked me if he might put his machine behind my large horn. I said yes. Well I found a great difference, but did not pretend to know it. I said: "How will you trade?" But he shook his head. I offered him $5, then $10; but he said: "Look here, boss, I would not have that machine as a gift." Well, I felt so cheap I did not know what to do with mine. I believe if anybody had offered me ten cents for mine I would have taken it. So I chanced it off, and now that I am a Dealer I don't want any Machine or Records but Edison's. They don't scratch or wear the sapphire flat and run two crests at one time, but give clear and distinct music. I am not afraid to sell an Edison, for I know they will give satisfaction; but as for the ———, why, I have some now that have been brought back and I cannot sell them around here or even give them away.

WILLIAM HOBSON.

AN ENGLISH DEALER'S COMMENDATION.

Following is an extract from a letter written to our London office by James A. Bailey, a Dealer at Cross Green, Soham, England:

Cross Green, Soham, Eng., Dec. 29, 1903.

Just a line to say that since you fixed the prices for Edison Machines and Records we increased our stock and have pleasure in stating that this Christmas we have sold three times the quantity of machines and Records that we have previously disposed of. We shall always keep as good a stock as possible if prices are strictly fixed in future.

MAKES SELLING GOODS EASY.

O. C. Thompson, a Dealer at New Albany, Ind., has devised an attachment to the Phonograph which he is using at his store and in which many readers of the PHONOGRAPH MONTHLY will be considerably interested. Mr. Thompson describes the device as follows:

"To a Home machine (or any other type) bore a hole in the start lever and attach a chain, which should run over a shieve at the edge of the machine, which will prevent chain from scratching varnish. To this chain is attached a weight, which will, when dropped about three or four inches, throw the start lever and cause the machine to start. This weight is a part of an electrical contrivance known as a chain drop (commonly used in fire engine houses for opening doors, dropping harness, etc., when an alarm is sounded), which I constructed myself. This chain drop is connected to a set of dry batteries through a common door bell switch and a Victor door trip, which is on the front store door. I put on the machine a record which I made especially for the occasion and then set same ready for operation, taking care that the beginning of the record is far enough from the end that the machine will attain the proper speed before any results are heard.

"I then make it a point to seclude myself from view of any one who may enter the store. The result is as follows: A customer enters, and in doing so the opening of the door causes the door trip to close the circuit through the chain drop magnets. This in turn releases the hook that holds up the weight, the weight drops and starts the machine to running, but the closing of the store door, etc., drowns the sound of the falling weight and the customer does not know that he has started the machine. By this time the machine has gained its speed, and when the customer looks around and sees no one in view the machine begins as follows: 'Do you want to see the proprietor? Well, just have a chair and I will call him. Mr. ——, here is a party that would like to see you in regard to a Phonograph.'

"By this time you are aware of the surroundings, and all that is necessary is to go up to the prospective buyer and take his purse from his hand, count out enough to pay for a good machine and some Records, hand him back the balance in his purse and go to wrapping up your sale.

"This outfit could also be used to an advantage for turning away collar button and lead pencil merchants who bother you every day, or perhaps refusing some one-arm or peg-leg railroad man who is seeking enough money to pay his fare to Mexico or the Islands."

A MODEL "FOLLOW UP" LETTER.

O. K. Houck Piano Co., Dealers at 359 Main street, Memphis, Tenn., send out the letter given below to the names sent them by this Company. It covers the ground so thoroughly that we gained the consent of the writers to reproduce it:

DEAR SIR:—Your recent inquiry to the National Phonograph Co., New York City, has been referred to us for attention. We take pleasure in forwarding you to-day by mail, under separate cover, catalogues of Edison Phonographs, also records for same.

Detail information about these wonderful instruments will be found in the catalogue. We do, however, wish to call your special attention to the most desirable styles in the medium price instruments.

We unhesitatingly recommend the following outfits which we have supplied to many of our patrons, and they have given universal satisfaction:

No. 1.

1	Edison Standard Phonograph equipped with Model C Reproducer, plays six Records with one winding; price, net	$20 00
1	Dozen Records	5 00
1	Solid brass horn, 30 inches long, with 13¾ inch bell	4 00
1	Nickel plated stand for supporting horn	2 00
1	Record carrying box; capacity 24 Records	75
		$31 75

No. 2.

1	Edison Home Phonograph, equipped with Model C Reproducer, plays seven Records with one winding; price, net	$30 00
1	Dozen Records	5 00
1	Solid brass horn 30 inches long with 16½ inch bell	5 00
1	Nickel plated stand for supporting horn	2 00
1	Record carrying box; capacity 24 Records	75
		$42 75

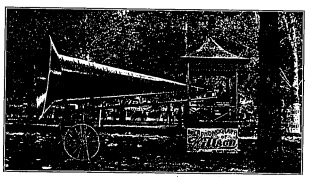
No. 3.

1	Edison Triumph Phonograph equipped with Model C Reproducer, plays fourteen Records with one winding; price, net	$50 00
1	Dozen Records	5 00
1	Solid brass horn, 42 inches long with 20½ inch bell	10 00
1	Nickel plated stand for supporting horn	2 00
1	Record carrying box; capacity 24 Records	75
		$67 75

We can, of course, reduce the price of any of these outfits by cutting down some of the accessories, furnishing smaller horns, etc. We would not, however, advise this, for the outfits described above are almost perfect.

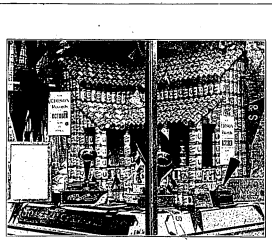
We want to thank you for giving us this opportunity of writing you about these beautiful instruments, and in the event you wish any further information about them do not hesitate to write us on the subject, as it will afford us pleasure to answer your questions in detail.

We trust that the purchase of a Phonograph will have your careful consideration, and we hope you will decide to favor us with your order.



A MAMMOTH PHONOGRAPH HORN.

The above is a photograph of a mammoth Phonograph Horn used by D. R. Wilson, a Dealer at Shenandoah, Ia., in giving entertainments with a Standard Phonograph at the Page County Fair last fall. The horn weighs 420 pounds, is 21 feet long, and has a bell 10 feet across.



WINDOW DISPLAY MADE BY THE STOLL BLANK BOOK AND STATIONERY CO., TRENTON, N. J.

HE GOES AFTER BUSINESS.

Picton, Ont., Jan. 18, 1904.

I have only had the privilege of selling Edison Phonographs in Picton since October 31, but handled them at West Lake for about four years. I keep two horses, and when I hear of a party who wants a Phonograph I just put one in the rig and call on him. I don't have to bring it back. I find it pays to go to them and not wait for them to come to you. I have sold three machines in a day—not so bad for a small town. In regards to Suspended List, I would say, if a man can't sell the Edison goods without cutting prices he had better give it up to some one who can. I have no trouble. I bought a disk machine for the purpose of comparing, and I am something like Keely, I have no use for them. If I want a noise I will buy a drum. S. M. BROWN.

"NOTHING BUT THE BEST."

Hallowell, Me., Jan. 12, 1904.

We do not do a large business, but we endevor to carry nothing but the *best*, therefore we have in stock nothing but Edison Machines and Records. We occasionally sell a disc machine, but have noticed that whenever this happens the sale is made to some one who is looking for *quantity* and not *quality*. Was much impressed with the expression used by a lady in our store. In speaking of a disc machine which is on sale, *at cut price*, in this city, she said: "It certainly sounds like nothing human or mechanical that I have ever heard." We are doing some advertising and are taking the stand that the Edison goods are sold on their merits and that we do not have to "cut price" in order to make sales.

HORACE G. TURNER.

SUSPENDED LIST, FEBRUARY 1, 1904.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

BOULDER—BENTLEY & CRAIG.

KANSAS.

CLAY CENTRE—E. M. GOWENLOCK.
LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
E. O. MOSHER, 490 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DaWOLFF.
WOBURN—OSBORN GILLETTE, or THE BOLTON JEWELRY COMPANY, L. F. MALONEY, Manager.

MICHIGAN.

DETROIT—P. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW HAMPSHIRE.

NASHUA—F. A. McMASTER & CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—J. WIGDOR, 456 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN; also New York City.
PATERSON—CHAS. H. KELLY, 71 N. main st.
PLAINFIELD—S. W. FRUCHT, or R. FRUCHT; also New York City.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

ALBANY—FINCH & HAHN; also Schenectady.
BEDFORD PARK—GEO. H. TYRRELL.
NEW YORK—Continued.
HOSKART—F. H. MARSHALL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 206 Wall street.
BRONX PHONOGRAPH CO., or DAVID SWITKY, 506 Willis Avenue.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 81 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
N. HORN, 148 E. 28th street.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. McELLYNNE, 202 Broadway.
RICHARD PEASE, 44 W. 132d st.
F. M. PRESCOTT, 41 Broad street.
SARATOGA—W. J. TOTTEN.
SARATOGA SPRINGS—MARVIN A. COTE.
SCHENECTADY—FINCH & HAHN; also Albany.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
URBICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Wascher streets; also New York City.
PITTSBURG—A. LIPPARD, 613 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—P. P. MOORE.

WISCONSIN.

MILWAUKEE—J. C. BLATZEK.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2003 Second avenue.
Mobile—The Ray Co., 54 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 933 Market street.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th street.

CONNECTICUT.

Middletown—Cauldina & Post Co., 406-408 Main street.
New Haven—Purdee-Blisenberger Co., 135 Orange st.

GEORGIA.

Atlanta—The Ray Co., 72 Whitehall street.

ILLINOIS.

Chicago—Oscar J. Junge, 245 E. Chicago avenue.
Kesley Cigar Co., 80-82 Wabash avenue.
Jamel I. Lyons, 72 Fifth avenue.
The Ray Co., 56 Washington street.
Siegel-Cooper Co., State and Congress sts.
Sherman House, Clark and Madison street.
The Von Co., 58 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Peoria—Pearls Phonograph Co., 311 S. Adams street.

INDIANA.

Indianapolis—King Bros. Co., 35 S. Meridian street.
The Ray Co., 135 Massachusetts avenue.
Wahl-Gasnech Co., 111 S. Illinois street.
Lafayette—Wahl-Gasnech Co., 324 Main street.

IOWA.

Des Moines—The Vim Co., 704 West Walnut street.

KENTUCKY.

Louisville—The Ray Co., 620 Fourth avenue.

LOUISIANA.

New Orleans—Jones & Lowenthal Theatre Arcade.
Maison Lyons, 1117 Rue Alarm Co., 614 Gravier street.
The Ray Co., 111 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 28 Exchange street.
Portland—W. H. Ross & Son, 507 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Machine Co., 197 Tremont street.
J. C. Haynes & Co., 451 Washington street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Read & Read, 256 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—Bijou Music Co., 101 Merrimac street.
Thomas Wardell, 111 Central street.
Worcester—Iver Johnson Sporting Goods Co., 304 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 206 Woodward avenue.
Grinnell Bros. Music House, 259 Woodward avenue.
The Ray Co., 168 Griswold street.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 514 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins Music Co., 1013-1015 Walnut street.
The Ray Co., 1001 Grand avenue.
St. Louis—Conway Co., 1113 Olive street.
The Ray Co., 931 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—H. E. Sidles Cycle Co., 1419 Farnam avenue.
Nebraska Cycle Co., 1416 Harney street.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 209 Washington street.
Newark—H. J. Koehler Sporting Goods Co., 825 Broad street.
A. D. Pavia, New and Halsey streets.
Paterson—James F. O'Dea, 277 Ellison street.
Plainfield—Frank L. C. Martin Auto. Co., 820 Park avenue.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 304 Fulton street.
Price Phonograph Co., 1258 Broadway.
Buffalo—P. A. Powers, 693 Main street.
Elmira—Elmira Arms Co., 107 Main street.
Gloversville—American Phonograph Co., 39 W. Fulton street.
Kingston—Forsyth & Davis, 302 Wall street.
New York City—Barkeloo & Co., 36 Vesey street.
Bettini Phonograph Co., 82 Chambers street.
Blackman Talking Machine Co., 19 Beekman street.
J. F. Blackman & Son, 261-263 Avenue.
L. Davega, Jr., 802 Third Avenue.
S. B. Davega, Jr., 14th street.
H. Goldmark, 1199 Fulton Opera street.
H. F. Gordon, 1270 Fifth avenue.
Harry Jackson, 239 Bowery.
Jacot Music Box Co., 39 Union Square.
Victor H. Hanke, 1061 Second avenue.
Rosenfeld Mfg. Co., 182 Hudson st.
Siegel-Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 4th street.
Rochester—A. J. Deninger, 249 North street.
Edward Bauer, 1 and 3 State street.
Schenectady—John A. Rickford & Co., 15 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—James Lucey, 309-311 Fulton street.
Utica—Clark, Horrocks & Co., 24 Genesee street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ball & Co., 25 W. 4th street.
The Ray Co., 121 West 4th street.
The Vim Co., 25 W. 4th street.
Cleveland—The Ray Co., 812 Euclid street.
W. J. Roberts, Jr., 254-256 Arcade.
Columbus—Fuller & Co., 23 S. High street.
Dayton—Nielson & Deube, 31 E. 4th street.
East Liverpool—Potter Music Co.
Toledo—Hayes Music Co., 644 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Braun, 100 Federal street.
Allentown—Wm. Knecht, 1027 Hamilton street.
Altoona—Wehn Music Co., 1207 Northern ave.
Philadelphia—C. J. Heppe & Son, 1217 Chestnut street.
Ed Heyl, 1224 Market street.
Penn Phonograph Co., 19 S. 9th street.
Penn Phonograph Co., 41 N. 9th street.
Wanamaker & Brown, Chestnut and Juniper streets.
H. A. Weymann & Son, 913 Market street.
Pittsburg—Theo. F. Bentel Co., Inc., 433 Wood street.
Kaufmann & Baer Co., Fifth avenue and Smithfield street.
H. Kleber & Bro., 201 Fifth avenue.
C. C. Meller Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty street.
Reading—Keim Phonograph Co., 237 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 69-71 Westminster street.
J. A. Foster Co., Weybosset and Dorrance streets.
Household Furniture Co., 231-237 Weybosset street.
Murray, Blanchard, Young & Co., 56-58 Pine street.
A. C. Scattergood & Co., 106-110 N. Main street.

TENNESSEE.

Memphis—The Ray Co., Lyceum Building, 2d and Jefferson streets.
Nashville—The Ray Co., 30 The Arcade.

TEXAS.

Dallas—C. B. Harris, Jr., 197 Main street.

VIRGINIA.

Richmond—The Ray Co., 709 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.



Equip Yourself for Double Service

We will furnish any Edison dealer with I. C. S. literature and a demonstrating outfit consisting of 3 moulded Records with I. C. S. Textbooks in French, German, Spanish, delivered prepaid in the United States and Canada for

$1.50

Apply to the Following Jobbers of I. C. S. Outfits

PORTLAND, ME., W. H. Rose & Son
LOWELL, MASS., Thomas Wardell
BOSTON, MASS., Eastern Talking Machine Co.
BOSTON, MASS., J. C. Haynes & Co.
BOSTON, MASS., Boston Cycle & Sundry Co.
NEW HAVEN, CONN., Parker-Blenkensop Co.
PROVIDENCE, R. I., Morgan Bothwell, Young & Co.
KINGSTON, N. Y., Forsyth & Davis
SYRACUSE, N. Y., W. S. Andrews
NEW YORK CITY, Fleetwood Talking Machine Co.
NEW YORK CITY, I. Davega, Jr.
NEW YORK CITY, Jos. Rosen & Co.
NEW YORK CITY, Jacot Music Box Co.
NEW YORK CITY, John Wanamaker
NEWARK, N. J., The Edisonia Co.
PLAINFIELD, N. J., F. L. C. Martin Automobile Co.
PHILADELPHIA, PA., Wells Phonograph Co.
PITTSBURG, PA., Wallace Warner
BUFFALO, N. Y., Clinton Brown
ROCHESTER, N. Y., Talking Machine Co.
COLUMBUS, OHIO, Perry B. Wiltsie Co.
DAYTON, OHIO, Nicholas & Dubar
CHICAGO, ILL., D. J. Jones
CHICAGO, ILL., Lyon & Healy
MILWAUKEE, WIS., Badger Brass.
MINNEAPOLIS, MINN., Thos. C. Hough
OMAHA, NEB., Nebraska Cycle Co.
KANSAS CITY, MO., J. W. Jenkins' Sons Music Co.
ST. LOUIS, MO., The Conroy Co.
SALT LAKE CITY, UTAH, Whitney & Sons Co.
SAN FRANCISCO, CAL., Sherman, Clay & Co.
NINETEEN STORES, The Day Co.

EDISON
Phonograph Monthly

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The National Phonograph Co.,
ORANGE, N. J.

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CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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ABOUT TRADE IN GENERAL.

"We never saw such a rush for Records as this month. Thought we had plenty, but calculations have not held good." This is the way the Penn Phonograph Co. of Philadelphia writes, and it fully represents the Record situation so far as Edison Gold Moulded Records are concerned. The steadily increasing demand for our Records shows that no matter how many cheap ones are put on the market, there will always be a sufficient number of buyers of the genuine Gold Moulded article to keep our Record-making plant running to its capacity. Dealers in all parts of the country are writing that the cheap Records are cutting no figures in their localities, and that customers who have been led by their price to buy a few are coming back, declaring that they are through with them. We ask nothing else from the public than that it will compare Edison Gold Moulded Records with any on the market—either cylinder or disc—and no matter by what talent they are made. Many of our Dealers have put in a line of cheap Records for the purpose of showing their customers the difference between them and Edison Gold Moulded Records. They report that almost invariably the comparison sells Edison goods.

In all that has been said and written during the past six months about the talking machine trade, it has been clearly demonstrated that the Edison Phonograph is the only high high grade machine of its type now being bought by the public. The only other cylindrical machine approaching its sale in quantity is one given away as a premium with newspaper subscriptions and equally cheap mail order propositions. The trade may be assured that the Edison Phonographs will never get into that class. When such a course seems necessary, the National Phonograph Co. will retire from the field.

(Continued on page 3.)

THE ADVANCE LIST OF APRIL RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR APRIL, 1904

RECORDS listed below will be ready for shipment as near April 1st, as possible, at which time Jobbers' stock orders, if placed prior to March 15th, will be shipped. April Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8649 March of the Holy Grail — Edison Military Band
From Richard Wagner's sacred music drama "Parsifal"

8650 The Man Behind — Collins and Harlan
Comic male duet with orchestra accompaniment

8651 In Zanzibar (My Little Chimpanzee) — Harry MacDonough
Song hit from "The Medal and the Maid" with orchestra accompaniment

8652 Birds of Spring Mazurka — Edison Symphony Orchestra

8653 Kiss Me Good Night, Dear Love — Byron G. Harlan
Sentimental song with orchestra accompaniment, as introduced in Eleanor Robson's great success "Merely Mary Ann"

8654 Colored Major March — Vess L. Ossman
Banjo solo with orchestra accompaniment

8655 Blue Bell (March Song) — Harlan and Stanley
Male duet with orchestra accompaniment

8656 Uncle Tom's Cabin (Flogging Scene) — Len Spencer
Introducing the characters Uncle Tom and Simon Legree together with orchestra incidental music

8657 Rosedale March — Edison Military Band

8658 You're Always Behind Like an Old Cow's Tail — Bob Roberts
Coon song with orchestra accompaniment

8659 If I Were Only You — Byron G. Harlan
A new waltz song by the writers of "Navajo" with orchestra accomp.

8660 Bunch of Violets (Flower Song) — Edison Symphony Orchestra

8661 I've Got a Feelin' for You — Arthur Collins
Coon song with orchestra accompaniment

8662 Robin and the Wren — Harlan and Belmont
Whistling and singing male duet with orchestra accompaniment

8663 King Carneval Polka — Bohumir Kryl
Cornet solo with orchestra accompaniment, played by the composer

8664 Breeze of the Night — *Male Quartette* Edison Quartette

8665 Llewellyn March — *Dulcimer solo* Wm. A. Moriarty

8666 Come Down from the Big Fig Tree — Collins and Harlan
Male duet with orchestra accompaniment

8667 In a Nutshell (George Rosey's latest) — Albert Benzler
Xylophone solo with orchestra accompaniment

8668 Dear Sing Sing — Billy Murray
Comic waltz song with orchestra accompaniment

8669 Mr. Black Man (Cakewalk) — Edison Military Band
Introducing male chorus

8670 General Hardtack—On Guard! — Frank C. Stanley
Humorous march song with orchestra accompaniment

8671 The 17th of March — Arthur Collins
Comic Irish march song with orchestra accompaniment

8672 Georgia Minstrels — Minstrels
Introducing the coon song "Uncle Billy's Dream," sung by Len Spencer

8673 Navajo Medley — Edison Military Band
Introducing "Navajo," "Hannah Won't You Open That Door," "For Sale—A Baby" and "Maybee"

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

The difference between Records *actually* made from gold-lined moulds and those *claimed* to be so made is just the difference between Edison Gold Moulded Records and cheap imitations. The dealer in the latter must have smiled when the manufacturers told him only a month ago that they were "gold moulded." It was, doubtless, the first time that he had heard of it. It would have been interesting to have known just what the dealer thought of the claim, much as it may have amused him.

A NEW VOLUME.

With this issue the EDISON PHONOGRAPH MONTHLY begins its second volume. Its publication has apparently been a success. We have found it a useful medium for advising the trade concerning many matters, and judging from the hundreds of letters of approval received from the trade during the year, it has been a success from a trade standpoint. This has been due to no small measure to the interest in it manifested by Jobbers and Dealers, who have contributed suggestions and experiences that have been interesting and valuable to others. We appreciate this support, and ask most sincerely for its continuance.

IMITATION IS FLATTERY.

Ever since Mr. Edison invented the Gold Moulding Process for making Phonograph Records the term "Edison Gold Moulded Record" has been universally used in England. In September last the National Phonograph Company decided to also use the phrase in this country. It proved to be an excellent decision, for it furnished a distinctive name for a distinctively superior Record. It furnished a name that contrasted splendidly with "cheap." It was so good a name that another company is now claiming that its product is "gold moulded," which if true makes it a self-confessed infringer of Mr. Edison's patents. Imitation is most sincere flattery.

ELECTROS TO BE DROPPED.

The following electros will not be supplied after our present stock is exhausted, and they will be omitted entirely when a new catalogue is printed: 295, 347, 351, 353, 354, 355, 361, 365, 372, 373, 374, 377, 378, 379, 383, 385, 386, 387, 388, 389, 391, 392, 396, 398, 399, 403, 407, 425, 426, 427, 428, 429, 458, 459, 460, 461, 462, 464, 465, 466, 468, 471.

Dealers are asked to cross out these numbers in their catalogues.

SAMPLE RECORD PLAN.

The plan of sending sample Records to such Jobbers as ordered them was put into effect in February, the samples of March Records being shipped on February 5th. On the same day the following letter was mailed by the Sales Department to all Jobbers who had ordered sample Records:

We are shipping to-day, by express, from Factory, samples of March Records, as per your recent standing order. Please bear in mind that stock orders for these Records must be sent us on or before the 15th inst., in order to have shipment made at the same time it is made to other Jobbers. Any orders received after the 15th inst. cannot be shipped with first lot of stock orders.

Furthermore, a second stock order sent in by you, received after the 15th inst., with the request that it be included with your original orders received prior to the 15th inst., will have to be considered a second order, and cannot be shipped at the same time as original order.

At the same time a letter was mailed to Jobbers who had *not* ordered sample Records, as follows:

We will to-day or to-morrow make express shipments from factory of sample Records covering March list to such Jobbers as have placed standing orders with us. Inasmuch as you have placed no such order, you will, of course, not receive samples. We will, however, mail you to-day or to-morrow Advance List of these Records, and desire to advise that such stock order as you care to place for them, shipment of which you desire made at same time stock orders are shipped to other Jobbers, must be received by us not later than the 15th inst. Any orders received after this date will be somewhat delayed, and shipment cannot be made until after such orders as are received prior to the 15th inst. have been filled.

The new plan seemed to please all who took advantage of it. Many Jobbers at once issued an invitation to their Dealers to call and hear the sample Records played over as a guide in placing orders. As a result nearly every Jobber placed a larger order than usual, and every order showed by its varying quantity for each selection that greater discrimination than usual had been exercised in making out the order, each ordering more of such selections as would probably be the best sellers in his special territory. The future success of the plan will depend upon the judgment of the Jobbers in making up their orders. If they find that their judgment is borne out by sales, then the plan cannot fail to be popular. In any event, it enables a Jobber to place his orders with his eyes open concerning the merits of the Records themselves. The advance orders for March were the greatest in the history of the National Phonograph Co.

227 SELECTIONS TO BE CUT FROM CATALOGUE.

We have just mailed to the entire trade a list of 227 selections that will not appear in any catalogue after July 1st next. Of these, 30 are marked to indicate that orders for them cannot now be filled because we have no stock on hand and the moulds are out of commission. Orders for any of the others will be filled as long as our present stock lasts, or until the moulds become unfit for manufacturing. We want every Dealer to have a copy of this list of cut-out, and any one who did not receive it, enclosed with the new Numerical Catalogue, is asked to write the Advertising Department for another copy.

The principal factor in determining to cut these selections from the catalogue was the argument of many Jobbers that some steps should be taken to drop each year a number of titles nearly equal to the additions. The facilities of many Jobbers and large Dealers have been taxed to carry a stock of every selection, which must be done no matter how slow some may sell. With the addition of 300 domestic titles each year, to say nothing of the foreign selections, the Jobbers began to wonder how they could carry a stock a few years hence unless something was done toward cutting out some of the selections. This company accordingly decided to make a beginning in this direction, and after carefully going over the entire catalogue, and also asking many Jobbers for their views concerning slow sellers, this list of 227 was issued. It may not be as large as many Jobbers would like to see, but it could not be made larger without loss of business. All others in the catalogue are still selling too well to be omitted. In fact, there is not one among the 227 cut-out that is not ordered almost daily.

July 1st has been fixed as the date after which these selections will not be catalogued in order that the trade may have four months in which to work off such stock as they may have on hand, for it is not our intention to take them back for credit or replace them with other Records.

THEY SWEAR BY THE PHONOGRAPH.

A Cincinnati resident recently bought a Home Phonograph and became so enthusiastic that he sent us the following letter:

We all swear by the Edison and likewise your Records. Our folks have got the craze in all its stages, and we have Records for breakfast, dinner and supper. It's Phonograph from morn till night, and we're all broke buying Records. We always talk, speak and recommend the Edison Phonograph to our friends.

ANOTHER METHOD OF PLAYING BY TELEPHONE.

"I notice in the Edison Phonograph Monthly for February, how A. E. Lauten plays Records by telephone," writes S. W. Corey, of Fort Dodge, Iowa. "I think I have an improvement on his method, and one causing less trouble. In the first place, I take a fourteen-inch horn and put the small end in the transmitter of the telephone. Then set my Phonograph on a stand a little lower than the telephone, so as to get both horns in line, with the bells of both horns about twelve to fourteen inches apart. By putting the receiver to your ear the distance can be regulated. I have run Records this way that have been heard fifty miles. In fact, I was informed by the manager of the telephone company that it was too strong for him. He could not cut it out. I am informed by persons that have listened to Records played over telephone that they are more distinct and louder than away from the telephone."

FEBRUARY RECORDS.

Notwithstanding the most strenuous efforts on the part of our Record Department, we were not able to ship out the list of the February Records till February 20th. The demand for Records previously listed was so great that the department was unable to catch up on the February selections. Reference is made to the above facts in order that Dealers may know that the inability of their Jobbers to fill orders earlier in the month was not due to any fault of the Jobbers, but simply because they did not have the goods.

RECORDS BY SCHOOL CHILDREN.

Many of the children in the Milwaukee public schools had the time of their school lives during January when they were marched in turn, singly and in classes, to the headquarters of McGreal Bros., 173 Third street, and talked and sang into an Edison Phonograph, and thus made Records for exhibition at the World's Fair. It was probably the first time that such a thing had ever been done in public school work and the youngsters greatly enjoyed the novel experiment.

LOYAL MEXICAN DEALERS.

Monterey, N. L., Mexico, Feb. 12, 1904.

Suspended List January 1st to hand and noted. Will do all we possibly can to aid you in this mutual protection. Let shoddy makers use the shoddy methods to secure trade; Edison goods sell themselves without discounting.

Yours truly,
Crown Importing Company.

BANQUET TO MR. EDISON.

Thomas A. Edison was the guest of the American Institute of Electrical Engineers at a Waldorf-Astoria banquet in New York City on the night of February 17th. The affair was a celebration of the twenty-fifth anniversary of Mr. Edison's invention of the electric light. Everybody of electrical prominence was there and enough interesting things were said and done to fill all the pages of the Phonograph Monthly. The function of this publication is not to act as a press agent for Mr. Edison, however, but to exploit one of his great inventions—the Phonograph. From this standpoint we reprint the following cablegram from Lord Kelvin:

"I join heartily with the American Institute of Electrical Engineers in gratitude to Edison for his great electric work *and for the Phonograph, a most exquisite and instructive scientific discovery*, and for his many other useful and well worked out inventions for the public good."

[The italics are ours.]

T. C. Martin, who acted as toastmaster, in his speech referred to Mr. Edison as "the deaf investigator at Menlo Park who wreaked unique retaliation on his affliction by preserving human speech forever with his Phonograph."

A CHICAGO PROFESSOR'S ENDORSEMENT.

The following endorsement of the I. C. S. Language Course by Prof. Jerome Hall Raymond, associate professor of sociology in the University of Chicago, was the result of a demonstration made by Atwater & Fullerton, Dealers in Edison Phonographs at Norwood, New York:

Norwood, N. Y., Jan. 29, 1904.

Mr. Atwater has shown me the Edison Phonograph, and I have listened to a number of International Correspondence School Records in French, German and Spanish. The pronunciation seems to me perfect, and the system of teaching most admirable. I wish I had had the advantage of such a method when I began to study French and German.

Jerome H. Raymond, Ph. D.

HIS RANGE OF VOICE.

"Range?" repeated the young but compact baritone, "yes, indeed, I have a wide range. My voice is heard from the Atlantic to the Pacific."

In truth, he had made more Records than any other Phonograph soloist going.—*Newark (N. J.) Evening News.*

CONCERT PHONOGRAPHS MAY BE CHANGED TO PLAY SMALL RECORDS.

Here is an opportunity for live Dealers to work up some new business. We are now manufacturing a new diaphragm arm and a new main shaft and mandrel by which Concert Phonographs may be changed so as to play standard size Records. These parts are sold at $7.95, subject to the usual repair discounts to the trade. The new parts may be applied by any one of ordinary intelligence. With these new parts the owner of a Concert machine will have one equal to a Triumph. Many Concerts are now unused because their owners do not care to make the sacrifice necessary to exchange them for other types. It is important to note, however, that only the Model B or Model D Reproducers can be used; Model C will not work. Dealers will do well to ascertain the names of owners of such Concert machines and get them to put on the new parts. The profit on the parts will not amount to much in itself, but the sale of Records should be considerable.

PHONOGRAPH CONCERT INVITATION.

Among the good things brought by the mails during the past month was the following from John E. Finney, a Dealer at Savannah, Ga.:

You are cordially invited to attend our daily concerts by the assistance of the inventive genius of
MR. THOMAS A. EDISON,
"The Edison Phonograph,"
Every afternoon from four to five o'clock,
and from eight to nine o'clock,
thirty-six delightful
evenings,
At our store
Barnard and State Streets,
Savannah, Ga.,
This 8th day of
January, Nineteen Hundred.
Wednesday afternoon Children's Matinee each week;
Recitations, Nursery Rhymes and special
music for the little ones.

PHONOGRAPH EFFECTED THE SULU TREATY.

It was a Phonograph that finally caused the Sultan of Sulu to make his famous treaty with the United States through the agency of General Bates in 1899. Just the effect that modern science had upon the mind of the semi-barbarians at this time is told by E. C. Rost in the *Scientific American*.

General Bates made his headquarters in the town of Jolo, and thither the Sultan and his staff came on several occasions to discuss the treaty.

Subsequently another visit was made to the *Charleston*. This time the mother of the Sultan accompanied the party. A Phonograph owned by one of the officers rendered very pleasing selections for the entertainment of

the guests. The aged dame sat entranced throughout the performance. It was not until the time came for her son to affix his signature to the treaty that she awakened. Under one condition only would she permit the Sultan to sign—the Phonograph must become hers at once.

For a time that Phonograph threatened to be the means of upsetting all of General Bates' well-laid plans for the amicable taking over of the Islands. Fortunately, the owner was prevailed upon to part with the machine in the interests of his government, and the coveted music-producer changed owners at the signing of the treaty by the Sultan.

PHONOGRAPH RECORDS OF EMPEROR WILLIAM'S VOICE.

The daily papers of February 4 contained the following cable dispatch:

BERLIN, Feb. 4, 1904.—A Phonographic Record of Emperor William's voice will be the first European deposit made in the phonetic archives that are to be kept at Harvard University and in the Congressional Library and National Museum at Washington. The Emperor, upon the application of Dr. Edward W. Scripture, the psychologist, of Yale University, through the United States Ambassador here, has given two examples of his voice for permanent preservation.

The Emperor received Dr. Scripture after the morning church service on Sunday. During the making of the Record His Majesty was alone with the Phonograph. He spoke twice into the apparatus. The first cylinder, made specially for Harvard University, contained observations on Frederick the Great. The other was a short disquisition on "Fortitude in Pain."

The Emperor's manner was kind and he showed interest in the matter. These archives of voices are said to be the first for historical purposes.

These Records of Emperor William's voice were made with a special Phonograph outfit furnished Dr. Scripture for this purpose by the National Phonograph Co.

HERE'S A PLAN WORTH COPYING.

H. Schmidt & Son Co., of Muscatine, Ia., on February 1st mailed copies of our booklet "A Lasting Impression" to about 500 prospective customers in and about their city. The booklet was accompanied by a handsome circular printed in gold on bright red paper. This circular read as follows:

MUSCATINE'S PHONOGRAPH CENTER.

Feb. 1st, 1904.

DEAR SIR:—This red letter has some valuable news concerning the Edison Phonograph. Read the little story in the enclosed booklet entitled "A Lasting Impression." It's a pretty little story, and also shows the true worth of the unequaled Edison Phonograph with the Recorder.

The Edison Phonograph is always ready to play, sing or speak, and will furnish you some of the sweetest music and most pleasant entertainment you ever enjoyed.

The Phonograph isn't a short-lived instrument, but is just as essential and durable as a piano. An Edison Phonograph in your home means pleasure, happiness and entertainment for all, old and young.

We cordially invite you to our store to hear this, "The World's Greatest Entertainer."

Respectfully yours,
H. SCHMIDT & SON CO.

PLANS FOR CARRYING RECORD STOCK

In sending its February advance list to Dealers the Penn Phonograph Company, of Philadelphia, included the following paragraph:

> In calling on our trade we have frequently been surprised at the manner in which the Record stock is being carried. In many cases there is absolutely no attempt whatever to arrange the Records systematically.
>
> This has made such an impression on our minds that we have decided to call your attention to the fact that by this indifference you are losing much valuable money. Your stock should be so arranged that when a customer asks for a Record you can tell in a moment whether you have it in stock or not. In making up an order you will find it much easier if your stock is systematized. Several dealers to whom we have already spoken have found their business increased 25 per cent. since the system has been and continues text of their time.
>
> Where a dealer is carrying only a small stock he could not conveniently use the same system as a dealer who carries a complete line. We cannot go into details in this matter, but any dealer who is at all busy dealer is sufficiently interested in this subject to write us stating how he arranges his stock and about the quantity of Records he wishes to carry, we shall be pleased to advise him as to what we consider the best plan for him to adopt.
>
> We hope we will give this matter your consideration as you will find the system more pleasing and profitable under improved conditions.

We should think that Dealers would take kindly to suggestions of this character.

MORE PHONOGRAPH MUSIC BY TELEPHONE.

Hearing Phonograph Records by telephone was a boon to such residents of Otsego county, New York, as had telephones during the periods of heavy snows this winter. William Cushman, a farmer, bought an Edison Phonograph last summer and with it he entertained his neighbors at long distance. He called up the families on the circuit and they opened the receivers. Then he set the Phonograph up to the transmitter and started it going. Its Records were thus heard over miles of snowbound country by a widely scattered audience.

FINED FOR DUPLICATING EDISON RECORDS.

The *Talking Machine News*, published in England, in its February issue, reports the imposition of a fine of £10 upon a Londoner for duplicating Edison Gold Moulded Records and selling them as originals. The suit was brought on behalf of Thomas A. Edison. Such duplication is an infringement of Mr. Edison's patents and persons so offending will be vigorously prosecuted.

ADVERTISING THE GREATEST ESSENTIAL.

It is evident that many small Dealers in Edison Phonographs and Records make little effort to push the line. They buy the quantity necessary to become a Dealer, put the goods in their stores and wait for buyers to come along. If there are slow in coming and the goods are not sold quickly, they eventually dispose of what they have and close the line, deciding that such goods are not profitable. Had they done some advertising, either in their weekly paper or with circulars, in all probability they would have sold their stock quickly and created a demand that would make it necessary to replenish. The life of business in these days is advertising, and every Dealer has it in his power to get as effective results from advertising as any business house in the land. No matter how small his town or how remote from a large city he may be, he can do effectual advertising. If he only places a small advertisement in his weekly paper he will get as proportionate results as the large advertiser who takes a page in a city daily. He will get even more attention, for the average country weekly is perused with greater care than any city daily. An expenditure of one dollar will secure from four to six inches in many weekly papers, and such an advertisement will be read by from 300 to 1,000 different families. And it will sell goods. If a town has no weekly paper, a Dealer can send out a circular or a catalogue to a selected list of families who should be interested in Edison Phonographs. An expenditure of $100 in Edison Phonographs and Records will yield a profit of from $75 to $80 according to the types of machines bought, and we firmly believe that an expenditure of $5 for advertising will sell goods to that amount. Too many Dealers regard such an expenditure as a loss, but the lack of courage necessary to make it is the most potent reason why they do not succeed in business. Go where you will, you will find that the successful men are the believers in advertising.

A NEW SOUTH WALES WAY.

Peter Bacigalupi, Jobber at San Francisco, sends the following letter gotten out by one of his Dealers at Sydney, New South Wales:

100 WESTBOURNE ST., Petersham,
Jan. 8, 1904.

DEAR SIR OR MADAM—I have much pleasure in bringing under your notice that I have just landed two fine shipments, ex "Venture" and "Persic," of Edison new Moulded Records for November. These Records are much improved, and a better lot has never been heard in Sydney. The volume is greater and the tone is sweet. Edison has scored again, and has left his would-be imitators miles to the rear. Come early and judge for yourselves.

The shipments also include Standard and Home Phonographs, Recorders, C Speakers 21/- Cement, Main Springs, all Duplicate Parts of Machines, Jewels for B and C Speakers and Recorders, Glass and Mica Diaphragms, Carrying Cases and Boxes for Records, Stands for Horns.

I would also draw your attention to the Speed Indicator for Phonographs. This is a great help to the machine, and enables the best results to be obtained from the Record when used.

The enclosed catalogue, together with the supplements, makes your list complete up to November.

Thanking you for your many past favors, and hoping to have the pleasure of an early call.

JAS. BLACKADER.

13 OUT OF 16 CALLED IT A PHONOGRAPH.

One of the trials of manufacturers of other styles of talking machines is to get the public to realize that their particular machine is not the one invented by Edison. A Chicago young woman recently gave an advertising guessing party. She cut from magazines a series of well known advertisements and gave prizes to those guessing the greatest number correctly. One of the advertisements was that of a talking machine. Of the sixteen persons present thirteen guessed the advertisement correctly. The other thirteen called it a Phonograph.

NOVEL ADVERTISEMENT.

A new and novel advertising scheme was successfully worked last Saturday for the Firemen's minstrels. J. B. Kennerdell, of the firm of Furnace and Kennerdell, agents for the Edison Phonographs, also a member of the fire department, made a record announcing the Minstrels on Washington's Birthday, and played it during the afternoon and evening, interspersed with popular songs, etc., from the second-story window of their store. It was certainly a good advertising scheme.—*Daily News, Kitanning, Pa.*

A JOBBER'S INVITATION.

Following is the form of an invitation sent out by the S. L. Crosby Co., Bangor, Me.:

> You are cordially invited to call at our new store, 186 EXCHANGE STREET, or at our branch store at 32 HARLOW STREET, and listen to
>
> CONCERT
>
> by The National Phonograph Co., on next. ..... afternoon and evening
>
> Edison's latest improved Phonograph and all of this month's Gold-Moulded Records will be used. Any number of these Records will be played on request. No records offered for sale at this time. Come and bring your friends.
>
> THE S. L. CROSBY COMPANY,
> Proprietors of THE BANGOR PHONOGRAPH CO.

COMMENTS ON APRIL RECORDS.

The list of Edison Gold Moulded Records for April contains several interesting novelties. There are the usual twenty-five selections, and, as becomes a list of the only high grade Record of its class now before the public, they are splendidly made. Each represents the most advanced progress in the art of making Records by Mr. Edison's corps of assistants at the Edison Laboratory. In arranging these monthly lists no effort is made to get out twenty-five Records that will please every individual. Cognizance is taken of the varying tastes of different persons and different sections and the lists made up so that every one will find from six to a dozen to suit him. Many Phonograph enthusiasts buy the entire twenty-five every month, but the large majority make selections from the list according to personal preference. A reference to each selection follows:

No. 8619. "March of the Holy Grail," is from Richard Wagner's sacred music drama, "Parsifal." This march is slow, stately and solemn. No more difficult music is written for Phonograph reproduction than that by Wagner. It is seldom that so much trouble is met in making a satisfactory Record as was experienced in making this selection. Had it not been for the high musical ability of the men who composed the Edison Military Band, we could not have made so perfect a Record as this one is. Unusual interest attaches to any music from "Parsifal," and we predict a great sale for this selection.

No. 8620. "The Man Behind," a male duet by Collins and Harlan, with orchestra accompaniment, tells in a most humorous way of the glory of the man behind,—how in battle the general gets the credit for he's "The Man Behind the Gun," and the man with the baton is the man behind the tune. The words of this song are by Vincent Bryan and the music by J. J. Mullen.

No. 8621. "In Zanzibar," (My Little Chimpanzee,) is a song hit from "The Medal and the Maid," one of the comic opera hits of the New York theatres in the past season. It is sung by Harry MacDonough with orchestra accompaniment. The words of this song are wards. The air is attractive and Mr. MeDonough makes the Record with clear enunciation and good expression.

No. 8622. "Birds of Spring Mazurka," by the Edison Symphony Orchestra, is a Record that will be most timely for the opening of the spring season. It is filled with the warbling of birds and is very pretty throughout. The peculiar rhythm of the mazurka lends itself nicely to this style of Record. "Birds of Spring Mazurka" was in our old catalogue and is now made over in consequence of demands for it.

No. 8623. "Kiss Me Good-night, Dear Love," is a popular sentimental song from Eleanor Robson's great success, "Merely Mary Ann," which was one of the best things produced at the New York theatres this season. The song and refrain of this selection are by Malcolm Williams and the chorus by Israel Zangwill. It is sung by Byron G. Harlan and is accompanied by the orchestra. The combined features of a charming air from a popular comic opera success and Mr. Harlan's excellent rendition will make this Record a fine seller.

No. 8624. "Colored Major March," is a banjo solo by Vess L. Ossman with orchestra accompaniment. It was written by S. R. Henry. It is a fine ragtime Record and the accompaniment forms an excellent background for the banjo.

No. 8625. "Blue Bell," is a male duet by Harlan and Stanley and has orchestra accompaniment. It is a march song with a charming air, and the voices of the singers blend nicely. The words of the song are by Edward Madden and the music by Theodore F. Morse.

No. 8626. "Uncle Tom's Cabin," by Len Spencer, is certainly the most unique Record of the April list and one of the best of Mr. Spencer's productions. It represents the flogging scene in the fifth act of the play "Uncle Tom's Cabin," and introduces the characters of Uncle Tom and Simon Legree. The dialogue by Mr. Spencer is especially good and it is accompanied by incidental orchestral music. This should be a good selling Record and a seller also for a long period of time.

No. 8627. "Rosedale March," is a composition written by Frank L. Seltzer, and with John Hazel, made a very clever cornet duet in the December list. The selection is made by the Edison Military Band, the prominent instruments being the cornet and the clarinet. It is an excellent band Record.

No. 8628. "You're Always Behind Like an Old Cow's Tail," is a coon song by Bob Roberts, with orchestra accompaniment, which tells how a lazy coon was always behind time. He celebrated Christmas on St. Patrick's Day and after loving a girl for fourteen years he finally told his love and the date was fixed for the wedding. He arrived two hours too late only to find that she had married Mose-Levi Johnson. The verse of the song are interpolated with some very funny talk by Mr. Roberts. This song is the work of Farrell and Fruitzen.

No. 8629. "If I Were Only You," is a waltz song written by the writer of "Navajo." It is sung by Byron G. Harlan with orchestra accompaniment. The words are by Harry G. Williams and the music by Egbert VanAlstyne. Waltz songs are always popular and this one will be no exception. It is sung rather rapidly, has a fine rythm, and an excellent accompaniment.

No. 8630. "A Bunch of Violets," (Flower Song), made by the Edison Symphony Orchestra, is a composition by C. W. Bennet. It is played at a slow tempo and is one of the most delicate and charmingr airs imaginable. It has been finely rendered by the Edison Symphony Orchestra and is altogether a delightful Record.

No. 8631. "I've Got a Feelin' For You," sung by Arthur Collins, is a typical coon song and is made in the typical Collins' style. Funny talk between the verses and the chorus is a feature. The words of this song were written by Edward Madden and the music by Theodore F. Morse.

No. 8632. "The Robin and the Wren," is a composition written by the late Frank P. Banta. It is a whistling and singing male duet by Harlan and Belmont with orchestra accompaniment. The composition is exceedingly clever and includes a duet between the robin and the wren in which the warbling of each bird is given in a surprisingly clear and artistic manner. All indications will fail if this Record is not extensively sold.

No. 8633. "King Carnoval Polka," a cornet solo by Bohumir Kryl, with orchestra accompaniment, is Mr. Kryl's own composition. It introduces a very difficult and elaborate cadenza and is an excellent demonstration of Mr. Kryl's ability as a cornetist.

No. 8634. "Breeze of the Night," is sung by the Edison Quartette without accompaniment in deference to the taste of a large number of people who believe that quartette Records are more satisfactory when sung without accompaniment. This one is well rendered in every respect.

No. 8635. "Llewellyn March," by William A. Moriarty is the first duligmar solo we have listed in a long time. We were induced to list another of these solos from the large sale of No. 8021, "Ain't Dat a Shame," made by Mr. Moriarty two years or more ago. This Record will appeal to all who are familiar with dulcimer music.

No. 8636. "Come Down From the Big Fig Tree," a male duet by Collins and Harlan with orchestra accompaniment, is one of the best Records of the April list. It is a song of the African country, telling of the love of the monkey and chimpanzee, but its music is quite unlike anything of the kind yet written. The words are by Edward Madden and the music by Theodore F. Morse. Sung by Collins and Harlan, it is a splendid Record.

No. 8637. "In a Nutshell March," xylophone solo by Albert Benzler, with orchestra accompaniment, is the latest composition by George Rossy, the writer of the well known "Honeymoon March." "The Handicap March," "Tzigania Waltzes" and others equally popular. The music is especially adapted to the xylophone and the Record is a good addition to our list of these solos.

No. 8638. "Dear Sing Sing," is a comic waltz song by Billy Murray, with orchestra accompaniment, and tells in verse of the advantages of life in Sing Sing. The words were written by William Jerome and the music by G. Schwartz.

No. 8639. "Mr. Black Man," Arthur Pryor's new characteristic cakewalk, made by the Edison Military Band, is full of ragtime music. It also introduces a male chorus with whistling and excellent cornet work. Because of its unique character and general superiority it cannot fail to be a record selling Record.

No. 8640. "General Hardtack—On Guard," is the first solo Record that Frank C. Stanley has made for us in two months, he having just recovered from a severe attack of pneumonia. "General Hardtack—On Guard" is a humorous march song by Dave Reed, Jr. It is sung with orchestra accompaniment. This song has a striking air and Mr Stanley sings it with good articulation and his usual good voice.

No. 8641. "The 17th of March," is a comic Irish march song rendered by Arthur Collins. It is sung with orchestra accompaniment. The music resembles "Mr. Dooley" in its general character. This Record again shows that Mr. Collins can make Records of Irish songs as well as those of coon songs. "The 17th of March" is the work of Jack Drislane and F. H. Shepherd.

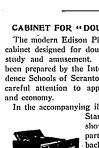
No. 8642. "Georgia Minstrels," made by the Edison Minstrels, is one of the best of the kind that we have yet made. The principal fun in the Record is made by Len Spencer, who also sings "Uncle Billy's Dream." The things that Uncle Billy has dreamed about are too ludicrous for description. The singing is done by the Edison Quartette.

No. 8643. "Navajo Medley," is another of the very popular medleys now being made by the Edison Military Band. In addition to "Navajo," this medley introduces "Hannah, Won't You Open Dat Door," "For Sale—A Baby" and "Hayden." The cornets predominate in this Record to an extent that almost makes it possible to list it as a cornet solo. It follows that the work of the band is of a high class character.

CABINET FOR "DOUBLE SERVICE."

The modern Edison Phonograph demands a cabinet designed for double service—language study and amusement. Such a cabinet has been prepared by the International Correspondence Schools of Scranton, Pa., with the most careful attention to appearance, convenience and economy.

In the accompanying illustration the Edison Standard Phonograph is shown in the upper compartment, while directly back of it is a space for hearing tubes, speaking tubes and other accessories. Two sliding shelves hold fifty records; one shelf will contain a complete set of twenty-five Language Records, and the other shelf will accommodate twenty-five Amusement Records, furnishing entertainment for over an hour. Four bound textbooks and the horn may be placed below.

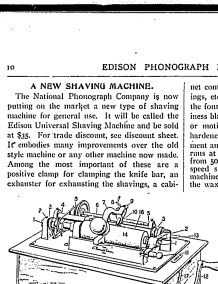


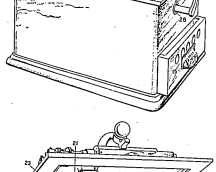
The cabinet is handsomely finished in weathered oak. When closed there is no objectionable display of drawers or instrument, making the cabinet an ornament in any home. Its outside dimensions are: 34 inches high, 18 inches deep, 13 inches wide.

When the student desires to use the Phonograph for language work, the simple action of raising the cover of the cabinet lifts the Phonograph into position, where it latches. The cabinet is also equipped with a convenient book rest.

A NEW SHAVING MACHINE.

The National Phonograph Company is now putting on the market a new type of shaving machine for general use. It will be called the Edison Universal Shaving Machine and be sold at $35. For trade discount, see discount sheet. It embodies many improvements over the old style machine or any other machine now made. Among the most important of these are a positive clamp for clamping the knife bar, an exhauster for exhausting the shavings, a cabinet containing a drawer for catching the shavings, etc., etc. The machine will shave either the four-inch regular blank or the six-inch business blank. This machine may be run by hand or motive power. The mandrel bearing has hardened steel centers, insuring perfect adjustment and running absolutely true. The mandrel runs at high speed when turning the crank at from 50 to 75 revolutions per minute. A high speed shaving knife is used on this shaving machine, which insures a perfect, smooth cut to the wax cylinder. The exhauster consists of a small exhaust fan with chip chute protruding through the top plate just below the knife and back of the wax cylinder. The shavings are instantly drawn down through this chute into the drawer below. There are no gears used on this machine. With it a six-inch blank may be shaved in from fifteen to twenty seconds. The following cuts and index of parts, taken from one direction sheet for operating the machine, will explain to the trade its construction and method of working:—





INDEX OF PARTS.

1. Main shaft center adjusting screw.
2. Main shaft center set screw.
3. Main shaft centers.
4. Back rod.
5. Feed screw centers.
6. Feed screw.
7. Knife bar arm.
8. Knife bar clamp lever.
9. Knife bar.
10. Sapphire knife.
11. Lock bolt knob.
12. Crank.
13. Swing arm.
14. Taper cylinder.
16. Chip chute.
15. Drawer.
17. Catch lever.
18. Supporting links.
19. Counter shaft centers.
20. Counter shaft center adjusting screw.
21. Fan case oil hole.
22. Crank shaft bearing.
23. Crank shaft.
24. Fan case.
25. Slot for motor belt.
26. Counter shaft pulley.
27. Counter shaft.
28. Crank hole thimble.

SUPPLEMENT TO PARTS CATALOGUE.

Parts for changing Concert Phonographs so as to play standard size Records:

New Diaphragm Arm (casting only).....$2.95
New Main Shaft and Mandrel..... 5.00

Total.....$7.95

Subject to usual Repair Discounts.

TRADE ADVERTISING.

It is out of the question, in the limited space of this publication, to mention the names of the Jobbers and Dealers who have sent copies of newspapers containing their advertisements and other advertising literature that they have issued. Their receipt is, however, appreciated by the Advertising Department. We are keeping scrap-books of trade advertising and will be glad to receive copies of everything issued that advertises Edison goods.

NO COMPLAINTS ABOUT EDISON GOODS

Symonds' London stores, one of our largest Jobbers in Great Britain, under date of February 6, writes to the PHONOGRAPH MONTHLY:

"We have a letter from one of our friends who visited your establishment in Orange, New Jersey, upon a letter of introduction given by us and he expresses the utmost delight at the greatness of your enterprise and general system prevailing in your works.

"We have sold, as you know, many thousands of dollars' worth of your goods which have been distributed by us through the United Kingdom and Colonies. They invariably give satisfaction and we may tell you in fact, that, although we handle all the leading lines, yours is the only one wherein we do not receive complaints more or less frequently on the matter of quality."

ONE REASON FOR EDISON LOYALTY.

"I to-day received the name of a prospective buyer from you, and followed same up, with following results: sold one Triumph, seventy-two Records, one seventy-two peg Record Case, one 42-inch brass horn, one Record Cabinet."

This is one of many letters constantly being received from Dealers in Edison goods. It is but one of the ways in which this company is seeking to benefit the trade of its Dealers. The fact that we have so many loyal and hustling firms handling Edison goods is due to just such things as these.

ON SPEED REGULATION.

A Phonograph Dealer at Ashburton, New Zealand, sends the following:

I notice in the PHONOGRAPH MONTHLY that one of your correspondents gave a hint for calculating the speed of a Phonograph. You will find no difficulty if you let the machine run for one and a quarter minutes with Record off and speaker arm down. If the machine has traveled two inches in that time, the speed is correct, namely 160 revolutions to the minute. The above method does away with complicated fractions, and is absolutely correct.

PRINTED MATTER.

Some Jobbers who get out a special advance list to send to their Dealers have asked to have a copy of our Advance List sent a few days prior to the shipment of sample Records each month, in order that they may send it to their printer and get their lists ready to mail when the sample Records are received. The request is reasonable and will be granted. Within two days after the Advance List is decided upon we will have copies printed of the second page of the PHONOGRAPH MONTHLY, and will mail one to each Jobber. This will be for printing purposes only. The PHONOGRAPH MONTHLY will be mailed on the same day that the sample Records are shipped.

We have had printed a neat four-page folder containing an argument on the reasons for the superiority of the Edison Gold Moulded Record. It is form No. 535. We want to get these into use at once, and are now sending to every Jobber with goods a quantity based on his monthly order for Record Supplements. Any Jobber who can use a still further quantity to advantage is asked to place an order after he receives the first lot. We will thank Jobbers if they will see that some of these folders are sent to such Dealers as have mailing lists, or will distribute them advantageously.

The somewhat belated Numerical Catalogue, Form No. 510, has just been mailed to *every* one in the trade who has signed our Agreement. Five copies were mailed to Jobbers and one to every Dealer. The edition printed will permit every Jobber to have a supply for new Dealers, but orders for large quantities cannot be filled. This catalogue is intended for store use only, and in printing it no provision is made for general circulation.

Judging by the demand, the little gold and black gummed stickers referred to in the February issue of the PHONOGRAPH MONTHLY have become popular, especially among Dealers who are unable to get advertising matter quickly. We still have a supply of these stickers on hand, and will be glad to mail a small quantity to any one in the trade who will use them.

We have had requests to publish a list of form numbers of catalogues and printed matter in the PHONOGRAPH MONTHLY. We began this some months ago, but found that by the time the numbers became known to the trade many of the editions were exhausted and orders could not be filled. It has since been thought inadvisable to print such a list.

ADVERTISING PHRASES OF JOBBERS AND DEALERS.

A little money will bring much happiness if invested in an Edison Phonograph.—*Douglas & Co., New York.*

Edison Gold Moulded Records are the best. A trial will convince. Fit any cylinder machine. Natural in Tone, Loudest and Clearest—Moulded by a secret process and will not split on the mandrel. Not injured by handling—will outwear imitations.—*Eastern Talking Machine Co., Boston.*

The Edison Phonograph is the most marvelous of sound-reproducing inventions. It is a perpetual entertainment.—*Siegel-Cooper Co., New York.*

For home entertainment and for music-loving people the Phonograph has never been equalled, either in quality or price.—*Ackerman & Co., Prairie City, Ill.*

There is only one best Record. The Edison Gold Moulded Record is the best.—*Blackman Talking Machine Co., New York.*

Sell the Record which made the talking machine business.—*Penn Phonograph Co., Philadelphia.*

DEALERS' EXPERIENCES.

EAST AURORA, N. Y., Feb. 15, 1904.

I don't have much trouble with the ——— records. I keep some of them and play them in comparison with the Edison. Customers nearly always take the Edison. Last week a customer wanted an outfit. He liked the Home machine, but said he could get the ——— outfit for $25. I happened to have one of the latter in the shop for repairs. I put on one of the sixteen-cent records and ran it for him. I then took the record off and put it on the Edison Home. He could see the difference. Then I put on the Edison Gold Moulded Records, Nos. 8574 and 8579 on the Home. When I was through he said: "That is the machine I will have." I sold him a Home, thirty-inch horn, two dozen Records, Record Case, half-dozen blanks, and horn crane. I shall stick to the Edison as long as they keep up the prices, and take care of their agents. I have sold the Edison goods for five years and have had very few repairs to make.

C. G. COE.

PHILADELPHIA, Jan. 13, 1904.

We have decided to handle only Edison goods, and although several of our competitors have put in a stock of ——— goods, our sales have not diminished apparently, as we sold more Records in December than in any previous month. Here is one of many of our experiences. A regular customer insisted upon having a few selections of ——— records, and said he could not understand why we did not keep them. He purchased three of them in the city, and after playing them at home, he informs us that the three are not equal in value to one Edison, and he now gives us credit for being wise enough to let them alone. We also find that where we were having a dozen ask for ——— records three months ago, we do not have two persons ask to-day. We also notice the people who ask for these goods are of a very illiterate class, who are satisfied with a quantity of noise of any kind.

HOWARD GRONER.

PRAIRIE CITY, ILL., Feb. 6, 1904.

In November, 1903, a dealer in ——— disc machines, from Galesburg, Ill., made his appearance in Prairie City with two ——— machines, and a large supply of disc records. After playing an entire evening in a leading business house here, he condescended to inform the audience there was no machine but the disc north bank. The proprietor was very enthusiastic with the showing this instrument made, and remarked that it was the best talking machine he had ever heard. He had decided to purchase one of these ———'s, when we heard of the incident. We called at his place of business and told him we would like to have the opportunity to show the merits of the Phonograph, and after our concert we would let him be the judge.

He gave us the privilege, but said it remained to be seen whether we could make a better showing than the disc machine. We took an Edison Home machine and seventy-two Gold Moulded Records to his store, and gave him a concert of five hours' duration. The first piece we played was the "Imperial Edward March," by the Edison Grand Concert Band. After playing this fine band selection his wife said her decision was already made. "And that in favor of the Edison Phonograph," and she would have no other, as there was no scratch or roar to the Edison Records, and the machine ran so smoothly. Her husband was of the same opinion; also the crowd which had collected. We sold him a Home Phonograph, and nine dozen Records; also a 36-inch spun brass horn. Since then they have purchased many dozens of Records.

This prompts us to again say there is no competition in the field with Edison goods. We find this to be true by experience extending over a period of three years; for, after hearing Edison goods, the verdict is universally for the same.

ACKERMAN & CO.

SPOKANE, WASH., February 19, 1904.

Being so far West we do not get our Records as quickly as some Dealers, and have just lately received January Records. We consider this the best lot of Records up to date, and will predict if you keep this improvement up you will have the world of music at your feet. Every home in the land will have and will prize an Edison, and Dealers will retain themselves and their friends, and we are doing all we can to further this end. We see by the trade journal what are considered extra sales. We would like to speak of one. We have one customer to whom we sold a Home outfit, and within two months he has bought forty-three dozen Records, at 50c, and has a standing order for everything that comes out. Can any one beat that? We are very pleased to learn of the new style box in contemplation and trust it will be in use as quickly as possible. We also note a reduction in freight rates on Western roads. The Western Dealer has considerable to contend with in these high freight rates.

FOSTER & FOSTER.

SPANTA, MICH., Feb. 13, 1904.

I would like to relate a little incident which occurred recently. A gentleman came to me, and after purchasing some Records, I said to him: "I have a Record here which I admire very much. It is called 'The Little Boy in Blue.'" "Oh," he said, "I have a very good Record of that Number in the store." I played ours for him, and he said, "I do not need two 'Little Boys in Blue,' but you may wrap that one up for me." While I am not doing a large business, my trade is steadily growing, and I am proud to be numbered among the Dealers who handle the goods that sell without price cutting.

HARRY N. HAGADONE.

RACINE, O., Feb. 8, 1904.

. . . I have been asked why I don't carry cheaper records and machines. I haven't time to waste with cheap trash, and when I sell a customer a machine or records, I don't want to be ashamed to meet him a few days afterward. I will handle no other goods but Edison goods.

ED. HARPER.

WASHINGTON, D. C., Feb. 13, 1904.

The great drawback to our trade in selling the Phonograph is the Disc or "Scratch-o-Graph." You talk to a person about a Phonograph and they will promptly tell you that they have heard the Phonograph, and when you ask them where they heard it, they will say over to "Smith's," when the fact of the matter is that "Smith" has a disc, which, of course, does not compare with the Phonograph. I must congratulate you on the fine Records you are putting out; for instance, the "New Colonial March," "Two of Us," "American Standard," "Any Rags," and so on, as I could name any quantity of them that never will be equalled by any other company.

One night a young man came to my place to buy a machine, and the gentleman who brought him had been speaking about a disc to him. I happened to have a disc in the house that belonged to a friend of mine, so put it up and played two pieces. I then started my machine. The result you can imagine. He bought the Edison and two dozen Records.

A gentleman came to my place, who owned a disc, for which he paid $200, and $60.00 for records, and said he wanted to hear the Edison. I played a few Records for him, with the result that he bought a Home machine, a fifty-six-inch horn and five dozen Records, and paid cash for the entire outfit. I have since sold him a six-dozen case and one dozen Records, notwithstanding the fact that there are ——— records in this city selling for twenty-five cents.

One of my customers, who had bought an outfit from me, bought a dozen of the ——— records, and one night about ten came to my place in company with the customer to whom I sold the large outfit, and I had just received "Any Rags." I put it on the machine, and when it had finished he said, "That is the best I have ever heard," and bought it. Another one of my customers, who had bought some ——— records, came to my place one evening to see about his reproducer, and I put the "American Standard March" on the machine to try his reproducer. Well, if you ever saw a surprised man in your life, that man was the one. After the Record had finished, he said, "I do not want any more ——— records."

I wish the public could understand that there is only one Phonograph, and that is the Edison.

OIL CITY, PA., Jan. 28, 1904.

A few evenings ago two brothers came in to price an outfit. One liked the cylinder machine best; the other preferred disc. We played eight different machines, from the cheapest to the best of the two disc makes. By using a Triumph we sold a Home outfit. The next morning this was returned, the customer saying that his mother would not pay his share unless they took a disc pattern. This we supplied. The next night he returned to secure the Home, saying that the family, after hearing the disc at home, preferred the Edison. People we could not interest before will stop and listen when we have a Triumph running, with a good Record. As we average from four to six hundred customers a day and have machines running most of the time, we are in a position to catch all classes. Local musicians pronounce the reproduction as near perfect as could be expected.

FARRELL & LEBOUF.

MARKDALE, ONT., Feb. 12, 1904.

I see by the PHONOGRAPH MONTHLY of February that M. Smith & Co., of Quebec, Can., have been giving outdoor exhibitions by means of a tube passing through the door to the Phonograph inside. I may say that I had the same device during Christmas week. The connection was made with a tin tube twenty feet long, from the door jack to the counter. This town has a population of 1,200, and the Phonograph could be heard almost anywhere in town. My sales of Edison goods doubled after that.

T. F. WILSON.

JUNCTION CITY, KAN., Feb. 13, 1904.

I want you to know that I for one appreciate your way of doing business. I also handle the ——— records, not for the profit there is in them, for there is none, but to help sell Edison Records. If I had to sell ——— records alone, I would soon go out of the business. If a Dealer values his time any (as most customers want to hear a record before they buy) and knows by experience that there are some ——— records so poor that he will never be able to get rid of them, he will agree with me that there is no money in handling ——— records, but a Dealer has to keep a few in stock, so he will be able to compare them with the Edison.

E. L. WITZIG.

COLON, MICH., Feb. 15, 1904.

I have been a Dealer in talking machines for the past four years and think the last year was double that of the year before. Have sold nothing lately but the Edison Phonograph. They seem to be the universal choice in this vicinity.

O. B. CULVER.

MONTAGUE FALLS, N. Y., Feb. 10, 1904.

We are a village of a thousand, and another man has put in ———'s. A few of my customers some little time ago bought some of these records and now they are coming back to me and saying: "Either the ——— were not good in the first place or are playing out." I first thought of putting in ———'s and cutting price, but now am keeping perfectly still, and am getting there all right.

E. W. HUBBARD.

DELMONT, W. VA., Jan. 18, 1904.

I will stick to you in upholding prices of Edison goods. Whenever we want to commit a crime among our fellow beings we will sell Grauss or "Scratchaphones;" we would not give away (let alone sell) such a thing to the disgrace of it.

J. E. GREEN.

FREDERICK, MD., Feb. 10, 1904.

I am trying to knock the ——— records. Very few people in Frederick will pay the twenty-five cents for ——— records, since I have been pushing the Edison. They say they would rather have one Edison than one dozen ———.

W. H. DYER.

KNOXLEYSVILLE, N. Y., Feb. 12, 1904.

My trade in Edison goods is better now than at any time during the past eighteen months, which proves that the Edison goods are gaining in popularity. People are realizing as never before the true worth of the Edison goods.

S. S. PRINGLE.

BRITISH SELECTIONS COMPLIMENTED.

The National Phonograph Company are to be complimented upon their latest list of British and French-Canadian selections of Gold-moulded Records. There are thirty-five titles in the British list, all of a highly popular character. These were recorded in London. Eleven of them are by the British Military Band. Mr. Leonard McKay, Miss Octavia Barry and Mr. Hamilton Hill are among the vocalists, whilst Miss Maud Dewey has two Records, remarkable imitations of British singing birds. We predict a big demand from English Dealers for these Records and an ever larger demand from the Englishmen abroad, since they will serve as a reminder of his native land. Of the thirty-seven French-Canadian selections, four are by the famous Kilties' band of the 48th Highlanders. These four the National Company have sent us for review and we can conscientiously state that we have never heard clearer, better balanced, or more perfect band Records than these. One of these "The Blue Bells of Scotland," after a pianissimo opening, suddenly bursts into a full volume, the air being played by the treble and the trombones, and the basses playing a running staccato variation. The rendering of "The Cock of the North" is by both band and bagpipes, but all are of exceptional merit and attest the skill of the National Company's recording staff. By-the-way, as showing the conspicuous success of these Records, 1000 factor alone, after a small trial order, gave "a repeat" for four thousand of them, and asked that they should be cabled for.—*Talking Machine News, London.*

SUSPENDED LIST, MARCH 1, 1904.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

BOULDER—BENTLEY & CRAIG.

KANSAS.

CLAY CENTRE—E. M. GOWENLOCK.
LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
E. O. MOSHER, 420 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DeWOLFF.
WOBURN—OSBORN GILLETTE, or THE BOLTON JEWELRY COMPANY, L. F. MALONEY, Manager.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW HAMPSHIRE.

NASHUA—F. A. McMASTER & CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—J. WIGDOR, 190 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN; also New York City.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
PLAINFIELD—S. W. FRUCHT, or R. FRUCHT; also New York City.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
Re-instated since February 1—FINCH & HAHN, Albany and Schenectady, New York.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW YORK—Continued.

HONART—F. H. MARSHALL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
BRONX PHONOGRAPH CO., or DAVID SWITKY, 596 Willis Avenue.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 125th street.
S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., 58 Cortlandt st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
N. HORN, 248 E. 58th street.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 112 Fulton street.
S. LEMBURG & CO., 193 Broadway.
J. McELLYNNE, 202 Broadway.
RICHARD PEASE, 42 W. 125th st.
F. M. PRESCOTT, 44 Broad street.
SARATOGA—W. J. TOTTEN.
SARATOGA SPRINGS—MARVIN A. COTE.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
URBICHSVILLE—P. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. E. ASSIDY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Wascher streets; also New York City.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

WISCONSIN.

MILWAUKEE—J. C. BLATZEK.
Re-instated since February 1—FINCH & HAHN, Albany and Schenectady, New York.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2025 Second avenue.
Mobile—The Ray Co., 12 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 533 Market street.

COLORADO.

Denver—Denver Dry Goods Co., 604 16th street.

CONNECTICUT.

Middletown—Caulkins & Post Co., 406-408 Main street.
New Haven—Pardee-Hitchcock Co., 135 Orange st.

ILLINOIS.

Chicago—Oscar J. Junge, 242 E. Chicago avenue.
Kelley Piper Co., 80-82 Wabash avenue.
Talking Machine Co., 72 Fifth avenue.
The Ray Co., 111 Randolph street.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 197 Madison street.
The Vim Co., 68 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave
Peoria—Peoria Phonograph Co., 314 S. Adams street.

INDIANA.

Indianapolis—Kipp Bros. Co., 27 S. Meridian street.
The Ray Co., 234 Massachusetts avenue.
Wahl-Gunsch Co., 121 S. Illinois street
Lafayette—Wahl-Gunsch Co., 304 Main street.

IOWA.

Des Moines—The Vim Co., 702 West Walnut street.

KENTUCKY.

Louisville—The Ray Co., 640 Fourth avenue.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Fire Alarm Co., 614 Gravier street.
The Ray Co., 111 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 16 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MICHIGAN.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Machine Co., 127 Tremont street.
E. Ivers & Pond Co., 431 Washington street.
Lyman Sporting Goods Co., 165 Washington street.
Read & Read, 258 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—Ring Music Co., 112 Merrimac street.
Thompson & Hill, 104 Central street.
Worcester—Iver Johnson Sporting Goods Co., 364 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 219 Woodward avenue.
The Ray Co., 161 Griswold street.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 324 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Wittmann Co., 1112 Grand avenue.
St. Louis—Conroy Co., 1122 Olive street.
The Ray Co., 923 Olive street.

NEBRASKA.

Lincoln—H. B. Sidles Co., 1315 O street.
Omaha—H. E. Fredricksen, 1506-1510 Capitol avenue.
Nebraska Cycle Co., 1318 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 205 Washington street.
Newark—A. G. Petit, New and Halsey streets.
H. J. Koehler Sporting Goods Co., 845 Broad street.
Paterson—James E. O'Dea, 222 Ellison street.
Plainfield—Frank L. C. Martin Auto. Co., 800 Park avenue.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. S. Hamilton Co., 324 Fulton street.
Price Phonograph Co., 1197 Broadway.
Buffalo—F. A. Powers, 843 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phonograph Co., 39 W. Fulton street.
Kingston—Forsyth & Davis, 322 Wall street.
New York City—Berkshire & Co., 36 Vesey street.
Bettini Phonograph Co., 80 Chambers street.
Blackman Talking Machine Co., 19 Jackson street.
F. Blumann & Bro., 962 1st avenue.
J. Dressler, 58 Cortlandt street.
S. H. Dudley, Jr. & Co., 1482 Broadway.
Douglas & Co., 89 Chambers street.
H. S. Gordon, 1179 Fifth avenue.
Harry Jackson, 122 Bowery.
Leeds & Catlin Co., 89 Union Square.
Victor H. Emmel, 1 Diamond avenue.
Rosenfeld Mfg. Co., 87 Nassau street.
Siegel-Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 9th street.
Rochester—A. J. Demuger, 297 North street.
Stickle Flash, O. & M. Co., 100 State street.
Talking Machine Co., 29 S. Clinton avenue.
Schenectady—H. W. A. Pickard & Co., 521 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—James Lee Love, 253 River street.
Utica—Clark, Horrocks Co., 84 Genesee street.

OHIO.

Canton—Klein & Heffner Co., 226 N. Market street.
Cincinnati—Ilsen & Co., 178 W. 4th street.
The Ray Co., 36 W. 4th street.
Wahl-Gunsch Co., 47 W. 4th street.
W. J. Roberts, Jr., Normal Arcade.
Columbus—Perry B. Whitsel Co., 913 S. High street.
Dayton—Geo. Arnold Co., 23 E. 4th street.
East Liverpool—Smith & Hall, 1 Diamond.
Toledo—Hayes Music Co., 208 Superior.

PENNSYLVANIA.

Allegheny—Henry Braun, 904 Federal street.
Allentown—I. C. Aschbach, 1 Hamilton street.
Easton—William Werner, 20 Northampton street.
Philadelphia—C. J. Heppe & Son, 1113 Chestnut street.
Lit Bros., Market and 8th streets.
John Wanamaker, 13 S. 9th street.
John Wanamaker.
Wells Fisher & Co., 41 N. 9th street.
Western Electric Co., 232-233 Market street.
H. A. Weymann & Son, 925 Market street.
Pittsburg—Theo. D. Emmel Co., Inc., 423 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Kleber & Bro., 251 Fifth avenue.
C. C. Mellor Co., 339 Fifth avenue.
Pittsburg Phonograph Co., 2330 Liberty avenue.
Reading—Reading Phonograph Co., 629 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 285-291 Westminster street.
J. A. Foster Co., Weybosset and Dorrance streets.
Household Furniture Co., 231-237 Weybosset street.
Murray, Blanchard, Young & Co., 26-30 Pine street.
A. T. Scatergood & Co., 206-210 N. Main street.

TENNESSEE.

Memphis—The Ray Co., Lyceum Building, end and Jefferson streets.
Nashville—The Ray Co., 30 The Arcade.

TEXAS.

Dallas—C. B. Harris, Adv., 242 Main street.

VIRGINIA.

Richmond—The Ray Co., 214 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 373 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.



Equip Yourself for Double Service

We will furnish any Edison dealer with I. C. S. literature and a demonstrating outfit consisting of 3 moulded Records with I. C. S. Textbooks in French, German, Spanish, delivered prepaid in the United States and Canada for

$1.50

Apply to the Following Jobbers of I. C. S. Outfits

PORTLAND, ME., W. H. Shaw & Son
LOWELL, MASS., Thomas Marshall
BOSTON, MASS., Eastern Talking Machine Co.
BOSTON, MASS., J. C. Haynes & Co.
BOSTON, MASS., Hunter Circle & Sunday Co.
BOSTON, MASS., New England Phonograph Co.
PROVIDENCE, R. I., Murray, Blanchard, Young & Co.
HUNGTON, N. Y., Forsyth & Davis
SYRACUSE, N. Y., W. D. Andrews
NEW YORK CITY, Blackman Talking Machine Co.
NEW YORK CITY, Leeds & Catlin Co.
NEW YORK CITY, Douglas Co.
NEW YORK CITY, Jacot Music Box Co.
NEW YORK CITY, John Wanamaker
NEWARK, N. J., The Edisonia Co.
PLAINFIELD, N. J., F. K. C. Hartin Automobile Co.
PHILADELPHIA, PA., Wells Phonograph Co.
EASTON, PA., William Werner
BUFFALO, N. Y., P. A. Powers
ROCHESTER, N. Y., Talking Machine Co.
COLUMBUS, OHIO, Perry B. Whitlit Co.
CINCINNATI, OHIO, Nolmes & Bolse
CHICAGO, ILL., Siegel Cooper Co.
CHICAGO, ILL., Isbell & Lyons
MILWAUKEE, WIS., McCrossi Bros.
MINNEAPOLIS, MINN., Thos. C. Hough
OMAHA, NEB., Nebraska Cycle Co.
SALT LAKE CITY, UTAH, W. Jenkins' Sons Music Co.
LOS ANGELES, CAL., Blackman Co.
TORONTO, CAN., R. S. Williams & Sons Co.
SAN FRANCISCO, CAL., Peter Bacigalupi
NINETEEN STORES, The Ray Co.

EDISON Phonograph Monthly

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ORANGE, N. J.

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CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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THE TRADE.

There is practically nothing new to say concerning the conditions of trade in Edison Phonographs and Edison Gold Moulded Records, Jobbers and Dealers everywhere report that business is excellent, and their reports are borne out by the orders being received and by the weekly output from our factory. Trade is better than Jobbers and Dealers expected, because for a time it was feared that the introduction of a cheap record might affect the sale of the Edison Gold Moulded Record. Now that experience has shown that such is not the case, a better feeling pervails, and less attention is being paid to the cheap record complication. It was predicted in these columns six months ago that the public would soon find out the difference between Edison Records and the imitation product, and time has shown the correctness of the prediction. No one disputes the claim that many cheap records are being sold, but they have created their own market and are being bought solely because of their price. The demand for Edison Gold Moulded Records remains unchanged. They are still eagerly sought by thousands of music loving owners of Phonographs, who regard the best obtainable as none too good. To supply this demand the output of Records at our factory is the largest in its history. Nor is there any doubt in any one's mind that this demand will continue to grow as it has grown since the National Phonograph Co. was organized.

This Company has never attempted to restrain a Dealer from handling other styles of talking machines or records. It has held to the belief that Edison Phonographs and Records would hold their own in comparison with any other kind sold and has been willing that Dealers should add to their profits by supplying the demand that other companies

(Continued on page 3.)

THE ADVANCE LIST OF MAY RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR MAY, 1904

RECORDS listed below will be ready for shipment as near May 1st, as possible, at which time Jobbers' stock orders, if placed prior to April 15th will be shipped. May Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8674 Fashion Plate March — Edison Military Band
8675 Cordalia Malone — Edward M. Favor
Irish waltz song with orchestra accom. from "Glittering Gloria"
8676 My San Domingo Maid — Harry MacDonough
Song hit from "The Yankee Consul," with orchestra accompaniment
8677 You're the Flower of My Heart, Sweet Adeline — Albert Campbell and Henry Burr
Tenor and baritone duet with orchestra accompaniment — Fred'k Harrison
8678 Pop Goes the Weasel Medley — Charles D'Almaine
Violin solo with orchestra accompaniment, introducing "Pop Goes the Weasel," "Irish Washerwoman," "Tempest," "Speed the Plow," "Miss McCloud's Reel," and "D'Almaine's Favorite Reel"
8679 Good-bye, Fadora — Collins and Harlan
Comic Italian dialect male duet with orchestra accompaniment
8680 In the Days of Old — Bob Roberts
Comic song, as sung by Raymond Hitchcock in "The Yankee Consul," with orchestra accompaniment
8681 Yaller Gal — *An old time coon song* — Billy Golden
8682 The Roses' Honeymoon (Reverie) — Edison Symphony Orchestra
8683 The Man in the Overalls — Byron G. Harlan
Song by the composer of "A Little Boy in Blue," with orchestra accompaniment
8684 Good-Bye, My Lady Love — Harry MacDonough
Sentimental song with orchestra accompaniment
8685 The Gondolier — *Venetian love song with orchestra accom.* — Arthur Collins
8686 The Irish, The Irish — Edward M. Favor
Comic song with orchestra accompaniment
8687 Dance of Honeybells — Edison Military Band
8688 I'll do the Same for You — Byron G. Harlan
Descriptive march with orchestra accompaniment
8689 That is a Habit I Never Had — Billy Murray
Coon song with orchestra accompaniment
8690 California Minstrels — Minstrels
Introducing the ballad "I'm Going Home to Cle," sung by Harry MacDonough
8691 He Done Me Wrong (or the Death of Bill Bailey) — Arthur Collins
Coon song with orchestra accompaniment
8692 Down South (An American sketch composed in England) — Vess L. Ossman
Banjo solo with orchestra accompaniment
8693 What I Heard at the Vaudeville — Len Spencer
Introducing a Gus Williams' German dialect recitation, "Only a Lock of Hair," with orchestral embellishment
8694 Idle Moments (Entr' Acte) — Edison Symphony Orchestra
8695 Nancy Lee — Harlan and Stanley
March song, male duet with orchestra accompaniment
8696 On a Good Old Trolley Ride ("Out With My Pearlie, My Steady Young Girlie") — William M. Redmond
A new summertime waltz with orchestra accompaniment
8697 'Possum Pie (or the Stuttering Coon) — Collins and Harlan
Coon song male duet with orchestra accompaniment
8698 Turkey in the Straw Medley — Edison Military Band
Introducing "Turkey in the Straw," "Blue Bell," "Ja Zanahar," "The Man Behind," and "General Hardtack—on Guard"

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

might create for their product. It is not pleasant, however, to have Dealers tell us that if it were not for Edison Phonographs and Records they could not remain in the business. They call or write apologetically in about this way: We handle cheap records simply because some of our customers want them—customers who do not care about quality so long as they can get the air of a song or instrumental selection. These customers admit that they are inferior and do not last as long, but say that they are good enough for their purpose. We feel compelled to carry a line for this reason, say the Dealers, but we don't make any money on them. The usual losses and the time it takes to play them eat up the margin of profit. If we did not do a profitable Edison business we could not sell them at all, and if Edison Records were sold at the same price we could not continue in the business.

This is about the tenor of the Dealers' apologies. Pleasant, isn't it, to have Dealers tell us that they must make money on our goods in order to be able to sell a cheaper product that yields them nothing.

As a matter of fact, these Dealers are wrong in believing that they must meet the demand for cheap records, and they are following a policy that is injuring instead of helping their business.

If their customers found that they did not carry cheap records, they would, in most instances, buy Edison Records, particularly when the difference in quality was properly explained to them. Many of our Dealers who have not put in a line of cheap goods state that such is the case with them. Once in a while a customer will refuse to pay the price for Edison Records and go elsewhere for cheaper ones, but most of them yield to argument and buy a Record that will always be a pleasure to them and give the Dealer a profit for his trouble.

The idea of selling something cheap or at a bargain price is all very well for a department store, but it will not be a success in the talking machine business. When the business is conducted on the same lines it will cease to be profitable. The salvation of the entire talking machine business to-day depends upon the National Phonograph Co. doing everything in its power to uphold prices. No one recognizes this more fully than the manufacturers of disk goods. Their greatest concern is that this company will cut its price on Records to meet the price of the cheaper product. Of all people in the business they are the most anxious that we shall not do it. They know that if Edison Records are ever reduced in price it will bring down the price of disk goods to the same level, and the whole talking machine trade will suffer. Dealers especially will see their profits diminish.

The National Phonograph Co. has no doubt as to its ability to win out against any competition and to solve in its own way whatever difficulties may arise, but it does believe that it is the plain duty of every one in the talking machine business, whether manufacturer, Jobber or Dealer, and whether selling cylindrical or disk goods, to do everything that he can to maintain the present selling price of Edison Records. There never was a more short-sighted move in the history of the talking machine business than the putting out of a record at twenty-five cents. Time will prove this to every one's satisfaction. And the more that is done to discourage its sale the better it will be for the entire trade, including the manufacturers of the record under discussion.

We commend the subject to the thoughtful consideration of every enterprising Dealer.

The Kaiser has composed an essay on Frederick the Great, to be recited from a Phonograph at the prospective unveiling of the warrior King's statue in Washington, D. C.

PLANS FOR CARRYING RECORDS.

Charles B. Keim, a Dealer at Louisville, Ohio, sends a description of his plan of carrying his Record stock. He has a series of shelves 7½ inches apart and 7 inches deep. He then prints a special label, 2¾x4 inches, one of which he puts on every carton. He has one color for band Records, another for orchestra, etc. In the upper part of each label he writes in the number and title of the Record. He then puts all band Records together, all orchestras on another shelf, etc. Mr. Keim only carries in stock what he considers the best selections and claims that his plan enables him to find any title readily or to quickly determine that it is not on hand.

J. S. Bowen & Co., Dealers at Cobourg, Ont., send the programme of a concert held in the local opera house on March 17, in which they furnished music with an Edison Phonograph between the two parts of the programme. Thirteen Records were played with great success.

MORE BRITISH SELECTIONS.

Twenty-eight new British selections of Edison Gold Moulded Records are listed herewith. They are placed before the trade principally because they will appear in the next edition of our catalogue of Foreign selections. Orders for any of them will be filled after April 1 and shipped with April Records. If there are sufficient requests for a special supplement of these Records, one will be issued for general circulation. An expression of opinion in the matter of a supplement is asked from Jobbers:

12864	Coronation Prize March H. M. Grenadier Guards Band
12865	Selection, "The Girl From Kays" H. M. Grenadier Guards Band
12866	Selection, "My Lady Molly" H. M. Grenadier Guards Band
12867	Overture to Zanetta — British Military Band
12868	Life's Lullaby — Hamilton Hill
12869	Jock O'Hazeldean — Thomas Reid
12870	There's Not Luck About the Heuse Thomas Reid
12871	That Old Sunny Window — Leonard Mackay
12872	The Best Enter (Gus Elen) — Fred T. Daniels
12873	The Lecturer (Gus Elen) — Fred T. Daniels
12874	The Jilted Shoeblack (Gus Elen) Albert Whelan
12875	Under the Deodar (From "Country Girl") Miss Octavia Barry
12915	Selection of Popular Songs—No. 4 British Military Band
12916	Selection from "Belle of New York" — No. 1 British Military Band
12917	Boys of the Old Brigade British Military Band
12918	Overture to William Tell British Military Band
12919	Comin' Thro' the Rye (Scotch Song) Thomas Reid
12920	Charlie is My Darling (Scotch Song) Thomas Reid
12921	Girl Wanted There (George Lashwood) Leonard Mackay
12922	Good-Bye, Piggonette — Leonard Mackay
12923	'E Grumbles (Gus Elen) — Albert Whelan
12924	Yes, Carter (Gus Elen) — Albert Whelan
12925	I'll Sing thee Songs of Araby — Wilfred Virgo
12926	The Miller's Daughter (From "Three Little Maids") Miss Octavia Barry
12927	Sons of the Brave March British Military Band
12928	Overture to Rienzi — British Military Band
12929	Oh Dry Those Tears — Miss Octavia Barry
12930	Did He to Love — Hamilton Hill

AN ADVERTISING AUTO.

A. O. Petit, Jobber at Newark, N. J., has a fine outdoor advertisement in an Oldsmobile runabout. He has constructed a box to represent a large Phonograph, which takes the place of the rear seat. This box is used as a receptacle for packages to be delivered. It has a huge gilt horn attached to it and the entire outfit is appropriately lettered for advertising purpose. Mr. Petit claims that as an advertising medium his auto ranks first.

RECORD PLAYING BY TELEPHONE.

"I notice many comments in regard to playing into a telephone," writes F. M. Barney, of Elm Creek, Neb. "I have long done the same. My method is to place Phonograph just under transmitter and put speaking tube on Phonograph, bending it up and fastening same to mouthpiece of transmitter with rubber bands. It is a perfect success. Also notice references on how to get correct speed. I take watch and adjust Phonograph so that mandrel will make thirteen revolutions in five seconds. This is quick and easy."

A. R. Quick, of Amityville, N. Y., writes: "There seems to be quite a number of ways to play the Phonograph over the telephone. Last night I took the receiver off the hook while the Phonograph was going and people on the line ten miles away say they could hear it. My telephone is twenty-five feet away from the Phonograph. The best way to play it so that people on the other end can hear it all over a small room, is to get a speaking tube and a mouthpiece for the transmitter. Put the mouthpiece of the transmitter in the mouth piece of the speaking tube and seal them with sealing wax. To play unscrew the mouthpiece on your telephone, screw on the one you have made and put Phonograph on other end. Record No. 8577, by Miss Morgan and Mr. Stanley, is a very fine one to hear over the telephone."

PRINTED MATTER.

The folder referred to in the March issue of the PHONOGRAPH MONTHLY as No. 535 should have been No. 540. No. 535 is another folder showing the four popular types of the Edison Phonograph on the inside pages and designed to succeed Form No. 414. Sample copies will shortly be sent out to the trade.

The new Catalogue of Domestic Record titles, Form No. 545, is now being used to fill all orders for Record catalogues. Copies will be mailed at the first opportunity. This catalogue has a much more attractive cover than any Record Catalogue issued by us in some time. It is printed in purple, green and gold. This catalogue contains all Records listed to and including March, 1904.

Among the most persistent advertisers of Edison Phonographs and Records is William H. Kellar, Scranton, Pa. He runs a double half column advertisement in three daily papers of his city almost constantly. It is no coincidence that he does a large and constantly increasing business in Edison goods.

HE CHANGED HIS VIEWS.

"I want to buy an Edison Phonograph," said a resident of Gloversville, N. Y., to the manager of the American Phonograph Company at that place, one day recently. "I will say frankly that a talking machine is about the last thing I ever expected to own. But I've changed my views, and I'll tell you why. My wife and I called at a friend's house last night and he brought out his Phonograph. It was an Edison machine, of course, although at the time I did not know what make it was and cared less. I said to my wife quietly, 'We'll stand this for a little while and then go home.' I had heard scratchy and harsh sounding talking machines and hated them cordially. It never occurred to me that there could be any other kind. Before my friend had finished the second Record I realized that I had not kept up to the improvements to the Edison Phonograph, and in fifteen minutes my wife and I were delighted with Phonograph music. Instead of leaving in a half hour, we stayed till 11 o'clock. My friend played all of the twenty-four Records that he had, and we insisted upon hearing most of them a second time. I decided then that I would buy an outfit at once." He did and is now one of the best Record customers of the American Phonograph Company. Nor will he have anything but Edison Gold Moulded Records.

DEALERS' LETTERS.

Interesting letters have been received from the following Dealers, lack of space making it impossible to publish them: John E. Finney, Savannah, Ga.; James Lawless, Millville, N. J.; Walter L. Prentiss, Worcester, Mass.; Herman Paetzell, Upper Black Eddy, Pa.; Willard L. Lathrop, Northport, Me.; John S. Smith, Philadelphia; Vaclav Kubes, West Hoboken, N. J.; W. C. Jones, Hammonton, N. J.; Amusement Machine Company, Green Bay, Wis.; C. W. Stokes, Byesville, O.; J. D. Kissenger, Tower City, Pa.; Howell & Boyer, Burlington Junction, Ind.; F. D. Stelzer, Frankfort, Mich.; Albert Palmer, Garrett, Ind.; J. F. Schaeberle, Ann Arbor, Mich.; C. T. Underwood, Weldon, N. C.; M. A. Hirdler, Kinsley, Kas.; Winfield S. Fisk, Philadelphia, and others.

RECORD SHIPMENTS.

A gain of five days was made in shipping March Records over the February shipments. It is hoped to do as well with the April Record shipments.

PERSONAL.

William E. Gilmore, President and General Manager of the National Phonograph Company, and Mrs. Gilmore, will sail for England on April 6 to be absent about two months.

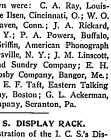
L. Kaiser, well known in the Phonograph trade of the East, has been engaged by S. B. Davega, of Twenty-second street, New York, to manage the jobbing end of his Phonograph business.

E. B. Walthall, formerly with the Ray Company in Chicago, has been engaged as salesman by the National Phonograph Company. His first work for the company will be in the South.

Among recent visitors to the New York office of the National Phonograph Company from out of town were: C. A. Ray, Louisville, Ky.; George Ihten, Cincinnati, O.; W. O. Pardee, New Haven, Conn.; J. A. Rickard, Schenectady, N. Y.; P. A. Powers, Buffalo, N. Y.; N. D. Griffe, American Phonograph Company, Gloversville, N. Y.; J. M. Linscott, Boston Cycle and Sundry Company; E. H. Dakin, S. L. Crosby Company, Bangor, Me.; W. H. Beck and E. P. Taft, Eastern Talking Machine Company, Boston; G. L. Ackerman, Ackerman & Company, Scranton, Pa.

THE I. C. S. DISPLAY RACK.

This is an illustration of the I. C. S.'s Display Rack offered free with sample language lessons on the back cover of this issue.



Besides holding the printed language lessons these racks would be useful to display the Edison bulletin or sheet music with words of a popular song played on the Phonograph.

The rack is detachable and fits securely in the cover clamps, and presents an attractive appearance.

UP TO DATE.

The harp that once through Tara's halls
The soul of music shed
Is silent, for the Phonograph
Now turns out tunes instead.

—*Toronto Saturday Night.*

NO LONGER ANTAGONISTIC.

O. C. Thompson, a Dealer at New Albany, Ind., and also a member of Local No. 11, of Louisville, Ky., American Federation of Musicians, writes that all professional musicians of his acquaintance now admit that the introduction of the Phonograph has increased the business of the professional musicians. The antagonistic feeling has given place to one of cordial approval. It has been found that the Phonograph has created a demand for popular songs and airs at dances and social affairs that only professional musicians can supply. There is such a variety of this popular music that the self-taught amateur, who plays by ear, cannot keep pace with it.

The National Phonograph Co. has seen a similar change of heart among musical people. At one time music publishers were in doubt as to whether or not they would permit the reproduction of their music on Phonograph Records. They are now convinced that it helps their business greatly. One publishing firm had a demonstration of this kind that won them completely. As a sort of test they furnished our Record Department with advance sheets of a coming song production, and our Record appeared almost immediately after the publication of the song. The firm at once began to get orders for sheet music of the song from all parts of the country, proving beyond a doubt that it had been caused by the sale of our Record. As a result, publishers of popular music are not only willing but anxious to have their compositions used for Record making purposes. Thousands of people who do not own a Phonograph or other style talking machine get their first knowledge of the attractiveness of a song or instrumental selection by having it played in this way, and buy sheet music in consequence.

MORE APPROPRIATE.

A delay occurred early on a recent evening, and a long string of cars were stalled on Broad street between Orange street and Washington place for about ten minutes. A dealer in Phonographs on the east side of Broad street opened his front door and directed a big brass horn at one of the cars. The record he selected for the occasion was "Home, Sweet Home." The music was plainly heard on several of the cars, and an impatient girl remarked: "That man has a fine sense of humor, but why didn't he select 'We Won't Go Home 'Till Morning'?—*Newark (N. J.) Sunday Call*, March 6, 1904.

NUMBERS FOR RECORD STOCKS.

Many Dealers have at one time or another felt the need of good-sized and clearly printed figures with which to number their Record racks or shelves, but the cost of having a set printed or painted has been too heavy to consider. Victor C. Rapke, Jobber at 1661 Second avenue, New York, has set out to supply this want. Several of his Dealers wanted sets of numbers of this kind, and Mr. Rapke, believing that many others would also be glad to have them, decided to print a sufficient number of sets to supply his own and any other Dealers that might want them. These numbers are five-eighths of an inch high and

980

Size of letters.

can easily be read twenty-five or more feet away. They are printed on gummed paper, 36x25½ inches in size, and will be perforated. They are to be sold in sheets at $1.50 for the entire set of about 2,200 numbers. The numbers will correspond to those in the catalogues of Edison Gold Moulded Records, with enough additional to last for Records that may be listed during the next six months. A discount on this price will be allowed to Jobbers. Since the getting out of these numbers is not a money making venture, Mr. Rapke states that money must accompany all orders. The trade is asked to correspond with Mr. Rapke on the matter.

A PHONOGRAPH ADDRESS.

A novel and interesting feature of the annual meeting of the Credit Men's Association, of Grand Rapids, Mich., on March 15, was an address by William A. Prendergast, Secretary of the National Association of Credit Men, delivered by means of an Edison Phonograph. Mr. Prendergast was unable to attend in person and conceived the idea of talking to a Phonograph and sending the Records to Grand Rapids. He enlisted the interest of F. K. Dalbeer, manager of our Credit Department, who arranged to have the Records made at the Edison Laboratory. Mr. Prendergast's remarks filled four cylinders. The latter were forwarded to Grand Rapids and were enthusiastically received when played by the Credit Men's Association. All who know Mr. Prendergast easily recognized his voice. The Records were clear and distinct and plainly heard by every one present.

TO ALSO MAKE MASTERS IN NEW YORK.

The National Phonograph Company has established a new plant for making Master Records at 65 to 69 Fourth avenue, New York. This is in addition to its present quarters at the Edison Laboratory, Orange, N. J. The new place is on the top floor and occupies the entire floor. It has been fitted up in the most complete manner and with the most approved apparatus and appliances for Record making. This move is the natural result of the determination of this company to leave nothing undone that will add to the popularity of Edison Gold Moulded Records. With this New York plant it will be possible to keep in the closest touch with the musical and theatrical world, upon which Record making depends for many of its artists. It is expected from time to time to make many additions to the "talent" because of the greater facilities afforded those desirous of making a name in the Phonograph world. Possession of the new quarters dates from April 1.

JOBBERS, ATTENTION!

Jobbers will confer a favor by sending us from time to time the names of any Dealers whom they know are no longer selling Edison goods. Please look over your lists NOW and see if any of yours are out of business.

DOWN EAST HUSTLERS.

LYNN, MASS., March 8, 1904.

Under separate cover we mailed you copy of Lynn *Item*, dated March 7. Our "ad." speaks for itself. We are pushing Edison goods, *first, last* and *all the time*.

While we have some annoyance from our local competitors who are forcing the "Scratch Records" for any old price to the public, we find that those very "Scratch Records" find their way to our establishment in a very short time to be exchanged for an Edison 50c. Record. Within four weeks we have accumulated over two barrels full of traded "Scratch Records," for which we shall find a suitable dumping ground.

From time to time we are annoyed by another company with undesirable literature, threats and other annoying matter. As a rule such matter finds its way side by side with those "Scratch Records."

MERRILOW BROS.

SEEMS LIKE AN INJUSTICE.

CONYERS, GA., March 17, 1904.

As we see no need of cutting prices on Edison goods, you may depend on us upholding prices. We have a few of the —— records in stock which we are offering at fifteen cents each, but after a customer hears an Edison Gold Moulded we cannot very often induce him to take a —— at any price, and we feel like we are doing our customers an injustice when we sell him one at all.

J. J. LANGFORD & SONS.

TRADE ADVERTISING PHRASES.

For home entertainment and for music-loving people the Edison Phonograph has never been equalled, either in quality or in price.—*Ackerman & Co., Prairie City, Ill.*

When any advertiser tells you that the discarded records made for machines that were discontinued years ago are equal to the improved Edison Gold Moulded Records—it is ignorance that is talking. An advertiser should become familiar with what he is trying to sell.—*J. A. Foster & Co., Providence, R. I.*

The Edison Phonograph and the Edison Gold Moulded Records stand for First Quality.—*Penn Phonograph Co.*

AN INVITATION IN RHYME.

Here's how the H. E. Sidles Cycle Co. of Lincoln, Neb., extended an invitation to its patrons to hear the February Records played:

Dear Friend:

A Phonograph Concert will be given for you,
Our February Records are novel and new.
Hear Harry MacDonough sing "Dear Old Girl,"
Make no mistake; this is a pearl.
If you like something semi-morose,
Hear our Phon' play for you, "The Bridal Rose."
"Marching Thro' Georgia" you all know is fine,
And also the song, "I Ain't Got No Time."
If you miss this you'll miss very much.
As we surely will spiel, "It Was the Dutch."
March 2d, thirty minutes of eight,
Sidles will give you this treat,
So do not be late.

NOT AN AMERICAN TREE.

James H. White, manager of the National Phonograph Co., Ltd., London, under date of February 26, sends the following amusing incident:

I was running through yesterday some Records from the January supplement (which Records, by the way, are without doubt the finest I have ever listened to), and one of our largest factors from Manchester, England, happened to be in our show room. We were running the song "Under the Anheuser Bush." Our client, Joseph Richardson, was very much impressed with the Record, indeed, and, after listening to it intently, made the request that we play it a second time. We did this, and noticed that he paid particular attention to the words. When the song had finished he turned to me with rather a puzzled expression and said:

"I say, old chap, I always thought the 'Anchester Bush was some particular sort of tree that grew in America."

When I explained to him that the Anheuser Busch was a very particular brand of American beer it created a great laugh, as we had several English people in at the time.

COMMENTS ON MAY RECORDS.

The May list of new Edison Gold Moulded Records contains more than the usual number of popular selections—songs and instrumental music that will soon be sung or played everywhere. In character the entire twenty-five selections are fully up to the Edison standard and a credit to the Record Department at the Edison Laboratory. The following necessarily brief comments do not in any case do justice to either the composition or the talent making the Record.

No. 8674, "Fashion Plate March," is a composition by W. P. English. It has an excellent and pleasing march air and is splendidly recorded by the Edison Military Band.

No. 8675, "Cordalia Malone," is one of the Irish waltz songs now so popular throughout the country. It is one of the features of the comic opera success "Glittering Gloria." It is sung by Edward M. Favor, with orchestra accompaniment, and is the first Record by Mr. Favor that we have had the pleasure of listening to in some time. He sings better than ever, and this Record cannot fail to add to his Phonographic popularity. The words of "Cordalia Malone" were written by William Jerome, and the music by Jean Schwartz.

No. 8676, "My San Domingo Maid," is one of the song hits from the "Yankee Consul," which was one of the most successful productions of the recent New York season. Harry MacDonough is the maker of this Record, and his fine voice and clear enunciation make it a most desirable addition to our list. This Record has an orchestra accompaniment. Henry N. Blossom, Jr., wrote the words of this song, and Alfred G. Robyn the music.

No. 8677, "You're the Flower of My Heart, Sweet Adeline," is a duet of unusually good quality. It is made by a new duet team, composed of Albert Campbell and Frederick Harrison. Mr. Campbell's tenor voice is too well known to need comment. Mr. Harrison has a noble baritone voice that will be much admired by all who hear this Record. Their voices blend perfectly in the chorus. The orchestra accompaniment adds much to the quality of the Record. The words of this song were written by Albert H. Gerard, and the music by Harry Armstrong.

No. 8678, "Pop Goes the Wessel Medley," is a violin solo, with orchestra accompaniment, by Charles D'Almaine. It introduces "Pop Goes the Wessel," "Irish Washerwoman," "Tempest," "Speed the Plow," "Miss McClintock's Reel" and "D'Almaine's Favorite Reel." As the name implies, this is a Record of jovi plain, old-fashioned violin music. We were induced to make it because of a repeated demand from the trade and from individuals in various parts of the country for a violin Record of this character. It is played in dance tempo and will be an excellent Record for a Virginia Reel or other dances of the same kind. We expect this Record to be a great seller.

No. 8679, "Good Bye, Fedora," is a comic Italian dialect duet by Collins and Harlan, and is sung with orchestra accompaniment. It introduces these two well-known singers in an entirely different role. Mr. Collins' Italian dialect is as good in its way as anything he has done in coon songs. It is an extremely funny selection. The words of this song were written by Harry Williams, and the music by Robert Adams.

No. 8680, "In the Days of Old," is the song with which Raymond Hitchcock made such a success in the "Yankee Consul." The air of this song was played by the orchestra upon the raising of the curtain, between the acts and as the audiences left the theatre at each presentation of this opera. By the time this Record is ready for the public this song will be widely known. Our Record is made by Bob Roberts, who sings it with excellent voice and distinct enunciation. Henry M. Blossom, Jr., wrote the words of this song, and Alfred G. Robyn the music.

No. 8681, "Yaller Gal," is another of Billy Golden's old-time coon songs. It needs no further comment than to say that it is made in Mr. Golden's inimitable style. The feature of the Record is Mr. Golden's laugh, and the listener cannot fail to be infected, unless too dyspeptic to laugh at anything.

No. 8682, "The Roses' Honeymoon" (a reverie), is a charming Record by the Edison Symphony Orchestra. Its music is somewhat classical in character; is delicate and refined, and cannot fail to meet the approval of all who admire Records of a better class of music. This composition is a credit to its composer, John W. Bratton.

No. 8683, "The Man in the Overalls," is a Record sung by Byron G. Harlan, with orchestra accompaniment. This song was written by Raymond A. Browne, the composer of "A Little Boy in Blue," and will certainly be well known everywhere in a short time. As its name indicates, it is a tribute to the workingman. Mr. Harlan sings the selection finely.

No. 8684, "Good Bye, My Lady Love," is a sentimental song by Harry MacDonough, with orchestra accompaniment. Joseph E. Howard wrote both the words and the music. The air is extremely pleasing, and Mr. MacDonough sings it in a finished manner.

No. 8685, "The Gondolier," is a Venetian love song which was listed as a band selection in March. In making this Record Arthur Collins shows how versatile are his accomplishments as a singer. He has made so many good Records of coon songs that the public may have gained the impression that his best work was along that line. This will show, however, that he is equally good in others. "The Gondolier" is a charming and popular selection, and this Record is a fine one in every respect. Harry H. Williams wrote the words of the song, and W. C. Powell the music.

No. 8686, "The Irish, The Irish," is another selection by Edward M. Favor, one of our best Records of this character. This is a comic song with orchestra accompaniment, and tells how the Irish set the pace for the rest of the world. An unusual feature of the Record is that it contains three verses and three choruses. This song is the work of Farrell and Trantzen.

No. 8687, "Dance of the Housebells," is an attractive Record by the Edison Military Band. The music of the bells is a feature, but it is much less prominent than usual and not at all of a solo character. The music throughout is pleasing, and the Record artistically made. Simone Mantia is the writer of this composition.

No. 8688, "I'll Do the Same for You," is a descriptive march song by Byron G. Harlan, with orchestra accompaniment. The music is full of life, and Mr. Harlan does it full justice. Farrell and Trantzen are also the authors of this song.

No. 8689, "That Is a Habit I Never Had," is a splendid coon song by Billy Murray, with orchestra accompaniment. Mr. Murray's rendition is truly coonlike. Walter Wilson wrote the words and music.

No. 8690, "California Minstrels," is another of the popular series of minstrel Records which we regard as the best of the kind ever made for a talking machine. This one has the usual amount of fun and then introduces the ballad "I'm Going Home to Cin," with Harry MacDonough as the singer.

No. 8691, "He Done Me Wrong," is a coon song by Hughie Cannon, and is sung by Arthur Collins, with orchestra accompaniment. It tells in verse of the shortcomings of Bill Bailey, who in this song has apparently passed from the land of the living. Mr. Collins sings it in unusually fine voice, and to hear his imitation of a coon gal carrying on the music of "Flee as a Bird" will bring a smile to the most solemn countenance.

No. 8692, "Down South," is a musical composition that has the unique distinction of being a negro cakewalk written by an Englishman, W. H. Myddleton, who never visited America or even saw the sunny South. He who hears it will agree that Mr. Myddleton has been most successful in his interpretation of Southern negro music. This Record is listed as a banjo solo by Vess L. Ossman, and has a very happy orchestra accompaniment.

No. 8693, "What I Heard at the Vaudeville," by Len Spencer, introduces Gus Williams' German dialect recitation "Only a Lock of Hair." It is accompanied by what is theatrically known as "shiver" music by the orchestra. This recitation is apparently pathetic, but it becomes extremely funny with the last line. This Record again shows Mr. Spencer's versatility in making records.

No. 8694, "Idle Moments" (Entr' Acte), is another delightful Record by the Edison Symphony Orchestra. The music is light and tuneful. The composition is the work of T. H. Rollinson.

No. 8695, "Nancy Lee," is a vocal duet by Harlan and Stanley, sung in march tempo. This is another instance in which an old name has been given to a new composition, this selection being quite different from the one so well known as "Nancy Lee." Messrs. Harlan and Stanley sing it in an exceedingly creditable manner, Mr. Stanley's voice being unusually good. The words of this song were written by James O'Dea, and the music by Robert J. Adams.

No. 8696, "On a Good Old Trolley Ride," is a new summer-time waltz song, with orchestra accompaniment, which it is expected will be as well known and as popular within another six months as "In the Good Old Summer Time." The music is of a striking character, and it would seem as if the predictions of the publishers concerning it could hardly fail to be verified. The Record is made by William H. Redmond, who has not sung for the Edison Phonograph for some time. Mr. Redmond's voice lends itself admirably to this character of song. Joseph C. Farrell wrote the words of this song, and Pat Rooney the music.

> "Out with my Pearlie, my steady young Girlie;
> This is the only time,"

No. 8697, "Possum Pie" (or "The Stuttering Coon"), is a coon song, with orchestra accompaniment, by Collins and Harlan. It tells of Nicodemus Harrison Lee's difficulties in endeavoring to spell "Possum Pie." Messrs. Collins and Harlan make his efforts quite pleasing to the ear. The words of this song were written by Joseph C. Farrell, and the music by Hughie Cannon.

No. 8698, "Turkey in the Straw Medley," by the Edison Military Band, is a Record that can hardly fail to be as popular as was the Record made of this song by Billy Golden. The latter was a great selling Record. The medley by the Edison Military Band introduces "Turkey in the Straw," "Blue Bell," "In Zanzibar," "Let The Man Behind" and "Hot Time Attack—on Guard!" It is another instance in which the purchaser will get considerable musical variety on one cylinder. It will be hard to keep one's feet still while this Record is being played.

A "RECORD" INCIDENT.

Winfield S. Fisk, of 937 Silver street, Philadelphia, contributes the following:

The Pretty Maiden and *Dinah Jones* took the *Steamboat Leaving the Wharf for Finnigan's Jamboree.* Being the *Little Kinkies* they sang the *Pilgrim's Chorus* for the *Two of Us. Down on the Farm* they saw the *Moonlight on the Lake* and the *Spring Morning Serenade, Bird Imitations* and the *Birds of the Brook.* We met *Happy Hobo* and *Old Black Joe* at the *Camp Meeting Jubilee. They Were All Doing the Same* in *Vaudeville Alley,* they were *Always In the Way* of the *Laughing Coon,* being *Satisfied with Life;* and *In the Home of Too Much Trouble* they said *I'm Going to Leave—I Want to Go To-Morrow* to the *Refuge,* to see *Jack Tar March,* to hear the *Fiddle Talk,* and go to the *Monologue Minstrels* in the *Holy City* and take the *Trolley Galop* to *Coney Isle* to see the *Rooster Dance* and the *Turkey In the Straw. Rocked In the Cradle of the Deep. The Battle of Manassas* will be *Busy All Next Week on Any Rags,* and *Retella* will take a *Coaching Party* and *Sleighride Party* to hear the *Anvil Chorus* play *It was the Dutch.*

DEALERS READ THIS!

Below is printed a letter received by the Perry B. Whitsit Co., of Columbus, O., from one of its Dealers. It should be read by every Edison Dealer in the land. Mr. Chandler is not the only Dealer who has been successful in consequence of putting in the entire line of Edison Gold Moulded Records. Many others have done equally well. Give it your careful consideration, Mr. Dealer. The letter follows:

CHILLICOTHE, OHIO, Feb. 29, 1904.
Perry B. Whitsit Co., Columbus, Ohio:

In enclosing herewith order for shorts in my stock I should like to state that I never made a better business move than when I put in the entire line of Edison Gold Moulded Records.

Previous to doing so I was in the habit of using my judgment as to what would sell. Since increasing my stock I find that I frequently sell Records that in my own opinion would never have sold. With the entire line it is so easy to fill your customers' wants. I used to have the experience of a customer dropping in and asking for something not in stock and then going away and not making any purchase at all. I find that where a customer makes his own selections from the catalogue that he will frequently take the Record that has been a slow mover.

With most dealers I believe that the tendency is to pick out the newest selections when playing for a customer. At least it has been so in my case. Now I let the customer do the selecting as much as possible, and I find it much more satisfactory.

I believe that I am safe in saying that my business has increased over one-third since putting in the entire list.

I realize the fact that I will likely have a few more Records on hand that I cannot dispose of, but this percentage is so small and the increased sales easily take care of this.

You will pardon the length of this missive, which I feel sure doesn't tell you anything new, but you will remember that I was very skeptical as to the advisability of making this move, and it is a good idea once in awhile to admit that you were wrong. I shall be glad to have you refer any Dealer to me in regard to this matter, and I can certainly convince him that it will pay him to do as I have done.

MARTIN G. CHANDLER.

A HISTORIC RECORD.

J. H. M. Davidson, manager of the New York Import Co., at Adelaide, South Australia, under date of January 25, wrote as follows:

Per same post I mail you copy of the S. A. *Register*, with notice of a speech made by the Governor-General, Lord Tennyson, into the Phonograph, and recorded by me.

This Record is the nucleus of a national historic collection of the voices of leading men in connection with the Australian Commonwealth, and I have been retained by the Public Library Board to do the recording, for which purpose I am using an Edison Concert Phonograph.

The Record made by His Excellency was a portion of his farewell speech to Australians upon the occasion of his departure for England.

Lord Tennyson also wrote his signature with a stylus on the blank, thus authenticating the Record.

His Excellency is an admirable subject for the recorder, and is no stranger to the Phonograph, having in his possession one with which his late father, the great Poet Laureate, used to amuse himself and the members of his family. He expressed himself as satisfied with the result attained.

MY PHONOGRAPH.

Thou mysterious invention
Brought so lately into the field
Where wonders, more than we mention,
From day to day are yet revealed;
Thou hast a form so beguiling
On thee we'd gaze some time or more
Didst thou not force us to smiling
By sounds from the of ghostly lore.

What art thou and who gave thee right
To make a record of my speech?
Anxious I with utmost might
Dare not attempt thee to impeach.
If I by chance should speak a word
Into thy polished rubber ear,
When meddling soul to thee referred,
Shall I trust thee or send in fear?

And can my friend with me to-day
Record with thee some tender word,
Ere tomorrow he pass away,
His soul to God, as flies the bird,—
Some words so clear and full of joy,
For me to hear in coming days,
Soothing my pain by thy employ,
Thus know a glint of heaven's rays?

How will it be in future age,
When ashes mine are scattered wide,
Shall my own voice as printed page
Speak unto those who here abide?
And may my child, when I am dead,
By thy fine art come near to me,
And feel that I caress his hand,
Hearing my tones, my soul to see?

Thank God aloud that it be so
That mind of man is searching deep
Into the truths we yet shall know
Of mind and soul, in that great sleep;
And while to us grim death alone
Can solve the truth beyond the tomb,
Speech from the dead may much atone
And cheer the heart o'erpressed with gloom.
—*Maxime, in an old issue of the Daily Republic, Manhattan, Kas.*

Dealers, are you doing any newspaper advertising or using other means to let the public know that you are selling Edison goods? If not, do it now. It will pay a handsome profit on the outlay.

FINAL DECREES IN THE WITTMANN CASES.

Copies of the final decrees in the suits of the Edison Phonograph Co. against The Wittmann Co., and the National Phonograph Co. against The Wittmann Co., are given below. The Wittmann Co., were formerly Jobbers in Edison Phonographs and Records at Kansas City, Mo., and Omaha and Lincoln, Neb. About two years ago they had a disagreement with the National Phonograph Co., and violated their agreement by cutting prices. Then when we refused to supply them with goods, they bought surreptitiously from others and removed the serial numbers from Phonographs to avoid detection. Suits for price cutting and infringement of patents were brought against them and vigorously fought by this company, resulting in our favor

United States Circuit Court, District of Nebraska

EDISON PHONOGRAPH COMPANY, Complainant.
vs.
THE WITTMANN COMPANY, Defendant.
No. 101. Doc. V
FINAL DECREE.

This cause came on to be heard at this term, and was argued by counsel; and thereupon, upon consideration thereof, it was

ORDERED, ADJUDGED and DECREED as follows: That The Wittmann Company, defendant above named, and its associates, officers, managers, attorneys, servants, clerks, agents and workmen be and they are hereby jointly and severally, perpetually and forever enjoined from directly or indirectly selling or causing to be used, advertising or offering for sale, selling or causing to be sold any Edison Phonograph machines or apparatus described in the complainant's Bill of Complaint herein, not licensed or authorized by the licensee of the Edison Phonograph Company, complainant mentioned in the bill of complaint, embodying or containing or operated in accordance with the inventions or improvements set forth in the Letters Patent mentioned, and specifically described in the said complainant's said bill of Complaint.

* * * * * * *

Dated this 9th day of December A. D. 1903.

W. H. MUNGER, Judge.

ENDORSED: Filed December 10, 1903.

GEO. H. THUMMEL, Clerk.

UNITED STATES OF AMERICA, } ss.
District of Nebraska. }

I, Geo. H. Thummel, Clerk of the Circuit Court of the United States for the District of Nebraska, do hereby certify the above and foregoing to be a true and correct copy of the Decree Entry of the proceedings of said court, in the above entitled action as the same appears of record in my office.

Witness my hand and seal of said court at Omaha, in said District this 5th day of March A. D. 1904.

[SEAL.]

GEO. H. THUMMEL, Clerk.

Attached to said Copy of Decree Return of the U. S. Marshal, in words and figures following, to wit:

RETURN ON SERVICE OF WRIT.

UNITED STATES OF AMERICA, } ss.
District of Nebraska. }

I hereby certify and return that I served the annexed subpœna Decree on the therein named The Wittmann Company by handing to and leaving a true and correct copy thereof with Otto Wittmann, as Vice President of the said The Wittmann Company, he being the highest officer found in my district, personally at Lincoln, in said District on the 5th day of March A. D. 1904.

T. S. MATHEWS, U. S. Marshal.

By JAMES WALLING, Deputy.

* * * * * * *

Filed March 9, 1904.

GEO. H. THUMMEL, Clerk.

United States Circuit Court, District of Nebraska

NATIONAL PHONOGRAPH COMPANY, Complainant,
vs.
THE WITTMANN COMPANY, Defendant.
No. 70. Doc. V
FINAL DECREE.

This cause came on to be heard at this term and was argued by counsel; and thereupon, upon consideration thereof, it was

ORDERED, ADJUDGED and DECREED as follows: That The Wittmann Company, defendant above named, its associates, officers, managers, attorneys, servants, clerks, agents and workmen be, and they are hereby jointly and severally, perpetually and forever enjoined from directly or indirectly advertising or offering for sale, and from directly or indirectly selling or causing to be sold, at prices less than the prices designated and fixed in the terms and conditions of the contract alleged in complainant's bill and referred to in the above named complainant's bill of complaint, any and all phonographs, phonograph records and supplies manufactured by the said complainant, National Phonograph Company and the said defendant, The Wittmann Company, and its predecessors, as alleged in the said Bill of Complaint.

* * * * * * *

Dated this 9th day of December A. D. 1903.

W. H. MUNGER, Judge.

ENDORSED: Filed December 10, 1903.

GEO. H. THUMMEL, Clerk.

UNITED STATES OF AMERICA, } ss.
District of Nebraska. }

I, Geo. H. Thummel, Clerk of the Circuit Court of the United States for the District of Nebraska, do hereby certify the above and foregoing to be a true and correct copy of the Journal Entry of the proceedings of said court in the above entitled action as the same appears of record in my office.

Witness my hand and seal of said court at Omaha, in said District, this 5th day of March A. D. 1904.

[SEAL.]

GEO. H. THUMMEL, Clerk.

Attached to said copy of Order of Court is return of U. S. Marshal in words and figures following, to wit:

RETURN ON SERVICE OF WRIT.

UNITED STATES OF AMERICA, } ss.
District of Nebraska. }

I hereby certify and return that I served the annexed Order of Court on the therein named The Wittmann Company by handing to and leaving a true and correct copy thereof with Otto Wittmann, as Vice-President of the said The Wittmann Company, he being the highest officer found in my district, personally at Lincoln, Nebraska, in said district on the 5th day of March A. D. 1904.

T. S. MATHEWS, U. S. Marshal.

By JAMES WALLING, Deputy.

* * * * * * *

Filed March 9, 1904.

GEO. H. THUMMEL, Clerk.

CALLS ON THE FARMERS.

A Maine dealer writes: "I have a wide range of rural people to whom I shall carry my goods as soon as we get rid of our four feet of snow. I have sold goods to the people in this way for twenty years, and there are thousands of country folks who will buy Phonographs if they can only have them brought to them and played to them *at home*. When they go to the city their money goes before they get round to the Phonograph."

This Dealer has the right idea about pushing the sale of Edison goods. Nor does the plan apply to his territory alone. It can be followed with profit by any Dealer located in a farming or other sparsely settled country. When a Phonograph is taken into a farmer's home, where he and his family can hear and ask questions in their own way, it makes a much different impression upon them than it would if they called at a store to hear it. If they are at all interested in music they can hardly fail to become purchasers sooner or later. A Dealer will be doubly sure of his welcome if he arranges in advance for his visit.

INJUNCTIONS AGAINST PRICE CUTTING.

The United States Circuit Court, Southern District of New York, recently issued two injunction of importance to the Phonograph trade. Both were in favor of the National Phonograph Co. and against individuals who were selling Edison Phonographs and Edison Records at cut prices.

The first injunction was against Richmond Pease, who did business at 44 West 132d Street, New York City, against whom suit was brought for price cutting.

The second injunction was against David Switky, who formerly did business under the name of the Bronx Phonograph Company, 506 Willis Avenue, New York City, and later under the name of the Central Phonograph Company, at 160 East 42d Street, New York City, who was also sued for price cutting.

Neither Pease nor Switky had signed the agreement of this company, but were selling machines and Records secured surreptitiously through other parties. These injunctions by Judge Melville W. Fuller, of the Supreme Court of the United States, were firmly than ever establish our right to legal protection against price cutting. They show that even though dealers do not sign our agreement they cannot sell our goods at prices lower than those established by this company without infringing the Edison patents. The complete decisions are given below.

Every decision in our favor like these makes a precedent for other courts to follow and makes it easier to enforce our rights, a course that we shall continue to pursue against all individuals selling our goods illegally.

The decisions in full are as follows:

U. S. Circuit Court, Southern District of New York

EDISON PHONOGRAPH COMPANY and NATIONAL PHONOGRAPH COMPANY, Complainants, } In Equity.
vs.
RICHMOND PEASE, Defendant.

(Seal.)

The President of the United States of America to Richmond Pease, his counsellors, attorneys, solicitors, servants and employees.

GREETING.

Whereas it has been represented to us in our Circuit Court of the United States for the Second Circuit and Southern District of New York, that letters patent of the United States No. 386,974 were issued to A. Edison, in due form of law on May 8, 1888, for improvements in phonographs blanks and that letters patent of the United States No. 386,961 were issued to Thomas A. Edison in due form of law on July 31, 1888, for improvements in phonographs and that said letters patent No. 386,974 are now the property of the National Edison Phonograph Company and that the National Phonograph Company is exclusive licensee of the said Edison Phonograph Company under said letters patent Nos. 386,961 and 386,974, and that you, the said Richmond Pease, have infringed said letters patent as follows:

Now therefore, we strictly command and enjoin you, the said Richmond Pease, your associates, attorneys, servants, clerks, agents and workmen, from directly or indirectly using or causing to be used, selling or causing to be sold, any phonograph blanks or devices and Records, or any parts thereof embodying or constructed or operating in accordance with the inventions and improvements set forth in said letters patent No. 386,974 and particularly claims 1 and 2 thereof, or either of them, at prices lower than those at which they are authorized to be sold by the complainants, viz.—Edison "Standard" Phonographs at ten dollars, Edison "Standard" Phonographs at twenty dollars, Edison "Home" Phonographs at thirty dollars, &c., or with the serial numbers thereof, publicly or privately, otherwise than licensed, or without the license of the said complainants.

Witness the Honorable Melville W. Fuller, Chief Justice of the United States, at the City of New York, on the eighth day of February, 1904.

JOHN A. SHIELDS, Clerk.

FRANK R. BRADLEY, Solicitor for Complainants.

Service of the above is hereby accepted.

RICHMOND PEASE

Dated Feb. 8, 1904.

U. S. Circuit Court, Southern District of New York

EDISON PHONOGRAPH COMPANY and NATIONAL PHONOGRAPH COMPANY, Complainants, } In Equity.
vs.
DAVID SWITKY, Defendant.

The President of the United States to David Switky, and each and every person concerned directly or indirectly with you, and your agencies, attorneys, solicitors, clerks, servants and employes.

GREETING.

Whereas, it has been represented to us, in our Circuit Court of the United States for the Southern District of New York, in a certain cause therein depending wherein Edison Phonograph Company and National Phonograph Company are complainants, and the said David Switky is defendant, that the letters patent of the United States No. 386,974, issued to Thomas A. Edison, on the 8th day of May, 1888, and the letters patent of the United States No. 386,961, issued to Thomas A. Edison, on the 31st day of July, 1888, and the said David Switky, have infringed said letters patent No. 386,961 and particularly the 4th and 5th claims thereof.

Now therefore, we strictly command and enjoin you, the said David Switky, and each and every person, firm or corporation concerned directly or indirectly with you, your associates, attorneys, solicitors, clerks, servants, agents and employees, under the penalties that may fall on you in case of disobedience, that you forthwith, and until the further order of this court desist from directly or indirectly selling or causing to be sold, selling or causing to be sold, any phonograph blanks or devices, articles or devices embodying or constructed or operating in accordance with the inventions and improvements set forth in said letters patent No. 386,961 and particularly claims 4 and 5 thereof, or either of them, at prices lower than those at which they are authorized to be sold by the complainants, viz.—Edison "Standard" Phonographs at ten dollars, Edison "Standard" Phonographs at twenty dollars, Edison "Home" Phonographs at thirty dollars, &c., or with the serial numbers thereof, publicly or privately, otherwise than licensed, or without the license of the said complainants.

Witness the Honorable Melville W. Fuller, Chief Justice of the United States, at the City [SEAL] of New York, on the 8th day of February, 1904.

JOHN A. SHIELDS, Clerk.

FRANK R. BRADLEY, Solicitor for Complainants, 290 Broadway, New York, N. Y. Borough of Manhattan.

ANOTHER PHONOGRAPH NOVELTY.

Peter Petersen, a Dealer at New Milford, Conn., has a novel device for calling attention to the Phonograph department of his music store. He has rigged up a life-size figure of a woman, similar to a dressmaker's dummy, and attired it with a full costume and hat. Concealed in the figure is an Edison Phonograph, and, when Records are played on the machine, the music appears to come from the head, which is open at the top, the opening being covered by the straw hat. As soon as the weather is mild enough the figure will be placed in front of the store.

STRAWS FROM JOBBERS.

A Philadelphia Jobber recently wrote:

"We are greatly in need of Records on orders. Every Record on these orders is needed here now. Please rush. The demand is increasing. Many Dealers formerly handling Records are coming back, and we were unprepared."

Ackerman & Co., of Scranton, Pa., wrote under date of March 12:

"We consider the March and April lists of Edison new Gold Moulded Records the finest ever produced, and will undoubtedly find that our March order placed with your firm will run short of supplying the demand, which these selections are bound to create."

OTHERS HAD BETTER DISCOVER A NEW COUNTRY.

PHILADELPHIA, March 19, 1904.

We beg to acknowledge the receipt of the Suspended List to date, March 1. Will say that we will do all in our power to aid in its good work. The February list was grand. The Gold Moulded Records are in a class by themselves, and all other records had better discover some new country where Phonographs are yet unknown, as they are failing from existence in the country of intelligence.

HAMMITT & COOK.

SUSPENDED LIST, APRIL 1, 1904.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

BOULDER—BENTLEY & CRAIG.

KANSAS.

CLAY CENTRE—E. M. GOWENLOCK.
LAWRENCE—BELL BROS.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 374 Essex street.
E. O. MOSHER, 320 Essex street.
MALDEN—A. T. FULLER.
NEW BEDFORD—H. B. DEWOLFF.
WORCESTER—OSBORN GILLETTE, or THE BOLTON JEWELRY COMPANY, L. F. MALONEY, Manager.

MICHIGAN.

DETROIT—P. J. SCHWANEKOVSKY.
SAGINAW—GEO. W. EMENDORPER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW HAMPSHIRE.

NASHUA—F. A. McMASTER & CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 450 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. CORWIN; also New York City.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
PLAINFIELD—S. W. PRUCHT, or R. PRUCHT; also New York City.
*ELSTON M. LEONARD.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

*Added since March 1, 1904.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
HORART—F. H. MARSHALL.
NEW YORK CITY—A. C. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
BRONX PHONOGRAPH CO., or DAVID SWITKY, 506 Willis Avenue.
*CENTRAL PHONOGRAPH CO., 160 E. 42d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
S. W. PRUCHT, or R. PRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 207 Broadway; also Philadelphia, Pa.
N. HORN, 148 E. 58th street.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 192 Broadway.
J. McELLYNNE, 202 Broadway.
RICHMOND PEASE, 44 W. 132d st.
F. M. PRESCOTT, 44 Broad street.
SARATOGA—W. J. TOTTEN.
SARATOGA SPRINGS—MARVIN A. COTE.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
URBICHSVILLE—F. A. MAURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Wascher streets; also New York City.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

WISCONSIN.

MILWAUKEE—J. C. BLATZEK.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2021 Second avenue.
Mobile—The Ray Co., 54 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 933 Market street.

COLORADO.

Denver—Denver Dry Goods Co., 614 16th street.

CONNECTICUT.

Middletown—Cook & Post Co., 406-408 Main street.
New Haven—Pardee-Hitchenberger Co., 155 Orange st.

ILLINOIS.

Chicago—Oscar J. Junge, 244 E. Chicago avenue.
Kohler & Chase, 26 Wabash avenue.
James L. Lyons, 77 Fifth avenue.
The Ray Co., 96 Washington street.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 109 Madison street.
The Vim Co., 88 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave
Peoria—Peoria Piano Co., 304 S. Adams street.

INDIANA.

Indianapolis—Kipp Bros. Co., 31 S. Meridian street.
The Ray Co., 232 Massachusetts avenue.
Wulsin-Gausch Co., 125 S. Illinois street.
Lafayette—Wulsin-Gausch Co., 304 Main street.

IOWA.

Des Moines—The Vim Co., 702 West Walnut street.

KENTUCKY.

Louisville—The Ray Co., 640 Fourth avenue.

LOUISIANA.

New Orleans—James L. Lyons, Tiemire Arcade.
National Automatic Fire Alarm Co., 624 Gravier street.
The Ray Co., 111 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 160 Exchange street.
Portland—W. H. Shaw & Son, 607 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle Foundry Co., 48 Hanover street.
Eastern Talking Machine Co., 127 Tremont street.
Oliver Ditson Co., 150 Tremont street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Read & Read, 358 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—Ring Music Co., 112 Merrimac street.
Thomas Wardell, 111 Central street.
Worcester—Iver Johnson Sporting Goods Co., 304 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 259 Woodward avenue.
The Ray Co., 168 Griswold street.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 111 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Ray Co., 1000 Grand avenue.
St. Louis—Conroy Co., 1111 Olive street.
The Ray Co., 323 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1310 O street.
Omaha—H. B. Fruit-Chase, 1506-1510 Capitol avenue.
Nebraska Cycle Supply and Harney streets.

NEW JERSEY.

Hoboken—Edison Phonograph Co., 202 Washington street.
Newark—A. O. Petit, New and Halsey streets.
H. J. Koehler Sporting Goods Co., 845 Broad street.
Paterson—James K. O'Dea, 122 Ellison street.
Plainfield—Frank C. Martin Auto. Co., 820 Park avenue.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 394 Fulton street.
Price Phonograph Co., 1258 Broadway.
Buffalo—Iroquois Arms Co., 121 Main street.
Elmira—Elmira Arms Co., 117 Lake street.
Gloversville—American Phonograph Co., 29 W. Fulton street.
Kingston—Forsyth & Davis, 29 Wall street.
New York City—Bartolemy & Co., 36 Vesey street.
Bettini Phonograph Co., 84 Chambers street.
Blackman Talking Machine Co., 19 Beekman street.
J. F. Blackman & Son, 1654 3d avenue.
I. Davega, Jr., 602 Third avenue.
Davega, Jr., 32 E. 14th street.
John F. Dodge, 1 Broadway, Bridge street.
H. S. Gordon, 159 Fifth avenue.
Harry Jackson, 219 Bowery.
Jacot Music Box Co., 39 Union Square.
Victor H. Kayser, 1061 Second avenue.
Manhattan Phono. Co., 587 Fulton st.
Siegel-Cooper Co., 66th Avenue and 18th street.
John Wanamaker, Broadway and 4th street.
Rochester—A. J. Dempsey, 49 North street.
Hickes Hardware, 18 N. Co., 100 Stone street.
Talking Machine Co., 25 W. Clinton avenue.
Schenectady—Jay A. Sickard & Co., 213 State street.
Syracuse—W. D. Andrews, 318 E. Railroad street.
Troy—James Lacey, 356-361 Fulton street.
Utica—Clark, Horrocks Co., 19 Genesee street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Harig & Co., 34 W. 6th street.
The Ray Co., 141 West 4th street.
Wulsin-Gausch Co., 107 W. 4th street.
Cleveland—W. J. Roberts, Jr., 850-854 Arcade.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Nielsen & Diestle, 35 E. 4th street.
East Liverpool—Smith & Phillips Music Co.
Toledo—Hayes Music Co., 606 Jefferson street.

PENNSYLVANIA.

Allegheny—Henry Hennig, 1 Federal street.
Allentown—J. G. Brenner, 29-33 Hamilton street.
Easton—William Werner, 20-22 Northampton street.
Philadelphia—L. J. Happe & Son, 1 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 19 S. 9th street.
John Wanamaker.
The Ray Co., 1031 Chestnut st.
Western Electric Co., 931-933 Market street.
H. A. Weymann & Son, 913 Market street.
Pittsburg—Theo. Bendel Co., Inc., 431 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Kleber & Bro., 621 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 809 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 585-595 Westminster street.
J. A. Foster Co., Weybosset and Dorrance streets.
Household Furniture Co., 231-237 Weybosset street.
Mowry, Goodchard, Young & Co., 26-30 Weybosset street.
A. T. Sweetgrood & Co., 106-110 N. Main street.

TENNESSEE.

Memphis—The Ray Co., Lyceum Building, 2d and Jefferson streets.
Nashville—The Ray Co., 30 The Arcade.

TEXAS.

Dallas—C. B. Harris, Art., 197 Main street.

VIRGINIA.

Richmond—The Ray Co., 1106 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 193 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.

A STRIKING COMPARISON.

The following excellent presentation of the comparative selling quality of Edison Phonographs and other styles of talking machines appeared in the *Daily Evening Item*, of Lynn, Mass., on March 7:

IN

1900 we sold Edison Phonographs, 58; all other makes, 2
1901 we sold Edison Phonographs, 426; all other makes, 14
1902 we sold Edison Phonographs, 539; all other makes, 18
1903 we sold Edison Phonographs, 637; all other makes, 10
1904 we sold (to date) Edison Phonographs, 95; all other makes, 1

Edison Phonographs

Commanded the following prices in 1900:
$10, $20, $30, $50 and $75.

Edison Phonographs in 1904 at your service at
$10, $20, $30, $50 and $75.

All other kinds of Talking Machines at your own price. All kinds of scratch records from 10c to 25c.

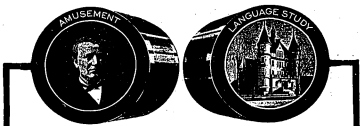
Edison Records

In 1900, 50c each, $5.00 per dozen.
Edison Records in 1904, 50c each, $5.00 per dozen.

The improvement of EDISON RECORDS and EDISON PHONOGRAPHS has enabled us to satisfy thousands of patrons. OUR TERMS: Complete outfit, with 12 Edison Records, $5.00 upon delivery; balance in weekly payments of $1.00.

Mendlow Brothers

14 Central Avenue, Lynn, Mass.



TWO GREAT RECORDS

Thomas A. Edison The enduring popularity of the phonograph is one of the greatest monuments to Mr. Edison's genius. Not only is the inventor honored for the unique design of the apparatus (which immediately became a great commercial success), but also for the sterling qualities of the man, shown in two decades of indefatigable work and successive triumphs, maintaining the superiority of the original talking machine.

The I. C. S. With twelve years of earnest and successful effort in educational work, and with unlimited facilities to accomplish a great enterprise, it is very fitting and proper that a new method of learning languages should be given to the world by the International Correspondence Schools, of Scranton, Pa. The indorsement of thousands of Language Students and leading educators show that the collaboration of Mr. Edison and the I. C. S. has resulted in the best possible service.

Double Service for the Edison Phonograph means the employment of both of these great Records for Amusement and Language Study. Every dealer can increase his sales by demonstrating I. C. S. Language Lessons. A better or more attractive test for the perfect talking machine cannot be found.

Special Demonstrating Outfit This Month

Edison dealers who order Sample Lessons in French, German, and Spanish, consisting of three Moulded Records and three 40-page Textbooks (price $1.50 prepaid in the United States), receive an additional demonstrating outfit free this month, as follows:

A unique and attractive Wire Rack for holding display cards of any description on the phonograph, with three large printed Language Lessons (14 × 22) for attractive store displays and demonstrating at entertainments.

Apply to the Following Jobbers of I. C. S. Outfits

PORTLAND, ME., W. H. Rose & Son
LOWELL, MASS., Thomas Wardell
BOSTON, MASS., Eastern Talking Machine Co.
BOSTON, MASS., C. Hayens & Co.
BOSTON, MASS., John C. Cress & Sundry Co.
NEW HAVEN, CONN., Farnie-Bilenberger Co.
PROVIDENCE, R. I., Murray, Blanchard, Young & Co.
KINGSTON, N. Y., Forsyth & Davis
SYRACUSE, N. Y., W. D. Andrews
NEW YORK CITY, Blackman Talking Machine Co.
NEW YORK CITY, I. Davega, Jr.
NEW YORK CITY, Douglas & Co.
NEW YORK CITY, Jacot Music Box Co.
NEW YORK CITY, John Wanamaker
NEWARK, N. J., The Edisonia Co.
PLAINFIELD, N. J., F. L. C. Martin Automobile Co.
PHILADELPHIA, PA., Wells Phonograph Co.
EASTON, PA., William Werner
BUFFALO, N. Y., P. A. Powers
ROCHESTER, N. Y., Talking Machine Co.
COLUMBUS, OHIO, Jerry E. Whitsit Co.
CLEVELAND, OHIO, The Stone Tobee
CHICAGO, ILL., O. J. Lyons
CHICAGO, ILL., Jaded I. Lyons
MILWAUKEE, WIS., Kolesel Bros.
MINNEAPOLIS, MINN., Thos. C. Hough
OMAHA, NEB., Rehrig & Otis Co.
OMAHA, NEB., Sherman & Clay Sons Music Co.
ST. LOUIS, MO., The Dunlop Co.
TORONTO, CAN., E. S. Williams & Sons Co.
SAN FRANCISCO, CAL., Peter Bacigalupi
SINETEEN STORES, The Ray Co.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. II. NEW YORK, MAY, 1904. No. 3.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 933 MARKET STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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NATIONAL PHONOGRAPH CO. EXHIBIT AT ST. LOUIS.

The exhibit of the National Phonograph Co. at the Louisiana Purchase Exposition, at St. Louis, will be one of purely Edison products. Nothing will be shown that was not made at the factory of the Company, Orange, N. J. It will be thoroughly representative of the Company's output. Even the booth itself was made at the Edison factory. The exhibit will be located in Block 74, Space 178, in the Liberal Arts Building. It will be very attractive. The backboard will be white enamel with gold trimmings and plate glass doors. On either side there will be a pyramid of Edison Gold Moulded Records, each surmounted by a number of highly polished Phonograph horns. At the foot of the backboard the different types of Phonographs will be artistically arranged. Some of these machines will be made very attractive by being gold plated, nickel plated and highly decorated. A large Concert Phonograph will stand in the center and be used for exhibiting the Records.

A most interesting feature of the exhibit will be the first public display of the new Edison Business Phonograph. The various types will be shown, and all interested will be given an opportunity of learning with what ease the Phonograph may be used for dictation purposes.

The exhibit will be in charge of Frank E. Madison. For the first two months he will have the assistance of C. L. Hibbard, who will have especial charge of the Business Phonograph. Edison Jobbers and Dealers who may visit St. Louis are invited to call and make the acquaintance of Mr. Madison and Mr. Hibbard. It is expected that some of the officials of the Company or department heads will be at the booth at different times during the summer.

THE ADVANCE LIST OF JUNE RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR JUNE, 1904

RECORDS listed below will be ready for shipment as near June 1st as possible, at which time Jobbers' stock orders, if placed prior to May 15th, will be shipped. June Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8699 Ramona (Indian Intermezzo) Edison Military Band
8700 All Aboard for Dreamland Byron G. Harlan
Harry Von Tilzer's new "Summer" waltz song hit with orchestra accompaniment.
8701 Evening Chimes (with Chimes) Mendelssohn Mixed Quartette
8702 Awakening of Spring (Romanze) Edison Symphony Orchestra
8703 The Ghost That Never Walked Bob Roberts
Comic song from "Puff, Puff, Pouf" with orchestra accompaniment.
8704 Rube Haskins' Trip on His Airship Len Spencer and Parke Hunter
Flying over Ireland, Germany, Turkey, Port Arthur, the Philippines and return to America.
8705 My Little Love-Bird Harry MacDonough
Descriptive love song from "The Girl from Kay's" with orchestra accompaniment.
8706 Medley of Southern Patriotic Airs Edison Military Band
Introducing "Dixie," "The Bonnie Blue Flag" and "Old Folks at Home."
8707 The Goo-Goo Man Arthur Collins
Comic song hit from "The Isle of Spice" with orchestra accompaniment.
8708 Old Jim's Christmas Hymn Campbell and Harrison
Introducing "Rock of Ages," tenor and baritone duet with chimes and orchestra accompaniment.
8709 Du Du Liebs Mir Im Herzen (or The Wearin' of the Green) Edward M. Favor
Comic descriptive Irish song with orchestra accompaniment.
8710 Slavery Days (Plantation Series No. 1) Edison Male Quintette
Descriptive singing and talking selection.
8711 Beauty's Cunning (Gavotte) Edison Symphony Orchestra
From the opera "May Queen."
8712 Down on the Brandywine Collins and Harlan
Coon love song wale duet with orchestra accompaniment.
8713 The Prettiest Little Song of All (Schottische) Albert Benzler
Bell solo with orchestra accompaniment.
8714 Then and Now James F. Harrison
Sentimental song with orchestra accompaniment.
8715 Listen to the Mocking Bird Miss Morgan and Mr. Stanley
Contralto and bazzo duet of Septimus Winner's famous old song with orchestra accompaniment.
8716 On the Wings of Love Francelli and Lewis
Soprano and baritone duet with orchestra accompaniment.
8717 Noisy Bill (Characteristic March) Edison Military Band
8718 It's the Band Byron G. Harlan
A spirited march song with orchestra accompaniment.
8719 For de Lawdy Sakes Feed My Dog Arthur Collins
Coon song with orchestra accompaniment.
8720 I Love You All the Time Harry MacDonough
Descriptive love song with orchestra accompaniment.
8721 The Mule Song (Characteristic) Collins and Harlan
Descriptive mule duet with orchestra accompaniment.
8722 Meet Me in St. Louis, Louis ("Meet Me at the Fair") Billy Murray
Waltz song with orchestra accompaniment.
8723 Good Bye Fedora Medley Edison Military Band
Introducing "Good Bye, Fedora," "On a Good old Trolley Ride," "Nancy Lee, "Cordalia Malone" and "The Men in the Overalls."

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

BICYCLE AND PHONOGRAPH POPULARITY COMPARED.

"The claim is occasionally made that the Phonograph is a fad, as was the bicycle a few years ago," recently said a New Yorker, who has been identified with the talking machine business for years and who is well known to the Eastern trade. "In my opinion there is no similarity between the two, and there is little likelihood of the Phonograph losing its popularity in the way that the bicycle did. In the first place the Phonograph is essentially a device for home amusement and its natural tendency is to keep the family at home and amused. The bicycle, on the contrary, takes one or more members away from the home and furnishes amusement for them only, those remaining behind having no part in their pleasure. The bicycle ceased to be a fad among the wealthy and better classes when they became so cheap that the poor could buy them, and when cycling ceased to be the fad of the fashionable, the many imitators of the latter also gave it up.

"The Phonograph never has been the fad of the wealthy and never will be. Money provides too many other means of gratifying musical tastes. Many wealthy families have Phonographs and enjoy them, but they also have pianos or other musical instruments, and they are constant patrons of the opera and theatre.

"The popularity of the Phonograph is greatest among the masses—people with less means and fewer opportunities for musical gratification. In thousands of homes—and good homes, too—it is the only musical instrument. In many homes that have pianos the Phonograph is the more popular instrument because no skill is required to play it. Then, too, there is always a new interest in the Phonograph due to the never-ending supply of new music. So long as songs and instrumental music continue to be popular, just so long will the Phonograph continue to grow in popularity. And who will care to fix a time when music will cease to be popular?

"For every person who tires of the Phonograph and puts it aside there are a hundred others who will eagerly buy one and enjoy it with even greater zest. The improvements constantly being made in the manufacture of Phonographs and Records are cutting down the number of persons who are tiring of them and are inducing many to take a renewed interest in the machines that they had put aside.

"If I were called upon to make a prediction I should have no hesitancy in declaring my belief that the demand for Phonographs will be greater in the future than it has been up to the present time. I am unable to see how it can be otherwise. Certain it is that there is no similarity between the Phonograph and the bicycle, and the decline of the latter will never be duplicated in the Phonograph."

DEALERS SHOULD HAVE CATALOGUES.

Occasionally we learn of a Dealer in our goods who hasn't a single catalogue in his store. Investigation shows that he is located some distance away from his Jobber and does not order goods frequently enough to keep supplied with catalogues. This is a condition that should not exist. We want every Dealer to have at least a few catalogues and while we are not anxious to send catalogues by mail, we would rather pay postage on a few than have prospective purchasers write that their Dealers cannot give them a catalogue. Dealers away from cities having Jobbers are therefore asked to write us if they cannot otherwise get a few catalogues.

CRITICISM WANTED.

Jobbers receiving sample Records each month will do our Record Department a favor if they write a frank criticism of each list as a whole and singly, stating why they approve certain Records and do not like others. This department especially wants the views of Jobbers concerning the Records they do not think good. No other use will be made of these letters than to furnish information to the Record Department. Candid criticism and suggestion of this kind will be beneficial to the trade.

RECORD SHIPMENTS.

We are continuing to gain on the shipments of new Records each month. The last of the orders for April Records were shipped on April 11. Unless the unexpected happens we will be even nearer the first of the month with May shipments.

HINTS.

To maintain a good, lively interest among your trade, order new records each month. Secure the name of every talking machine user and send him the supplements as issued. Keep up your regular stock; order once a week, at least, and as early in the week as possible. Display the machines and supplies conspicuously—makes new trade.—*From the April Advance List to Dealers of the Penn Phonograph Co.*

AN IMPORTANT DECISION.

An important opinion was, on March 10th, handed down by Judge Van Devanter, of the United States Circuit Court of Appeals for the Eighth Circuit, in the suit brought by the National Phonograph Company against Christopher W. Schlegel and Thomas N. McNevin, doing business at Davenport, Iowa, under the name of Schlegel-McNevin Piano Company, for price cutting. Judge Van Devanter's opinion is concurred in by Judges Sanborn and Thayer of that court. The suit in question was originally decided by Judge McPherson, of the United States District Court for the Southern District of Iowa, who held that our agreement was "one that stifles trade," notwithstanding the fact that the agreement had been sustained in all the Circuit Courts east of the Mississippi. The Circuit Court of Appeals did not agree with this opinion of Judge McPherson's, and in the decision in question they reversed the decree and decided in our favor on all points, entering a decree enjoining defendant from violating our Agreement. We quote from the decision:

"An unconditional or unrestricted sale by the patentee or by a licensee authorized to make such sale, of an article embodying the patented invention or discovery passes the article without the limits of the monopoly and authorizes the buyer to use or sell it without restriction, but to the extent that the sale is subject to any restriction upon the use or future sale the article has not been released from the monopoly but is within its limits and, as against all who have notice of the restriction, is subject to the control of whoever retains the monopoly. This results from the fact that the monopoly is a substantial property right conferred by law as an inducement or stimulus to useful invention and discovery, and that it rests with the owner to say what part of this property he will reserve to himself and what part he will transfer to others, and upon what terms he will make the transfer. Bement v. National Harrow Co., 186 U. S. 70; Victor Talking Machine Co. v. The Fair — C. C. A. —, 123 Fed. 424; Dickerson v. Tinling, 28 C. C. A. 139, 84 Fed. 192; Heaton-Peninsular Button-Fastener Co. v. Eureka Specialty Co., 25 C. C. A. 257, 77 Fed. 288; Cortelyou v. Lowe, 29 C. C. A. 671, 111 Fed. 1005; Edison Phonograph Co. v. Kaufman 105 Fed. 500; Edison Phonograph Co. v. Pike, 116 Fed. 863; Fowle v. Park, 131 U. S. 88; Carst v. Harris, 177 Mass. 72. After mentioning limitations which attach to all property rights under the general law of the land, none of which is applicable to the facts of this case, it is said in Bement v. National Harrow Co., supra pp. 91, 93:

"Notwithstanding these exceptions, the general rule is absolute freedom in the use or sale of rights under the patent laws of the United States. The very object of these laws is monopoly, and the rule is, with few exceptions, that any conditions which are not in their very nature illegal with regard to this kind of property, imposed by the patentee and agreed to by the licensee for the right to manufacture or use or sell the articles, will be upheld by the courts."

"The provision in regard to the price at which the licensee would sell the article manufactured under the license was also an appropriate and reasonable condition. It tended to keep up the price of the implements manufactured and sold, but that was only recognizing the nature of the property dealt in, and providing for its value so far as possible. This the parties were legally entitled to do. The owner of a patented article can, of course, charge such price as he may choose, and the owner of a patent may assign it or sell the right to manufacture and sell the article patented upon the condition that the assignee shall charge a certain amount for such article.

"It was urged in that case that the stipulation respecting the price to be demanded was violative of the act of Congress of July 2, 1890, 26 Stat. 209, upon the subject of trusts and unlawful combinations, but the court held otherwise, saying, p. 92:

"'But that statute does not refer to that kind of restraint of interstate commerce which may arise from the reasonable and legal conditions imposed upon the assignee or licensee of a patent by the owner thereof, restricting the terms upon which the article may be used and the price to be demanded therefor. Such a construction of the act we have no doubt was never contemplated by its framers.'

"The condition against sales to retail dealers who do not sign a similar agreement governing such sales by them was imposed by complainant in the legitimate exercise of its property right in the monopoly and for the purpose of rendering it valuable. The complainant had the same right to require that such an agreement be entered from defendant's vendees that it had to demand it from defendants. Any sale by defendants outside of the terms of the under-license or contract was an invasion of complainant's lawful monopoly.

"The contract which the parties had made and which defendants were violating was a valid one, and upon the allegations of the bill, confessed by defendants and declared by the court to be not collusive, there should have been a decree for complainant."

CALL ROLL BY PHONOGRAPH.

An interesting incident of the meeting of the Society of Old Brooklynites, in Brooklyn on April 30, was the recording by Phonograph of the names of the members present. The Phonograph will be used at the May meeting in calling the roll.

ARE BEAUTIES.

The March Records are beauties, and I think one of the finest lists gotten up since I have been handling Edison goods.

Los Gatos, Cal. Z. J. LeFevre.

DEALERS GET INTO A RUT.

Too many of our Dealers get into a rut in selling Records. There is too much of a tendency to push one or two Records which appeal to the Dealer personally, or to his clerk, or whoever may be in charge of the Record stock. The result is that a demand is created for one or two selections each month at the expense of other selections equally good or better, and after a while the Dealer has accumulated a lot of Records which he calls slow sellers or unsalable Records, while to a very large extent the Dealer himself has created this very difficulty.

As an illustration I will cite the following: About one year ago I was calling upon one of our Jobbers who was waiting upon a retail customer. The customer had just purchased a Record of another make and was playing it on an Edison Phonograph. The Jobber turned to me and said: "Why don't the National Phonograph Company make that?" I looked at the record and found it a selection which we had had in our catalogue for a year or two and told him to hunt up our No. 521. He did so and played it, and his customer immediately bought it. The Jobber remarked to me: "Why, I didn't know that was in the catalogue!" Since then this Jobber has retailed over 100 of this selection alone. (Our 521, "Donau Wiebschen," the record referred to, was brought out by another company and called the Simplicius Waltz.)

Of course we all know that tastes differ, and that some records are naturally more popular than others; but the point is, that the Dealer is too prone to push what he personally likes, while the same amount of effort applied to the entire list would create a demand for many very fine records, which are now neglected. George M. Nisbett.

[Mr. Nisbett is connected with our Chicago office.]

PHONOGRAPH ENTERTAINMENT.

"An Evening with the Phonograph, or Edison's Wonderful Talking Machine," was the title of an entertainment given under the auspices of the Oakland Culture Club, at Chicago, April 6. Mr. and Mrs. George M. Dugan furnished the machines and Records and gave the entertainment. In addition to playing nearly fifty different Records, Mrs. Dugan read a very interesting paper outlining the life of Thomas A. Edison, and Major A. W. Clancy gave a very interesting history of the Phonograph from earliest times to the present. It was a most enjoyable evening and appeared to be thoroughly appreciated by the large audience present.

PRINTED MATTER.

We have had printed a folder giving full information, with illustrations, for the adjustment or repair of Edison Models B, C and D Reproducers and the Edison Recorder. Jobbers and Dealers who find it necessary to have information of this kind are asked to write for a copy of Form No. 553.

It is expected to have a new catalogue of Foreign Records, Form No. 555, ready in May. Until it appears orders for Foreign Record Catalogues will be filled with small quantities of No. 381. The new catalogue will have an attractive cover of brown, light blue and gold. This cover and also that of the Domestic Record Catalogue, Form No. 545, will probably be used for two or more editions.

Dealers who can use to advantage Form No. 535 (folder showing four machines on inside pages) and Form No. 540 (folder on Records), should arrange to get them from their Jobbers. If orders are placed direct with this company, shipping instructions must be given that will make it unnecessary for us to pay transportation charges.

ODDS AND ENDS.

The *Talking Machine News*, of London, England, compliments the Edison Phonograph Monthly by making liberal use of matter found in its columns each month, but it invariably forgets the trifling matter of credit.

The John M. Dean Company, Jobbers at at Providence, R. I., sends a copy of its annual catalogue. A picture of its store appears on the cover, and the most prominent item shown in the picture is one of Edison Phonographs. Two of the sixty-four pages in the catalogue are devoted to the Edison product.

Alfred K. Hobbs, Dealer at Manchester, N. H., announced the receipt of his stock of Edison Records for April with advertisements three columns wide and eight inches deep in two city papers. The advertisements gave the April list in full. The same course was pursued by William Keller, a Dealer at Easton, Pa. As a result of their progressiveness, both do a nice business in Edison goods.

A young lady at Asbury Park writes: "I have an Edison Home Phonograph, and am perfectly delighted with it. After hearing every variety of talking machines am satisfied that no such marvelous results could be obtained by any other than that bearing the name of Thomas A. Edison."

EDISON GOODS CANNOT BE SOLD AT AUCTION.

The circumstances herewith show with what promptness the National Phonograph Company takes action when it learns of the intention of any one, whether he has signed an agreement or not, to sell our goods at cut prices.

Information reached our New York office on April 27th to the effect that at 10.30 A. M. on the following day a lot of Edison Gold Moulded Records and Edison Phonographs would be sold at auction at 2,212 Seventh avenue, New York city. Application was at once made to Judge Lacombe for an order restraining the owners of the goods in question and the auctioneers who were to hold the sale from disposing of the goods at less than retail prices. Judge Lacombe granted the order and it was immediately served, causing a postponement of the sale until the owners of the goods could show that it was their intention to comply with our patent rights.

THE I. C. S. BUILDING AT ST. LOUIS.

The Edison trade who are interested in the subject of language study are cordially invited by the International Correspondence Schools of Scranton, Pa., to visit their handsome building at the Louisiana Purchase Exposition.

A large part of the building will be devoted to the demonstration of the languages, including French, German and Spanish, and an English course for some twelve foreign nations. This latter course opens up a greater field for the Edison Phonograph, and should be of considerable interest to the trade.

The attention of the trade is called to the desirability of using the I. C. S. building for a headquarters, especially if there are any ladies in the visiting party. The second floor is devoted to the comfort of the visitors, and here they may receive their mail, deposit their packages, and the ladies may enjoy the comforts of a special room with attendants.

HEARING NEW RECORDS.

The plan of this company of sending sample Records to Jobbers each month has met with the approval of the entire number, all agreeing that it enables them to place orders with greater discrimination than before. In order that their Dealers may in turn be able to place orders with the same discrimination, a number of Jobbers now fix upon a night and invite their Dealers to call and hear the Records played. This has also resulted in enjoyable evenings for all hands, because of the opportunity of meeting one another and exchanging opinions.

MORE BRITISH RECORDS.

Below are published twenty-eight additional British Records which have not yet been listed for use in the United States and Canada. Orders for any of them, if received by May 15th, will be shipped with June Records. Since the twenty-eight selections published last month and those listed below will appear in the next edition of Foreign Record Catalogues, Form 555, to be ready in May, no special list of British titles will be issued.

12931	I've Got Something to be Thankful for	Leonard Mackay
12932	Fleeting Moments Galop	British Military Band
12933	Brave Dublin Fusiliers	British Military Band
12934	Selection of Scotch Airs	British Military Band
12935	Am I in the Way	Leonard Mackay
12936	I'm the Plumber	Leonard Mackay
12937	Viscount Nelson March	British Military Band
12938	Selection of Popular Songs No. 6	British Military Band
12939	Forget-me-not Intermezzo	British Military Band
12940	Bundle of Mischief	British Military Band
12941	Hot Stuff Cake Walk	British Military Band
12942	Selection from Belle of New York No. 2	British Military Band
12943	If I were King of England	Albert Whelan
12944	The Coster Serenade	Albert Whelan
12945	Here, There and Everywhere	British Military Band
12946	Selection from Patience	H. M. Grenadier Guards' Band
12947	What I Have I'll Hold	Leonard Mackay
12948	The Passing of England	British Military Band
12949	Overture to Massanella	H. M. Grenadier Guards' Band
12950	Has Anyone Been Asking for Me	Leonard Mackay
12951	Yo Ho Little Girls (from A Country Girl)	Leonard Mackay
12952	Kelvin Grove	Thomas Reid
12953	My Pin from Pinafore	Leonard Mackay
12954	La Reine de Saba	British Military Band
12955	Selection of Irish Airs	British Military Band
12956	Valse Bleue	British Military Band
12957	Always in Jail	Albert Whelan
12958	It's a Harvel 'ow 'e do it but 'e do	Albert Whelan

RECORD PLAYING BY TELEPHONE.

"I have been reading the articles about playing Records over the telephone," writes Harry Harmon, of Afton, Ia. "I have the long distance 'phone in the store, and on Sundays, and some other days, we have a concert. I have had a dozen or more towns on the line at the same time, and part of the towns had most of the patrons of their local switchboard on. We played to towns north, south, east and west, all at the same time. Some of the towns were over 100 miles away. They could hear every word distinctly. The way I work it is to put a thirty-inch brass horn on the machine and another one, about twenty-four inches, on the 'phone, with the small end in the transmitter to the telephone, leaving about sixteen inches space between the horns. It seems to me that every order of Records I get is better than the last one."

THE PHONOGRAM.

Beginning with July, we will republish *The Phonogram*. It will *not* take the place of the EDISON PHONOGRAPH MONTHLY, which is printed for trade use only, nor will it affect the printing of the Monthly Record Supplements. It will be issued for *retail trade use only*. Its subscription price to the public per year will be Twenty Cents; single copies, two cents. It will be the same size as before, 3¾ x 6½ inches, 16 pages, and will go in a No. 6¾ envelope. It will weigh less than one ounce per copy. It will be neatly printed on smooth paper.

Each issue will contain a list of new Records for the month and "Comments" on the same, taken from the PHONOGRAPH MONTHLY. Another regular feature will be half-tone pictures of the "talent" making our Records. Special features from time to time will be articles on the care and operation of Phonographs, on making Records at home, on special lists of Records, references to Records of unusual merit, the words of a selection occasionally, and matters of general interest.

In a word, we hope to make it a publication that will assist in the sale of goods. It will interest the man who does not own a Phonograph and induce the Phonograph owner to continue to buy Records. No advertising of any kind will be accepted for it.

The Phonogram will be supplied to the trade at the rate of $2.50 per 1,000, or 25 cents per 100, Blank Postage Extra.

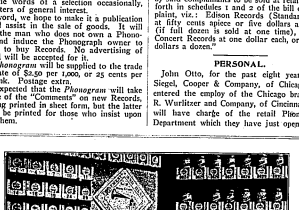
It is expected that the *Phonogram* will take the place of the "Comments" on new Records, now being printed in sheet form, but the latter will still be printed for those who insist upon having them.

ANOTHER INJUNCTION AGAINST SWITKY.

In addition to the injunction recently granted, enjoining David Switky, of New York city, doing business as the Bronx Phonograph Company and the Central Phonograph Company, from selling Edison Phonographs at cut prices or with obliterated serial numbers, a second injunction has just been granted by Judge Lacombe, of the Circuit Court of the United States for the Southern District of New York, enjoining Switky "from directly or indirectly using or causing to be used, selling or causing to be sold, or advertising to sell any apparatus, articles or devices embodying or constructed or operating in accordance with the inventions and improvements set forth and claimed in said letters patent Nos. 382,462, 382,418 and 414,761 or either of them, at prices lower than those at which they are authorized by said complainants to be sold at retail, as set forth in schedules 1 and 2 of the bill of complaint, viz.: Edison Records (Standard size) at fifty cents apiece or five dollars a dozen, (if full dozen is sold at one time), Edison Concert Records at one dollar each, or twelve dollars a dozen."

PERSONAL.

John Otto, for the past eight years with Siegel, Cooper & Company, of Chicago, has entered the employ of the Chicago branch of R. Wurlitzer and Company, of Cincinnati, and will have charge of the retail Phonograph Department which they have just opened.



MR. RAPKE'S PRINTED NUMBERS.

The above cut shows how Victor H. Rapke, of 1661 Second avenue, New York, arranges his stock of Edison Gold Moulded Records, using the new numbers that he has just had printed for trade use. We regard Mr. Rapke's enterprise as of benefit to the entire trade, and for this reason are printing in these columns what seems like advertising. The illustration shows how easily the numbers may be read and how readily missing Records may be determined.

COMMENTS ON JUNE RECORDS.

Of excellent variety and unusual merit is the list of Edison Gold Moulded Records for June. The list comprises the customary twenty-five and an analysis of them shows the following: Four band Records, two orchestra, one bell solo, ten vocal solos, five vocal duets, one quartette, one quintette and one talking. Every Record, too, is representative of the progressive methods used by the Record Department of the National Phonograph Company. Most of the selections were made at the new Record plant in New York city. The following comments will give a scarcely adequate idea of the excellence of each:

No. 8609. "Ramona" (Indian intermezzo), by the Edison Military Band, is a composition by Lee Johnson, of San Francisco, which is widely known on the Pacific Coast and is rapidly growing in popularity in the East. It is being played by the more prominent bands. The music is intended to be of an Indian character. The Record is unique, and at the same time pleasing.

No. 8700, "All Aboard for Dreamland" is Harry Von Tilzer's new summer waltz song hit. It is sung by Byron G. Harlan, with orchestra accompaniment. The words were written by Andrew B. Sterling, and are suggestive of a Sunday outing in summer. Mr. Harlan gaskes the Record in good style.

No. 8701, "Evening Chimes," is a most attractive Cremaning Record by the Mendelssohn Mixed Quintette. The voices of the singers blend most perfectly and the ringing of chimes is a pleasing feature. The music of this selection was written by L. O. Emerson.

No. 8702. "The Awakening of Spring" (romanze), is a fine Record of Bach's beautiful composition. The Record is made by the Edison Symphony Orchestra in a most artistic manner. The work of the violin is especially good.

No. 8703. "The Ghost That Never Walked," is a comic song now being featured in "Piff, Paff, Pouf." It is sung by Bob Roberts, with orchestra accompaniment. The "Ghost That Never Walked" is that creature of theatrical life who fails to make his appearance on salary day. The words of this song are by William Jerome and the music by Jean Schwartz. Mr. Roberts' good voice and distinct articulation make this a good Record.

No. 8704, "Rube Haskins' Trip on His Airship," is another of Len Spencer's clever talking Records in which he is assisted by Parke Hunter, as *Ezra*. The Record is a two-and-a-half-minute trip around the world by the airship, passing over Ireland, Germany, Turkey, Port Arthur, the Philippines, and over the Rocky Mountains back home. The whistling of the wind which might naturally accompany so rapid a trip is distinctly heard. *Rube Haskins* has funny things to say about each country passed over and *Ezra* enlivens the trip with his whistling. This Record is an excellent addition to the Haskins' series.

No. 8705, "My Little Love-Bird," is a descriptive love song as sung by Hattie Williams in "The Girl from Kays." It is a song of the dove to his mate. The Record is made by Harry MacDonough with orchestra accompaniment, and is a good one in every respect, fully up to Mr. MacDonough's usual standard. The words and music of this selection were written by Maurice J. Stonehill.

No. 8706, "Medley of Southern Patriotic Airs," is a Record made in compliance with a request from some Southern admirers of the Phonograph that we should list something instrumental of a distinctly Southern character. We believe that this Record will meet the approval of our friends. It introduces "Dixie," "The Bonny Blue Flag," and "The Old Folks at Home." The Edison Military Band does the playing in a very satisfactory manner.

No. 8707, "The Goo Goo Man," is a song hit from the musical extravaganza, "The Isle of Spice." It is admirably sung by Arthur Collins, with instrumental accompaniment, the latter being very attractive. The music of this song was written by Paul Schindler and the words by Ben Jerome.

No. 8708, "Old Jim's Christmas Time," is a title that was most popular in the days of the wax Records, but which was not re-made by the new process. It is now being made over in the best possible manner. It is a Record that cannot fail to be popular, and it will be one of those Records that will continue popular for years. It is made as a tenor and baritone duet by Campbell and Harlan. It introduces "Rock of Ages," the playing of chimes, and has an orchestra accompaniment. The work of these two artists is delightful. William B. Gray wrote both the words and music of this almost classic selection.

No. 8709. "Du Du Liebs mir im Herzen" ("The Words of the Green"), is a comic and yet clever mixture of Irish and Dutch dialect and singing. The title itself furnishes some idea of how funny the Record may be. It is excellently sung by Edward M. Favor with orchestra accompaniment. This composition is the work of Heelan and Helf.

No. 8710, "Slavery Days," is the first of a plantation series by the Edison Male Quartette. The series will comprise three Records, which together will tell an interesting story of slavery life in the South, although each Record will be complete in itself. No. 1 opens with a scene on a river wharf, with a steamboat about to leave. The darkies are singing "Down in Florida" as the boat is being loaded. The cry "All Ashore" is given when a slave overseer discovers that one of his slaves is missing. He threatens vengeance, when the lad appears, stating that he did not intend running away. The overseer starts to make good his threat when Uncle Jasper interferes on behalf of the boy and discharges the overseer. The slaves are given a holiday and the Record closes with their singing "Carve dat 'Possum."

Nos. 2 and 3 of the series will be given in later months.

No. 8711, "Beauty's Cunning," is a gavotte by Czibulka from the opera, "May Queen." It is played by the Edison Symphony Orchestra and is a delightful Record. The music is sweet and delicate and the instruments blend perfectly, the playing of the string instruments being particularly good.

No. 8712, "Down on the Brandywine," is a Record in which Collins and Harlan have produced some splendid duet effects. It is a coon slave song, reminding one forcibly of the plantation melodies of the South. The accompaniment is by the orchestra. Many will pronounce this Record one of the best on the June list. The words of this song were written by Vincent Bryon and the music by J. B. Mullen.

No. 8713, "The Prettiest Song of All" (schottische), is a bell solo played by Albert Benzler, with orchestra accompaniment. Bells always make attractive Records, but this number is even better than the average. It will be a popular Record.

No. 8714, "Then and Now," is the first solo Record made for the Edison Phonograph by James F. Harrison. Mr. Harrison sang in a duet with Mr. Campbell in the May list, and his fine baritone voice was greatly admired. This solo Record by Mr. Harrison cannot fail to enhance the good impression made a month ago. His singing has the usual orchestra accompaniment. Theo. Tocchen is the writer of the words and music of this song.

No. 8715, "Listen to the Mocking Bird," is beyond question one of the most beautiful Records ever listed by this company. It is a contralto and tenor duet by Miss Morgan and Mr. Stanley, with orchestra accompaniment. Their delightful rendition of Septimus Winner's famous old song will be alike pleasing to the older ones who are familiar with it and the younger generation who have heard little of it.

No. 8716, "On the Wings of Love," is a soprano and baritone duet with orchestra accompaniment, which introduces new singers in Elma Francelli and Thomas Lewis. Their singing is quite unlike anything before put out by this company, and we predict a favorable reception for their effort. The words of this selection were written by Harry T. O'Brien and the music by H. O. Wheeler.

No. 8717, "Noisy Bill," is a characteristic march written by F. H. Losey, composer of the "Waldmere March," listed some time ago. It is well played by the Edison Military Band. Its unique character will make it popular.

No. 8718, "It's the Band," is a military march song, sung in a spirited manner by Byron G. Harlan with orchestra accompaniment. "It's the Band" that makes the soldier boys fight and die for their country. The words are by Andrew B. Sterling and the music by Max Hoffmann.

No. 8719, "For de Lovely Sakes, Feed My Dog," is Arthur Collins' coon contribution for the month. This song is a coon's plea to have his dog fed even though he goes hungry and thirsty himself. It is sung with orchestra accompaniment. The song is the work of Hughie Canon.

No. 8720, "I Love You All the Time," is a Record of the song sung with such success by Bessie Wynne in "The Wizard of Oz." This Record is admirably made by Harry MacDonough, with orchestra accompaniment. Will Anderson wrote the words and music.

No. 8721, "The Mule Song" (characteristic), is another clever descriptive male duet by Collins and Harlan. The feature of the Record is the dialogue between two coons. This song is the work of Robert Adams.

No. 8722, "Meet Me in St. Louis, Louis" ("Meet Me at the Fair"), is a waltz song with a swing that will carry it to popularity. It is well sung by Billy Murray, and has an orchestra accompaniment. The words are by Andrew B. Sterling and the music by Kerry Mills.

No. 8723, "Good-Bye Fedora Medley," is a continuation of our successful series of medleys. This number introduces "Good-Bye Fedora," "On a Good Old Trolley Ride," "Cordalia Malone," and "The Man in the Overalls." It is played by the Edison Military Band.

IMPORTANT NOTICE.

PRECAUTIONS THAT SHOULD BE TAKEN BY BUYER OR CONSIGNEE WHEN RECEIVING GOODS:

First. Before you give a receipt to a transportation company see that all the packages are in good order.

Second. If not in good order, state that fact (with particulars) on the receipt you give and take a duplicate.

Third. Goods that are crated and the contents of which can be easily looked over should be examined before receipt is given. If close examination cannot then be made, the right of later examination should be reserved. This also refers to goods shipped loose.

Fourth. All contents should be examined immediately and any damage should be reported at once to the transportation company, and claim made against it. *This should be done promptly by you, as all goods are shipped at buyers' risk.*

AN EDITOR'S KIND WORD.

The editor of the *Labelle* (Mo.) *Star* recently bought an Edison Phonograph and this is how he referred to the matter in the issue of April 8th:

The *Star* family is enjoying the evenings by listening to music from noted bands and musicians. This treat is due to the presence of an Edison Phonograph, purchased from L. G. Lamb, local agent. We do not think a better investment can be made than the purchasing of one of these wonderful machines. It adds to the pleasure of the home life and will keep your children at home at night, to say nothing of the pleasure we old people get out of the investment.

WHAT THE TRADE SAYS.

We are pleased to note the great increase of orders for Edison Records, not only for the new Records as they are issued each month but for the regular stock as well. Many Dealers who were selling the competitive record at twenty-five cents report their sales decreasing in that line and that their customers are expressing their choice for Edison Records. We hope those who are not already experiencing this change in the desires of the public may soon have that pleasure.—*May Advance List to Dealers of the Penn Phonograph Co., Philadelphia.*

Poor records make you apologize for the results. If you have an up-to-date Edison Phonograph and use Edison Gold Moulded Records, you can be proud of the results. *April Advance List of the Blackman Talking Machine Company, New York.*

Your article in April MONTHLY in regard to Dealers handling other than Edison goods just strikes me about right. While I am now in the business as a Dealer, I have had about six years' experience as a user of different records, and since I have become a Dealer I am more convinced than ever that Edison goods are far superior to any other, and then the people you sell to are of a better class.
Sidney, O. H. O. WILES.

On Saturday nights I fix up my store and have a Phonograph concert. I play three or four Records and then I quote them prices on goods and give them a little talk on common topics. Also in the summer time on Sunday evenings I take a Phonograph to my house and put it on the porch and start it going. It is not long before I have a crowd of seventy-five to a hundred, and I think that is good for a small country village.
Ellsworth, N. Y. E. L. DILLON.

Your methods of doing business are a continual source of pleasure and we often, when discussing the question of protecting the trade in connection with various other lines of goods we handle, point with pride to the methods of the National Phonograph Company and the Eastman Kodak Company. Gentlemen, you are doing the right thing, and the letters from various Dealers, published in the MONTHLY, evidence the fact that they appreciate the great amount of time and money you are expending annually to protect our mutual interests.
Jamestown, N. D. PICARD & MOSS.

Edison Records, like the Bank of England, are first with the intelligent public.
Prescott, Ont. THOS. COATES.

Your method of selling goods is the right one, as every Dealer knows just where he is at. I do not think it a good plan to sell the cheap records, and for my part will handle none but Edison goods. I have invited some of the cheap machine advocates to bring in their machines and records and play them. When they were through I put up an Edison Home and gave them some real music. I have not found one person but what says the Edison is so much ahead of any other that there can be no comparison.
Frankfort, Mich. F. D. STELZER.

We will stand by Edison Phonographs and Records, and maintain prices with pleasure. Why not? The National Phonograph Company turns out (and always have) the best goods in the talking machine line in the world. Their plans of business as to maintaining prices and the quality of their output cannot help but be admired by the intelligent public.
Norwalk, Ohio. THE C. F. JACKSON CO.

The Edison Gold Moulded Record is without a competitor when it comes to good music. Keep up the good work and I for one will try and dispose of all I can. I have never yet had a dissatisfied customer, as I handle no other make.
Hazelton, Pa. T. L. THOMAS.

Your card of the 21st inst., referring ——— to me, is at hand, and I have written him, giving as references a Home and a Standard Phonograph owner at that place, the latter outfit having been sold by me. I thank you for this favor, which, it is almost needless to say, is one of the features that encourage further the extension of the very best efforts to place Edison goods, the best on the market, from every standpoint, wherever a talking machine or records are sought. One of my Edison patrons, with a ——— phone, ordered two of the new twenty-five cent records from Chicago and received but one of them. He expressed himself as thankful that the other did not come. He says: "Edison's are good enough for me, and I want that other title in one of them."
Sandoval, Ill. C. A. DODDS.

The following is an extract from a letter from S. S. Sollee & Co., Dealers at Savannah, Ga., dated April 17, 1901: "The February and March Records have added new fame to the Edison Records, for no one could ask for better results, especially with regard to unmistakable improvement in tone."

How is this for an advertisement? I am agent for the Edison Phonograph, and I took this means to show the merit of Edison goods: I took an Edison Triumph Phonograph, with a good selection of Edison Gold Moulded Records and gave a free entertainment on the City Hall lawn. The consequence was that the next day I sold one Edison Standard and two Edison Gems, with five dozen Records. My machine could be heard for four blocks around. I think this is a very good scheme for my brother agents to adopt.
New Iberia, La. W. L. BROUSSARD.

The other day a lady wanted me to call at her house and bring some Records. When I got there she told me that she had a dozen

of ——— records, but that she left them in a cold room and about all of them cracked. She asked me if the Edison Records would do the same. She bought a dozen of me. I saw her a week later, and she said they were as good as when she got them. She said she would always buy the Edison Records hereafter. I sell no other kind of record but the Edison, and I think that is the best way to get trade.
Nichewaug, Mass. BERT G. SMITH.

The March Records are simply elegant. We are enclosing you a few of our advertisements in the State daily papers for our concert which we hold each month when we receive the Records. This has proven to be the best scheme for selling Records which we have ever had. Our store is large enough to hold 175 people, comfortably seated, and we have only had one night during the concerts when every seat in the house was not full, as well as standing room. One evening when the cold wind was blowing perhaps sixty miles an hour, our crowd only numbered forty persons. This all goes to show that the people of Lincoln appreciate Records which are sustained by their reputation and that are made with the clearness of tone that the Edison have.
H. E. SIBLEY CYCLE CO.
Lincoln, Neb.

I don't know what to think of any dealer who cuts the price on Edison Gold Moulded Records. They are worth double the price asked for them. I sold a man two dozen Edison Records yesterday that has been buying the cheap records, and he said that he would not give ten cents apiece for any more of the latter. I think the Salt River will be full of the cheap records before very long. I will never keep any Records but the Edison Gold Moulded Records and the Edison Phonograph. I would rather go out of business than sell other records and talking machines.
W. H. DYER,
Frederick, Md.

Your Gold Moulded Records for March, which I received a week ago, are certainly the finest that have ever come to this county, and I must congratulate you on your efforts in keeping the Edison in the lead. I don't handle cheap records simply for the reason that I want to give my customers their money's worth, and have no time for trash.
Crescent City, Cal. PEYER DUFFY.

We are more than ever delighted with the Edison Records, and sincerely trust that you will not reduce the price. They are worth fifty cents now and for all time to come.—WILLIAM H. KELLER, Easton, Pa.

"Hurrah for Edison Gold Moulded Records! Best in the world—either flat or cylinder makes."—E. N. WHITFORD, Great Cacapon, W. Va.

AFTER GERMAN INFRINGERS.

The National Phonograph Company has been prosecuting in Germany infringers of the Edison patents in duplicating Edison Gold Moulded Records. It has already obtained some excellent decisions against individuals who have been copying its Records. The company published the following warning in the March 23d issue of the PHONOGRAPHISCHE ZEITSCHRIFT, published at Berlin, Germany:

WARNING.

The National Phonograph Company, hearing that worthless records are being sold in Germany and elsewhere under the appearance of genuine Edison Records, beg to bring the following warning before all concerned:

In English Courts of Justice certain persons have, within recent date, been condemned to severe punishments and have had to pay heavy costs for duplicating Edison Records and selling their duplicates.

Further, in Germany, has been lately decided against the defendant that the latter had no right to place Edison Records on the market, with the exception of those manufactured and sold by the National Phonograph Company, and at the same time a fine of Mk 500 was decided upon for each contravention of this decision.

We beg that any one, hearing of violation of our rights, will bring this to our notice.
NATIONAL PHONOGRAPH CO.
24-25, Suedufer, Berlin.
G. Croydon Marks, Representative of Thos. A. Edison for Europe.

A UNIQUE ADVERTISEMENT.

L. R. Porter advertised the April list in the Bolivar (Mass.) *Daily Enterprise* on April 16th, in this unique manner:

THE COLORED MAJOR IN THE BREAK OF THE NIGHT, ONE SINGING IN THE RAIN, SOMEBODY'S A DEAR KIND KING by UNCLE TOM'S CABIN, THE ROBIN AND THE WREN singing I'VE GOT A FEELING FOR YOU as together IN A BUTSHELL, while the GEORGIA MINSTRELS down ZANZIBAR WAY, SWEETHEART MARCH, YE and the LAND WHERE THE NIGHTINGALES SING, ZANZIBAR the MAN BEHIND, MR. BLACK MAN come DOWN FROM THE BIG FIG TREE just as KING CARNIVAL passed by, to the tune of DIXIE LAND, with HIS COAT OF MANY COLORS holding a BUNCH OF VIOLETS which all remind us that MARCH you know are ALWAYS BEHIND LIKE AN OLD COW'S TAIL, and even the BELL and the BIRDS OF SPRING as they marched to the HOLY GRAIL cried IF I WERE ONLY YOU!

LANGUAGE COURSE DEMONSTRATION.

Yesterday afternoon a unique and delightful exhibition of the use of the Phonograph as an instructor was given at the Brooklyn Navy Yard in Building No. 23. Mr. Kelsey, who is the head of the department of phonography at A. D. Matthews' Sons, was in charge of the exhibition. A number of officers of the yard attended the exhibition, and appeared very much interested.

Professor Aol, who has been demonstrating the workings of the language phonograph at A. D. Matthews' Sons, for the past week, explained in a clear and comprehensive manner just how the instruction was accomplished.—*Brooklyn Citizen*, April 14th.

KEEPING RECORD STOCKS.

"I notice an article in your MONTHLY in reference to keeping stock," writes John P. Dougherty, Dealer at Chester, Pa. "I have found the best manner to be as follows:

"Have shelf boxes made about three inches wide, and twelve inches long, and three inches deep, so as to allow about two inches of second boxes to stand clear for easy handling. The Records will then stand above the boxes and show themselves, thus acting as an advertisement and relieving the monotony usually caused by a large number of box fronts. Then take the Numerical Catalogue and with a crayon marking-pencil mark the first box with the first four numbers and so on through catalogue, allowing four numbers to each box. I take it for granted, of course, that every man handling Records has shelving made for this purpose, twelve inches deep and five inches in the clear, to admit these stock boxes. Should any of your readers wish to try this system without incurring any expense for boxes, I am only too happy to inform them that every lady's furnishing store, where corsets are sold, throw out every week enough corset boxes of the exact size needed for Records, to supply all the dealers in the country, and will be only to glad to save them for any person who will take them out of their way.

"Another excellent thing in connection with this system is the ease with which orders can be made out. The Dealer never has to consult his catalogue numbers, being on his box-fronts he can tell from his empties. Where he has several of a popular number he keeps one in his "memorandum" balance in an extra box or boxes, labelled 'Any Rags,' etc."

Do not think you have much to fear from the cheap records as several of our customers who purchased them at first have turned in their entire lot. Our sales last week were one hundred and sixty-three Edisons against eight of the others—pretty near 16 to 1. Have noticed several methods of keeping Records. By ours, no matter how large the stock, you can have it on the machine the instant called for. We use the twelve-peg spindle box. Have these placed on slanting shelves all around the room at the right height to be handy. Keep each class of Record by itself; have one shelf for songs, one for band, one for instrumental solos, etc. We then arrange them in alphabetical order. For instance, some one asks for "Any Rags" song. We go to the shelf containing songs and find the Record in box A. In duets we label one box comic, one rube, one sentimental, and so on. We have found this the quickest and best way for you know right where the Record is and have no cotton to unwrap.

South Bend, Ind. MUSICAL SUPPLY CO.

A JOBBER'S APPROVAL.

We can hardly find words to express our appreciation and approval of your article in the current issue of the EDISON PHONOGRAPH MONTHLY, relative to Edison Dealers handling the cheap records. We wish every Dealer would read it carefully. If they would we are sure they would see the common sense of your argument. We have done all in our power to present good, plain arguments to the Dealer in favor of the Edison Record against the twenty-five-cent article, and in many instances we have been able to restrain the Dealer from handling the cheap product. During this week we have had several dealers express their pleasure at not having put in a stock of the cheap records and have thanked us for our advice. From interviews with a number of dealers in the past two days we know that they are doing all they can to induce the old and new trade to purchase Edison Records. We believe it is only a matter of time, and a short time at that, until the Dealers will handle only your Records. We hope the present prices will be maintained.

PENN PHONOGRAPH CO.,
Philadelphia.

FROM TRADE ADVERTISEMENTS.

Following are some phrases from a half-page advertisement by Thomas Warded in the Lowell (Mass.) *Sunday Telegram*, of April 17th:

We have sold 1,000 Edison Phonographs in Lowell. Do you want any better proof of their superiority?

Talking Machines. No Pins to Change. No Scratches.

Edison Gold Moulded Records are in a Class by Themselves. They are much less brittle, and are never Harsh and Scratchy like cheap records.

Edison Records are Real Records. Edison Records played on an Edison Phonograph represent perfection.

An advertisement by L. R. Porter, of Brockton, Mass., in the Brockton *Daily Enterprise* of April 23d, contains the following:

If you want the Best talking machine in the world, buy this one, the Home. If you want the Best Records in the world, buy this kind, the Edison. (Cuts of an Edison Home Phonograph and an Edison Record accompanied these phrases.)

BETTER THAN AN AUTOMATIC BANJO.

Lowman & Hanford, Dealers at Seattle, Wash., send the following interesting incident:

A man came in our Phonograph Department and asked if we knew where he would be able to obtain an automatic banjo. He said he was very fond of banjo music, but played very little. We told him we did not think one was obtainable in the city, and asked him if he had heard any of the new banjo records on the Phonograph. He said he had not heard a Phonograph for two years. We put on the machine Record No. 8618, "Razzle Dazzle," banjo solo, and he was so pleased with the results that he did not look further for the automatic banjo, but bought a Home Phonograph with a $10 horn and two dozen Records.

A MONTANA DEALER'S EXPERIENCE.

I received the EDISON PHONOGRAPH MONTHLY in this morning's mail, and I have read it from title page to back cover. I note where you state that many Dealers say that they could not continue in business if they didn't handle the Edison Phonograph. This is my case exactly. Without the Edison Phonographs and Gold Moulded Records I would have discontinued handling talking machines long ago. I do a great deal of canvassing all over Montana, and one day I carry a Phonograph, the next day a ——— phone. At many of the houses that I called at to exhibit the ——— phone, I had one of the ——— machines, and when I stated that the price of same was $20 the people would say: "Oh, I saw that very same ——— phone advertisement in the ——— (some cheap monthly paper, published in the East), and the advertisement stated that if I would sell some bluing or soap, and forward the amount of $3.60, I could have the ——— phone and a three-song record, etc." I beg to state that when I take along the $20 Edison Phonograph I am never told that it can be had for selling soap, bluing or peanuts.

CHARLES S. MAGUIRE.
Walkerville City, Mont.

SUSPENDED LIST, MAY 1, 1904.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

BOULDER—BENTLEY & CRAIG.

KANSAS.

CLAY CENTRE—E. M. GOWENLOCK.
LAWRENCE—BELL BROS.

MAINE.

*BIDDEFORD—W. H. FIELD.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street.
E. O. MOSHER, 420 Essex street.
MALDEN—A. T. FULLER.
*NANTUCKET—ARTHUR M. TAYLOR.
NEW BEDFORD—H. B. DEWOLFE.
WOBURN—OSBORN GILLETTE, or THE BOLTON JEWELRY COMPANY, L. F. MALONEY, Manager.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW HAMPSHIRE.

NASHUA—F. A. McMASTER & CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 450 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN; also New York City.
PATERSON—CHAS. H. KELLY, 25 N. Main st.
PLAINFIELD—S. W. FRUCHT, or R. FRUCHT; also New York City.
ELSTON N. LEONARD.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

*Added since April 1, 1904.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
HORART—F. H. MARSHALL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
BRONX PHONOGRAPH CO., or DAVID SWITKY, 506 Willis Avenue.
CENTRAL PHONOGRAPH CO., 160 E. 42d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., or 6 Cortlandt st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
N. HORN, 148 E. 58th street.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 124 Fulton street.
S. LEMBURG & CO., 193 Broadway.
J. McELLYNNE, 202 Broadway.
RICHMOND PEARL, 41 W. 125d st.
F. M. PRESCOTT, 44 Broad street.
SARATOGA—W. J. TOTTEN.
SARATOGA SPRINGS—MARVIN A. COTE.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
UHRICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

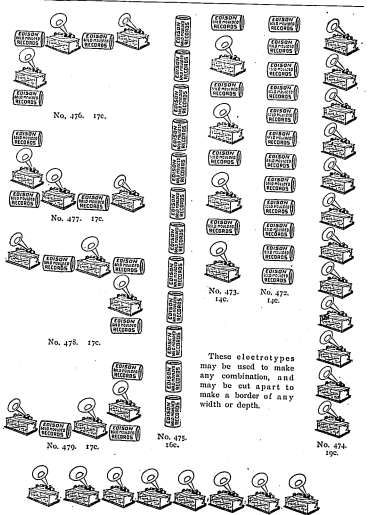
PHILADELPHIA—A. R. CASSIDY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Wascher streets; also New York City.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

WISCONSIN.

MILWAUKEE—J. C. BLATZEK.



These electrotypes may be used to make any combination, and may be cut apart to make a border of any width or depth.

NEW BORDER ELECTROTYPES.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Kay Co., 1904 Second avenue.
Mobile—The Kay Co., 14 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 933 Market street.

COLORADO.

Denver—Denver Dry Goods Co., 6th 16th street.

CONNECTICUT.

Middletown—Cauldlen & Post Co., 406-408 Main street.
New Haven—Fuchs-Hilsenberger Co., 1253 Dixwell ave.

ILLINOIS.

Chicago—Kelley Cigar Co., 80-82 Wabash avenue.
James I. Lyons, 23 Fifth avenue.
The Kay Co., 92 Washington street.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 144 Madison street.
The Vim Co., 88 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Peoria—Peoria Phonograph Co., 102 Bridge street.

INDIANA.

Indianapolis—Craig Jay Co., 234 Massachusetts ave.
Kipp Bros. Co., 37 S. Meridian street.
Wahl-Gasnich Co., 122 S. Illinois street.
Lafayette—Wahl-Gasnich Co., 304 Main street.

IOWA.

Des Moines—The Vim Co., 702 West Walnut street.
Fort Dodge—Early Wood & Hosier, 822 Central ave.

KENTUCKY.

Louisville—The Kay Co., 640 Fourth street.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Fire Alarm Co., 614 Gravier street.
The Kay Co., 121 Camp street.

MAINE.

Bangor—S. J. Crosby Co., 188 Exchange street.
Portland—W. H. Rose & Son, 507 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Machine Co., 127 Tremont street.
Oliver Ditson Co., 359 Tremont street.
Iver Johnson Sporting Goods Co., 169 Washington street.
Read & Read, 398 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—King Music Co., 170 Merrimac street.
Thomas Wardell, 151 Central street.
Worcester—Iver Johnson Sporting Goods Co., 364 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 229 Woodward avenue.
The Kay Co., 168 Griswold street.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 234 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Kay Co., 1021 Grand avenue.
St. Louis—Conroy Co., 1112 Olive street.
The Kay Co., 923 Olive street.

NEBRASKA.

Lincoln—H. H. Sidles Cycle Co., 1317 O street.
Omaha—H. E. Fredrickson, 1502-1510 Capitol avenue.
Nebraska Cycle Co., 1518 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 205 Washington street.
Newark—A. G. Post, New and Halsey streets.
H. J. Koehler Sporting Goods Co., 845 Broad street.
Paterson—James K. O'Dea, 117 Ellison street.
Plainfield—Frank L. C. Martin Auto. Co., 820 Park avenue.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 324 Fulton street.
Price Phonograph Co., 1256 Broadway.
Buffalo—H. A. Powers, 649 Main street.
Talking Machine Co., 172 Main street.
Gloversville—Eureka Phonograph Co., 99 W. Fulton street.
Kingston—Forsyth & Davis, 20 Wall street.
New York City—Bettini Phonograph Co., 82 Chambers street.
Blackman Talking Machine Co., 19 Chatham street.
J. F. Blackman & Son, 1674 3d avenue.
I. Davega, Jr., 891 Third avenue.
S. H. Davega, Jr. E. 14th street.
Douglas & Co., 83 Chambers street.
The Gerard Co., 1107 Broadway.
Harry Jackson, 49 Bowery.
Jacot Music Box Co., 35 Union Square.
Victor H. Kohler, 666 Second avenue.
Rosenfeld Mfg Co., 187 Hudson st.
Siegel-Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 4th street.
Rochester—A. J. Deninger, 297 North street.
Eclipse Photo. Co., 6 E. Co. 100 State street.
Hosley, Arnold & Co., 76-78 Clinton avenue.
Schenectady—A. Rickerd, 412 State street.
Syracuse—W. D. Andrews, 106 E. Fayette street.
Troy—James Lucey, 2392-94 Fulton street.
Utica—Clark-Horrocks Co., 54 Genesee street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 25 W. 6th street.
The Kay Co., 139 West 4th street.
Wahl-Gasnich Co., 27 W. 5th street.
Cleveland—The Kay Co., 1814-16 Euclid avenue.
Columbus—Percy B. Whitehead, 61 High street.
Dayton—Nicholas & Dorbe, 31 E. 4th street.
East Liverpool—Smith & Phillips Music Co.
Toledo—Hayes Music Co., 608 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Braun, 900 Federal street.
Allentown—G. C. Aschbach, 139 Hamilton street.
Easton—William Werner, 401 Northampton street.
Philadelphia—C. J. Heppe & Son, 1300 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 19 S. 9th street.
John Wanamaker.
Wells Phonograph Co., 41 N. 9th street
Western Electric Co., 232-233 Market street.
H. A. Weymann & Son, 923 Market street.
Pittsburg—Theo. P. Daniel Co., Inc., 433 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Kleber & Bro., 201 Fifth avenue.
C. C. Mellor Co., 309 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 829 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 189-191 Westminster street.
J. A. Foster Co., Weybosset and Dorrance streets.
Household Furniture Co., 231-237 Weybosset street.
Murray, Blanchard, Young & Co., 26-30 Pine street.
A. T. Scantergood & Co., 106-110 N. Main street.

TENNESSEE.

Memphis—The Kay Co., Lyceum Building, 2nd and Jefferson streets.
Nashville—The Kay Co., 30 The Arcade.

TEXAS.

Dallas—C. B. Harris, A&M., 247 Main street.

VIRGINIA.

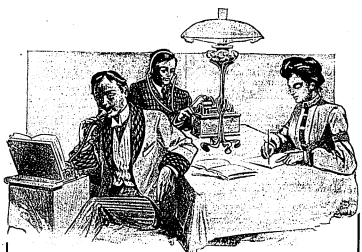
Richmond—The Kay Co., 709 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 173 2d street.

CANADA.

Toronto—S. S. Williams & Sons Co., Limited, 143 Yonge street.



WE HELP INTRODUCE

Double Service in the Homes

An Offer in the Edison Trade

DOUBLE SERVICE—Pleasure and Profit—Amusement and Language Study—Are you able to demonstrate the Edison Phonograph for both uses?

We want to coach you on the Language Proposition. There is nothing out of your pocket to learn a good talking point for the Edison Phonograph. And you might just as well handle your part of the thousands of I. C. S. Language Outfits that are sold every year.

REMEMBER; Edison Dealers are the only merchants who handle our Outfits, and they are protected by regular National Phonograph Company Agreements. Edison Jobbers in every part of the World carry our Outfits in stock and can fill your orders.

Write Us Today for Advice and Literature.

LANGUAGE DEPARTMENT

International Correspondence Schools

SCRANTON, PENNA.

EDISON

Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

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The National Phonograph Co., ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 316 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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SIXTY DAYS' NOTICE.

Orange, N. J., May 16, 1904.

Gentlemen:—Please take notice that 60 days from this date or thereafter, we purpose making changes in our price list, terms, discounts, conditions of sale and agreement.

Pending changes in question, we suggest that you use great care in placing your orders, and we especially caution you not to stock up with any style of Records, as the changes in question will, we believe, create radically different but entirely favorable trade conditions.

Kindly acknowledge receipt of this notice on appended form.

W. E. GILMORE
President.

The above is a copy of a notice sent on the date given to every Jobber and Dealer in Edison goods in the United States and Canada. Per the time being it simply means that we are carrying out a provision of our Agreement that requires us to give sixty days' notice before we can make any change in the prices of our goods or in the conditions under which they are sold.

Except that it will "create radically different but entirely favorable trade conditions," no statement can be made at present. Until July 16th at least the prices of Edison Gold Moulded Records will be 50 cents each or $5.00 per dozen; and all other goods must be sold at existing prices. Price cutting will be as vigorously prosecuted as though the above notice had never been issued and the trade must continue to conform to all the stipulations of the agreement now in force.

We fully realize the depressing effect that this notice will have upon our trade until the new conditions go into effect, but we have no hesitancy in declaring our belief that the business done by all who handle the Edison pro-

(Continued on page 3.)

THE ADVANCE LIST OF JULY RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR JULY, 1904

RECORDS listed below will be ready for shipment as near July 1st as possible, at which time Jobbers' stock orders, if placed prior to June 15th, will be shipped. July Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8724 The Japs' Tattoo — *Characteristic Japanese war march.* — Edison Military Band
8725 Starry Night for a Ramble — *Popular waltz song with solo, duet and quartette chorus and orchestra accompaniment.* — Edison Male Quartette
8726 The St. Louis Rag — *Characteristic banjo solo with orchestra accompaniment.* — Vess L. Ossman
8727 My Kangaroo — *Contralto and basso duet with orchestra accompaniment.* — Miss Morgan and Mr. Stanley
8728 The Man with the Ladder and the Hose — *(Dedicated to the Fire Heroes of the country) descriptive song with orchestra accompaniment.* — W. H. Thompson
8729 Invitation to the Waltz (v. Weber) — Edison Symphony Orchestra
8730 Oysters and Clams — *Descriptive huckster song with orchestra accompaniment.* — Arthur Collins
8731 An Interrupted Courtship on the Elevated Railway (Leander and Lulu) — Campbell and Roberts
8732 Polly Prim March, by the composer of "The Colored Major" March — *Xylophone solo with orchestra accompaniment.* — Albert Benzler
8733 Just a Gleam of Heaven in Her Eyes — *Charles K. Harris' latest sentimental ballad with orchestra accompaniment.* — Byron G. Harlan
8734 My Old New Hampshire Home — *Descriptive tenor and baritone duet with orchestra accompaniment.* — Campbell and Harrison
8735 Sylvia (Scherzo) — *Piccolo solo with orchestra accompaniment.* — Frank S. Mazziotta
8736 Two Rubes at the Vaudeville — *Descriptive selection, introducing a scene at a vaudeville theatre, with Miss Daisy Bonlats, xero-comic artist, and orchestra.* — Harlan and Stanley
8737 Hannah — *Coon song with orchestra accompaniment.* — Billy Murray
8738 Encouragement Overture — Edison Symphony Orchestra
8739 Dream of Youth — *Violin and flute duet.* — Eugene A. Jaudas and Eugene C. Rose
8740 American Student's Waltzes — *(Recorded at a slow tempo for dancing) Introducing the college songs "My Love at the Window," "Dear Eveline," "The Spanish Guitar" and "Climbing, Climbing, Climbing."* — Edison Military Band
8741 Everywhere — *Comic male duet with orchestra accompaniment.* — Collins and Harlan
8742 A Bit o' Blarney — *An Irish intermezzo and two-step.* — Edison Concert Band
8743 Here's Your Hat, What's Your Hurry — *Coon song with orchestra accompaniment.* — Bob Roberts
8744 The Old Cabin Home (Plantation Series No. 2) — *Descriptive singing and talking selection.* — Edison Male Quintette
8745 Kryl's Favorite — *Cornet solo with orchestra accompaniment.* — Bohumir Kryl
8746 There's Nobody Just Like You — *Sentimental song with orchestra accompaniment.* — Harry MacDonough
8747 Where the Mocking Birds were Singing — *Sentimental song with orchestra accompaniment.* — James F. Harrison
8748 Down on the Brandywine Medley — *Introducing "Down on the Brandywine," "Meet Me in St. Louis, Louis," "My Little Love Bird," "The Goo-Goo Man," "Good Bye, My Lady Love" and "The Irish, The Irish."* — Edison Military Band

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

duct will thereafter exceed their most sanguine expectations. Whatever loss may be occasioned by a quiet summer will be more than compensated for by a busy fall and winter. Jobbers and Dealers will do well to keep their stock of Records as low as possible during the next six weeks and at the same time to make arrangements to order and carry a larger stock than ever when the new conditions are announced.

No matter what changes may be made in prices or other conditions, there will be no change in the policy of this company in protecting the trade and prosecuting price-cutters.

Dealers who have overlooked the matter of signing the form, acknowledging receipt of our sixty days' notice, are urged to sign and return at once. It will benefit both them and us.

Every Edison Phonograph and every Edison Record and Blank is sold by the NATIONAL PHONOGRAPH COMPANY under restrictions as to the persons to whom and the prices at which such Phonographs, Records and Blanks are to be sold, and as to the removal or change in whole or in part of the serial numbers on such Phonographs. Any violation of such restrictions terminates the, license to use and vend such Phonographs, Records and Blanks implied from the sale thereof, and any subsequent use or sale of such Phonographs, Records or Blanks is an infringement of the Edison Patents.

NOTICE TO JOBBERS.

In having sub Dealers sign agreement from now until July 16th, Jobbers should change the clause "subject to change on 60 days notice" to "subject to change on or after July 16th." This phrase occurs twice on each copy.

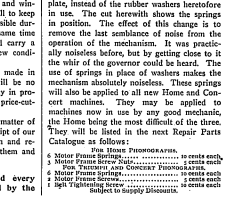
As an evidence that Edison goods were still in demand, one of our Jobbers recently pointed out that his business with us in the year ending March 1st was $13,000 more than in the previous year; in fact, nearly double. We replied that, while his percentage of increase was high, every Jobber making an effort to push our goods made a handsome increase during the same year. Where increases were not shown the falling off was due to special causes.

AN IMPORTANT IMPROVEMENT.

In every Edison Triumph Phonograph now being shipped from our factory, springs are being used to hold the motor frame to the top plate, instead of the rubber washers heretofore in use. The cut herewith shows the springs in position. The effect of this change is to remove the last semblance of noise from the operation of the mechanism. It was practically noiseless before, but by getting close to it the whir of the governor could be heard. The use of springs in place of washers makes the mechanism absolutely noiseless. These springs will also be applied to all new Home and Concert machines. They may be applied to machines now in use by any good mechanic, the Home being the most difficult of the three. They will be listed in the next Repair Parts Catalogue as follows:

FOR HOME PHONOGRAPHS.

6 Motor Frame Springs..... 10 cents each
3 Motor Frame Screw Nuts..... 5 cents each
FOR CONCERT AND STANDARD PHONOGRAPHS.
6 Motor Frame Springs..... 10 cents each
2 Motor Frame Screws..... 5 cents each
1 Belt Tightening Screw..... 10 cents each
Subject to supply Discounts.



A set of these springs were recently sent to the owner of an Edison Phonograph at Elm Creek, Neb. He acknowledged their receipt as follows:

"The suspension springs arrived this morning and I put them in. 'Twas only a few moments work, and the result—Well! All I can say that I haven't felt so pleased in a long time over anything as with that *simple* cure and I want to congratulate you over your success. I consider this an improvement equal to the Model C and D Reproducer or Moulded Record. There is very little more to be desired in a machine at present, so far as I can see. I also want to thank you for your courtesy in ordering these springs sent me. Again I congratulate you."

REMOVAL.

Peter Bacigalupi, Jobber at San Francisco, has moved from 933 Market street to the five story building at 764-788 Mission street.

INSTALLING A RECORD PLANT IN MEXICO.

The National Phonograph Company has just completed the installation of a Record plant at la Calle de Colon, No. 7, opposite the American Consulate, Mexico City, and have begun taking selections of Mexican vocal and instrumental music, executed by the highest class talent in the country. The Mexican repertoire will include all the popular national airs, as well as the favorite selections from zarzuelas, etc., sung by the most prominent artists.

The Master Records will be taken at the plant established in Mexico City. These will then be forwarded to the Edison Laboratory, at Orange, N. J., to be moulded by the well known Edison Gold Moulded process. George J. Werner, one of the Record experts at the Edison Laboratory, has been sent to Mexico to superintend the work.

The interests of the National Phonograph Company are represented in Mexico by Ralph Cabañas, who is well known among the English speaking residents of that city. Mr. Cabañas returned to Mexico some two months ago, and has been attending to the necessary preliminary arrangements in connection with the Record plant, as well as other details of the company's business in that country.

A BRITISH COLUMBIA ENTHUSIAST.

Captain John Thompson, a pilot living at Victoria, B. C., finds much pleasure in his leisure hours in running his Edison Home Phonograph. He writes that since he bought it two and a half years ago he has owned 520 Records and has 300 on hand now. He has about 200 of the old style wax records, which he uses to make records when he desires to amuse his friends. "The outfit has cost me over $200," he says, "and I must say that I have the loudest, finest and in every way the best Phonograph outfit in this city. Everybody says so that has heard it." He keeps his Records in a specially designed cabinet, built in his dining room and secured to the wall. This has two tiers of five drawers each at the bottom, with two tiers of four drawers each and one of three drawers above them, making twenty-one drawers. Each drawer holds a dozen Records. His Phonograph stands on another special cabinet, ornamented with paintings from his own brush and having a locker and shelf upon which to place a drawer of Records while playing them. His outfit includes five reproducers and two recorders.

THE WHOLE WORLD ITS FIELD.

We are glad to advise the trade that the suits which were brought by the Columbia Phonograph Company against the National Phonograph Company and two of its Dealers in Washington, D. C., and Baltimore, Md., in 1901, for violating the territory to which the Columbia Company claimed to have exclusive rights, have been discontinued, and the injunctions which heretofore have prevented the National Phonograph Company from operating directly in that territory are no longer in force.

By this action there is now no place in the entire world where this Company cannot establish Jobbers and Dealers to whom goods can be supplied direct from Orange, and without danger of any possible legal complications.

TESTIMONIAL TO MR. BANTA.

A testimonial entertainment and reception in remembrance of the late Frank P. Banta was given in Lyric Hall, Sixth avenue, New York City, on Wednesday night, May 10th. Mr. Banta was well known to owners of Edison Phonographs as a pianist of unusual ability. He was very popular with his Record making associates, many of whom took part in the entertainment.

GREGORIAN MASS SUNG INTO PHONOGRAPH.

ROME, April 30.—At the request of the Pope, the singing of the Gregorian mass in St. Peter's on the occasion of the centenary of St. Gregory, which was executed by a chorus of 1,500 voices, has been perpetuated for the use and instruction of the churches outside of Rome. Arrangements were made with a Phonograph Company to take the Records of the most important parts of the execution and a special meeting of all the singers was held in the church to-day following the celebration. The making of the Records was perfectly successful and soon lovers of church music all over the world will be able to listen to the most perfect execution of Gregorian music.—*Chicago Record-Herald.*

PRINTED MATTER.

A small edition has been printed of a supplement showing the British selections listed in the April and May issues of the PHONOGRAPH MONTHLY. It is Form No. 570 and limited quantities can be supplied to the trade.

THE NEW PHONOGRAM.

The first issue of the new PHONOGRAM, which will appear about July 1st, will have an edition of from 80,000 to 100,000. Orders for about 75,000 have already been placed by Jobbers, all of whom are enthusiastic concerning its re-issue. All have agreed to pay the charge of $2.50 per thousand for them. In order that the cost may not be burdensome to any one, Jobbers are urged to make a similar charge for such quantities as are ordered by their Dealers. We cannot insist upon this charge being made to Dealers, but Jobbers will consult their own welfare by declining from the start to furnish them without charge.

It is hoped to make the PHONOGRAM a useful assistant in selling Phonographs and Records. Every owner of an Edison Phonograph is more or less of an enthusiast. He is always eager to know about the new Records each month. He is ever anxious to be informed about the improvements being made in Edison Phonographs and in the processes for making Edison Gold Moulded Records. He is keen for news from the Edison Laboratory and concerning Mr. Edison's work. This interest in all things Edison made the old *Phonogram* much sought for all over the country. The new PHONOGRAM will endeavor to make itself even more in demand.

A feature that is expected to aid much in popularizing the new PHONOGRAM will be the publication each month of half-tone pictures of one or two of the talent who make Edison Records. We daily receive letters from Dealers and Phonograph owners, asking for pictures of the talent. We are so certain of the demand for the PHONOGRAM on account of these pictures that a considerable extra quantity will be printed each month to supply orders not on file.

Information will be given in the PHONOGRAPH MONTHLY next month as to the way Dealers may secure small quantities by mail.

SHAVED OR UNSHAVED?

Jobbers and direct Dealers, in ordering blanks, should be careful to specify whether they are to be shaved or unshaved. The absence of this information either causes delay in shipment, by making it necessary to write for particulars, or wrong goods are shipped. The latter necessitates extra transportation charges, which must be borne by the parties who order the goods.

WANTED—ARTICLES ON BEST METHODS OF SELLING EDISON GOODS.

The friends of the PHONOGRAPH MONTHLY cannot do us a greater favor than to send in for publication articles on the best methods of selling Edison Phonographs and Records. These will be published with or without credit as the writers may desire. We prefer always to give full credit, but will withhold names when so requested. Articles of this kind will be of much assistance to all Edison Dealers. Nor can they be detrimental to the business of the writer, for no one can affect his business except other Dealers in his own city, and they can easily find out in other ways how they sell goods.

PHONOGRAPH IS PASTOR AND CHOIR.

In the lecture room of the Hudson City branch of the Young Men's Christian Association, in Central avenue, Jersey City, a Phonograph conducted religious services yesterday afternoon.

Promptly at 4 o'clock Dr. Henry A. Heath started the machine, and a voice called out: "We'll sing 'Wonderful Words of Life.'" There was a slight pause and then from the Phonograph a voice sang the well known gospel hymn, following with, "Some Time We'll Understand."

"What is your favorite hymn?" asked the machine in a matter of fact way.

"Saved by Grace," replied a young man in the congregation, and then all hands sang it with a will.

"Mr. Lewis Steck," said the Phonograph, as soon as the last strains had died away, "will lead in prayer." Then a new Record was set in motion and the words of a prayer, which had been spoken by Mr. Steck during the week, fell upon the ears of the congregation. Every head was reverently bowed.

Scriptural verses were recited by the Phonograph, and several hymns by W. S. Weedon, an evangelist, were sung. Several Gospel hymns, which had been sung to Records by the late John R. Sweeny seven years ago, were also reproduced. Mr. Sweeny has been dead five years.

The Phonograph asked three questions, which were answered by persons in the congregation, and then it sang "My Faith Looks Up to Thee," closing the meeting with a benediction.—*New York Herald, May 9, 1904.*

MAHOGANY CABINETS MADE TO ORDER.

We are now prepared to make to order Phonograph Cabinets and covers (not Record Cabinets) of mahogany to match the mahogany Record Cabinets now in general use. Those interested are asked to write the Sales Department for information.

SPEED INDICATOR FOR TRIUMPH.

We have fitted the Edison Triumph Phonograph with a speed indicator. It is now attached to all machines of this type. It is a simple device, consisting of a pointer attached to the body of the speed adjusting screw. There are three gilt lines marked on the top plate, indicating 120, 144 and 160 revolutions, respectively. The friction bracket and governor are so adjusted that the mandrel makes exactly 160 revolutions when the pointer points to the 160 mark; 144 revolutions when it points to the 144 mark and 120 revolutions when it points to the 120 mark. At the back of the screw is a stop pin which prevents the screw from being turned clear around and there is no chance of the speed being altered. Any one who reads the instructions that our Records are made at 160 revolutions per minute can readily adjust the machine to 160 revolutions.

INFORMATION WANTED.

The editor of the PHONOGRAPH MONTHLY is anxious to own a file of the *Phonogram* published from January, 1890, to May, 1892, and edited by V. H. McKee; also of the *Phonograph*, published September, 1893, by a Mr. Johnston; also of the *Edison Phonographic News*, published at Cincinnati from May, 1894, to April, 1896; also the *Phonograph Record*, published from 1897 to 1900; also a copy of the *Echoes from the Talking Machine World*, issued May, 1900. Any information concerning the above, or of any other talking machine publications, that our readers may be able to send will be appreciated.

STOCK BOOKS FOR THE TRADE.

All agreements signed by Jobbers contain this stipulation:

"Jobbers must keep a record of the serial numbers of all Phonographs sold by them to Dealers and furnish a copy thereof to the National Phonograph Company upon request."

Some two years ago we made up a number of blank books, with printed headings, for the use of Jobbers in keeping such records. They were listed at $1.00 each and many Jobbers bought copies. For some reason they never were included in any catalogue and not a few Jobbers will now learn of them for the first time. These books comprise 150 ruled pages, headed "Phonograph Stock Book," and have special headings, as follows: "From Whom Purchased"; "Received"; "Machine Nos."; "When Sold"; "To Whom Sold"; "Address"; "List or Dealer." They are very convenient books for Jobbers and worth several times their list price, $1.00. Dealers will also find them useful in keeping track of their machines.

RECORD PLAYING BY TELEPHONE IN ENGLAND.

"I notice an article in the PHONOGRAPH MONTHLY for April having reference to playing Records by telephone," writes James H. White, of London, European Sales Manager for this company. "I have also read the various articles on this subject, and think I can give you a story which beats them all regarding the playing of Records over the telephone line.

"We have a customer in Manchester, England, which city is 200 miles from London. This customer frequently calls me up on the telephone to take up various questions in connection with the sale of our goods. While talking with him over the telephone a short time ago, he inquired as to the merits of one of the Records in our British Supplement No. 6, "Cavalleria Rusticana," No. 12854. He stated that if the Record was good he would want a large quantity of them. I happened to have the Record of this selection at hand, and told him to hold the line for a moment and I would let him hear it for himself. I then placed the Record on the Home Phonograph which sits within two feet of my desk 'phone, and, placing the receiver in the horn, started the Record. My factor in Manchester, 200 miles away, listened to the entire selection and stated that he heard every note clearly and distinctly; in fact, he was so pleased with the selection that he gave me an order then and there for 1,000 Records to be included in a large shipment which we already had in hand for him.

"I think this not only demonstrates the efficiency of the long-distance telephone service in England, but it is also a good pointer as to the possibilities of up-to-date Jobbers selling Edison Gold Mounted Records by telephone, and perhaps is an idea that might be adopted with profit by some of your up-to-date and hustling American Jobbers."

"ARE GRAND."

FREDERICK, MD., May 23, 1904.

The new Records for the last three months are grand, and I expect to do a fine business this summer.

W. H. DYER.

EDISON BRANCHES AT BERLIN, PARIS AND BRUSSELS.

The National Phonograph Company has now established Recording plants at Berlin, Paris and Brussels. All of these plants are running successfully and furnishing Records, which are being sold on the Continent and in Great Britain. We have also established a selling office in Berlin, from which we supply German, Austrian, and Russian customers. The capacity of the Berlin plant is almost exclusively devoted to the supplying of Records for German, Austrian and Russian territory. The Paris plant will manufacture Records for sale within the French Republic; the Brussels plant is devoted to turning out Records for Belgium, Holland, and Great Britain. An office is about to be established in Paris to control the sale of Edison Phonographs and Records in France, Spain, and Portugal. One of the most interesting features in connection with the sale of Edison goods in Germany is the fact that the price agreement has recently been put into effect in that country and is working quite as satisfactorily as the agreements now in force in the British Isles. In addition to the above, permanent master-making plants have been established in Berlin, Paris, and Brussels, where our experts are constantly at work making new masters of the best European artistes obtainable. Within a reasonably short time we expect to collect a very large and valuable repertoire of French, German, Spanish, Russian, Austrian, Flemish, Dutch, and other selections.

A SWINDLING GANG BROKEN UP.

Chiefly through the efforts of Victor H. Rapke, a Jobber in Edison goods on Second avenue, New York City, the local police have broken up a gang of men who for some time past have made a business of buying talking machines on the instalment plan, making the first payment thereon and then selling them at almost any price for cash. Mr. Rapke, having heard of the operation of the gang, set out to investigate a sale or two made by one of his branch stores. He soon learned that he had been victimized with the others. He obtained a lot of evidence against the gang, learned that the name of the man who had swindled him was Jack Greenfield and then presented all the facts to the District Attorney's office. He satisfied the assistant given charge of the case that a felony had been committed and detectives were assigned to make arrests. Greenfield was located a few days later and committed to jail to await the action of the Grand Jury. As Mr. Rapke expects to spend the summer abroad, he induced some of the other victims to appear as complainants. The names of Greenfield's accomplices were ascertained and they will be arrested if they return to New York. The New York talking machine deniers feel very grateful to Mr. Rapke for the successful outcome of his efforts as an amateur detective.

Charles A. Miller, Dealer, in New York city, sends copies of a novel advertising leaflet. It is printed in imitation of a street car transfer. It advertises the song "A Good Old Trolley Ride," and announces that Edison Gold Moulded Records of the song may be had at Mr. Miller's store.

WITH US TO THE FINISH.

A Dealer, who asks that his name and city be not published, writes as follows:

The article in the April number referring to Dealers handling different styles of machines and records along with the Edison make, hits the very record that I have been sounding for the past six months. No better illustration can be found anywhere than exists right here. There are three firms in this city which sell cylindrical records. Two of these firms also carry a line of disk goods. At no time will you find more than one Edison machine nor more than three dozen Edison Records in stock at either of these places. They push the other goods. I have been in the Phonograph business about five years. I say Phonograph business for I have never carried in stock any other make machine than the National Phonograph Company's product. This also applies to Records. I carry in stock the Gem, Standard, Home and Triumph machines. I also have the two latter equipped with repeating attachment. I carry from 1,200 to 2,000 Records in stock. I have upward of 100 customers. I have my first machine to sell that has not given the very best satisfaction, in fact, each and everyone thinks that the machine they purchased is the best on earth. As to the Records, they are in a class by themselves. You are not only giving me the best goods that are made and allowing me the largest profit, but you are protecting me against the bargain-counter and the department store, and as long as you do this I am with you to the finish.

THE HOME A WINNER.

Prospects are fine and we expect a fine business a little later. The Home is a winner, and will get home every time.

AINSWORTH MUSIC STORE.

Watertown, So. Dak.

COMMENTS ON JULY RECORDS.

The July list of Edison Gold Moulded Records will be a delight to all interested in the Edison product, whether as a Dealer or a user. The initiated will find in them ample evidence of the monthly improvement being made by our Recording Department. Not only is the quality of the highest character, but the list abounds in variety. Of the twenty-five given, twenty-one are made by different combinations of talent. The only combinations having more than one are the Edison Military Band and the Edison Symphony Orchestra. The proportion of instrumental to vocal is eleven of the former to fourteen of the latter.

No. 8724. "The Japs' Tattoo," is a characteristic Japanese war march by the Edison Military Band. In view of the war in the Far East its issue now is timely. While the music of this composition is distinctly Japanese, it has enough Western musical flavor to make it melodious and tuneful. The composer of this selection is L. P. Laurendeau.

No. 8725. "Starry Night for a Ramble," is a popular waltz song with solo, duet, quartette chorus and orchestra accompaniment. It is made by the Edison Male Quartette. The title of this composition is that of a song well known many years ago and which is here written to new music and to a large extent new words. The chorus will be recognized for its similarity to the old song of the same name.

No. 8726. "The St. Louis Rag," is a composition written by Tom Turbin, and is quite *apropos* of the Exposition. It is played as a banjo solo by Vess L. Ossman with orchestra accompaniment. It is a typical banjo composition and one calculated to bring out the best effects of that instrument. "The St. Louis Rag" is being played by Sousa and other bands throughout the country. It will be one of the popular airs of the summer.

No. 8727, "My Kangaroo," is a remarkably fine contralto and basso duet by Miss Morgan and Mr. Stanley, with orchestra accompaniment. It is composed by Joseph C. Farrell and Charles Kohlman.

No. 8728, "The Man with the Ladder and the Hose," is a tribute to the fire fighting heroes of the country and is dedicated to them by its composer, T. Mayo Geary. It has an air that will make it popular. It is sung with splendid voice by W. H. Thompson and has an orchestra accompaniment.

No. 8729. "Invitation to the Waltz," is a record of von Weber's charming composition. It is splendidly made by the Edison Symphony Orchestra.

No. 8730, "Oysters and Clams," is a descriptive peddler's song that will remind all who hear it of that successful song, "Any Rags." Arthur Collins, whose excellent rendition did much to make the latter a success, also sings "Oysters and Clams." It is sung with orchestra accompaniment. Jack Drisdane is the writer of the words and Theodore Morse the composer of the music.

No. 8731, "An Interrupted Courtship on the Elevated Railway," tells a humorous story of the efforts of *Leander* to propose to *Lulu* on an elevated railway train in New York City. A feature of the Record is the characteristic calling out of the stations by the guard, who, as usual, cannot be understood. This Record is made by Campbell and Roberts.

No. 8732, "Polly Prim March," is an instrumental selection written by S. R. Henry, composer of "The Colored Major March." It is a clever and well written composition and is played as a xylophone solo by Albert Benzler, with orchestra accompaniment. Mr. Benzler ably seconds the work of the composer.

No. 8733, "Just a Gleam of Heaven in Her Eyes," is Charles K. Harris' latest sentimental ballad and is sung in Byron G. Harlan's best manner. The combination of Mr. Harris' music and Mr. Harlan's singing make an unusually attractive sentimental Record.

No. 8734, "My Old New Hampshire Home" will require no introduction to Phonograph users. It is an old friend, but is presented in this Record in a new and attractive form. When listed before it was sung as a tenor solo. It is here given as a tenor and baritone duet by Campbell and Harrison, with orchestra accompaniment. The voices of the singers blend finely and, with the attractive air of the song, make a Record that will meet with universal approval. The words of this song were written by Andrew B. Sterling and the music by Harry Von Tilzer.

No. 8735, "Sylvia," (scherzo) is one of the best piccolo solos by Frank S. Mazziotta that it has ever been our pleasure to get out. It is played with orchestra accompaniment. The composer is Ch. La Thierr.

No. 8736, "Two Rubes at the Vaudeville," is a descriptive selection introducing a scene at a vaudeville theatre. It is made by Harlan and Stanley, with the assistance of Daisy Boubla, a xylo-comic artist, and the orchestra. From a recording standpoint this is one of the most ambitious Records ever made, although it may not so appear to the ordinary listener. The scene opens with two Rubes at the ticket office, asking for seats. They are told that there is standing room only. A ticket speculator induces them to buy two seats "way up front," and they enter the theatre. While they are buying their tickets the orchestra is heard playing on the inside. As the door opens to admit them, the full volume of the orchestra is heard. The seats "way up front" prove to be in the last row. The soubrette on the stage begins to sing the popular song, "Blue Bell." The loud talking of the two Rubes interrupts her until finally she refuses to sing until the noise is stopped. The crowd remonstrates and the Rubes are suppressed for the moment, only to again begin talking when the soubrette continues her song. She then gives it up in disgust, saying that if they are so smart they can sing it themselves. They then take the stage, get the orchestra to play and sing, "Don't Get Weary." The various effects are realistically carried out.

No. 8737, "Hannah," is a popular coon song. It is sung by Billy Murray, with orchestra accompaniment. This composition is the work of Farrell and Frantzen.

No. 8738, "Encouragement Overture," is a delightful selection by the Edison Symphony Orchestra. It was composed by E. Boetger.

No. 8739, "Dream of Youth," is another delightful violin and flute duet. It is played by Eugene A. Jaudas and Eugene C. Rose. The composer of this selection is G. Langer. It is fully as meritorious as any of the violin and flute selections heretofore listed.

No. 8740, "American Students' Waltzes," is a selection by the Edison Military Band. It was formerly listed in wax. It is recorded in slow tempo for dancing in consequence of a general demand for a greater number of dancing Records. This number introduces the college songs, "My Love at the Window," "Dear Evaline," Spanish Guitar" and "Climbing, Climbing, Climbing." The composer is Jean M. Missued.

No. 8741, "Everywhere," is a comic male duet by Collins and Harlan, with orchestra accompaniment. The words and music are by Farrell and Frantzen. This song is just being issued by its publishers and our Record will be practically its first introduction to the American public. "Everywhere" is a song of the same character as "Oh! Didn't He Ramble," and will undoubtedly be as popular. The Record gives two verses and three choruses.

No. 8742, "A Bit o' Blarney," is an Irish intermezzo and twostep played by the Edison Concert Band. It was written by J. Fred. Helf. It is an original melody of an Irish character and the Record it is an occasional reminder of well known Irish airs. This Record will appeal strongly to those who are fond of Irish music.

No. 8743. "Here's Your Hat, What's Your Hurry?" is a clever and very funny Record by Bob Roberts. It tells of the hardships that befell a lovesick coon at the hands of his rival.

No. 8744, "The Old Cabin Home," is the second of the series of old plantation scenes. The first was listed in June under the title of "Slavery Days." This second selection is a continuation of the first. The latter closed with a 'possum feast. At the opening of this Record the 'possum feast is in progress and all the darkies are having a merry time. *Uncle Jasper*, however, discovers that his favorite boy, *Ephraim*, has disappeared and is afraid that the boy has run away to escape the vengeance of the overseer. The old man, however, maintains a cheerful appearance and asks the darkies to sing *Mammy's* favorite song, "Come Along, Chillun." They sing and then leave the cabin, their voices dying away in the distance. The old man then gives way to his fears for the safety of his boy. This Record is made by the Edison Male Quintette.

No. 8745, "Kryl Favorite," is a fine cornet solo by Bohumir Kryl, an artist of the first rank. Mr. Kryl is now filling an important engagement at the St. Louis Exposition. This Record is made with orchestra accompaniment Its composer is W. Paris Chambers.

No. 8746, "There's Nobody Just Like You," is a sentimental selection sung by Harry Macdonough, with orchestra accompaniment. It has a pretty air and is splendidly rendered.

No. 8747, "Where the Mocking Birds Were Singing," is a song that has been popularized through the efforts of a New York newspaper. Chimes and the singing of birds are introduced in the song, in a suggestive manner only. This Record is made by James F. Harrison with orchestra accompaniment. Mr. Harrison sings it in superb style. Harry J. Breen wrote the words of this song and T. Mayo Geary the music.

No. 8748, "Down on the Brandywine Medley," is the monthly medley contribution of the Edison Military Band. These medleys have become a strong feature of the usual list from the fact that each of them includes so many different airs. This one is even better than its predecessors in this respect, for it introduces "Down on the Brandywine," "Meet Me in St. Louis, Louis," "My Little Love Bird," "The Goo Goo Man," "Good-Bye, My Lady Love," and "The Irish, the Irish."

APPRECIATES PROTECTION.

Talking about cutting prices, why, I have been in all kinds of business. I am a watchmaker by trade, but that trade don't protect its dealers as the Edison does in cutting prices, for if any one gets my goods from the Jobbers then the Jobber is writing or sending catalogues to your Dick, Tom or Harry all around you, giving them the wholesale prices. When you think you have got a customer and you tell him the price of your goods he will answer: "Oh, I can get them at such a place (perhaps the very place you deal at) for so much. I get their catalogues." Now, such work disheartens any one and makes a dealer afraid to buy. But the Edisons don't deal that way, and I am proud of it. If they did I believe the business would soon go to pot. I handle Edison goods only.

WILLIAM HOBSON.

Vincentown, N. J.

DEALERS SHOULD STIMULATE THE SUMMER TRADE.

Customers buy fewer Records during the summer months because most of them look more for outdoor amusement or go away in the country or to the seashore, and leave their Phonographs at home.

If you want to stimulate your summer Record business, send a new list of Records each month to your customers and explain to them how fine the results are when Records are played in the open air on quiet summer nights. Also explain that the New Edison Gold Moulded Records are not affected by the summer heat, like the old wax Records or the cheap imitation so-called moulded records, but reproduce the music with full volume and brilliancy of quality and tone.—*From the June Order Blank of the Blackman Talking Machine Co.*

KEEPING RECORD STOCKS.

"We have read many articles in the EDISON PHONOGRAPH MONTHLY written by Dealers regarding the way they keep their Records, and as none of their methods (in our opinion) seem to be very convenient, we beg to submit our plan," writes O B. Daspit's Sons, of Houma, La.

"We use light wood boxes, from five to six inches deep, and large enough to hold from four to five dozen Records. We have these boxes lying flat upon a counter, placed next to one another, and place our Records in them, arranged in numerical order, and numbered on the cover of the Record box.

"Any Dealer who has made use of the numerical catalogue knows what little time it requires to find out the title of any Record number. The same applies to the above arrangement of keeping Records.

"A great many Dealers keep all of the band Records together in one box or section of shelving, and all of the songs in another, and so on. The trouble about this arrangement is that when your customer asks for a certain number, before you know what box or section to go to you must first find out the kind of Record, which necessitates looking over the catalogue before you can find the Record, whereas if they were kept in numerical order the Record could be found at once. The above arrangement may be changed from boxes to shelving to suit the Dealer."

ALL FROM ONE MONTH'S LIST.

"As an illustration of the evenness of quality which your Records possess I send you an account of an incident which occurred in my store recently," writes William J. Kilkes, a Dealer at Albany, N. Y.

"A lady customer congratulated me on the politeness with which my clerk used customers, saying: 'She never tries to push any bad records on me. I have just purchased eighteen Records and they are very, very fine.'

"I asked her to let me see what Records they were and upon opening the package I found that she had eighteen Records from the April list. The clerk had simply played the April list through for her in rotation and the customer easily found 'eighteen delightful Records.'"

OTHERS NOT IN THE RACE.

The Records for May are having a good sale. There are none finer than the Edison Records. I have sold none that were not satisfactory and hear nothing but praise for your Machines and Records. All of your agents should maintain prices. There is no cause why the price should be cut. Other makes are not in the race with the Edison.

F. C. DEVALLANT.

Earlville, N. Y.

STANDS BY THE EDISON.

I am still a lover of the Edison Phonographs and Records and your method of doing business. We got some ——— records, as we thought it would be a good plan to show them up beside the Edison. I knew they were not as good, but it is hard to tell a customer the difference. I have nearly all of them yet, but I am not sorry I got them, as I only had to show them to a customer once. Thereafter they stuck to the "old reliable," the Edison. A few days ago the ——— man was here. He wanted to put in a line of ——— machines. He claimed he had the *very best* machine on the market now (something new), and wanted to show it to me. I looked at it and he played it. I gave him the laugh. I set a little Standard beside it and beat him to death. There were several customers standing by, and they all gave him the laugh. A blind man could have told the difference. He was completely done up. He packed up and went his way, but did not leave town until he tried to sell to all the hardware stores, bicycle shops and gun stores, etc., in town. I stand by the Edison, as we stated in our ad the other day, "All others are inferior imitations."

F. J. COLLINGWOOD,
Mgr. Phono. Dept. C. F. Jackson Co.
Norwalk, Ohio.

John J. Doyle, a Jersey City Dealer, relates a funny incident: He sold a customer a dozen Records. At home the latter took them out of the cartons and put them in a peg box. The box was accidentally dropped on the floor. Eleven out of twelve were either broken or cracked. The blue ticket fell out of the good one and in order to identify its title it was placed on the Phonograph. It proved to be No. 7875. "Ain't Dat a Shame?"

G. C. Aschbach, Jobber at Allentown, Pa., sends a neatly gotten up and nicely printed booklet advertising the lines of musical merchandise he carries. It is called "Aschbach Notes." A page is devoted to Edison Phonographs and Edison Gold Moulded Records.

FROM CHILI.

The following letter was received by our Foreign Department from one of its customers in Chili:

For my part, I am more than pleased with the Edison Gold Moulded Records which, with the Home Phonograph and the large brass horn you supplied, give me excellent results.

Last week I gave an exhibition of the Phonograph in the club house here, and the members unanimously confessed that they had never heard anything to equal the Records that you forwarded to me with my Phonograph, and I only regretted that I ordered so few.

THE I. C. S. BUILDING AT ST. LOUIS.

The International Correspondence Schools, of Scranton, Pa., is represented at the Louisiana Purchase Exposition by a handsome building. The structure faces the Plaza in the Model Village, which is one of the most interesting features of the Exposition.

The lower floor of the building is devoted to a public exhibition of the plans and methods of the Schools, with specimens of the work of students. The second floor, furnished with all conveniences and comforts, is used as a post office, reading room, writing room, and, in fact, a rendezvous for I. C. S. students and their friends

A "POETICAL" INVITATION.

New Edison Records arrived to-day
25 Selections for the month of May,
Free Concert to-night from 7 to 9:
Better Records are hard to find,
They're 50c. each, $5 per dozen,
Come, bring your Uncle, Aunt and Cousin.
—*Advertisement of L. B. Porter, 355 Centre St., Porter's Turnout, Brockton, Mass.*

TRADE NOTES.

Douglas & Co., Jobbers, of New York city, are showing a novelty in the way of a waterproof cover for Standard and Home Phonographs and for any style horns. It is made of mackintosh material.

Edgar B. Hyatt, proprietor of the Portland Phonograph Agency, Portland, Oregon, sends a miniature of a revolving table that he uses for displaying Edison Phonographs for his trade. The table in actual use will accommodate one Gem, two Standards, one House, one Triumph and one Concert. The top revolves on a pivot, and the weight at the outer edges is borne by revolving castors placed on the under board. Attached to the latter board is a device for holding a 24 to 48-inch horn in a fixed position and at the proper height for reproducing, although it can be adjusted to any height. By revolving the upper board any style machine can be brought into position before the horn. Underneath the top boards is a shelf upon which to place the covers when removed from the machines. Mr. Hyatt is having printed a quantity of small booklets, giving in detail all the plans, dimensions, descriptions, etc., of this table, and will send a copy to any one interested for twenty-five cents. Even the above brief description will show that Mr. Hyatt has devised a useful and time-saving adjunct to any Phonograph business.

WESTERN FICTION.

Varney Russell, city ticket agent of the Wisconsin Central, is beginning to believe that landlords are as heartless as corporations. No sooner had Mr. Russell had his office at 230 Nicollet avenue fitted up in a sumptuous manner the past week than T. C. Hough rented the balance of what was the Wisconsin Central headquarters at 232 Nicollet for an Edison Phonograph parlor. The partition between the two offices is a thin wooden one, and the melodious tunes can be heard very distinctly in Russell's place of business.

Just as Miss Carrie came tripping into Mr. Russell's office a few days ago for the purpose of buying a railroad ticket a Phonograph next door started up, "Good Morning Carrie," and when she said that she had forgotten to bring her purse with her to pay for her ticket, another tune machine started, "Ain't That a Shame." Miss Carrie thought that some one was putting up a joke on her and left the office in high dudgeon, buying her ticket to Chicago the next day over another line.

While a couple of old gentlemen were sitting on the nice, new bench that Russell has recently placed in his office for the accommodation of prospective customers, one of the vindictive Phonographs began to play "On the Benches in the Park," while another soon commenced "They are Jays From Kansas."

Another man came in, ordered a ticket set aside for him, and while he was explaining that he would be in the next day and pay for it, one of the offending machines began to play, "When You Ain't Got No Money, Then You Needn't Come 'Round." The man never came back for his ticket.

While a well known temperance worker and a minister of the gospel were in the office discussing going to Chicago over the Wisconsin Central line, the Phonographs next door commenced playing with vigor, "We are Drunk and Out Upon a Spree," and "Down Where the Wurtzburger Flows." The good men decided to travel over some other road.

Just as a serious looking gentleman accompanied by three ladies was trying to explain to what point they desired to purchase tickets, a machine began to play "Hiawatha"—and they fled in terror.

When Mr. Russell was trying to telephone to Frank Towne a machine began, "Hello Central, Give Me Heaven"—a most ridiculous place to look for Towne.

When a man asked Russell where he could carry his dog on the train, a machine began "In the Baggage Coach Ahead."

Russell says that the machines have driven $200 worth of business out of his office during the past week, and threatens to bring suit against the Phonograph man.—*From the Evening Tribune, Minneapolis, Minn.*, April 22d, 1904.

In sending this clipping Mr. Hough wrote: "As we didn't take possession of the above place until May 1st you can understand what an impression we made."

MORE EDISON PATENTS SUSTAINED.

The patents granted to Thomas A. Edison which cover the use of sapphire jewels in Phonograph Recorders and Reproducers have been recently sustained by Judge Archbald, who on May 9th at Trenton, New Jersey, granted injunctions in four suits against Louis A. Chipot, of Newark, N. J., restraining him from infringing the claims of said patents.

We print below the injunctions in full.

The defendant Chipot had been infringing these patents by manufacturing jewels similar in shape to those sold by the National Phonograph Company, though of inferior workmanship, and by regrinding or repolishing Edison jewels. Judge Archbald held both of these acts to constitute infringement and enjoined the defendant therefrom. The injunctions read as follows:

INJUNCTION.

UNITED STATES CIRCUIT COURT, DISTRICT OF NEW JERSEY.
EDISON PHONOGRAPH CO., Complainant,
vs.
LOUIS A. CHIPOT, Defendant.

The President of the United States to:

LOUIS A. CHIPOT, and each and every person, firm or corporation connected directly or indirectly with you, and your associates, attorneys, solicitors, clerks, servants, agents and employees, GREETING:

WHEREAS, It has been represented to us, in our Circuit Court of the United States in the District of New Jersey, in a certain cause therein depending wherein National Phonograph Company is complainant, and you the said Louis A. Chipot are defendant, that Letters Patent No. 493,293 and 493,294 were issued to Jon Kruesi on the 14th day of March, 1893, and that Letters Patent No. 493,295 were issued to Jon Kruesi on the 14th day of March, 1893, and that Letters Patent No. 493,296 were issued to Jon Kruesi on the 14th day of March, 1893, and that Letters Patent No.

SUSPENDED LIST, JUNE 1, 1904.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

BOULDER—BENTLEY & CRAIG.

IOWA.

*BURLINGTON—JOHN P. WEISS, 711 Jefferson street.
*SIOUX CITY—HATTENBACH BROS.

INDIANA.

SOUTH BEND—*EUGENE MARSH, 126 Vistula avenue.
*SOUTH BEND BOOK BINDERY, Robert Lobelt, Prop., 203 North Michigan street.

KANSAS.

CLAY CENTRE—E. M. GOWENLOCK.
LAWRENCE—BELL BROS.

MAINE.

BIDDEFORD—W. H. FIELD.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 374 Essex strete, E. O. MOSHER, 400 Essex street.
MALDEN—A. T. FULLER.
NANTUCKET—ARTHUR M. TAYLOR.
NEW BEDFORD—H. B. DeWOLFF.
*SOMERVILLE—E. J. WINCHESTER, 32 Summit avenue.
WOBURN—OSBORN GILLETTE, or THE BOLTON JEWELRY COMPANY, L. F. MALONEY, Manager.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW HAMPSHIRE.

*MANCHESTER—A. E. DUMAS.
NASHUA—F. A. McMASTER & CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 450 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN; also New York City.
*PASSAIC—I. HURWITZ.
PATERSON—CHAS. H. KELLY, 25 N. Main st.

*Added since May 1, 1904.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

PLAINFIELD—S. W. FRUCHT, or R. FRUCHT; also New York City.
ELSTON M. LEONARD.
WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
HOSART—F. H. MARSHALL.
NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
*BERN BEARWALD, 373 West 11th st.
BRONX PHONOGRAPH CO., or DAVID SWITKY, 506 Willis Avenue.
CENTRAL PHONOGRAPH CO., 160 E. 42d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 297 Broad way; also Philadelphia, Pa.
N. HORN, 148 E. 58th street.
R. H. INGERSOLL & BRO., 67 Cortlandt street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. MEYENNE, 202 Broadway.
RICHMOND PEASE, 44 W. 132d st.
P. M. PRESCOTT, 44 Broad street.
*WINTHROP CYCLE CO., 2212 Seventh avenue.
SARATOGA—W. J. TOTTEN.
SARATOGA SPRINGS—MARVIN A. COTE.

OHIO.

CINCINNATI—J. L. ANDEM.
SPRINGFIELD—D. & M. VANDERPOOL.
URBICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Wascher streets; also New York City.
*PENN NOVELTY CO., 15 South 9th street.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

WISCONSIN.

MILWAUKEE—J. C. BLATZEK.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2021 Second avenue.
Mobile—The Ray Co., 54 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 564-566 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 605 16th street.

CONNECTICUT.

Middletown—Cauldron & Post Co., 406-408 Main street.
New Haven—Pardee-Ritenmeyer Co., 193 Orange st.

ILLINOIS.

Chicago—Kelley Cigar Co., 80-82 Wabash avenue.
James I. Lyons, 31 Fifth avenue.
The Ray Co., 90 Washington street.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 179 Madison street.
The Talk-O-Phone Co., 1 Quincy.
Montgomery Ward & Co., 111 Michigan ave.
Peoria—Peoria Phonograph Co., 222 Hedge street.

INDIANA.

Indianapolis—Craig Jay Co., 234 Massachusetts ave.
Kipp Bros. Co., 37 S. Meridian street.
Wulf-Guasch Co., 105 S. Illinois street.
Lafayette—Wulf-Guasch Co., 304 Main street.

IOWA.

Des Moines—The Vim Co., 304 West Walnut street.
Fort Dodge—Early Music House, 820 Central ave.

KENTUCKY.

Louisville—The Ray Co., 620 Fourth street.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Fire Alarm Co., 614 Gravier street.
The Ray Co., 111 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 297 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Machine Co., 127 Tremont street.
Oliver Ditson Co., 159 Tremont street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Reading—Reading Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 197 Main street.
Lowell—Thomas Wardell, 111 Central street.
Worcester—Iver Johnson Sporting Goods Co., 304 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 219 Woodward avenue.
The Ray Co., 168 Griswold street.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 314 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1017-1019 Walnut street.
The Ray Co., 1001 Grand avenue.
St. Louis—Conroy Co., 1212 Olive street.
The Ray Co., 913 Olive street.

NEBRASKA.

Lincoln—H. E. Siddle Cycle Co., 1310 O street.
Omaha—H. E. Prediekson, 1501-1505 Capitol avenue.
Nebraska Cycle Co., 13th and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 605 Washington street.
Newark—A. O. Petit, New and Halsey streets.
Peterson—James K. O'Dea, 172 Ellison street.
Plainfield—F. C. L. Martin Main Co.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

Additions to list since May 1—Giles B. Miller, Rochester, N. Y.
Removals since May 1—Rosenfeld Mfg. Co., New York; Silver Music Co., Lowell; H. J. Koehler Sporting Goods Co., Newark.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
L. D. Mabie, 1266 Fulton street, 394 Fulton street.
Price Phonograph Co., 1359 Broadway.
Buffalo—P. A. Powers, 641 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phonograph Co., 29 W. Fulton street.
Kingston—Forsyth & Co.
New York City—Gastini Phonograph Co., 8 Chambers street.
Blackman Talking Machine Co., 19 Jeekman street.
I. Davega, Jr., & Son, 265 st avenue.
I. Davega, Jr., 62 Third avenue.
S. B. Davega, 32 E. 14th street.
Douglas & Co., 82 Chambers street.
H. S. Gordon, 139 Fifth avenue.
Henry Jaekson, 129 Bowery.
Jaeobs' Band Store, 19-21 Union Square.
Victor H. Kapke, 1 Columbus Circle.
Siegel-Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 4th street.
Rochester—A. J. Deal, 82 North street.
Mackie Piano Co., 74 M. Co., 100 State street.
Giles B. Miller, 63 Main street.
Talking Machine Co., 29 S. Clinton avenue.
Schenectady—Jay A. Rickard & Co., 321 State street.
Syracuse—Empire Phonograph Co., 119 Salina street.
Troy—James Leary, 209-211 Fulton street.
Utica—Clark-Horrocks Co., 74 Genesee street.

OHIO.

Canton—Klein & Heffleman Co., 208 N. Market street.
Cincinnati—The Ray Co., 124 W. 4th street.
The Ray Co., 125 West 5th street.
Wulf-Guasch Co., 42 W. 4th street.
Cleveland—W. J. Roberts, Jr., 854-856 Arcade.
Columbus—B. Willitt Co., 272 S. High street.
Dayton—Stuckey & Lesher, H. St. 431 street.
East Liverpool—Sam Thompson, 1st street.
Toledo—Hayes Music Co., 2nd Cherry street.

PENNSYLVANIA.

Allegheny—Henry Braun, 500 Federal street.
Allentown—Wm. Knauss, 1 North Seventh street.
Easton—William Werner, 20 Northampton street.
Philadelphia—C. J. Heppe & Son, 1217 Chestnut street.
Lit Bros., Market and 6th streets.
Penn Phonograph Co., 32 S. 9th street.
John Wanamaker.
Quaker Phonograph Co., 41 N. 9th street
Western Electric Co., 31-33 Market street.
H. A. Weymann & Son, 913 Market street.
Pittsburg—Thos. Goggel Co., Inc., 419 Wood street.
Kaufmann & Baer, Fifth avenue and Smithfield street.
H. Kleber & Bro., 201 Fifth avenue.
C. C. Mellor Co., 312 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 801 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 180-182 Westminster street.
J. A. Foster Co., Weybosset and Dorrance streets.
Household Furniture Co., 231-237 Weybosset street.
Harvey, Hunnewell, Young & Co., 16-30 Pine street.
A. T. Scattergood & Co., 106-110 N. Main street.

TENNESSEE.

Memphis—The Ray Co., Lyceum Building, and Jefferson streets.
Nashville—The Ray Co., 70 The Arcade.

TEXAS.

Dallas—C. B. Harris, Agt., 307 Main street.

VIRGINIA.

Richmond—The Ray Co., 219 E. Main street.

WISCONSIN.

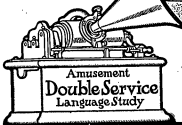
Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—G. S. Williams & Sons Co., Limited, 143 Yonge street.

Welcome to the Edison Trade





World's Fair St. Louis, 1904

YOU cannot miss our prominent building after passing through the main entrance to the Exposition. Here we will check your parcels and give you the best information about reaching the attractions. You may use our reading and writing room; and if there are any ladies in the party, they will appreciate the commodious room provided for their comfort in charge of a competent matron.

One entire wing of the building is devoted to the demonstration of the I. C. S. Language System. Thousands of visitors will be interested in the use of the Edison phonograph for "Double Service"—Amusement and Language Study. These people will question you on the subject when they return from St. Louis, for Edison dealers are the only merchants who can handle I. C. S. Language Outfits.

Important. Order sample demonstrating records for your store **now.** For $1.50 we will send you, express prepaid, three Edison Moulded Language Records with sample textbooks and literature in French, German, and Spanish. Edison jobbers in all parts of the world carry our Outfits in stock and make deliveries for us.

LANGUAGE DEPARTMENT

International Correspondence Schools

SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. II. NEW YORK, JULY, 1904. No. 5.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 582 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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BEGINNING OF NEW CONDITIONS.

NEW YORK, June 16, 1904.

In view of the numerous inquiries received, asking whether stock orders for July Records would be shipped prior to or after changes, referred to in our letter of May 16th, were made, we would advise that July Records will be shipped and invoiced at present prices just as soon after July 1st, as possible.

After changes are made, however, we will allow rebate in the shape of credit memorandum for whatever differences there may be between the present and new price. With this assurance, it is to your interest to place your stock order for July Records at once, so that shipment will not be delayed. Orders for these Records received after June 25th, will be subject to delay.

We would further advise that all orders for any Records placed on or after July 1st, will be subject to rebate, after changes are made, for the difference between present and new price. This arrangement is made in order that you may keep your stock in shape to take care of the increased demand, which is bound to come after changes are made.

Jobbers will please advise their Dealers that they will allow them rebates in the same manner.

Yours very truly,
W. E. GILMORE,
President.

This notice, sent to every Jobber and Dealer in Edison goods, has had a most salutary effect. The sixty days' notice sent out on May 16th, as was anticipated, caused a certain falling off in business, not only with this company but with competing companies as well. We suggested to the trade that they keep their stock low, consequently no orders were placed except for goods that were absolutely needed to keep their stock complete.

When the above notice was sent out on June 16th no decision had been reached concerning new prices, etc., and it was not possible to make any announcement concerning them. The notice, however, was an assurance from this company that it would protect the trade

(Continued on page 3.)

THE ADVANCE LIST OF AUGUST RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR AUGUST, 1904

RECORDS listed below will be ready for shipment as near August 1st as possible, at which time Jobbers' stock orders, if placed prior to July 15th, will be shipped. August Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8749 Dance of the Hours — Edison Concert Band
Ballet music from "La Gioconda."

8750 Good-Bye, Little Girl, Good-Bye ("Par I'm Marching Away to be a Soldier") — W. H. Thompson
The new march song hit with orchestra accompaniment.

8751 Without Your Love, Ah, Let Me Die — Miss Corinne Morgan
Sentimental song with orchestra accompaniment.

8752 Pretty as a Picture — Albert Benzler
Bell solo with orchestra accompaniment.

8753 I Can't Do the Sum — Edison Male Quartette
From "Babes in Toyland." Serio-comic song and chorus with orchestra accompaniment.

8754 Belle of the West (Cornet solo played by John Hazel) — Edison Military Band

8755 I Want to Be a Soldier — Byron G. Harlan
Descriptive song with orchestra accompaniment.

8756 Michael Clancy as a Policeman (Transferred again) — Campbell and Roberts

8757 Katinka (Intermezzo) — Edison Symphony Orchestra

8758 Little Rustic Cottage by the Stream — Harry Anthony
Descriptive song with orchestra accompaniment.

8759 Gone, Gone, Gone — Collins and Harlan
Coon male duet with orchestra accompaniment.

8760 On Jersey Shore March *Arthur Pryor's new march* — Edison Concert Band

8761 Don't You Cry My Honey — Miss Morgan and Mr. Stanley
Coon lullaby, contralto and bazso duet with orchestra accompaniment.

8762 Mississippi Mamie — Harry MacDonough
Coon love song with orchestra accompaniment.

8763 Great Big Chickapoo Chief — Arthur Collins
Coon song with orchestra accompaniment.

8764 Psyche (Scherzetto) — Edison Symphony Orchestra

8765 Alexander — Billy Murray
Coon song with orchestra accompaniment.

8766 Pompernickle's Silver Wedding (Vaudeville specialty) — Len Spencer
German dialect recitation with incidental music by the orchestra.

8767 You're as Welcome as the Flowers in May — Harlan and Stanley
Descriptive tenor and baritone duet with orchestra accompaniment.

8768 Everywhere Medley — Edison Military Band
Introducing, "Everywhere," "The Man with the Ladder and the Hoe," "Starry Night for a Ramble," "My Kangaroo" and "St. Louis Rag."

8769 Minstrel Boy — William Tuson
Clarinet solo, air and variations with orchestra accompaniment.

8770 Two Eyes of Brown — James F. Harrison
Sentimental song with orchestra accompaniment.

8771 When the Coons have a Dreamland of Their Own — Bob Roberts
Coon song with orchestra accompaniment.

8772 Wanderer's Return (Phantasion Series No. 2) — Edison Male Quintette
Descriptive singing and talking selection.

8773 Two Rubes at the Circus — Harlan and Stanley
Descriptive selection introducing the arrival of the two Rubes at the side show, their trip through the menagerie, the ring performance and band, concluding with singing and dancing by the two Rubes in the concert.

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1)

in any changes that might be made, and orders at once begun to come in at a surprising rate and for unusual quantities. First came advance orders for July Records, and then for stock Records. It is evident at this date that a splendid business in Edison goods is anticipated by Jobbers and Dealers and that many of them are getting ready for it by ordering enough goods to make their stock complete. Those Dealers who have not already done so, should look over their shelves and make up orders at once, for even with our present excellent facilities it is going to be difficult for a time to fill all orders at once. Those who get in early are going to get goods first and be ready the first for a demand that is certain to come.

IMPORTANT NOTICE.
To the Trade.

Beginning with the August list of Records, all new selections listed thereafter will have the title number and name of selection moulded in white in the bevelled edge of the Record. They will also be boxed in new style cartons. Beginning July 1st, selections already listed will be changed over to conform with these improvements as rapidly as possible, but as it will take several months to complete these changes on the entire list, and as it will be impossible for us to inform you what particular selections will be changed over from time to time, we will be compelled, and reserve the right, to fill any and all orders received in the meantime with Records both of the old and new styles marking, and boxed both in old and new style cartons.

Yours very truly,

C. H. WILSON.

Manager of Sales.

New York, June 28, 1904.

MR. HARLAN TAKES A WIFE.

Byron G. Harlan, so well known to tens of thousands of owners of Edison Phonographs, and whose picture appears in the July issue of the new *Phonogram*, was married on June 22 to Miss Ethel Van Horn, daughter of Mr. and Mrs. Harry Van Horn, of Flemington, N. J. The wedding took place at the Chelsea Hotel, New York city. The Rev. Dr. John F. Carson, of the Central Presbyterian church, Brooklyn, performed the ceremony. Only immediate relatives were present. Mr. and Mrs. Harlan spent their honeymoon at Point Independence, Mass. They will live in Orange, N. J.

SHOULD BE EASIER TO FILL ORDERS QUICKLY.

We recently sent a circular letter to a large number of persons who during several years past had asked us for catalogues of various kinds. Many interesting facts were gleaned from the hundreds of replies received from this letter. Of special interest to everyone selling Edison goods was the complaint of numerous writers from the rural districts that they were unable to get supplied with such goods as they wanted, because the Dealers in their towns carried but a small stock and were not able to fill orders without a delay of several weeks. There should be no occasion for such complaints as these. They do not occur where Dealers carry a full stock of Phonographs and Records, and they need not be heard concerning smaller Dealers if the proper amount of attention is given the subject. It is not feasible and probably would not be advisable for a Dealer in a small town to carry a large stock of Edison goods. The business he might do would not warrant it, even if he had the capital to invest in that way. He should, however, carry at all times a Gem, Standard and Home machine and at least 200 Records, the whole representing a very small investment. Two hundred Records, if carefully selected, will form a very fair nucleus with which to make sales. Among them can be found sufficient variety to satisfy most customers, even though they may prefer other selections in the catalogue. If a customer cannot make a choice from stock, then it should be possible to fill his order within a week. If he has not one already, every small Dealer should at once make an arrangement with his Jobber by which his order may be quickly filled. Few Dealers are so far away from their Jobbers that they cannot get goods in two days by express or in a week by freight. Paying express charges eats into the profits, but if a customer will not wait for freight trains it is better to pay expressage than to lose a sale entirely and send a patron away dissatisfied. In most cases, however, purchasers are willing to wait a reasonable time—long enough to get goods by freight if an order is put through at once.

It now needs the coöperation of the Jobber to complete the working arrangement suggested above. It is the duty of the Jobber to carry from five to twenty of every Record in the domestic catalogue if he expects to do a profitable jobbing business. Without such a stock a successful business cannot be con-

ducted. He should also carry a well selected lot of foreign selections, one or two of each will usually meet the requirements of his trade. A little observation will enable a Jobber to determine what kinds of foreign selections are best for his territory. It goes without saying that a Jobber should always have an ample supply of machines on hand. Jobbers with such a stock of machines and Records should rarely have trouble in getting goods in the hands of Dealers within a week. Only one other thing remains to be done, *i. e.* keep the stock up by looking it over daily and sending orders for Record numbers running low, or for machines if the stock is not ample.

Undoubtedly much of the delay in filling orders in the past has been chargeable to this company because the demand has exceeded our factory capacity. This has been changed in the past six months and factory enlargements will enable us to do much better in this respect. The new Record plant is now in operation, giving us double the capacity of the old one, which can still be used as a reserve. It is important that Jobbers should not let their stocks run too low before they order. Bear in mind that we are farther away from you than you are from your Dealers, and the larger volume of business renders it more difficult for us to serve all at once, especially when most orders must go by freight.

TRUSTEES IN BANKRUPTCY MUST ALSO SELL OUR GOODS AT LIST PRICES

Below are printed copies of an injunction order and writ in a suit brought by the National Phonograph Company against Frederick B. Van Vleck as trustee in bankruptcy of the estate of Philip Marcus, a former dealer in Edison Phonographs and Records in Brooklyn. The injunction was granted after an extended argument before Judge Thomas. This decision is of unusual interest, for it is the first case on record where an attempt has been made to enjoin the sale of our goods under bankruptcy proceedings. Ordinarily, the trustee in jbankruptcy is empowered to dispose of the bankrupt's estate at auction for the benefit of the creditors, but this injunction establishes a precedent under which the trustee is subject to the same conditions as any one else, so far as the sale of our goods is concerned. A singular feature of the case was that the defendant, Van Vleck, was appointed trustee by Judge Thomas, who later granted the injunction restraining his appointee from selling our goods at less than the full list prices.

THE INJUNCTION.

At a stated term of the Circuit Court of the United States held in and for the Second Circuit and Eastern District of New York at the United States Court Rooms in the City of New York, Borough of Brooklyn, on the 28th day of June, 1904.

Present:

Hon. Edward B. Thomas, District Judge Presiding Judge.

EDISON PHONOGRAPH COMPANY and NATIONAL PHONOGRAPH COMPANY, Complainants,

VS.

PHILIP MARCUS and FREDERICK B. VAN VLECK, personally and as trustee in bankruptcy of the estate of Philip Marcus, Defendants.

IN EQUITY—Patents Nos. 382,418, 414,361.

A motion for a preliminary injunction herein having been made and brought on for argument upon the bill and exhibits thereto, and upon the affidavit of Frederick B. Van Vleck in opposition thereto, and after hearing Frank E. Bradley, Esq., in support of the motion, and George Brush, Esq., in opposition thereto, it is upon due consideration thereof, ORDERED that a preliminary injunction out of and under the seal of this court, strictly enjoining and restraining the defendant, Frederick B. Van Vleck, Trustee in bankruptcy of the Estate of Philip Marcus, his associates, attorneys, solicitors, clerks, servants, agents and employes until the further order of this Court from directly or indirectly using or causing to be used, selling or causing to be sold, or advertising to sell, any apparatus, articles or devices embodying or constructed or operating in accordance with the inventions and improvements set forth in Letters Patent Nos. 382,418 and 414,361, at prices lower than those at which the complainants as set forth in Schedules 1 and 2 of the Bill of Complaint, viz.:—Edison Records (standard size) at fifty cents a piece or Five dollars a dozen (if full dozen is sold at one time); Edison Concert Records at One dollar each, or twelve dollars a dozen; or without the license of complainants.

And it is also

ORDERED that the suit be dismissed as to Frederick B. Van Vleck individually without costs each as to the other.

Dated, EDWARD B. THOMAS, U. S. J.

Form approved:
Frank E. Bradley,
Solicitor for Complainants.
Geo. Brush,
Solicitor for Frederick B. Van Vleck, individually and as trustee of the estate of Philip Marcus.

THE WRIT.

The President of the United States to:

FREDERICK B. VAN VLECK as Trustee of the Estate of Philip Marcus, in bankruptcy, and Frederick B. Van Vleck individually, or his receiver upon, your associates, attorneys, solicitors, clerks, servants, workmen, agents and employes, GREETING:

WHEREAS, it has been represented to us in our Circuit Court of the United States for the Eastern District of New York, in a certain cause of equity, wherein the National Phonograph Company and National Phonograph Company are complainants and you the said Frederick B. Van Vleck as Trustee of the Estate of Philip Marcus in bankruptcy, and Philip Marcus are defendants, that Letters Patent of the United States Nos. 382,418 and 414,361 were issued in due form of law to the said Edison Phonograph Co. and Frederick B. Van Vleck as Trustee in Bankruptcy of the said Philip Marcus, have threatened to infringe the claims of said Letters Patent Nos. 382,418 and 414,361.

NOW, THEREFORE, we strictly command and charge you, the said Frederick B. Van Vleck, Trustee in Bankruptcy of the said Philip Marcus, and your associates, attorneys, solicitors, clerks, servants, agents and employes, that you, and each of you, until the further order of this court, directly or indirectly using or causing to be used, selling or causing to be sold, or advertising to sell, any apparatus, articles or devices embodying or constructed or operating in accordance with the inventions and improvements set forth in Letters Patent Nos. 382,418 and 414,361, at prices lower than those at which the complainants as set forth in Schedules 1 and 2 of the Bill of Complaint, viz.:—Edison Records (standard size) at fifty cents a piece or Five dollars a dozen (if full dozen is sold at one time); Edison Concert Records at One dollar each, or twelve dollars a dozen; or without the license of complainants.

WITNESS, the Hon. Melville W. Fuller, Chief Justice of the United States at the City of New York, Borough of Brooklyn, on the 28th day of June, 1904.

CLINCOLN BENEDICT, Clerk.

Frank E. Bradley,
Solicitor for Complainants.

BEST WAYS OF SELLING EDISON GOODS

There is no trouble in selling Phonograph goods, but articles as best methods of selling Edison goods will certainly be of ample interest to salesmen and Dealers. There are many points that govern the sale of Edison goods and will always increase it: no chance of needle, no scratch, no Records that wear out, etc. While on the other hand Edison Records are "*natural as nature itself.*" They are durable, clear and distinct and good in many other respects. In showing up the Phonograph to an intending purchaser, use some importance to know how to suit his musical taste. Playing the right Records will help a great deal in selling the Phonograph. Many times one will buy a machine for the love of a certain kind of music. I am often asked why the Edison people do not have grand opera Records like those made in the disk records. There are a great number of grand opera instrumental pieces on pages 3 and 4 of the domestic catalogue, and it should not be forgotten that there are fine Records sung in French, German and especially in Italian in the foreign catalogue which are beautiful reproductions of fine pages of grand opera music sung by good talent. We now carry a full stock of foreign Records and do a most satisfactory business in this line.

I have sold a few outfits, consisting of two Home Phonographs complete, a number of Records and blanks to people who use one of the machines here and send the other abroad for the purpose of exchanging Records of their voices across the ocean.

To sell Phonograph goods, compare them with other makes, carry a complete stock, advertise with public demonstrations in the store, lodges, etc., and look for customers among every class of people, as the love of music is as strong in the poor as in the rich and what cheaper way is there to gratify this taste than by the Phonograph?

H. F. Tost.

With the Boston Cycle & Sundry Co., 48 Hanover street, Boston, Mass.

HOW ABOUT SUPPLEMENTS?

Are you getting all the Record supplements that you can use to advantage each month, Mr. Jobber? Are you able to supply your Dealers with all they need? If not, write the Advertising Department. Can you use any more with benefit to your business, Mr. Dealer? If so, ask your Jobber for them. The most successful firms selling Edison goods are those who keep a list of all owners of Phonographs and send each of them a list of the new Records every month. Dealers who haven't such lists should lose no time in getting one up. A list of but fifty names would yield a nice business in a year, and it would only cost fifty cents a month to send them a monthly supplement.

USE CATALOGUES AND PRINTED MATTER.

It is no coincidence that the most successful Jobbers and Dealers in Edison goods are those who get out and use a liberal quantity of the catalogues and other printed matter issued by this company. We keep a record of all printed matter sent out, and the cards showing but few entries are invariably those of firms doing a limited business. We do not know just why this is so, but we would like to have such firms give the printed matter end more attention and see what effect it has upon their business. It is a form of advertising that costs little but pays handsomely. Be progressive and up-to-date. But don't get printed matter unless you can make it work effectively.

AN OFT TOLD TALE.

A Philadelphia admirer recently wrote that he owned an Edison Phonograph and 200 Records or more and then related how he came to buy an Edison outfit. He took the advice given in our advertisements and asked a Dealer in his city to play different makes. The first style shown was not an Edison.

"After he had run about twenty records," continued the writer, "I got tired of the noise and then I asked him if he would run me one on the Edison Phonograph. He did, and when he had run one piece I told him I would not have one of them 'talking machines' if given me, for it was nothing in comparison to the Edison. I have had it a little over two years. I have got one of the finest selections of Records in Kensington. Also one of the finest Phonographs I have ever heard. A friend came to my house to hear my Phonograph. He said he didn't want his 'talking machine' any more. Hundreds have heard it, and they all say that it is the best they ever heard."

PRINTED MATTER.

No effort will be made to get out a new Record catalogue before August. This is because we want to use up the quantity of No. 545 now on hand. Orders will be filled in such a manner as to keep the trade supplied without having many on hand when the new edition appears. The delay in getting out a new catalogue will give the trade about two months more time in which to dispose of the selections which are to be cut out of the new edition.

Jobbers should look over their stock of catalogues and other printed matter and when ordering machines or Records state what they need to make their stock complete. Business in Edison goods is going to be fine this fall and it is not too early to make plans to take care of it when it comes. Jobbers will naturally look out for their machine and Record stock, but it is quite important to be able to give Dealers catalogues and advertising literature when they ask for it. We have none of this to waste but we want every Dealer to have all that he can use to advantage. We give below a list of current forms from which to make up orders. A good plan would be to send the Advertising Department an inventory of catalogues, printed matter, signs, etc., on hand, with another column showing what you want sent. We will then know just how to take care of orders, and possibly be able to send some forms that have not been carrying. We try to keep the trade advised as to what we have in this line, but once in a while we learn that a Jobber does not know of a form that has been in use for some time.

CURRENT FORMS.

201. Jingle Book.
390. } Hangers.
391. }
432. }
433. }
400. Supplement of Chinese Records.
409. Colored card of boy and hatchet.
425. Record order blank.
427. How to make Records at home.
461. Supplement of Japanese Records.
467. Four-page folder.
484. Accessories Catalogue (for trade use only).
485. Coin Slot Catalogue (for trade use only).
495. Record Supplement for April
496. " " " May.
497. " " " June.
498. " " " July.
500. Machine Catalogue ("A Lasting Impression").
509. Supplement of British Records No. 1.
520. " " " " No. 2.
529. " " French-Canadian Records.
510. Numerical Record Catalogue (for trade use only).
515. Repair Parts Catalogue (for trade use only).
535. Folder showing Gem, Standard, Home and Triumph Phonographs.
540. Folder on Edison Gold Moulded Record.
545. Domestic Record Catalogue.
555. Foreign " "

Individuals or firms now on our mailing list but who are no longer handling our goods are asked to advise us of the fact, so that we may remove their names.

Victor H. Rapke, of New York, has extended his series of Record numbers on gummed sheets from 8741 to 9020. There are 280 of these numbers and they are being sold at thirty cents for the set.

A number of Jobbers and Dealers have made excellent use of the new series of border cuts shown in the May issue of the PHONOGRAPH MONTHLY. Especially good were the advertisements of the Eastern Talking Machine Co., Boston, and Graves & Co., Portland, Oregon.

PERSONAL.

William E. Gilmore, President and General Manager of the National Phonograph Company, returned on June 11 from a two months' trip to England and Europe. He visited the new plants of the company at London, Berlin, Paris and Brussels. He was accompanied by Mrs. Gilmore.

James H. White, European Sales Manager of the National Phonograph Company, arrived from London on the *Bluecher* on June 19. He will return on July 7.

LEADER GOES TO PRISON.

Reference was made last month to the breaking up of a gang of men who made it a business to buy Phonographs on the instalment plan from various New York Dealers and then sell them for half their value or less. We also told how Joseph Greenfield, the leader of the gang, was arrested, through the efforts of Victor H. Rapke. Greenfield later made a confession and gave the names of his confederates. He was brought before Judge McMahon, in the Court of General Sessions, New York city, on June 21, and was sentenced to three months in the penitentiary, the light sentence being due to his confession. Warrants have been issued for the arrest of the others in the gang and their apprehension is daily expected. Mr. Rapke has been warmly congratulated on his success in breaking up the gang.

THE NEW PHONOGRAM.

The first issue of the new PHONOGRAM will be shipped with or just ahead of the July Records. It is especially requested that no effort will be made by either Jobbers or Dealers to send out the PHONOGRAM for retail use before the Records of the month have been received. It will contain a list of new Records each month and its distribution ahead of the receipt of the Records themselves would cause a demand that the Dealer cannot supply. A Phonograph owner, upon receiving a copy, would naturally assume that Records listed in it could be had and a useless trip to the Dealer's store would be an annoyance. It will be better for all if Jobbers will adopt a plan of sending PHONOGRAMS ordered by Dealers with their Records for the month, the same as they now do with Record Supplements. Those Jobbers who have PHONOGRAMS sent by express at their own expense may be able to beat out their competitors for a month or two in supplying Dealers a little sooner, but other Jobbers will quickly do the same thing, with the result that all will soon be incurring an expense that yields no advantage. We hope that all will see the force of this argument and will hesitate about beginning a plan that in the end will not benefit them.

Dealers who want a supply of the PHONOGRAM are urged to get them from their Jobbers, who will fill orders at the rate of 25 cents per hundred. This will yield the Jobber no profit but he will doubtless be glad to fill such orders as an accommodation and for the increased business that should result from the advertising gained through the publication. Dealers who cannot get copies in this way can have five or more copies *mailed to one address* by our Advertising Department at the rate of 8 cents per year for each copy. This will make five copies cost forty cents a year, most of which must be expended for postage, since publications of this kind cannot be mailed at publishers' rates. Twenty-five copies to one address will cost fifteen cents per month.

We do not expect that the first issue of the PHONOGRAM will meet the expectations of everyone in the trade, but rather expect to receive suggestions from Jobbers and Dealers that will make it a popular and useful medium for increasing business. The July issue will give half-tone pictures of Arthur Collins and Byron G. Harlan, and later issues will give one or two others of our Record making talent. This feature alone will, we believe, make the PHONOGRAM much sought for by Phonograph owners. A copy of the PHONOGRAM will be mailed to the trade each month.

ACOUSTICS TESTED BY PHONOGRAPH.

C. R. Zacharias, Dealer at Asbury Park, recently gave a practical demonstration of the excellent acoustic properties of the new Asbury Avenue Pavilion, recently built at Asbury Park. At the request of the Beach Commission, Mr. Zacharias played numerous selections in various parts of the building on a Concert Phonograph and both the musical and spoken Records were heard clearly and distinctly in all parts of the structure.

A BERMUDA ADMIRER.

Luke Goins, an employe of the Hotel Frascati, Bermuda, recently bought a Home Phonograph and a lot of Records from our Foreign Department. In acknowledging the receipt of the outfit he wrote as follows:

I came down here a year ago from Boston, my home. Up in Hamilton there is a druggist who does a large business selling patent medicines, and has a large ——— machine in the store with a great big horn out the door, and of all the noises you ever heard "that's it." Well, crowds of people stand there every Saturday evening and listen to what they think is music and think it great. Of course you know what it sounds like. About a year ago a fellow came down here with some kind of a machine and gave concerts in different towns, and he put a damper on the talking machine, as his would break down every second, and something was the matter with it all the time. Now you cannot fool these folks down here, as they are wise and know a good thing from the start. I received my machine a couple of days after the boat arrived. They were thrown in the ware room like baseballs, but to my surprise not a thing was broken or damaged. Well, I fixed things up a wee bit, and then to get her a-going. This hotel overhanges the water, or at least the verandas do, and the Home rings out as clear as a bell. The first night not many knew of it, but the second and third evenings people came from every section. Every one who has heard it says that it is simply wonderful and they can hardly believe themselves. I run the machine last night, which makes four nights I have run it, and so many people were out here and coming in on the grounds that I have concluded not to run it any more until I get a few more Records and give a few concerts and get back some of my money. I am going to give a concert next week, my first one, and I am all ready assured of good attendance. No doubt you will hear from parties down here in regard to buying machines. If you do, you can rest assured it is my good work that is doing it. In the meantime I am going to hustle and get the thing a-going, as I know there is money in it. It is the talk of the place already.

COMMENTS ON AUGUST RECORDS.

The August list of Edison Gold Moulded Records will receive more than ordinary attention throughout the world from the fact that the twenty-five selections will be the first to be made with the titles engraved on the ends, and they will be packed in our new style Record box. These inovations will do away with the blue Record slip and will make it unnecessary to wrap the Records in cotton and paper. The new boxes will also bear a handsome new label in gold, red and black on white paper. The entire outfit will be unusually attractive. A notice to the trade on the new style Record and carton is printed on page 3 of this issue.

There is a preponderance of what is known as popular music in the August list and consequently it will be a profitable one for the Dealers, for, with all that is said about the better grades of musical compositions, the public as a mass demand songs with catchy airs, and rhythmic accompaniments, with still a strong leaning toward ragtime. The admirer of a higher class of music will, however, find much in the list to suit his taste. Another feature of the list, as in July, is the number of different artists whose names appear as makers of the Records.

No. 8749, "Dance of the House," is a Record of the ballet music from the opera "La Gioconda," by Ponchielli. It is one of the most popular instrumental numbers in the opera. While it is a standard or classical number, it is at the same time very pretty and tuneful, and easily understood. It offers full scope for the excellent soloists of the Edison Concert Band, and, particularly, in the beautiful little flute effects which intermingle so charmingly with the melody. Then in the broad, clear tones of the clarionets is at once heard the top notch of both the instrumentalists' and the recorder's art. The brilliant execution of these instruments in the spirited gallop at the finale brings to a close a Record that is one of the gems of the Supplement.

No. 8750, "Good-bye, Little Girl, Good-bye," is a new march song by Cobb and Edwards. This song is somewhat similar to "Good-bye Dolly Grey" and has an equally pretty air. The introduction of bugles and an orchestra accompaniment of a martial character effectively carry out the phrase in the refrain: "For I'm Marching Away to be a Soldier," W. H. Thompson's rendition of this song is excellent.

No. 8751, "Without Your Love, Ah, Let Me Die," is a sentimental song by Charles K. Harris. It is by no means a new composition, but it is a charming tune and is admirably adapted to Miss Morgan's fine contralto voice. It is an unusually good Record of a female voice. It has an orchestra accompaniment.

No. 8752, "Pretty as a Picture," is a bell solo with orchestra accompaniment of T. B. Bishop's ever charming song and dance air. It is especially suited to the clear notes of the bells. All who hear it will recognize in it an old friend of the vaudeville stage. Albert Benzler makes the Record with his usual clever execution.

No. 8753, "I Can't Do That Sum," is a serio-comic song and chorus with orchestra accompaniment. It was one of the principle hits in the "Babes of Toyland," written by Glen MacDonough and Victor Herbert. The Record is made by the Edison Quartette. S. H. Dudley as the teacher puts the most ridiculous problems before the class and the quartette sings the chorus, giving a clever imitation of the scholars sitting on the wall and tapping their slates while singing:

"Put down six and carry two.
See! but this is hard to do.
You can think and think and think
Till your brains are numb;
I don't see what teacher says,
I can't do that sum."

No. 8754, "The Belle of the West," is the second of a series of three compositions by A. Liberati which were formerly made in wax and are now being made by the Gold Moulded process. No. 8101, "The Belle of Kentucky," was listed some time ago, and "The Belle of the East" will follow. "The Belle of the West," listed this month, is a well played Record, with a cornet solo by John Hazel as his principal feature; in fact, it could have been equally well listed as a cornet solo with band accompaniment. There is an absence of frills in the cornet playing that is sure to please. The Record is made by the Edison Military Band.

No. 8755, "I Want to be a Soldier," is a descriptive song by William Cahill and is sung by Byron G. Harlan. In it a boy sings of his determination when he grows up to take his father's place and be a soldier. The orchestra accompaniment is of a military character with fifes, drums, etc. Mr. Harlan's work is fully up to his reputation as a Record maker of the highest order.

No. 8756, "Michael Clancy as a Policeman," is a talking and singing Record by Campbell and Roberts. It tells of the troubles of Clancy, includes the singing of "My Little Irish Canary" and closes with Clancy being found off his beat by the sergeantman and "transferred again."

No. 8757, "Carmina," is an intermezzo written by Lee Orean Smith and is played by the Edison Symphony Orchestra. This composition has considerable character and is a most attractive air. It is listed in response to calls from the West where it is now very popular. It will be equally popular wherever the Record is sold.

No. 8758, "The Little Rustic Cottage by the Stream," is another Record by Harry Anthony whose rendition of "I'm Longing for My Old Kentucky Home" in the March list made him one of our most popular artists. We have had many requests from Phonographs for a new Mr. Anthony make other Records and have just succeeded in getting him to do so. "The Little Rustic Cottage by the Stream" is well adapted to Mr. Anthony's fine voice, and cannot fail to heighten the reputation he has already gained. The words of this composition are by M. H. Rosenfeld and the music by John and Otto Heinzman.

No. 8759, "Gone, Gone, Gone," a coon male duet by Collins and Harlan, with orchestra accompaniment, is one of the most popular Records of its kind in the August list. The chorus has an unusually catchy air. It will make it one of the leading songs of the season. Especially good is the singing of the opening and closing words in the chorus, "Gone, Gone, Gone." It is a ragtime song, pure and simple, and Collins and Harlan have made a splendid Record of it. The song was written by T. J. Farron, Jr., and the music by Joseph M. Hollander.

No. 8760, "On Jersey Shore March," played for our Record by the Edison Concert Band, is issued with the full confidence that it will be a big favorite, not only as a Record, but as a selection. It is Arthur Pryor's latest, and, we think, his best composition. The melody which begins the trio and concludes the march lingers in the memory, and the more it is heard the more it is enjoyed. We venture the opinion that this strain will be whistled from ocean to ocean.

No. 8761, "Don't You Cry, My Honey," is a coon lullaby and is sung as a contralto and basso duet, with orchestra accompaniment, by Miss Morgan and Mr. Stanley. Perfect blending of voices and excellent rendition make this a charming Record. This composition was written by Albert M. Noll.

No. 8762, "Mississippi Mamie," is a clever Record, sung with clear enunciation by Harry MacDonough. This is a coon love song and already has a wide popularity. It is made with orchestra accompaniment. The words are by Andrew B. Sterling and the music by Maxwell Silser.

No. 8763, "A Great Big Chickapoo Chief," tells how a darky minister, disguised as an Indian chief, was found robbing a neighbor's chicken coop. He denied that he was a colored man and claimed that he was an Indian chief, simply after feathers to decorate his head. His captor, however, declares that he is disillusioned by the kink in his hair. This coon song Record is made by Arthur Collins in his inimitable style and has the usual orchestra accompaniment. Edward Madden wrote the words of the song and Victor Morse the music.

No. 8764, "Psyche" (Scherzetto), played by the Edison Symphony Orchestra, is quite a remarkable Record, introducing as it does the staccato bowing of the violins, clear and distinct, and in perfect unison. The string harmony effects are strikingly well defined throughout the Record, and the 'cello passages are rich with the characteristic tones of this instrument. The playful character of the composition, in parts, admits of splendid ography users to have Mr. Anthony make opportunities for the woodwind instruments, as does the crescendos, working up to double forte climaxes for the brass instruments. Harry Palser, the composer, doubtless had no idea that his composition would find its way to the Phonograph, but had he written it specially for the purpose it could not have been better adapted.

No. 8765, "Alexander," is Billy Murray's monthly coon song contribution, with orchestra accompaniment. It is the plea of a colored girl to her lover to be taken back into his affections, and is a sort of "Bill Bailey" song with the conditions reversed. "Alexander" has already become widely known and is daily increasing in popularity. The words are by Andrew B. Sterling and the music by Harry Von Tilzer.

No. 8766, "Pompernickle's Silver Wedding," is Len Spencer's vaudeville specialty for the month. It is a German dialect recitation with incidental music. Pompernickle is supposed to be addressing an audience in a vaudeville theatre and telling them about his silver wedding. He hasn't been married twenty-five years, but he had the celebration because he "needed the silver." He then proceeds to tell about the good things that were served at the supper, the orchestra at the same time playing "Wouldn't That Make You Hungry." This is one of the best things Mr. Spencer has made in a good while.

No. 8767, "You're Welcome as the Flowers in May," is an exceedingly attractive tenor and baritone duet by Harlan and Stanley, with orchestra accompaniment. Many will agree that this is one of the best Records in the August list. The composition is by Dan J. Sullivan.

No. 8768, "Everywhere Medley," by the Edison Military Band, introduces "Everywhere," "The Man with the Ladder and the Hose," "A Starry Night for a Ramble," "My Hungaroo" and "The St. Louis Rag." The band execution of this Record is unusually good.

No. 8769, "The Minstrel Boy," is a clarinet solo by William Tuson, played in an artistic manner. The air is played with variations, and the clarinet is accompanied by the orchestra.

No. 8770, "Two Eyes of Brown," is a fine baritone Record by James F. Harrison, whose splendid baritone voice has made him one of the most popular of our Record making force. "Two Eyes of Brown" is a sentimental song and is given with orchestra accompaniment. The words were written by Edward Madden and the music by Stephen Howard.

No. 8771, "When the Coons Have a Dreamland of Their Own," is a coon song with orchestra accompaniment in which Bob Roberts tells of the wonderful things that will happen when this pleasure resort for colored people has been established. This will be a popular Record. The words and music are by Heelan and Helf.

No. 8772, "The Wanderer's Return," is No. 3 and the last of the Plantation Series. It is a descriptive singing and talking selection by

the Edison Male Quintette and tells how Ephraim returns to his father after an absence of fifteen years. The Record opens with singing by the darkies after which Ephraim appears on the scene, discloses his identity and states that he is rich enough to buy the freedom of Uncle Jasper. More singing follows and the Record closes with Uncle Jasper giving thanks.

No. 8773, "Two Rubes at the Circus," is another laughable Rube sketch by Harlan and Stanley. It gives their progress through the side show and menagerie, with funny remarks about the monkey, lion and the elephant. While they are in the latter place the band is heard playing in the distance; as they approach the ring performance the music increases in volume until they have entered the main tent. They witness the ring performance and attend the concert at the close, in which they are invited to sing and dance.

"FOLLOW UP" REPLIES REQUESTED.

Dealers who have recently had retail inquiries referred to them by this company have found that responses to them are requested by us. This is being done for the purpose of ascertaining whether or not Dealers are giving the inquiries proper attention. We will thank Dealers to endeavor to make a sale in each instance and at the end of three weeks to fill in the return card and mail it to us. We will then know whether or not it is desirable to send the inquirer a second letter.

NATIONAL PHONOGRAPH CO. IN GREAT BRITAIN.

From the Talking Machine News, London.

It was but the other day that the invasion of Great Britain by the National Phonograph Company took place. Not that the talking machine world was not well and favorably acquainted with them and their products long before. That was how the desire to become better acquainted came about. Hence the plant in the Gray's Inn Road for making masters, and hence, still more recently, the leasing of the fine premises at the corner of John street and City Road, Clerkenwell, appropriately by-the-way, a goodly share of both thoroughfares. And, as Mr. James H. White, Managing Director, of the company, mentioned to me in the course of our chat, this new distributing center of theirs has in a few short months already become inadequate, so that they already contemplate a further extension. Yet there are seven floors to the present building, with a floor space of about seventeen thousand feet. Indeed, in going over the building in company with Mr. White, I felt as thought I were doing the Grand Tour. We passed in rapid succession through the correspondence department, the invoicing department, the credit department, the order department, the show room, the Record stock rooms, the packing and shipping rooms, the repair shop, and, last but not least, the agreement department. For the agreement is one of the special features of the National Phonograph Company's methods of business.

"We have," said Mr. White, to me, "upwards of eight thousand British agreements in operation. That is to say, of course, that we have that number of traders selling our goods all the time. In Germany we have about seven thousand agreements going."

"Can you give me an approximate idea of how many Edison Gold Moulded Records have been sold up to now?" I asked.

"That is rather a large order to fill at a moment's notice," replied Mr. White. "But I will look into the matter for you."

And the figures, as since forwarded me, stand at the pretty little total of about thirty millions.

"Since when," said I, "shall you date the figures?"

"Since August, 1901, when the Edison Gold Moulded was first put on the market. It began to 'go big' in March, 1902, and has been going big ever since. There has not been a time since then when we have been able to fill all the orders which have come to hand. We are only just now beginning to catch up with the trade. That has come about as the result of the installation of our three manufacturing plants on the Continent, which are at the present time running continuously night and day. We have a plant in France, at 61, Rue de Cormeille, Levallois-Perret; a plant in Brussels, at 56, Quai du Halage; and a plant at Berlin—the principal one—at 24-25, Sud-Ufer. Brussels, however, was the first place where we laid down a plant."

"You do not anticipate having a plant this side the Channel?"

"Yes; we shall probably have one in going order in about eighteen months or two years from now. Meanwhile, we start another Record-making plant in Russia next year, and are making masters in Russia now."

"How long has your British repertoire been going?"

"Nine months, and we are adding to it month by month. Our master plant in the Gray's Inn Road is a permanent establishment for the manufacture of British selections. I may say that while we have had considerable success with them, it has not made the least difference to the sale of our American Records. The output has simply been increased all around. By the way, we are printing 500,000 of these booklet catalogues for the British trade."

It was an attractive little publication in gold, blue and green, labelled "Edison Gold Moulded Records. Domestic Selections," and contains all the selections listed up to, and including, March, 1902. This booklet will be a most useful little guide to buyers of records.

"The world staff of the National Phonograph must be pretty strong in point of numbers?" was my question.

"Yes, we employ between four and five thousand people, not reckoning the office force, which would probably amount to a thousand more. That is directly; indirectly, through our agents, of course we employ many thousands more."

We made our way back through the stock rooms, with a capacity of 1,500,000 Records. And against the shelves, already crammed to repletion, there stood numberless cases waiting until there was room for them to disgorge their contents. Downstairs, in the basement, stood similar cases, tier upon tier and rank upon rank—each one holding three hundred Records. On the other side were stacks of machines, packed ready for delivery to the carrying companies. And yet all these by no means represent the business done in the Clerkenwell premises. For numbers of orders each year pass through the European headquarters only in a technical sense. That is to say, they are ordered from abroad, cleared in Clerkenwell, and sent on direct to the larger factors who have placed them, without so much as entering the Clerkenwell Road warehouse.

"Your readers," said Mr. White, next, "will be interested to hear that we are organizing a department for handling our increasing cinematograph business. At the present time our machines and films reach the showmans' through other firms. When we have the new department in going order we shall sell direct."

COMMENTS ON BRITISH RECORDS.

The following comments from the *Talking Machine News*, of London, refer to Edison Gold Moulded Records made in Great Britain and called British Records. A few of them have already been listed in this country; the others will be listed later:

The National Phonograph Company's Records last month arrived too late for us to review the whole of them in our May issue. We have now had time to go carefully over the remainder, and cannot speak too highly of the excellent selection of band Records which this firm is turning out. The Grenadier Guards, in a selection from "Carmen," the "New Colonial March," a stirring and melodious march, and the waltz "Night Breezes," with its soft, stirring refrain, are all three good specimens of high-class band records, as also is the selection from Les Cloches de Corneville. In these Records the brasses ring out true and clear without blasting. This remark also applies to the selections by the British Military Band, whose selections are "Here, There, and Everywhere," and the "Dublin Fusiliers." These two marches should go well. "The Passing of Regime," with a quaint trumpet effect, the "Happy Darkies Barn Dance," and the "Bunale of Mischief Cakewalk" are also three popular numbers, with plenty of life in them, whilst the "Fleeting Moments Galop" and "Forget-Me-Not Intermezzo" are well played, as also are the "Sons of the Brave March" and the "Banzi Overture." Hamilton Hill's powerful voice in "Somebody's Sailor Boy," "Love's Proving," "When We Meet, Sunshine Above," "While Life Shall Last," "What Might Have Been," and the "Anglo-Saxon Language," with orchestral accompaniment makes a very fine Record. Leonard Mackay gives us "My Pa," "Father's Footsteps," "What I Have I'll Hold," and "Yo, Ho, Little Girls," with much effect, while Miss Edith Manly's comic powers are clearly rendered in the "Piccadilly Johnny." Our Scotch friends would do well to obtain the Thomas Reid Records, given in the Scot's dialect. Among those sent are "Blue Bonnets over the Border," "Banks of Allan Water," "Kelvin Grove," "Duncan Gray," and "John Anderson." Fred Daniels in Dan Leno's famous patter song, with the eulogy on cups, would be difficult to beat. It is one of the best comics that has been brought to our notice. The National this month sends us their special All Star Records, as per their list for June. The comic element is well to the fore. Ernest Shand contributes "Little Mary," "Bang went Sixpence," "Don't Mention It, Please," "I Only Meant to be Polite," and "More Trouble in Store for Someone." T. E. Dunville, the well known music hall comedian, gives us "Three Stages of Woman," "Nine Distant Highlanders," "Empire Within," and the "Volunteer Fireman." Phil Ray, who is as usual up-to-date, is heard to advantage in "Let Her Drown," "I'll Ride It," "Nonsense," "The Restless Wife," "I'm Not a Coon," "Only Seventeen," "The Mad Wife," and a humorous recitation, "The Parting." Gus Elen's coster Records show a marked improvement on any we have before heard by him. They comprise "Who Could be Happier than Me," "The Postman's Holiday," "The Lucky Treasure Seeker," "The New Perjams 'At," and "The Faithless Dinah." George Bantow sings "I Didn't Know What to Do," "Varner Giles," "Mother's Nursery Rhymes," and "Let Us Pause amid Life's Pleasures;" and Lloyd Morgan is responsible for that quaint nigger melody, "I'se Awaiting for You, Josie." Dutch Daly, who has for so long held a high place not only as a "patter" artist, but for his inimitable business with the concertina, is well reproduced in "Stories" and "A Few Words on Love." They are laughable in the extreme. His concertina solos, "American Airs," "The Carnival" and "Imitations" are unique examples of what can be done with the concertina. In our opinion, two of the best Records sent us are by Joe O'Gorman, whose brogue in "Flanagan's Hotel Expenses" and "Flanagan at the Front" is not only rich, but at the same time quite distinct. He also contributes "What Did Patsy Do?" "Three Men Went out a-Hunting," and the "Irish Jubilee." Amongst the serious contributions we have Bruno Hesse in the Norwegian songs, "Solfeste," "Ege Eiblu," "Gamle Mor," and "Ved Rundarne:" and Hamilton Hill in "Who Goes For a Sailor," "Fuzzy Faces," "Good Luck to Japan," "The John Bull Store," and "No Alien Need Apply." No list would appear to be complete without some songs by Hamilton Hill. He certainly makes excellent Records. The British Military Band is responsible for Popular Songs, No. 7, with its catch waltz refrain on the reeds, "The Duchess of Dantzic," Nos. 1 and 2, "The Overture to Oberon," "The Orchid," and the "Earl and the Girl."

MORE BUSINESS TO FOLLOW.

We, also, wish to add our tribute to your Gold Moulded Records. To say that they are superb is putting it mildly.

We, as you are well aware, have had an uphill row to hoe with machines and records on all sides being sold at any price to get rid of them, and of course many people buy who do not appreciate the difference between the sweet music produced by the Edison and the scratchy, noisy, so-called music produced by various other machines because they could be bought for little or nothing. However, we have done much missionary work and some business and looks like much more to follow, especially when your contemplated changes are made.

Then, too, your method of protecting your agents is very commendatory. We always know that we are just as good as some one else.

Each month's list seems to be a little improvement over the last. Right here we wish to suggest that "Rock of Ages," sung by Campbell and Harrison, would seem to us to be a winner from the fact that the portion of this hymn sung in No. 8508 is the finest we have ever heard, and that is the sentiment of all who heard it.

SMITH & MOYER.

Dixon, Ill., June 13, 1904.

ANOTHER ORIGINAL INVITATION.

H. Schmidt & Son Co., Dealers at Muscatine, Ia., sends another bit of original printed matter in the shape of the following invitation to a Phonograph concert:

SATURDAY IS "RECORD DAY."

We cordially invite you to attend the concert given on that day by the world's most wonderful musician, "The Edison Phonograph."

Our Record shelves are filled with "Edison's Gold Moulded Records," the only Records that embody "PERFECTION" and "LASTING QUALITIES," everything that is good, new and up-to-date, including the June selections. 2,500 Records in all have been received for this "Record Day."

We trust that you will accept this invitation so that you may hear what the "Edison Phonograph, with Gold Moulded Records" can do. It is the only playing machine that possesses lasting qualities and will furnish music and other amusement for years to come.

Saturday is the day, don't forget it.

H. SCHMIDT & SON CO.

Muscatine, Iowa, June 9, 1904.

BEST THEY EVER HEARD.

I handle nothing but Edison machines and Records and have no trouble to get my price for them. I have had hundreds tell me that I have the best machine they ever heard. It's because I have nothing but new Records and they are the best.

LEOPOLD J. SCHREIBER.

Plymouth, Mass., June 12, 1904.

PRAYER VS. BENZINE.

A. C. D. Loucks, manager for Douglas & Co., of New York, sends the following:

The following story may interest readers of the MONTHLY. Some weeks since we received from a Brooklyn customer, a letter demanding the prompt attendance of one of our repair men to adjust his Triumph Phonograph. We sent the man, who, on his return, told the following story:

The owner took him up into a second story room, uncovered the instrument and to demonstrate the requirements of the occasion, placed "Lead, Kindly Light" Record on the mandrel, but the light would not lead, nor the machine run. The owner then spread a paper in the center of the room, placed the instrument carefully thereon, and asked the repair man to kneel down, while he asked the blessing of the Great Spirit on their work. The prayer proved a lengthy one and the position an uncomfortable one to the visitor. After ten minutes of exhortation the latter stealthily removed his benzine and oil cans and applied their contents to the Phonograph. After five minutes more of exhortation it was found that the Phonograph operated without trouble. The owner stated that the sending of such a nice Christian man on the part of Douglas & Co. bespoke the standing of the house. The prompt answer to prayer was a perfect manifestation of the Spirit's power. The repair man being a somewhat wild cat, thinks he has an idea it was more the work of the Devil and a can of benzine.

ANOTHER WAY TO DETERMINE SPEED.

"I have tried several devices for determining the speed of Phonographs," writes J. A. Bedworth, a Dealer at South Boston, Mass., "but they do not give satisfaction. I have had great success with a little scheme of my own. I take any record or blank and make a mark from one end of the record to the other. By putting this record on the machine and standing in front or any where near the horn, I find it much easier to count the required revolutions by hearing the click through the horn than to hold the finger on the set-screw. It also gives you the correct number of revolutions a machine makes in doing actual work. Most people retard the motion of the machine when putting their finger on the set-screw."

WITH APOLOGIES TO ANANIAS.

Philadelphia, Pa., June 23.—(Special.)—A runaway horse attached to a sewing machine wagon on Park drive was stopped to-day at the Falls of the Schuylkill by a Phonograph playing at the window of Samuel MacWhinney's residence near the drive. The horse had run from Main street and Walnut lane, Manayunk, nearly two miles, when the Phonograph sang out through a megaphone attachment the old song:

"Hey, Nellie, Hi, Nellie, listen unto me."

The horse, which happened to be named Nellie, pricked up its ears and stopped and the driver soon arrived and took charge of it.—*Chicago Tribune.*



NATIONAL PHONOGRAPH'S EXHIBIT AT ST. LOUIS.

EX-GOVERNOR HILL AND THE PHONOGRAPH.

Some time ago there appeared in many of the New York daily papers in prominent positions, a news item, headed "PHONOGRAPH BOTHERS GOVERNOR HILL." As many of the trade may have read this article, which was incorrect, I write to give you a correct version of the affair. Ex-Governor Hill occupies the office adjoining my Phonograph Concert Room. As I sell Edison Records it is of course unnecessary to state the store is busy all the time. There never was the ghost of a kick from Mr. Hill, who enjoyed the delightful music from our Edison Phonographs, until one day we had occasion to play a disk machine. (We don't have much call for them, anyway.) Then the trouble began. He would not stand for that.

As a result I have decided not to handle the disk goods. I want a machine and records to sell that are good enough for an ex-Governor of New York State. I have decided that that machine is the Edison, and the establishment is now being run with the aid of Edison goods only. All is harmony now, as far as talking machines are concerned.

W. J. KILLEA,
Albany Phonograph Headquarters.

NO GRAPHS OR GRAMS.

We sell nothing but Edison goods. We do not sell buzz saws. We sell Edison Phonographs in homes where they have other kinds of talking machines. They always want to trade their graph or gram in part payment for an Edison, but we tell them nixy.

C. C. THOMPSON & SON.

Barnboo, Wis., June 22, 1904.

SUSPENDED LIST, JULY 1, 1904.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

BOULDER—BENTLEY & CRAIG.

IOWA.

BURLINGTON—JOHN P. WEISS, 721 Jefferson street.

SIOUX CITY—HATTENBACH BROS.

INDIANA.

SOUTH BEND—EUGENE MARSH, 126 Vistula avenue.

SOUTH BEND BOOK BINDERY, Robert Leboli, Prop., 203 North Michigan street.

KANSAS.

CLAY CENTRE—E. M. GOWENLOCK.

LAWRENCE—BELL BROS.

MAINE.

BIDDEFORD—W. H. FIELD.

MASSACHUSETTS.

LAWRENCE—LORD & CO., 314 Essex street, E. O. MOSHER, 420 Essex street.

*JOHN E. O'NEIL.

MALDEN—A. T. FULLER.

NANTUCKET—ARTHUR M. TAYLOR.

NEW BEDFORD—H. B. DeWOLFF.

SOMERVILLE—E. J. WINCHESTER, 32 Summit avenue.

WOBURN—OSBORN GILLETTE, or THE BOSTON JEWELRY COMPANY, L. P. MALONEY, Manager.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.

SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.

OMAHA—THE WITTMANN CO.

NEW HAMPSHIRE.

*HILLSBORO BRIDGE—E. M. BARNES.

MANCHESTER—A. E. DUMAS.

NASHUA—F. A. McMASTER & CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.

BAYONNE—I. VOIDOR, 450 Avenue D.

JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.

NEWARK—R. L. CORWIN; also New York City.

PASSAIC—I. HURWITZ.

PATERSON—CHAS. H. KELLY, 25 N. Main st.

*Added since June 1, 1904.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

PLAINFIELD—S. W. FRUCHT, or R. FRUCHT; also New York City. ELSTON M. LEONARD.

WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 629 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.

HOBART—P. H. MARSHALL.

NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.

BERN BEARWALD, 373 West 12th St.

BRONX PHONOGRAPH CO., or DAVID SWITKY, 356 Willis Avenue.

CENTRAL PHONOGRAPH CO., 160 E. 42d street.

R. L. CORWIN; also Newark, N. J.

EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.

EMPIRE PHONOGRAPH CO., 2 West 14th street.

S. W. FRUCHT; or R. FRUCHT, 7 Bar clay st., or 68 Cortlandt st.; also Plainfield, N. J.

O. HACKER, 2 Murray street.

HAWTHORNE & SHEBLE, 997 Broadway; also Philadelphia, Pa.

N. HORN, 148 E. 58th street.

W. L. ISAACS, 114 Fulton street.

S. LEMBURG & CO., 194 Broadway.

J. McELLYNNE, 209 Broadway.

RICHMOND PEASE, 44 W. 132d st.

P. M. PRESCOTT, 41 Broad street.

WINTHROP CYCLE CO., 2212 Seventh avenue.

SARATOGA—W. J. TOTTEN.

SARATOGA SPRINGS—MARVIN A. COTE.

OHIO.

CINCINNATI—J. L. ANDEM.

*CHRISTOPHER—BURNS & GOSSER.

SPRINGFIELD—D. & M. VANDERPOOL.

URBICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2783 Emerald street.

HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Wascler streets; also New York City.

PENN NOVELTY CO., 15 South 9th street.

*PHOENIXVILLE—KEINARD BROS.

PITTSBURG—A. LIPPARD, 625 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

WISCONSIN.

MILWAUKEE—J. C. BLATZEK.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2003 Second avenue.

CALIFORNIA.

San Francisco—Peter Ineichapel, 764-768 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 620 16th street.

CONNECTICUT.

Middletown—Cauldin & Post Co., 406-408 Main street.

New Haven—Darden-Eisenberger Co., 135 Orange st.

ILLINOIS.

Chicago—James I. Lyons, 19 Fifth avenue.
The Ray Co., 97 Washington street.
Talking Machine Co., State and Congress sts.
Talking Machine Co., 199 Madison street.
The Vim Co., 88 Clark street.
Montgomery Ward & Co., 191 Michigan ave.

Peoria—Peoria Phonograph Co., 322 Bridge street.

INDIANA.

Indianapolis—Graham Co., 231 Massachusetts ave.
Kipp Bros. Co., 37 S. Meridian street.
Talking Machine Co., 105 S. Illinois street.

Lafayette—Wabl-Guesch Co., 304 Main street.

IOWA.

Des Moines—The Vim Co., 704 West Walnut street.

Fort Dodge—Gatti Music House, 822 Central ave.

KENTUCKY.

Louisville—The Ray Co., 620 Fourth street.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Fire Alarm Co., 624 Carondelet street.
The Ray Co., 121 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.

Portland—W. H. Ross & Son, 507 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 8 Hanover street.
Eastern Talking Machine Co., 177 Tremont street.
Oliver Ditson Co., 150 Tremont street.
Iver Johnson Sporting Goods Co., 163 Washington street.
Read & Read, 418 Washington street.

Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.

Lowell—Thomas Wardell, 121 Central street.

Worcester—Iver Johnson Sporting Goods Co., 364 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 206 Woodward avenue.
Grinnell Bros. Music House, 259 Woodward avenue.
The Vim Co., 168 Griswold street.

Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 504 Hennepin ave.

St. Paul—Minnesota Phonograph Co., 37 E. 7th s treet.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1003-1005 Walnut street.
The Ray Co., 1001 Grand avenue.

St. Louis—Conroy Co., 1114 Olive street.
The Ray Co., 903 Olive street.

NEBRASKA.*

Lincoln—H. E. Sidles Cycle Co., 1317 O street.

Omaha—H. E. Fredrickson, 1206-1210 Capitol avenue.
Nebraska Cycle Co., 1318 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 205 Washington street.

Newark—A. O. Petit, New and Halsey streets.

Paterson—James K. Flynn, 119 Ellison street.

Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

Removed since June 1, 1904. Kelley Cigar Co., Chicago; P. C. L. Martin Auto Co., Plainfield, N. J.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 394 Fulton street.
Price Phonograph Co., 1048 Broadway.
Ehrlich Bros., 61 Main street.
Elmira—Illinois Arms Co., 119 Main street.
Glovers—Johnstown Phonograph Co., 39 W. Fulton street.
Kingston—Parsell & Davis, 302 Wall street.
New York City—Bettini Phonograph Co., 80 Chambers street.
Blackman Talking Machine Co., 19 Thirty-fourth street.
J. F. Blackman & Son, 963-965 2d avenue.
I. Davega, Jr., 602 Third avenue.
S. B. Davega, 30 E. 14th street.
Douglas & Co., 89 Chambers street.
Fifth Avenue Co., 23 Fifth avenue.
Harry Hanson, 1876 Broadway.
Ingot Music Co., 36 Union Square.
Victor L. Kappe, 1662 Second avenue.
Siegel-Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 9th street.

Rochester—A. J. Dettinger, 347 North street.
Mackie Piano, O. & M. Co., 100 State street.
Otten to Miller, 63 State street.
Talking Machine Co., 70 S. Clinton avenue.

Schenectady—Wm. Wilkinson, 316 State street.

Syracuse—W. D. Andrews, 216 E. Fayette street.

Troy—James Lucey, 359-361 Fulton street.

Utica—Clark-Horrocks Co., 54 Genesee street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.

Cincinnati—Ilsen & Co., 25 W. 6th street.
The Ray Co., 119 West 4th street.
Wabl-Guesch Co., 42 W. 4th street.

Cleveland—The Ray Co., 1109 Euclid avenue.

Columbus—Perry B. Hough, 82 E. Gay and Third streets.

Dayton—Nicholas & Bothe Co., 32 S. High street.

East Liverpool—Smith & Phillips Music Co.

Toledo—Hayes Music Co., 601 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Braun, 300 Federal street.

Allentown—D. L. Auchenbach, 26 Hamilton street.

Easton—William Warner, 402 Northampton street.

Philadelphia—C. J. Heppe & Son, 1300 Chestnut street.
Ed. Ross, Market and 8th streets.
The Ray Co., 1031 Chestnut st.
John Wanamaker, Thirteenth st.
Wells Phonograph Co., 41 N. 9th street
Western Electric Co., 232-234 Market street.
H. A. Weymann & Son, 1303 Market street.

Pittsburg—Theo. P. Bentel Co., Inc., 432 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Kleber & Bro., 501 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 237 Liberty avenue.

Reading—Reading Phonograph Co., 829 Penn street.

Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 184-188 Westminster street.
J. A. Foster Co., Weybosset and Dorrance streets.
Horgan Furniture Co., 231-233 Weybosset street.
Murray, Blanchard, Young & Co., 96-98 Pine street.
A. T. Scattergood & Co., 106-110 N. Main street.

TENNESSEE.

Memphis—The Ray Co., Lyceum Building, and 208 Second street.

Nashville—The Ray Co., 30 The Arcade.

TEXAS.

Dallas—C. B. Harris, Adv. 342 Main street.

VIRGINIA.

Richmond—The Ray Co., 319 E. Main street.

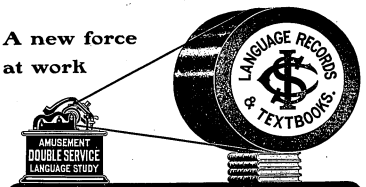
WISCONSIN.

Milwaukee—McGreal Bros., 122 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, Yonge street.

A new force at work



The Power of Education

AN I. C. S. Language Outfit gives the Edison Phonograph power to teach a foreign tongue in the most convenient and practical manner. It cost $50,000 to produce this instruction—an amount invested for you, Mr. Edison Dealer, should you care to represent "double service"—amusement and language study.

Do not underestimate the importance of this great educational movement. The moulded language record alone marks an advancement as distinct in its character as the invention of printed books; here we have permanent metal moulds "printing" pronunciation on the wax for the ear just as the type prints the textbooks for the eye.

The public is quick to grasp the value of a *standard language*, both oral and written, printed from the same masters that have supplied instruction to leading colleges and thousands of successful students.

$25.00 Pays for a Complete Language

(Liberal Discount to the Trade)

An Outfit in either French, German, or Spanish, includes 25 Edison Gold Mould Language Records, reproducing 6,000 words; and four handsomely bound I. C. S. textbooks of over 2,000 pages.

Demonstrations Prove the Value. We have acquired a special demonstrating outfit for the Edison trade furnished without profit to introduce I. C. S. Language Outfits; contains 3 Moulded Language Records and Textbooks in French, German, and Spanish, with special literature for dealers' imprint. Price, $1.00 complete, delivered in U. S. and Canada. **SEND NOW.**

LANGUAGE DEPARTMENT

International Correspondence Schools

Scranton, Pa.

EDISON Phonograph Monthly

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CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 568 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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A GREAT FUTURE AHEAD.

As premised by the sixty days' notice sent out on May 16th, the price of Edison Gold Moulded Records was on July 18th reduced to 35 cents each and are now being sold all over the United States at that price. Owing principally to the duty, the retail price in Canada has been made forty cents. Edison Concert Records have been reduced to 75 cents each, the same price prevailing in Canada. The impetus given to orders by the rebate letter sent out in June was very satisfactory, but was almost nothing as compared to the orders received since the lower prices were formally announced. The advance orders for August Records fully equals those for the same month of last year and the orders for stock Records have been phenomenal. It was only because of our belief that a largely increased business would follow that a decision was reached to reduce prices. Had our Record making facilities been no greater to-day than they were a year ago, it is quite unlikely that a lower price would have been seriously considered, at least not for a long time. But within the past year, finding ourselves unable to fill orders in a manner satisfactory to the trade, because of inadequate factory facilities, and anticipating a rapid and steady increase in the demand for Edison Records, we built and completely equipped an entirely new Record making plant. The plant and equipment represents an expenditure of many thousands of dollars.

With more than double the Record making capacity that we had a year ago, we determined to get the business necessary to keep it busy. We did not doubt that even with Edison Records at 50 cents each, we could get such a business in time, but we wanted it now, and have, therefore, set out to get it. We con-

(Continued on page 3.)

THE ADVANCE LIST OF SEPTEMBER RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR SEPTEMBER, 1904

RECORDS listed below will be ready for shipment as near September 1st as possible, at which time Jobbers' stock orders, if placed prior to August 15th, will be shipped. September Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8774 Algonquin March (*Seltzer*) Edison Military Band
With bells and conducted by the composer, Frank R. Seltzer.
8775 Tippecanoe (*Von Alstyne*) Bob Roberts
Comic song as sung by Wm. Gould in "The Southerners", with orchestra accompaniment.
8776 How Can I Leave Thee (*Cramer*) Miss Morgan and Mr. Stanley
Contralto and bazo duet with orchestra accompaniment.
8777 The Russian Story (*Wilder*) Edison Symphony Orchestra
8778 Please Come and Play in My Yard (*Morse*) Byron G. Harlan
Descriptive song with orchestra accompaniment.
8779 A Bit o' Blarney (*Held*) Edward M. Favor
A popular Irish song with orchestra accompaniment.
8780 Karuma (*Vivian Grey*) "A Japo-Rhapsody" Vess L. Ossman
Banjo solo with orchestra accompaniment.
8781 Old Folks at Home (*Foster*) W. H. Thompson
The old standard song accompanied by the Edison Military Band
8782 Why, Hello Bill, Who's Your Friend? (*Brown*) Arthur Collins
Coon song with orchestra accompaniment
8783 On Tiptoe (*Hosmer*) *Characteristic selection* Edison Concert Band
8784 Dixie (*Dan Emmett*) "Way Down South in Dixie" Harlan and Stanley
Male duet with orchestra accompaniment
8785 Old Mother Goose (*Jerome*) Billy Murray
Characteristic song from the comic opera "The Royal Chef" with orchestra accompaniment
8786 Forsaken—Verlassen (*Koschat*) Edison Brass Quartette
8787 Back Among the Clover and the Corn (*Petrie*) James F. Harrison
Descriptive song with orchestra accompaniment
8788 Down in the Vale of Shenandoah (*Harris*) Harry MacDonough
Charles K. Harris' latest descriptive song with orchestra accompaniment
8789 Bluette (*La Rose*) *Piccolo solo with orchestra accompaniment* Frank S. Mazziotta
8790 In the Gloaming (*Harrison*) Edison Male Quartette
8791 Louisa Schmidt (*Von Tilzer*) Collins and Harlan
Comic Dutch male duet with orchestra accompaniment
8792 Varney's Ideal (*Stinson*) Negro sketch Albert Benzler
Xylophone solo with orchestra accompaniment
8793 The Bloom is on the Rye (*Bishop*) George Seymour Lenox
An old Scotch ballad with orchestra accompaniment
8794 Scissors to Grind (*Allen*) Arthur Collins
Character song by the composer of "Any Rags." with orchestra accompaniment.
8795 Yale College Life March (*Reed*) Edison Military Band
8796 Stories Adam Told to Eve (*Jerome and Schwartz*) Edison Male Quartette
Solo and chorus with orchestra accompaniment
8797 A Rheumatism Cure in Jayville Center Harlan and Stanley
Comic Rube talking and singing male duet
8798 I Want to be a Soldier Medley Edison Military Band
Introducing "I Want to be a Soldier," "Good-Bye Little Girl, Good-Bye" and "Mississippi Mamie"
8799 The Maple Leaf Forever (*Muir*) W. H. Thompson
National song of Canada with orchestra accompaniment

Names of Composers are given in italics and parentheses following the titles.

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

fidently believe that at 35 cents we shall in a very short time practically occupy the entire cylindrical record field. We certainly shall so far as the trade is concerned. At 50 cents each, Edison Gold Moulded Records were universally admitted to be worth their price. At 35 cents each they represent the greatest value possible, and we know that the public will so regard them. They are of such marked superiority that the difference between their price and that of cheap goods will not be considered by Phonograph owners. We haven't the first doubt that our Record business will inside of two months be double that of any time in the past. The conditions are ripe and a business of this magnitude is as certain as anything of the future can be.

More than this, with Edison Gold Moulded Records being sold at 35 cents each, the Edison Phonograph is going to increase in popularity by leaps and bounds. After all has been said a talking machine is the musical instrument of the masses. A comparatively few will pay high prices for machines and records, but tens of thousands of others look at the cost carefully and buy the best they can get for the least money. Edison Phonographs and Edison Gold Moulded Records will fill this situation to the fullest extent. Thousands have not bought a Phonograph because of the cost of Records. The price of the machine has been no bar, but they have realized that a stock of Records must be had and that additions must be made to it all the time to get the proper benefit from the machine. Then when they figured up the total cost they have found it more than they could stand. Edison Records at 35 cents will bring the expenditure within their means and their long cherished desire to own an Edison Phonograph will then become an established fact.

This increase in the sale of Edison goods is going to be the Dealer's recompense for the lower discounts on Records made necessary by the reduced prices. He is not only going to sell many more Records and sell them more easily, but his sales of Phonographs, upon which discounts are unchanged, are going to increase handsomely. Every Dealer who carries an adequate stock of Edison goods and makes a reasonable effort to sell them is going to be more than satisfied with his business in the coming year. Not even general business depression or Presidential year causes can prevent it. It's in the air. It must come.

Stock up. Be ready.

THE NEW AGREEMENT.

The reduction in price of Edison Gold Moulded Records became an established fact on July 18th, at the expiration of the sixty days' notice required by our Agreement with Jobbers and Dealers. The first announcement concerning possible new conditions was sent out on May 16th. On July 16th a telegram was sent to every Jobber in the United States advising him that on the 18th the price of Edison Records, standard size, would be reduced to 35 cents each. At the same time a letter of similar purport and a copy of the new Agreement, Form No. 585, was also sent to every Jobber. Since then a supply of Retail Dealers' Agreements, Form No. 590, has been sent to all Jobbers and they are now being laid before Dealers for their signature. Most of the Jobbers have already signed the new form and no opposition to it has been manifested. Dealers' Agreements are also being freely received, showing that the new conditions are being received in the proper spirit and that they will receive the hearty coöperation of the entire trade.

In the new Agreement changes are made in the price list, the discounts, the terms and the conditions. The price of standard size Records is reduced from 50 cents to 35 cents each, or $4.20 per dozen, no lower price being permitted when a dozen is purchased at one time. Concert Records are reduced from $1.00 to 75 cents each, or $9.00 per dozen.

Edison standard Blanks are reduced from 20 cents to 15 cents each when unshaved, and from 25 cents to 20 cents each shaved. Concert Blanks are reduced to 50 cents each.

The price of the Edison Victor Phonograph is increased from $60.00 to $65.00 and that of the Edison Conqueror Phonograph is increased from $75.00 to $80.00.

Radical changes have been made in the styles, prices and discounts of Coin Slot Phonographs. The Imperial, Regal, Climax, Ajax and Vulcan types have been cut out and will no longer be furnished. Two new styles, the Windsor and Majestic, have been substituted, with new list prices and special discounts. The Windsor is a new style battery current machine, and the Majestic is operated by 110 volt direct current. The list price of the Windsor is $80.00 and of the Majestic $90.00. Discounts of a special character have been made on these two new types. They are given in full and the reason for them, in an article on Coin-Slot Phonographs on page 10.

The discounts on all but Windsor and Ma-

jestic Phonographs remain as before. Standard size Records are placed at net prices to Jobbers and Dealers, and the discounts on Concert Records and Blanks have been reduced. (See new Agreement for these discounts.)

Several changes have been made in the conditions under which Edison goods must be sold. In addition to having an established store, a Retail Dealer must at all times carry a sufficient stock of Edison Phonographs and Records for exhibition and sale purposes. Dealers must get full prices for all articles sold as part of an outfit with an Edison Phonograph. This is done to prevent the cutting of prices on accessories in order to sell an Edison Phonograph and is entirely in the interest of the Dealers themselves. Clause No. 1, of the Conditions, also prohibits the disposition of Edison Phonographs or parts thereof, Records or Blanks as premiums, or by lottery, raffle or game of chance, or in other ways by which such goods may be obtained at less than full current list prices. Clause No. 2 prohibits giving trading stamps or other premiums with Phonographs, Records or Blanks. Clause No. 4 prohibits the acceptance of records of any kind, at any price, in exchange for Edison goods. Clause No. 7 prohibits the sale of Edison Phonographs, Records or Blanks outside of the United States or for export except at full list prices. The new Conditions of Sale, in full are as follows:

CONDITIONS OF SALE.

All Edison Phonographs, Records and Blanks are sold at Orange, New Jersey, under the license of Thomas A. Edison, the Edison Phonograph Company, and others, subject to the following conditions:

No. 1. *Retail Dealers must not (the owner or self or offer for sale,* either directly or indirectly, Edison Phonographs or parts thereof, Records or Blanks at a discount, or at less than current list prices, nor to Dealers who have not an established store and stock. Phonographs at list price can extra material or supplies not listed to go with same as a regular outfit. When other goods are included with an Edison Phonograph or Records and are advertised or sold as an outfit at a special or fixed price, the price of the Phonograph or Records must be not less than the regular list price in the outfit, not listed as part of the regular Phonograph outfit, must be given and must be the same whether included in an outfit or sold separately. Edison Phonographs or parts thereof, Records or Blanks must not be disposed of as premiums, nor by lottery, raffle or game of chance, or in other ways or by means whereby any person or persons may acquire such goods for less than the full current list prices.

No. 2. *Gluing away or selling other goods at less than regular prices forbidden.* The trading stamp, coupon or other similar plan in order to induce the sale of Edison Phonographs or parts thereof, Records or Blanks, will be a violation of the conditions hereof.

No. 3. *All Edison Phonographs leave a or (if sealed),* all Edison Records are boxed and inclosed with copyright and registered tickets and labels, and any Retail Dealer, selling or offering for sale an Edison Phonograph the serial number upon which has been removed or changed, or Records which have had the copyright and registered label and ticket, throughout the patents under which Phonographs and Records are sold, and will be considered as having violated the AGREEMENT.

No. 4. *Exchanges Edison Phonographs* or parts thereof, Records or Blanks in whole or part payment for advertising privileges, or for goods of some other make or nature; or the acceptance of goods or merchandise of other make or nature in whole or part payment for Edison Phonographs or parts thereof, Records or Blanks is contrary to the conditions hereof. Dealers are prohibited the acceptance of a talking machine at full list price, if good as new, for less cost of necessary repairs to make good as new) in exchange for an Edison Phonograph sold at full retail list price; *it is further prohibited the acceptance of Records of any kind, at any price, in exchange for Edison Phonographs Records or Blanks.*

No. 5. *The selling or offering for sale* of Edison Phonographs, or parts thereof, Records or Blanks that have become shop-worn or in any way damaged, or have been taken in exchange for second-hand Phonographs, or parts thereof, Records or Blanks, at reduced prices, will be considered a cutting of prices and will not be allowed.

No. 6. *Exchanges between Dealers.* Authorized Dealers in the 10th Congress, may be allowed to borrow from any other authorized Dealer, provided the goods so borrowed are actually replaced with goods of the same style and make. In case a sale takes place between two Dealers, it must be at full list prices.

No. 7. *Sales for export.* Edison Phonographs, Records and Blanks are sold to Jobbers and Dealers in the United States with the express reservation that such goods shall not be sold to Jobbers and Dealers outside of the United States, nor for export from the United States except at full list prices.

No. 8. *Failure to observe any of the above conditions,* or failing to pay accounts due the National Phonograph Company, may be at once cut off from any further supply of goods and placed on the suspended list.

No. 9. *ALL EDISON Phonographs, Records and Blanks* are sold to Jobbers and Dealers *upon the express condition that the license to use said royal them, implied from such sale, is dependent on the observance by the vendee of all the foregoing conditions; upon the breach of any of said conditions the license to use or vend said Phonographs, Records and Blanks automatically ceases and terminates, and the further use, handling or vending of said goods, and any is prevented against by suit for injunction or damages, or both.*

No. 10. *No variation of these terms and conditions, and no representations or agreements made by any employee of the National Phonograph Company, will be valid unless ratified in writing by its President or Secretary.*

The foregoing matter refers only to goods sold in the United States. In Canadian territory Records will be sold at 40 cents each and all other goods will be subject to an additional charge for duty.

GREATEST NIGHT OF FUN.

We gave a concert on an Edison Home machine to a prominent young man's club, known as the Y. M. L. A., last Wednesday evening, July 13, 1904. We played the complete July list for them. They went wild over it, for when we played No. 8742, "A Bit o' Blarney," they marched all over the parlors and threw their hats into the air. They say it was the greatest night of fun they ever had, and want us to give them another one when the August Records arrive.

SCHARPEN BROS,
July 18, 1904. Jersey City, N. J.

HOW TO DETERMINE IMITATION AIR HOLES IN RECORDS.

The information given below has been prepared by experts at our factory and is offered as a guide to Jobbers and Dealers in determining to their own satisfaction whether or not Records returned by their customers as defective on account of air holes (heretofore commonly termed pin holes) appearing on the surface, are caused in the process of manufacture or are the result of intentional injury with a sharp pointed instrument, such as a pin, needle or lead pencil.

A genuine blow or air hole which appears on the surface before the Record has been played appears under a glass to have regular edges and is of an oval or elliptical form, and invariably appears lengthwise of the Record, the cavity beneath the surface being larger than the opening at the surface and the bottom of the cavity is not discernible.

After the reproducer button has passed over this opening a number of times the edges become ragged and irregular in form and the sapphire carries the minute particles of wax which have become detached from the edges over the track of the Record, causing a scar which can be plainly seen.

The hole that has been made in imitation of an air hole does not show any of the above characteristics; on the contrary the edges have a burred appearance, the wax being forced above the surface of the Record, the cavity appears in circular form, the walls of the hole present a shiny appearance and converge to a point at the bottom of the cavity, which can be easily seen. In a great many instances the hole shows the marks of the instrument with which the injury was made and a number of cases show that the insertion of the instrument has raised and slivered or chipped the wax.

In the examination of these Records where the use of a microscope is not available we suggest the use of a jeweler's glass, and feel assured that when the trade becomes familiar with the characteristics of the genuine and imitation air holes further impositions of this nature will cease.

COMPOSERS' NAMES ADDED.

A new feature of the forthcoming Domestic Record Catalogue will be the addition of the composers' names to the various titles. These have been inserted without making it necessary to omit any of the matter heretofore contained in the Record Catalogue. The composers' names have been added wherever it has been possible to get them, and efforts will be made to supply the missing ones from time to time in the future. The present Record Catalogue Form No. 545 contains the titles of the Records that have been cut out, and Jobbers and Dealers will find it advantageous to continue their use for the sale of these Records as long as their present supply lasts. The new catalogue will contain all titles listed to and including August. The omission of five months' titles does not materially affect the value of the present catalogue, especially when the new titles can be supplied by Supplements. We must cut down orders for Record Catalogues as they come in until the middle of August in order that the trade may not have on hand many of the present edition when the new one appears. Jobbers may send in orders at any time for the new catalogue, but it will not be possible to send large quantities to them at one time, and we must reserve the right to make partial shipments on such orders.

THE WHOLE TRADE AWAKE AND HUSTLING.

Most gratifying was the up-to-date and progressive manner in which the Jobbers and Dealers in Edison goods throughout the country appeared before the public with advertisements of the reduced price of Edison Records as soon as they were advised of the fact. The notice of the change was sent out on July 16th and the following day the papers in all the large cities in which the Jobbers are located contained striking advertisements announcing the reduction. The papers in other cities continued the announcement on the following Monday and they have since been appearing with surprising regularity in most of the daily papers. It is doubtful if to-day many users of the Phonograph are not aware of the reduced price of Edison Records. Many Dealers have gotten out printed matter in various styles. Cards, folders, blotters, circular letters and many other forms have been employed to advise the public of the new price. It is apparent that Jobbers and Dealers are determined to do a largely increased business under the new conditions. We should like to acknowledge individually the receipt of the papers and literature that have been sent to us by Dealers advertising the new price, but the list is too large; it includes the names of nearly every progressive Edison Dealer throughout the country.

NEW CARTON AND NEW STYLE MARKING.

The samples of the August Records sent to all Jobbers early in July were packed in the new style Record carton. They were also lettered on the end with the new style marking. The entire outfit has been warmly commended by Edison Jobbers everywhere. One or two imperfections in the making of the box have been pointed out and will be remedied. The entire list of the August selections will be shipped out in the new boxes and with the new style marking. The new box is slightly over 9¾ inches in diameter and is 4¾ inches long. The cover and bottom are countersunk so as to hold the Record firmly in place when placed over the spindle inside. The new box



bears a handsome new style label printed in black, red and gold and has a small circular label on the lid upon which is placed the number of the Record. The number is also shown on the side label.

As announced last month, selections already listed will be changed over to conform with the new improvements as rapidly as is possible, but it will take several months to complete the changes on the entire list. It will be impossible to inform the trade what particular selections will be changed over from time to time and we will be compelled, therefore, to reserve the right to fill any and all orders received in the meantime with Records both of the old and new styles of marking and boxed in the old and new style cartons.

DEALERS SHOULD SIGN PROMPTLY.

The supply of the new Retail Dealers Agreements, Form No. 590, sent to all Jobbers is sufficient to permit them to re-sign all of their present Dealers and have a quantity on hand for new business. A further supply may be had for the asking. No index cards are being sent with the Agreements and Jobbers will *not* be required to fill out and return one except in the case of a new Dealer or an old one signing under new conditions, such as new address, etc. Dealers will keep themselves on our mailing list and will accommodate their Jobbers and ourselves by signing the new Agreement as soon as they receive it and returning the proper copies without delay. Before doing so carefully read the Agreement and the notice attached to it. Make sure that every clause is fully understood. After sufficient time has elapsed the name of every present Dealer who has not signed the new Agreement will be removed from our files and mailing list. To get names restored after this has been done will cause extra trouble to every one. Jobbers are urged to see that all of their Dealers are able to meet the conditions requiring them to have an established store and to carry a stock of Edison goods sufficient for exhibition and sale purposes. Without a proper store and a suitable supply of Phonographs and Records a satisfactory and profitable business cannot be done, and in making this clause even stronger than it was in the present Agreement, we are seeking to advance the interest of all concerned, the Dealer himself most of all. Dealers who sign with us direct are asked to sign and mail the proper copies of the Agreement sent them, addressing it to New York or Chicago according to the territory in which they are located. Business in Edison goods in the next six months is going to break all records and Dealers should leave nothing undone to get their share. So sign the new Agreement at once.

Owing to the duty, a special Agreement is necessary for Canadian Dealers, and it will be a little later in reaching the trade there than the United States Agreement reaches Dealers here. Until Dealers have had an opportunity to sign the new Agreement the old Agreement remains in force except in the matter of prices.

HOW TO HANDLE NEW AGREEMENT.

Dealers: When the new agreement reaches you, read it carefully, date and sign each copy and have your signature WITNESSED. If you deal through a Jobber, return to him the copies marked "Original" and "Duplicate." Retain the copy marked "Triplicate" for your future reference. If you deal direct with this Company send the copy marked "Original" to office from which it was mailed, and return "Duplicate."

Jobbers: When dealers return Original and Duplicate copies to you, send us the Original and retain the Duplicate for your files. Be sure that they are properly dated and witnessed before returning Original to us.

WHERE TO SEND ORDERS AND CORRESPONDENCE.

All Dealers in Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Nebraska, Wyoming, Colorado, North Dakota, South Dakota, Oklahoma Territory, New Mexico and Indian Territory who are buying goods direct from this company are asked to send all orders and address all correspondence to our Chicago office. All of the direct business in these States is handled at Chicago, and to send orders or address correspondence to any other place involves a loss of time, for all papers if received at New York are returned to Chicago. Time will be saved by sending them direct to Chicago.

Dealers in Washington, Oregon, Nevada, Montana, Idaho, California, Utah and Arizona should send orders and address correspondence to Peter Bacigalupi, 786-788 Mission street, San Francisco. Orders can be filled from there with great saving in freight charges, and correspondence will have better attention.

Direct Dealers in all other States of the Union should send orders and correspondence to the New York office. Jobbers should also send orders to New York office. It is a mistake to think that orders will receive better attention if sent to the factory at Orange, N. J. Every order sent there is returned to the New York office and causes a loss of time rather than a saving. Orders sent to the New York office get the best possible attention. We have an open telephone wire between the factory and the New York office four times daily, and send a messenger from New York to the factory at noon and night, every day. No matter how urgent an order may be, it will have immediate attention. Our system requires that all orders shall pass through the New York office, and the trade will get better service if they bear this fact in mind.

PRINTED MATTER.

We have just mailed to the entire trade a hanger announcing the reduced price of Records and a number of circulars of the same purport. The hanger is for temporary use by Dealers. We have also sent to every Jobber throughout the country a large supply of these circulars and a show card printed on cardboard, both of which we are asking them to distribute to their Dealers. Being printed on cardboard the show cards cannot be mailed.

The circulars are of an inexpensive character and were intentionally printed in this way in order that they might be used in liberal quantities by all Dealers. The number of these sent to each Jobber is sufficient to allow him to distribute them freely. Dealers are urged to get a supply of these circulars and at least one of the show cards and see that every one in their territory knows that the price of Edison Gold Moulded Records has been reduced to 35 cents. Now that the price has been reduced we want the fullest possible publicity concerning it. Along with the above circulars and hangers we have mailed a new lithographed hanger, Form 573. It is not a work of art, but is designed to catch the eye of the public and call their attention in another way to the Edison Phonograph. A reasonable additional number of these copies will be supplied to Jobbers upon request. They should know, however, that a copy has been mailed to every Dealer and they will only need a supply for such of their Dealers as need an extra copy or two and for new Dealers.

A WORD TO CANADIAN AND FOREIGN DEALERS.

Matter published in the EDISON PHONOGRAPH MONTHLY is prepared for the trade in the United States. Canadian Dealers should always bear in mind that an amount equal to the duty into their country should be added to any prices that may appear in these columns. Dealers in foreign countries, who may receive or see copies of this publication, should also remember that unless otherwise written it treats only of trade conditions here.

COMMENTS ON SEPTEMBER RECORDS.

In the advance list of Edison Gold Moulded Records for September, published in full on page two and referred to in detail below, there are many interesting and attractive selections, notwithstanding that July (the month in which the list was made up), is the mid-season month in the matter of musical attractions. The light opera and musical comedy companies have not yet begun their fall season and the music publishers are not yet ready to put their new compositions before the public. Consequently there is not the same amount of material to select from that there will be two months hence. Advantage has been taken of this fact to put out a few selections for which our patrons and the trade have been asking for some time. Among these are "Old Folks at Home," "Dixie," "In the Gloaming," and "The Maple Leaf Forever." To thousands of Phonograph owners these selections will appeal more strongly than most songs of the present day. They belong to the class of music that never loses its hold upon the public, no matter how old the songs may be. At the same time our Recording Department has listed a varied lot of new music. The entire list is made in the best style of this department, which never stands still but ever improves.

No. 8721, "Algonquin March," is a composition written by Frank R. Seltzer, leader of the Edison Military Band, by whom the Record is made. The selection includes a bell solo and is notable for the tuba and trombone execution. It is a bright clear Record. It gets its name from the Algonquin Club of New York City.

No. 8775, "Tipperaroe," is a comic song in which William Gould has made a great success in "The Southerners." It is sung for our Record by Bob Roberts, and has an orchestra accompaniment. This song and Record are destined to have wide popularity. Harry H. Williams is the writer of the words and Egbert Van Alstyne is the composer of the music.

No. 8776, "How Can I Leave Thee?" is a charming contralto and basso duet of Cramer's well known ballad by Miss Morgan and Mr. Stanley. An orchestra accompanies the singers. The duet Records of these artists are greatly admired.

No. 8777, "The Russian Story," is a unique composition that will meet the approval of lovers of fine music. It is played by the Edison Symphony Orchestra. This selection was written before the present war was begun and therefore has no connection with it; in fact, the music is quite different from anything of a warlike character. A 'cello solo is a feature. The composer is George H. Wilder.

No. 8778, "Please Come and Play in My Yard," is a descriptive sentimental song, with orchestra accompaniment, by Byron G. Harlan. It tells how two little girls, one rich and the other poor, who lived in adjoining houses, became acquainted and invited each other to play. Mr. Harlan sings it splendidly. The words of this song are by Edward Madden and the music by Theodore Morse.

No. 8779, "A Bit o' Blarney," was given in the July list as a selection by the Edison Concert Band, being played as a two-step. This number is a vocal selection by Edward M. Favor and has an orchestra accompaniment. No more charming selection in Irish dialect has ever been made for the Phonograph. "A Bit o' Blarney" is a delightful composition. It is written in an artistic manner, and the words are as satisfactory as the music. The words and music of this song were written by Steelen and Helf. It is now being sung with marked success in "A Little of Everything," a New York City success.

No. 8780, "Karama," is a selection by Vivian Grey (Miss Mabel McKinley), who calls it a Jap-rhapsody. Miss McKinley is well known as the composer of "Amona," and "Little Dolly Dridtwood." "Karama" is played as a banjo solo by Vess L. Ossmann, who is without a peer on this instrument. It has an orchestra accompaniment.

No. 8781, "Old Folks at Home," is remarkable for the unusual volume of tone. It is sung by W. H. Thompson, and is accompanied by the Edison Military Band. The introduction is played with full band volume and the band is unusually strong through the entire Record. It is not loud enough, however, to affect the fine quality of Mr. Thompson's singing. This old Southern song was written by Stephen Collins Foster. It is put in the catalogue in response to many requests. These old songs are renewing their popularity and we predict that the demand for this number will be unusually large.

No. 8782, "Why, Hello, Bill, Who's Your Friend?" is a coon song with orchestra accompaniment. It is sung by Arthur Collins in his inimitable manner. It tells how one coon "busts in" on his friend and asks to be introduced to his girl. Harry Brown is the composer of this song. It makes an excellent Record.

No. 8783, "On Tiptoe," by L. Hosmer, is what may be properly styled a "swell" Record. As its name indicates, the music is light, airy and graceful and is notable for the flute and clarinet work. It is made by the Edison Concert Band.

No. 8784, "Dixie," is the late Dan Emmett's ever popular Southern air. It is sung as a male duet by Harlan and Stanley, with orchestra accompaniment. This is another Record for which there has been great demand. Mr. Emmett, the composer, died recently.

No. 8785, "Old Mother Goose," is a characteristic song from the comic opera "The Royal Chef." It is sung by Billy Murray, with orchestra accompaniment. It is styled a "scare" song. Ben M. Jerome is the composer. In the opera the singer gathers around him a lot of little colored children and tells them that old Mother Goose is around. He tells them to

> Run to your little bed,
> Cover up your kinky head,
> Don't you let her in the room,
> Or you'll take a ride on the broom.
> She will leave her cave away,
> Up in the clouds she'll stay.
> Sh! Sh! Do you hear that sound?
> She's a comin' round,
> She'll steal you by the light of de moon.

No. 8786, "Forsaken" (Verlassen) is a folksong of the part of Germany, but the air is so well known that most hearers will think it of American origin. The Record is made by the Edison Brass Quartette, composed of two cornets and two trombones. This music is written in slow time and because of this fact is most suitable for brass quartette work. "Forsaken" was composed by F. Koschat.

No. 8787, "Back Among the Clover and the Corn," is another fine baritone Record by James F. Harrison. It is a descriptive selection by H. W. Petrie, and has the usual good orchestra accompaniment. This song will be one of the features of the first part in Dockstader's Minstrels in the coming season. The air somewhat resembles "Love's Old Sweet Song."

No. 8788 "Down in the Vale of Shoneydoah," is a well executed Record by Harry MacDonough, of Charles K. Harris' latest descriptive song. Mr. MacDonough is accompanied by the orchestra.

No. 8789, "Bluette," is a piccolo solo by Frank S. Mazziota, with orchestra accompaniment, that cannot fail to delight every one. The music is pretty and it repeatedly catchy and sweet. The melody air runs through the composition. "Bluette" was written by L. La Rose.

No. 8790, "In the Gloaming," is an artistic rendition by the Edison Male Quartette of A. F. Harrison's old time ballad. It is sung by the quartette without accompaniment, in deference to the taste of a large number of people who claim that male quartettes are better when sung without accompaniment.

No. 8791, "Louisa Schmidt," is a comic song given as a male duet by Collins and Harlan, with an orchestra accompaniment. In spite of the dialect, the words are unusually distinct and can be easily understood. Andrew B. Sterling wrote the words of the song and Harry Von Tilzer the music. The Record is unusually well rendered.

No. 8792, "Varney's Ideal," is listed as a negro sketch and is played as a xylophone solo, with orchestra accompaniment, by Albert Benzler. A very clear and well played Record. This composition is the work of P. W. Stimson.

No. 8793, "The Bloom is on the Rye," an old Scotch ballad by Henry R. Bishop, is a tenor solo by George Seymour Lenox. Mr. Lenox sings it in an artistic manner and is accompanied by the orchestra.

No. 8794, "Scissors to Grind," is a character song by Thomas S. Allen, who wrote "Any Rags." It is sung by Arthur Collins, who made such a success of "Any Rags." His work in this Record is equally good. The Record can hardly fail to be a great seller. Between the verses are given some funny remarks. When solicited for scissors to grind the old lady says, "The last pair you ground for me were very dull." The grinder's reply is simply "So's business." It is not so much the remarks themselves as the way in which Mr. Collins says them that makes them so funny.

No. 8795, "Yale College Life March," is a composition written by F. Herbert Reed and played by the Edison Military Band. The music is of a rollicking character, typical of college life, and has a good rhythm. The air is carried by the tubas, the treble instruments playing the accompaniment.

No. 8796, "Stories Adam Told to Eve," is a song that made a big hit in "Mother Goose." It is sung by the Edison Male Quartette, with solo, chorus and orchestra accompaniment. It is an excellent Record. William Jerome wrote the words of this song and Jean Schwartz the music.

No. 8797, "A Rheumatism Cure in Jayville Center," is a still further addition to Harlan and Stanley's Rube sketches. *Ezra* (Stanley) is confined at home with rheumatism. Zeb (Harlan) calls upon him with Jim Martin's boy. In the conversation that follows Ezra asks which of the medical schools Zeb thinks is the best, allopath, homeopath or osteopath. Zeb, in his characteristic manner, replies, "All paths lead to the grave." Among the bits of news that Zeb discusses is one about Taylor, whom he says is getting so high-toned that he goes after the cows in a carriage. Jim Martin's boy then plays "Pop, Goes the Weasel" on the violin and Ezra gets so excited that he forgets his rheumatism and dances with his wife instead. The violin quality in the Record is unusually loud and clear.

No. 8798, "I Want to be a Soldier Medley," introduces that song together with "Good-bye, Little Girl, Good-bye," and "Mississippi Mamie." The Record is made by the Edison Military Band and in arranging the music it has been given a military character, the drums and fifes being heard at each change in the melody. The cornet is prominent throughout the Record.

No. 8799, "The Maple Leaf Forever," is a Record of the national song of Canada, sung by W. H. Thompson in his usual fine voice, accompanied by the orchestra. This composition was written by Alexander Muir in 1867, and is too well known in the upper part of the United States and Canada to need any comment. It will unquestionably find a large sale in those sections.

NEW MOTOR SUSPENSION SPRINGS ARE FINE.

I want to congratulate you over the success of the motor frame springs, for I got some yesterday and put them on a Triumph Phonograph and the result was way beyond my expectations. I think they are just fine. So, wishing you success over all rivals, I remain,

G. W. HINKHAW,
Carmel, Ind.

July 14, 1904.

COIN SLOT PHONOGRAPHS.

With the withdrawal of the Edison Imperial, Regal, Climax, Ajax and Vulcan Coin-Slot Phonographs and the introduction of the Windsor and the Majestic, the National Phonograph Company has decided to adopt an entirely new plan in selling these types of coin-slot machines. It has been found that to instal coin-slot Phonographs and keep them in satisfactory operation requires more attention than the average Dealer can afford to give to them. It was therefore decided that the proper exploitation of coin-slot machines could only be secured by having them handled by the company direct and a special department has been organized for that purpose. The company will solicit this class of business direct, will instal machines with its own men and will see that they are started in a proper manner. While it will not be formally responsible for the machines after they have been thus installed, and proper instructions given concerning their care and operation, it will always stand ready to remedy any serious trouble that may arise. Briefly, it is intended that Edison Coin-Slot Phonographs shall have the attention that their merit warrants and the growing demand for them demands.

At the same time it was decided not to take the matter out of the hands of the trade entirely, but to allow discounts that would enable the larger Dealers to still handle them. The Windsor type is operated by battery current and will be sold at $80.00. The Majestic type is equipped for 110 volt direct current and will be sold at $90.000. These prices will be subject to discounts as follows:

Less than 25 machines	no discount
25 machines	10 per cent. off List
50 "	25 per cent. off List
60 "	30 per cent. off List
100 or more machines	35 per cent. off List

Discounts on Windsor and Majestic types are not confined to Jobbers or Dealers, but are open to any purchaser. They are not cumulative nor does one purchase establish a discount on future orders. In each and every case orders must be placed for quantities above specified or discount quoted cannot be allowed.

Bijou and Excelsior Coin-Slot Phonographs, both of which are spring-motor types, will be sold at the same prices and same discounts as before.

In Canada an amount equal to the duty must be added to the selling prices of Coin-Slot Phonographs as well as to those of all other goods.

THE PHONOGRAM.

The re-issue of THE PHONOGRAM seems to have met the approval of the trade and the public. It was found necessary to increase the first edition to 100,000 copies. We have printed 110,000 copies of the second edition and the orders already on file will take the entire lot. Time is the real test of the merit of a publication of this character, but we hope that with a little assistance from the trade and the public we shall be able to make THE PHONOGRAM an interesting little pamphlet and one that will be looked for each month. We would again point out to Jobbers that we cannot imprint THE PHONOGRAM in smaller lots than 500 copies and multiples of that number, and to do this we must have an order at least one month in advance and be continued for at least several months. Unless Dealers will pay express charges, it will be necessary for them to get a supply of Phonograms through their Jobbers. They are too heavy to send in quantities by mail. THE PHONOGRAM will be shipped to the trade with the new Records each month. This will make its date of publication each month somewhat uncertain, and Dealers should explain to their patrons why the time of publication varies.

NEW RECORD CATALOGUE.

The new Domestic Record Catalogue will be ready for the use of the trade about the middle of August. It will probably be sent out with the August Records to such Jobbers as find it necessary to have a supply about that time. It will be Form No. 600, and will succeed the present Form No. 545. It will have the same purple cover as No. 545, but the phrase "Domestic Selections" will be changed to read "American Selections." This phrase has been changed because we find it necessary to use many of these catalogues in foreign countries and to them the term "domestic selections" does not have the proper meaning. The new catalogue will contain only American selections. The British selections have been cut out entirely and will appear only in the foreign catalogue. When it is found necessary to print a new edition of the Foreign Record Catalogue the phrase "Foreign Selections" will be changed to read "British, European, French-Canadian, Asiatic." This change will make it possible to use the present Foreign Catalogue either in this country or any other country and have the title comprehensive in each. This Foreign Catalogue will include all Records except American selections.

CHANGE CATALOGUES TO NEW PRICES

Jobbers and Dealers are asked to correct with a pen the Machine and Record Catalogues they are now using so that they will contain the proper prices. The following table shows the changes that have been made under the new Agreement. Jobbers cannot be expected to make these changes in catalogues that they furnish to Dealers, and the latter, therefore, should give the matter their own attention.

NEW PRICES IN EFFECT JULY 18, 1904.

Change in prices of Edison Phonographs.
Edison Victor Phonograph, new price, $65.00
Edison Conqueror Phonograph, new price, $80.00.

Change in prices of Edison Records.
Standard size, reduced to 35c. each, $4.20 per dozen.
Concert size, reduced to 75c. each, $9.00 per dozen.

Changes in prices of Edison blanks.
Standard size, rough, reduced to 15 cents each.
Standard size, shaved, reduced to 20 cents each.
Concert size, shaved, reduced to 30 cents each.

John S. Smith, a Philadelphia Phonograph Dealer, sends an official membership card in the "National Society of Butters In." It bears his business card on one side and the following matter on the back:

NATIONAL SOCIETY OF BUTTERS IN
NATIONAL SOCIETY OF BUTTERS IN
MEMBERSHIP CARD.
Good for One Season.

This is to certify that M.....
Is privileged to Butt in on all Conversations both Private and Public.
Signed,
Billy Butt, Pres. Angora Butt, Sec'y.
Nanny Butt, Treas.

Butt if you want a Talking Machine or Records Butt In.

GET READY FOR FAIRS.

It is about time to consider the matter of getting literature for use in connection with exhibits at county fairs. The fair season opens in September and there is no better way to advertise Edison Phonographs and Records than exhibits at these fairs. We have several forms of printed matter suitable for this purpose.

These are No. 291, one of the Jingle Book series; No. 409, the lithographed card in colors showing boy with hatchet looking for the band; No. 467, the four-page folder on the merits of the Phonograph; No. 535, a four-page folder showing four different styles of the Phonograph on the inside pages; No. 540, a four-page folder. Dealers contemplating making exhibits at county fairs should place an order with their Jobbers for any printed matter they require and have it forwarded, provided the latter cannot supply it out of their own stock. This literature cannot be imprinted with the Dealer's name and address. It will be necessary for a Dealer to imprint it himself or do the printing with a rubber stamp.

BETTER THAN ANTICIPATED.

The Pardee-Ellenberger Co., of New Haven, Conn., send the following letter from one of their customers:

I have put the suspension springs I obtained from you in my Triumph phonograph and the results were even better than I anticipated. All noise is now eliminated and I am sure no Phonograph owner would be without them were he to ever see the difference demonstrated. The "Triumphs" is triumphant now in every respect. My neighbors count it a pleasure living in close proximity to the best talking machine in the world.

S. N. WING,
Shelburne Falls, Mass.

ROVE AWAY THE BLUES.

Our Foreign Department recently sold a Concert Phonograph and a supply of Concert Records to a customer in Mexico. In acknowledging their arrival, he wrote:

I received the Concert Phonograph and Records in good shape. I am very highly pleased with the Phonograph. It is perfect. I had the "blues" at my mines when the Phonograph arrived. I immediately set it up and played several Records on it, when the "blues" were forgotten. It simply saved my life. Wishing you unbounded success, I am.

ITS TONE THE MOST NATURAL.

I played before a party of expert musicians lately and they were all agreed that the Edison machine brought out the natural tone more fully than any other they had ever heard. I have noticed several articles in the EDISON PHONOGRAPH MONTHLY on determining the speed of a machine. Here is my method: I do not use a speed indicator, nor make a scratch on the Record and count the revolutions from the clicks. I put on a Record and change the speed until I get the correct tone. That I am successful is proved by the fact that one of the musicians mentioned above declared that I was one of the few whom he had ever seen operating a machine, who regulated the speed in a manner which brought out the exact natural tone of the instrument or voice. But I wish to state right here that I have tried the same thing on other machines and failed every time.

H. N. HAGUSTE,
Sparta, Mich.

A STRIKING SIGN.

Eugene Zimmerman, manager of the Peoria Phonograph Co., Peoria, Ill., sends a photograph of what he calls "the livest sign in town." It is a circular sign over five feet in diameter and is so arranged that it is attractive at all times. At night it is illuminated on the inside so that the white letters stand out strong on the dark background. Red, white and blue incandescent lights are placed on the outer edge of the drum. The bell of a brass horn appears in the center and from it Phonograph music is issuing during all business hours. In the center of the bell is a green light. Lettered on the sign are the words, "Edison Phonographs, $10 up. Simple, Durable. Peoria Phonograph Co., E. Zimmerman, manager." Mr. Zimmerman writes: "The effect is great. It is the best single advertisement we have. Frequently we have a hundred or more persons in the audience, for the sign is visible to thousands who pass on three lines of street cars crossing within one hundred feet of our place."

OUR ST. LOUIS BOOKLET.

We are giving out to the public at our exhibition at the St. Louis Fair an attractive little sixteen-page booklet printed in two colors and entitled "Just Airs." On the first page is an airy young lady dressed in the top of the fashion and having a prize bull-dog by a chain. Inside on the right hand pages are a series of illustrations showing six beautiful girls each typical of as many different countries. The countries portrayed are America, France, England, Spain, Germany, Italy. Above the girl in each picture appears the coat of arms of the country and below is a bar of music of the national hymn of each country. The quantity that we have had printed of this booklet will probably make it possible to allow a number of them to be distributed by Jobbers and Dealers to their customers in the fall. If this is done, the trade will be advised in the usual channels. Six of the pages in the booklet bear a series of arguments on the advantages of owning a Phonograph. These are so good that we have considered it worth while to reproduce them here. They are as follows:

THE EDISON PHONOGRAPH.

Its Satisfying Quality.

"Let me make the music of a country and I care not who makes its laws." Music moves man; and thousands of dollars are paid to hear music *once*. How the longing to hear the same sweet strains again has gone unanswered in every heart. Who is *satisfied* with *one* hearing of music he likes?

When Mr. Edison invented the Phonograph, he provided the first fulfilment of this desire. The Phonograph plays each piece till you are satisfied—till you have learned the strains and made them *your own*. The scratching and the shrill notes of the old-time Records and machines have been done away with by the Gold Mould Process by which all Edison Records are now made. A Reproducer has been invented that is exactly adapted to these marvelous Records, and that fits every Phonograph however old.

You may sit in your home and hear the thrilling tones that appeal to the hidden chord within,—full, rich, and pure—not the "imitation of sound" of the past, but a real *reproduction*.

The Phonograph requires no skill—in five minutes you can master it. The Phonograph takes up no room—it stands on the table when playing, and rests under it when idle.

The Phonograph and a supply of Records cost half the price of a mechanical piano player and a decimal of the price of a piano. Yet the Phonograph sings as sweetly and as clearly as the singer, and renders perfectly the voices of the various instruments of the orchestra or band, with their indescribable beauties of combination, of contrast, and of harmony.

A Welcome Diversion.

Who has not felt the need of some unfailing diversion for entertaining company? Some visitors are always hard to amuse. Some gatherings, however carefully planned, will not "mix,"and things go wrong. Every caller is a new problem.

The Phonograph is the perfect solution of every such difficulty in every home. The loud, clear, rich-toned instrument of to-day is a welcome diversion to every guest. Classical music or rag-time, songs or marches, minstrels or orchestras, and funny stories, are sure to divert and entertain those who cross your threshold, and few companies fail to "get together" in delightful unity at the first hearty laugh, or, the first thrill of pleasure shared together.

Then think of the fun when you are alone—the long evenings when there is no company, and perhaps those at home are on the verge of getting tired of one another. It is an inexhaustible amusement. There are *always* new ones—twenty-five every month, embracing the latest popular music, with additions to the classical, the grave, the gay, and every time a novelty of some kind.

Few can resist the charm of that monthly list of new Records. It's like the monthly magazine, except that you "read the stories" over and over, finding each time some new delight—adding each month some permanent pleasure—teaching the youngsters a new appreciation of the greatest art in the world—the art of music.

In the Country.

You who live away from the towns—do you ever envy the townsmen the countless diversions of concert, theatre and lecture—the educating influence of hearing something new each day? The invention is here that takes these pleasures and advantages to you in your home however isolated. No other instrument is so inexpensive; no other joy so endless in variety; no other servant so tireless.

Do you like a piece of music? It will play and play until you are *satisfied*—till you have learned words and tune, should you desire—and always just as clearly and sweetly as the very first time. Have you heard a song till you tire of it? You can get another. Do you want to know the latest popular hit? It will play it with the lilt and swing that made it popular, while your neighbor's daughter is thumping it on her piano minus its good points. Without a Phonograph none except trained musicians can hear the music they like, played as they like it, as often as they like it.

Would you hear a funny story? It knows hundreds. Would you learn a foreign tongue? Languages are taught by the I. C. S. System on the Phonograph.

You will never be lonesome with it. You will never grow tired of it, for new Records are added monthly—twenty-five at a time. You will never fail to entertain a friend or a houseful of visitors. Your children will like to stay at home. Your whole family will grow closer together in their mutual enjoyment.

Do you want to know more about it? Hear it. Buy it.

In Town.

And you, Mr. City-man, have you learned how tiresome it is to sit through a long evening of old jokes, painted faces, and gaudy costumes, just to hear a song or two that you really like? Have you ever struggled to remember that catchy tune of which a phrase or two haunts you? Have you ever missed your cigar, your smoking jacket, and your slippers on these occasions.

Then consider the Phonograph, on which you can play that haunting tune till you know it—words and music. Remember the Phonograph which alone plays like the orchestra itself.

Perhaps you have heard a "talking machine" in a ferryhouse waiting room, or possibly your neighbor rouses the whole vicinity on summer evenings with a screaming noise, and you think you don't want one. Think again. These are imitations, and old—obsolete—styles. Any "talking-machine" will reproduce the notes and the noise; but the sweetness and expression for which you prize music are reproduced only by the modern Edison Phonograph with Edison Gold Moulded Records. Dealers everywhere will assure you that this is true, and prove it on the spot.

The greatest home entertainer the world has ever seen is waiting for a trial which will prove to you that you cannot do without it; that rainy evenings need not be lonesome evenings; that home has some attraction for your children; that your wife can have happy diversion if she does stay home with the baby so much; that she needs the Phonograph, and that you want it.

Be fair; go and hear it.

For Dancing.

Did you ever dance to the Phonograph? NO? Then you have no idea what perfect time it keeps, how smoothly it swings you over the floor, fairly carrying you along with the rhythm of its clear, vibrant tones. And oh, the fun of having a rich band or sweet orchestra to dance to at home, instead of hopping around to an amateur pianist's efforts, while you regret the necessity that keeps the prettiest girl in the room tied to the piano stool, or prevents your hostess from sharing your pleasure. How many times have you had a little company who would have liked so much to dance but for these things.

Perhaps you have no piano. Perhaps the cost looms up alongside the grocer's bill or the doctor's fees that put it out of the question. The first instalment on that piano will buy you the sweetest Phonograph that ever played, with dozens of Records, and it will let you dance, take you to the theatre, instruct you in a foreign language, transport you to the minstrels, carry you back to the Wagnerian opera, play "rag-time," sing songs that touch the heart, and play marches that rouse the soul—all between dinner and bed-time.

No other instrument will do this with charm and sweetness, for these qualities distinguish the Edison Phonograph from its imitations. See that you get the genuine Edison Gold Moulded Records, and don't forget that every month there are twenty-five new Records, to take the place of the ones you are tired of.

Making Records.

Did you ever make a Record of your voice on the Phonograph? If-not, you have a new experience before you. Perhaps your friends may some day place a value on that Record that you little dream of when in the fulness of strength you amuse yourself in the making.

But it is not a sad process. Some of the heartiest laughs ever heard have resulted from hearing ourselves as others hear us, and often the results obtained would not be parted with for gold. Your friend who sings that song which no one else can sing to suit you, will rarely refuse your request to "put it on record."

And then the children: some of their pretty sayings—most of them—are lost forever unless you have a Phonograph. But if you have it, you are ready at a moment's notice to have them "say it again" while it is fresh in the memory: and then you have not only the quaint expression, but the childish voice as well, safely stored away. There is always the chance that some day *that* will be *all* you will have. Then *how much* would that Record be worth?

FROM THE STRAITS OF MAGELLAN.

Following is an extract from a letter received by our Foreign Department from one of its customers in Punta Arenas, Straits of Magellan:

I am glad to say that your machines and Records continue to give great satisfaction. The manager of the bank at Tarapaca was here recently, going all around the sheep farms, and heard the Edison Phonograph. He says he has traveled a great deal but never heard a better or more clear machine in any part of the world.

SUSPENDED LIST, AUGUST 1, 1904.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

BOULDER—BENTLEY & CRAIG.

IOWA.

BURLINGTON—JOHN P. WEISS, 711 Jefferson street.
SIOUX CITY—HATTENBACH BROS.

INDIANA.

SOUTH BEND—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street.

KANSAS.

CLAY CENTER—E. M. GOWENLOCK.
LAWRENCE—BELL BROS.

MAINE.

BIDDEFORD—W. H. FIELD.

MASSACHUSETTS.

BOSTON — *CONCLAVE PHONOGRAPH CO., S. Katz, manager, 93 Stamford St. *T. SINGER, 60 Leverett St.
LAWRENCE—LORD & CO., 374 Essex street, E. O. MOSHER, 220 Essex street.
JOHN E. O'NEIL.
MALDEN—A. T. FULLER.
NANTUCKET—ARTHUR M. TAYLOR.
NEW BEDFORD—H. B. DeWOLFF.
SOMERVILLE—E. J. WINCHESTER, 32 Summit avenue.
WORDEN—CHARLTON GILLETTE, or THE BOLTON JEWELRY COMPANY, L. F. MALONEY, Manager.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.
SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.
OMAHA—THE WITTMANN CO.

NEW HAMPSHIRE.

HILLSBORO BRIDGE—E. M. BARNES.
MANCHESTER—A. E. DUMAS.
NASHUA—F. A. McMASTER & CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.
BAYONNE—I. WIGDOR, 450 Avenue D.
JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.
NEWARK—R. L. CORWIN; also New York City.
PASSAIC—I. HURWITZ.
PATERSON—CHAS. H. KELLY, 25 N. Main st.

*Added since July 1, 1904.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

PLAINFIELD—S. W. FRUCHT, or R. FRUCHT; also New York City.
ELSTON M. LEONARD.

WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.
HOBART—F. H. MARSHALL.
NEW YORK CITY—A. N. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 108 Wall street.
BERN BEARWALD, 373 West 11th St.
BRONX PHONOGRAPH CO., or DAVID SWITKY, 506 Willis avenue.
CENTRAL PHONOGRAPH CO., 160 E. 42d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.
EMPIRE PHONOGRAPH CO., 2 West 14th street.
S. W. FRUCHT, or R. FRUCHT, 7 Bar clay St., or 68 Cortlandt st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
N. HORN, 128 E. 58th street.
W. L. ISAACS, 114 Camp street.
S. LEMBURG & CO., 192 Broadway.
J. McELVANNE, 1001 Broadway.
RICHMOND PEASE, 44 W. 132d st.
F. M. PRESCOTT, 44 Broad street.
WINTHROP CYCLE CO., 2212 Seventh avenue.
SARATOGA—W. J. TOTTEN.
SARATOGA SPRINGS—MARVIN A. COTE.

OHIO.

CINCINNATI—J. L. ANDEM.
COSHOCTON—BURNS & GOSSER.
SPRINGFIELD—D. & M. VANDERPOOL.
UHRICHSVILLE—F. A. MAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Wascher streets; also New York City.
*A. KROUSE, 832 Arch street.
PENN NOVELTY CO., 15 South 9th street.
PHOENIXVILLE—KEINARD BROS.
PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

WISCONSIN.

MILWAUKEE—J. C. BLATZEK.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2003 Second avenue.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 566-568 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th street.

CONNECTICUT.

Middletown—Cauldwell & Post Co., 406-408 Main street.
New Haven—Pardee-Rittenberger Co., 135 Orange st.

ILLINOIS.

Chicago—James I. Lyons, 13 Fifth avenue.
The Ray Co., 56 Washington street.
Siegel-Cooper Co., State and Congress sts.
The Talking Machine Co., 109 Madison street.
The Victor Co., 144 Wabash avenue.
Montgomery Ward & Co., 111 Michigan ave.
Peoria—Peoria Phonograph Co., 222 Bridge street.

INDIANA.

Indianapolis—Craig, Jay Co., 234 Massachusetts ave.
Kipp Bros. Co., 37 S. Meridian street.
Stewart-Warner Co., 112 S. Illinois street.
Lafayette—Wahl-Graesch Co., 324 Main street.

IOWA.

Des Moines—The Vim Co., 302 West Walnut street.
Fort Dodge—Harty Music Co., 811 Central ave.

KENTUCKY.

Louisville—The Ray Co., 640 Fourth street.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Vaw Alarm Co., 614 Traverse street.
The Ray Co., 111 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 188 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Machine Co., 197 Tremont street.
Edison Phonograph Co., 129 Tremont street.
Silverstein Goods Co., 163 Washington street.
Read & Read, 296 Washington street.
Pitchburg—Iver Johnson Sporting Goods Co., 257 Main street.
Lowell—Thomas Worden, 101 Central street.
Worcester—Iver Johnson Sporting Goods Co., 304 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 259 Woodward avenue.
The Ray Co., 212 Woodward avenue.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 31-33 West 5th street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Wm. Rockhill Nelson Co., 1112 Grand avenue.
St. Louis—Conroy Co., 1111 Olive street.
The Ray Co., 915 Olive street.

NEBRASKA.

Lincoln—H. E. Siddes Cycle Co., 1217 O street.
Omaha—H. E. Fredricksen, 1320-1322 Capitol avenue.
Nebraska Cycle Co., 1516 and Harney streets.

NEW JERSEY.

Hoboken—Kellogg Phonograph Co., 205 Washington street.
Newark—A. O. Price, New and Halsey streets.
Paterson—James K. Urdax, 121 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., 1 Fulton and Dufield streets.
A. D. Matthews' Sons, 392 Fulton street.
Prime Phonograph Co., 1248 Broadway.
Buffalo—Ellicott Square, 243 Main street.
Elmira—Elmira Arms Co., 207 Main street.
Gloversville—American Phonograph Co., 99 W. Fulton street.
Kingston—Forsyth & Davis, 299 Wall street.
New York City—Dettinl Phonograph Co., 80 Chambers street.
Blanchon Talking Machine Co., 19 Beekman street.
J. F. Bowman & Son, 1624-26 Broadway.
I. Davegan, Jr., 802 Third avenue.
S. B. Davega, 35 E. 14th street.
Douglas & Co., 89 Chambers street
Harry Jackson, 324 Fifth avenue.
Harry Jackson, 942 Broadway.
Jaeol Music Box Co., 39 Union Square.
Victor H. Kapke, 1667 Second avenue.
Siegel-Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 4th street.
Rochester—A. I. Dauhigre, 197 North street.
Makin Piano, Or. & M. Co., 100 State street.
Talking Machine Co., 29 S. Clinton avenue.
Wehle Music Co., 129 S. Clinton avenue.
Schenectady—Jay A. Rickard & Co., 316 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—James Loney, 250-262 Fulton street.
Utica—Clark-Horrocks Co., 51 Genesee street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ibes & Co., 12 W. 6th street.
The Ray Co., 127 West 4th street.
Wurlitzer Co.
Cleveland—W. J. Roberts, Jr., Rose and Huron streets.
Columbus—Perry S. Whited Co., 631 S. High street.
Dayton—Niehaus & Dolze, 31 E. 4th street.
The Liverpool-Austin & Phillips Co.
Toledo—Hayes Music Co., 806 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Brann, 500 Federal street.
Allentown—Wm. Kramer, 637 Hamilton street.
Easton—William Werner, 20 Centre Square.
Philadelphia—C. J. Heppe & Son, 1219 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 23 S. 9th street.
Wm. Wanamaker.
Welsh Phonograph Co., 41 N. 4th street
Western Electric Co., 231-233 Market street.
H. A. Weymann & Son, 913 Market street.
Pittsburg—Theo. F. Beindel Co., Inc., 433 Wood street.
Kaufmann & Baer, 5th avenue and Smithfield street.
H. Kleber & Bro., 201 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 537 Liberty avenue.
Reading—Reading Phonograph Co., 849 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. H. Dean Co., 184-190 Westminster street.
J. A. Foster Co., Weybosset and Dorrance streets.
Monahnit Furniture Co., 231-233 Weybosset street.
Morley, Blanchard, Young & Co., 96-98 Pine street.
J. Samuels & Bro., 154 Weybosset street.
A. T. Scattergood & Co., 106-108 N. Main street.

TENNESSEE.

Memphis—The Ray Co., Lyceum Building, and Jefferson streets.
Nashville—The Ray Co., 70 The Arcade.

TEXAS.

Dallas—C. B. Harris, 207-209 Main street.

VIRGINIA.

Richmond—The Ray Co., 1107 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.



With 25 Standard English Records in the

New I. C. S. Series

The "stranger in a strange land" will now, more than ever, bless the Edison phonograph. His entertainer at once becomes his teacher in the English language, which he must know if he is to live and prosper in America.

It is so easy to learn by the I. C. S. Method. The familiar language of the foreigner is printed side by side with the English translation, and these he follows with the eye while he hears the pronunciation on the phonograph. The English expressions he learns in private today, he uses at his work tomorrow, and so progress is rapid and his pronunciation correct.

English people may also learn **French, German,** and **Spanish** through complete sets of I. C. S. Records and Textbooks.

DEALERS MUST DEMONSTRATE

We send samples of I. C. S. Moulded Records and Textbooks in French, German, Spanish, and English to Edison Dealers in the United States or Canada, express prepaid, $2.00 net; or one English Record with assortment of foreign textbooks, **express prepaid, 75 cents net.**

Write today for prices, discounts, and literature.

Address, **LANGUAGE DEPT.**

International Correspondence Schools
Scranton, Pa.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. II. NEW YORK, SEPTEMBER, 1904. No. 7.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 566 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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PHENOMENAL BUSINESS.

The reduction in price of Edison Gold Moulded Records and Edison Concert Records has brought an increase in business beyond our most sanguine expectations. The new conditions were decided upon because largely increased facilities made it possible to manufacture a much greater number of Records than ever before, and it was believed that the lower prices would soon make it necessary to run the plant to its fullest capacity. That the limit would be reached at once was scarcely thought of. Since July 18, however, the orders have been coming in at a most astounding rate and at this writing they have not only reached the capacity of our Record plant, but they are compelling us to operate it nights as well as days. Even at this, the orders accumulate faster than Records are being turned out. Consequently we have fallen somewhat behind with Record shipments. We desire to assure the trade, however, that nothing is being left undone to overcome this. We hope in a short time to have the situation well in hand and to be able to fill orders promptly.

No more popular move was ever made by the National Phonograph Company than the reduction in price of Edison Gold Moulded Records to 35 cents each in the United States and 40 cents in Canada. It has now become widely known in both countries and in spite of the midsummer season, a presidential campaign and other conditions usually considered unfavorable to business, the public are buying Edison Records as they never before bought them or any other kind. They have developed a hunger for Edison Records that has made inroads upon the stock carried by Dealers, and that has compelled the latter to send rush orders to their Jobbers for a

(Continued on page 2.)

THE ADVANCE LIST OF OCTOBER RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

ADVANCE LIST OF NEW EDISON GOLD MOULDED RECORDS FOR OCTOBER, 1904

RECORDS listed below will be ready for shipment as near October 1st as possible, at which time Jobbers' stock orders, if placed prior to September 15th, will be shipped. October Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8800 Ballet Music from Coppella (*Delibes*) Edison Concert Band
8801 Con Clancy's Before Election Speech Len Spencer
Descriptive of a rural political meeting and introducing a drum corps, brass band and other incidental effects.
8802 Star of My Life (*Carlez*) W. H. Thompson
Sentimental song with orchestra accompaniment.
8803 One Heart One Mind (*Strauss*) Albert Benzler
Polka Mazurka, bell solo with orchestra accompaniment.
8804 Teasing (*Von Tilzer*) *Coon song with orchestra accompaniment.* Bob Roberts
8805 Battle Cry of Freedom (*Root*) Harlan and Stanley
Rallying song, tenor and baritone duet with orchestra accompaniment, introducing cheers, bugles and drum corps effects.
8806 In the Valley of the Sunny San Joaquin (*Dewey*) Harry MacDonough
Descriptive song with orchestra accompaniment.
8807 Dreaming on the Ohio (*Chill*) Edison Male Quartette
Descriptive song and quartette chorus with orchestra accompaniment.
8808 Seminole (*Van Alstyne*) Harry Tally
A new Indian ballad by the writers of "Navajo," with orchestra accompaniment.
8809 Wilhelmina Waltzes (*Hall*) Edison Military Band
Recorded at a slow tempo for dancing.
8810 Down Where the Sweet Potatoes Grow (*Von Tilzer*) Collins and Harlan
Coon male duet with orchestra accompaniment.
8811 Sweet Sixteen Waltz *Cornet solo with orchestra accompaniment.* Bohumir Kryl
8812 Cupid's arrow (*Eno*) *Banjo solo with orchestra accompaniment.* Fred Van Epps
8813 Sylvie (*O'Connor*) Byron G. Harlan
Sentimental song with orchestra accompaniment.
8814 What Colored Eyes Do You Love (*Jerome*) Miss Nelson and Mr. Stanley
Contralto and baritone duet from "The Royal Chef," with orchestra accompaniment.
8815 Selection from The Royal Chef (*Jerome*) Edison Concert Band
Introducing "Let Me Go Back" "It's a Way They Have in Chicago" and "Old Mother Goose."
8816 It's Great to be Crazy (*Benners*) Arthur Collins
Comic song from "The Maid and the Mummy," with orchestra accompaniment.
8817 Bye and Bye You Will Forget Me (*Huntley*) MacDonough and Bichling
Sentimental male duet with orchestra accompaniment.
8818 My Old Kentucky Home (*Foster*) Fantasia Edison Concert Band
8819 Does You Love Me as You Used to, Miss Jane (*Smith*) Collins and Harlan
Coon male duet with orchestra accompaniment.
8820 I Fell in Love with Polly (*Carle*) Harry MacDonough
Serio-comic song with orchestra accompaniment from "The Maid and the Mummy."
8821 She Was a Good Old Soul (*Morse*) Frank C. Stanley
Descriptive song with orchestra accompaniment by the composer of "Dear Old Girl."
8822 Bridal Tour Overture (*Euhaez*) Edison Symphony Orchestra
8823 Old Black Joe (*Foster*) *unaccompanied.* Edison Male Quartette
8824 Here's My Friend (*Snyder*) Bob Roberts
Coon song with orchestra accompaniment.
8825 Royal Italian March Edison Military Band

Names of Composers are given in italics and parentheses following the titles.

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

replenishing stock. The Jobbers were unprepared for such a flood of business as the Dealers have sent them and their stocks have been inadequate. They in turn are "putting it up" to us. Like the Dealers and Jobbers, we hardly expected so much and so soon, and as we get the accumulated force of the demand throughout the United States and Canada, we are for a short time unable to "make good." As already stated, we feel sure that by running our Record plant to its fullest capacity day and night we will soon handle orders to the entire satisfaction of the trade.

The demand for Records already listed, or "stock" Records as they are better known, has not only been extremely heavy, but the orders for the September list exceed by many thousands the highest number ever before received for any month's list in the history of this company. This is partly due to the forethought of Jobbers in placing orders, and partly because the September list is one of unusual merit.

Another feature of interest is the fact that nearly a dozen large firms have become Jobbers in Edison goods since the new conditions went into effect. Most of these have done so almost without solicitation, and because their business judgment told them that a great future lies before the Edison Phonograph and Edison Records.

Then, too, hundreds of firms have taken up the line during the past month; firms who have never handled Phonographs before. At the same time reports come to us from all parts of the country of Dealers who have dropped other makes of cylindrical records entirely or are seeking to get rid of their stocks as fast as possible. They state that their patrons will have nothing but Edison Gold Moulded Records and that no demand exists for any other.

THE PHONOGRAM.

The Phonogram for September will contain half-tones of Bohumir Kryl, cornetist, and Frank S. Mazziotta, piccolo player, both well known for their clever work in making Edison Records. The September edition will be 135,000 copies, a fairly convincing evidence of the popularity of the little publication. This popularity is largely due to the great curiosity of Phonograph owners to see the pictures of the men and women whose voices they know so well. The trade should know that the forms of the *Phonogram* close five weeks in advance of its time of shipment, which will explain to all why any matter cannot be published in its columns for so long a time after its receipt. This time is required to get the publication printed, bound and packed for shipment.

In spite of the information printed in the Edison Phonograph Monthly for July, giving the cost of the *Phonogram* to the trade, we still get frequent letters from Dealers asking for prices on it. The cost is as follows: In quantities from Jobbers, 25 cents per 100. Single copies by mail, 20 cents a year. Five copies by mail to one address, 40 cents a year. Twenty-five copies by mail to one address, $1.80 per year.

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

"THREE TALKERS."

An amusing mailing card comes to us from "The Little Repair Shop" at Keene, N. H. Mr. Little has succeeded in getting out a card that cannot fail to attract attention and provoke a smile. It is headed "Three Talkers." At the left and right, near the top, Mr. Little has printed pictures of his two children. Under one is the inscription "Earl Wildridge Little. This one talks well but 'breaks occasionally, and can talk cross.'" Under the other are the words "Albert Isham Little. This one is indistinct, 'breaks' with sometimes a little cross talk." Farther down on the card is a picture of an Edison Standard Phonograph and inscribed "This one is distinct with an even tone and without cross talk." Between the three pictures is the following "All well made and growing in popularity (two wound up all the time and never run down—I would not sell either of these for a million dollars). If you have neither of them buy yourself an Edison Talking Machine. Hear all the popular music and songs of the day in your own home."

HAD ENOUGH.

"Some disc records and machines less than cost, to clean them out. Will trade for bicycles or Edison machines." This is an extract from the advertisement of one of our Dealers. And there are others.

OUR "FOLLOW UP" SYSTEM.

Almost daily the mails bring letters from Edison Dealers in various parts of the country referring with pleasure to the benefit derived from our system of "following up" inquiries for catalogues of Edison Phonographs and Records. Many of these letters tell of satisfactory sales of our goods—sales that would not have been possible had we not referred the inquirer's names to the Dealers. Frequently we get inquiries from small towns where we have no Dealers and where we might be justified in endeavoring to make a sale direct. By referring the matter to a Dealer in nearby towns, however, we are able to put the business into the hands of a regular Dealer. Our advertising endeavors to induce the public to first go to the stores of Dealers for catalogues and information, but if this is not feasible then we want them to write to us direct. Our "follow up" system then puts the inquirer and Dealer in touch with each other.

In order to make it more certain that we were getting the best results from catalogue inquiries, we recently enlarged our "follow up" system in a manner that requires more co-operation on the part of Dealers. Upon receipt of an inquiry for catalogues we send those registered and accompany them with a typewritten letter, referring to the merits of our goods and stating that we have asked a nearby Dealer to give him such further attention as he may desire. We enclose a return mailing card upon which we ask him to advise us if he has heard from the Dealer to his satisfaction. A similar course is pursued with one or more Dealers in the vicinity in which the prospective customer lives. They are asked to give him all the attention possible and to advise us on return mailing cards whether or not a sale has been made. If satisfactory replies from the first series of letters sent out are not received within one month another series is sent out, which in nearly all cases completes the transaction.

The maintenance of this department is somewhat expensive and we feel that the least that Dealers can do is to give the inquiries their careful attention and supply the information we ask for. We notice that some Dealers return the mailing cards at once, and before they have been able to see or hear from the inquirer. These should not be filled out and returned until enough time has elapsed to know whether or not a sale has been or can be made. When a sale has been effected, Dealers should fill in and return the cards at once. If none takes place in three weeks that fact should be noted on the cards and the latter mailed to us. This gives us another opportunity to write the inquirer. We continue to refer inquirers to Dealers as long as they do their part, both in "following up" and advising us. When they persistently neglect both, we stop referring to them and find some one else who will co-operate better. Such cases, however, are few in number.

We so thoroughly have the good will of the entire trade that it is almost like carrying coals to Newcastle to refer to this "follow up" system as one of the numerous things being done by this company to get business for Dealers. We have abundant evidence that our efforts on their behalf are thoroughly appreciated. In few lines of business are the relations between manufacturer and the trade more cordial, a fact that gives us much satisfaction.

NEW RECORD CARTON AND MARKING.

By this time the new box and new style of marking Edison Gold Moulded Records have become known to owners of Edison Phonographs everywhere in the United States and Canada. Many Records were bought just to see the new conditions, both of which have been warmly commended. The work of making over the moulds of selections previously listed is going on as rapidly as possible, considering the phenomenal demand for Records, and in a few months all Records made at our factory will go out in the new box and marked on the end. Each new monthly list hereafter will be so marked and packed.

MAIL SUPPLEMENT TO MACHINE OWNERS.

Nothing that a Dealer can do will bring better results than the mailing each month of a supplement of new Records to owners of Phonographs. Hundreds of Dealers are doing it now and the number is rapidly growing. We are printing and sending out 500,000 of these supplements each month, but will gladly print double the quantity if the trade will use them properly. Jobbers should encourage Dealers to get up mailing lists and call upon us for larger quantities of supplements if they need them.

The great Edison family will not be complete without you, Mr. Dealer. Sign new Agreement and stay in the fold.

MACHINE IMPROVEMENTS.

We continue to receive many complimentary letters in reference to the new suspension springs that are being placed in the Triumph and Home machines and which may be attached to any of these machines now in use. Everyone who has attached them has expressed the greatest delight at the results secured. The speed indicator with which the Triumph and Home are also equipped is another improvement that is being favorably commented upon. This speed indicator has been carefully tested and will meet all the requirements of those who do not find it easy to keep their machine running at the proper speed.

A BUSINESS CARD.

Following is a reprint of a neat little card gotten out by an Ohio Dealer:

CHARLES MILLER,
Agent for
EDISON PHONOGRAPHS,
Records Etc.
MUNGEN, OHIO.

Our Leaders.
Edison Gem, $50; Standard, $80; Home, $90; Triumph, $90.
Terms: One-half down, balance $5 per month. Records 35c. each, bills for Records must be paid every 30 days.

A young man loved a young lady,
That's his business.
A young man loved a young man,
That's her business.
Soon they'll be married,
That's their business.
If the young man wishes to buy
AN EDISON PHONOGRAPH,
That's his business.
Then he'll buy of this card,
That's our business.

STOCK UP.

At no time in the history of the business will the trade find it more important to carry a full stock of Edison Phonographs and Edison Records than in the coming four months. Those who do so are going to do a most gratifying business. Those who neglect it or think that there is still plenty of time will regret their procrastination. Many things are combining to make a great business in Edison goods and wise Dealers will climb into the wagon and go along with the crowd.

Sign new Agreement, Mr. Dealer, and keep in good standing. We want your signature, your good will and your business.

A NOVEL RECORD CABINET.

A Phonograph owner at Narragansett Pier, Rhode Island, sends a photograph of a Record cabinet that he has made for his own use. It is made in the form of a table, with a drawer in the base, which is enclosed on all sides. Above this base are four curved legs. These support the upper leaf upon which the Phonograph rests. Between the four posts is a circular enclosure. In the latter is a revolving drum with spindles for Records projecting at intervals all around and from top to bottom. The circular enclosure has an opening at one side through which the Records are reached. The cabinet is at once novel, useful and attractive.

PRINTED MATTER.

The new Record catalogues, Form No. 600, is now being sent to the trade as fast as the printer can supply them. It includes August Records. With the exception of changing the phrase on the outside from "Domestic Selections" to "American Selections," the cover is the same as on Form No. 545. This cover was so satisfactory that it was decided to continue its use on the new edition.

At the first opportunity we shall mail to the entire trade a copy of our St. Louis booklet and when received Jobbers will know that if they desire a limited quantity for careful circulation we will take pleasure in filling their orders. We want every Jobber to see a copy before ordering, for a page of the booklet is given up to a list of Jobbers (without street addresses) who were in business when it was printed, and some Jobbers might object to distributing anything containing the names of his competitors. It was originally intended to distribute this booklet only at the St. Louis Fair, and for that reason the names of all Jobbers were included in it. We think the arguments in the booklet sufficiently convincing to make it a good medium for advertising.

PRISONERS AND THE PHONOGRAPH.

"I had the pleasure recently of entertaining the prisoners at the Albany Penitentiary with an Edison Phonograph," writes Charles Van Epps, of Albany, N. Y., under date of August 6. "There were about 1,100 in all. The expressions on the faces of some of them was well worth seeing, for a great many had never heard a Phonograph before."

TALENT STATISTICS.

Domestic Record Catalogue No. 600, now being sent out to the trade, contains 1,150 selections, divided as follows: Bands, 178; orchestral, 116; bagpipe, 5; banjo, 35; bells, 9; brass quartettes, 4; bugle calls, 2; chimes, 2; clarinet, 14; cornet, 20; cornet duets, 2; cornet and trombone duet, 1; dulcimer, 2; field music, 6; flute, 1; mandolin, 9; piano, 1; piccolo, 10; trombone, 2; violin, 17; violin and flute duets, 7; whistling, 8; xylophone, 15; zither, 6; vocal solos, 421; mixed trios, 1; male quartettes, 54; male quintettes, 3; mixed quartettes, 7; sextettes, 1; duets, 100; talking and singing, 19; duo-logues, 8; minstrels, 5; talking and musical, 3; talking only, 56.

The number of selections made by each individual or groups of individuals are as follows: Edison Concert Band, 129; Edison Military Band, 58; Edison Symphony Orchestra, 58; Peerless Orchestra, 57; Hungarian Orchestra, 1; James C. MacAuliffe, 5; Vess L. Osman, 19; Fred Van Epps, 7; Ruby Brookes, 9; Edward F. Rubsam, 3; Albert Benzler, 6; brass quartette, 4; A. L. Sweet, 2; chimes, 3; William Tuson, 14; Bohumir Kryl, 15; A. Libratti, 4; John Hazel, 1; John Hazel and Frank S. Seltzer, 2; Bohumir Kryl and Leroy Haines, 1; William A. Moriarty, 2; U. S. Marine Fife and Drum Corps, 5; First Regiment N. G. N. J. field music, 1; Charles Molé, 1; Samuel Siegel, 9; Frank P. Banta, 1; Frank S. Mazzolin, 19; Leo Zimmermann, 2; Charles d'Almaine, 17; Eugene A. Jaudas and Louis Ate, 6; Jaudas and Eugene C. Rose, 1; Joe Belmont, 8; J. F. Hopkins, 13; Albert Benzler, 2; D. Wormser, 6; Harry Anthony, 2; Albert Campbell, 3; Arthur Clifford, 13; Arthur Collins, 53; Will F. Denny, 28; S. H. Dudley, 13; Ed. M. Favor, 26; J. J. Fisher, 61; Billy Golden, 9; James F. Harrison, 3; Byron G. Harlan, 47; William F. Hooley, 8; George W. Johnson, 2; William H. Kenney, 1; George Seymour Lenox, 3; J. Aldrich Libbey, 4; Harry MacDonough, 55; Miss Corrinne Morgan, 5; Billy Murray, 141; J. W. Myers, 4; Joe Natus, 10; Frank North, 31; Dan W. Quinn, 15; William M. Redmond, 5; Miss Louise Roberts, 1; Rob Roberts, 8; Julian Rose, 6; Andrew Schneider, 3; Frank C. Stanley, 22; Cal Stewart, 2; George M. Stricklett, 2; Harry L. Tally, 2; William H. Thompson, 30; Franklyn Wallace, 10; George P. Watson, 11; Harry West, 1; Walter Wheatley, 1; Metropolitan Mixed Trio, 1; Edison Male Quartette, 44; Invincible Quartette, 8; Lotus Quartette, 2; Edison Male Quintette, 3; Mendelssohn Mixed Quartette, 7; Edison Sextette, 1; Campbell and Harrison, 3; Miss Chapell and Mr. Stricklett, 3; Collins and Natus, 12; Collins and Harlan, 39; Prancelli and Lewis, 1; Harlan and Belmont, 6; Harlan and Stanley, 30; MacDonough and Bichling, 1; Miss Morgan and Mr. Stanley, 11; Schneider and Wallace, 1; Thompson and Campbell, 3; Spencer and Girard, 6; Campbell and Roberts, 2; Edison Modern Minstrels, 5; Spencer and Hunter, 3; Frank Kennedy, 4; James H. White, 41; Len Spencer, 19; Harry Spencer, 1; Cal Stewart (talking), 26.

PLAY OVER THE OLDER TITLES.

A mistake too frequently made by some Dealers is to play only Records from the latest supplements and pay no attention to those in the regular catalogues. It is a mistake to think that the newer selections are the most desirable. There are hundreds of titles in the regular catalogue that are most desirable, but many Phonograph owners know little about them because Dealers have fallen into a habit of showing the latest titles first. Dealers should remember that many of the old and familiar airs are in the main catalogue. These are the songs that really never grow old but have as strong a foothold upon the public as they did years ago. The playing of these old songs will ofttimes awaken pleasant memories of the past in the minds of hearers and make sales that would not otherwise have been possible. The wise Dealer is he who is keen enough to size up his prospective customers and who puts on Records that seem most likely to please him. A careful study of the whole catalogue will benefit many Dealers.

ADVERTISING NEW PRICES.

Some notable advertising of the reduced prices of Edison Gold Moulded Records was done by the National Phonograph Company in the latter part of July and early part of August. This included half pages in the Saturday *Evening Post*, *Collier's* and proportionate space in a score or more of other publications of national circulation. This advertising, supplemented by that of the trade, made the new prices known throughout the entire United States and Canada in a surprisingly short time.

Dealers who desire to continue the sale of Edison goods must sign new Agreement without delay.

MADE OVER WITH DIFFERENT TALENT

The march of progress in the manufacture of Edison Gold Moulded Records renders it necessary from time to time to make over certain selections listed in the catalogues. When this is done, as much or even more care is taken by our Recording plant to make them up-to-date as is exercised with any monthly list of Records. The talent is sometimes changed and all hands strive to see how much better they can make the new Record over the old. Below we give a list of Records which have been made over since Catalogue No. 545 was issued in March. The trade will find them as good as any we have ever made.

Formerly by Edison Band; now by Edison Military Band:

8235 Rajah March (*Lowbe*).
8107 Semper Fidelis March (*Sousa*).
93 Stars and Stripes Forever March (*Sousa*).
7722 Dancing with Ma Baby (*Anthony*).
8261 Don't be Cross Waltz (*Zeller*).
8376 Symphin Waltzes (*Holzmann*).
8128 Wedding of the Winds Waltz (*Hall*).
8213 In the Good Old Summer Time (*Evans*).
8317 I've Got My Eyes on You (with bells).
8049 Lizard and the Frog (*Morse*).

Formerly by Edison Orchestra; now by Edison Military Band:

7787 Intermezzo from Naila (*Delibes*).
664 At the Circus.
523 Down on the Suwanee River (*Foster-Banta*).

Banjo solos now made with orchestra accompaniment:

2607 Darkies Awakening.
2625 Nigger in a Fit.
7666 Sun Toy Selections (*Meacham*).

Clarinet solos now made with orchestra accompaniment:

3668 L'Estudiantina Waltz (*Waldteufel*).
8769 Minstrel Boy (air and variations).
3615 Nellie Gray (with variations).
8021 Robert C. Dibble (*Meyerbeer*).

Piccolo solos now made with orchestra accompaniment:

7168 Blue Bird Polka (*Manziotta*).
2803 Gem Polka (*Carr*).
2806 Irish Reel (*Mazziotta*).

Violin solo now made with orchestra accompaniment:

8099 Mocking Bird (*Winner*).

Changes in singers:

8340 While the Convent Bells Were Ringing (*Weid*) now made by W. H. Thompson instead of Fischer.

PRICES OF EDISON RECORDS.

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, and in Canada at 40 cents each. The Canadian price is higher because of the duty. Edison Concert Records are sold at 75 cents each in both countries.

SIGN AND RETURN AT ONCE.

We desire to again call the attention of Jobbers and Dealers to the matter of signing and returning the new Agreement. We want to receive this month the signed Agreement of every Dealer who desires to continue the sale of our goods. On October 1st we shall remove from our files and mailing list the names of all who have not signed. The following paragraph is reprinted from the August issue of the EDISON PHONOGRAPH MONTHLY:

DEALERS: When the new agreement reaches you, read it carefully, date and sign each copy and have your signature WITNESSED. If you deal through a Jobber, return to him the copies marked "Original" and "Duplicate." Retain the copy marked "Triplicate" for your future reference. If you deal direct with this Company send the copy marked "Original" to office from which it was mailed, and return "Duplicate."

JOBBERS: When Dealers return "Original" and "Duplicate" copies to you, send us the "Original" and retain the "Duplicate" for your files. Be sure that they are properly dated and witnessed before returning "Original" to us.

DEALERS' ADVERTISING.

Hayward & Garratt, of Dunedin, New Zealand, send a copy of their house catalogue, in which they devote three pages to illustrations and descriptions of Edison Phonographs.

Most of the advertising done by William H. Kellar, of Easton, Pa., outside of newspapers, is in the form of an owl. The latest form taken by the bird is an aluminum bookmark, one of which has been received. Mr. Kellar's slogan is "Wise people buy at Kellar's."

Albert A. Magwire, of the Springfield Music Rooms, Springfield, Vt., sends a series of circulars showing that twice each week during August he gave outdoor evening concerts with an Edison Phonograph, and he expects to continue it during September.

A GOOD RECORD RECORD.

I have been handling Edison goods for about one year after trying to sell all other makes of talking machines without much success. I think I have made a record, selling thirty machines and a Record for every person in the town. Edison goods were never sold here before and we have but 2,000 population.

GEORGE A. LEWIS,
Ridgefield, Conn.

CANNOT SELL ANY OTHERS.

Since the cut in your Records we cannot sell any others. We are glad of it, too.

DEAN & HINMAN,
Manchester, N. H.

COMMENTS ON OCTOBER RECORDS.

Twenty-six new titles were included in the September list of Edison Gold Moulded Records and a like number are issued for October. This has been done to make the numbers end more even. For some time past the monthly list has ended with 23, 48, 73 and 98. Putting in two extra selections has brought up the list so that it now ends with 25, 50, 75 and no. This will make it easier to keep the numbers in mind as long as twenty-five new titles are issued each month.

The October list is replete with interesting things and fully up to the Edison standard in quality and variety. The entire twenty-six will make an excellent assortment for he who is just buying a Phonograph and even the old time enthusiasts can hardly fail to commend all of them.

No. 8800, "Ballet Music from Coppelia," by the Edison Concert Band is a selection from the ballet "Coppelia," composed by Delibes. It introduces the Allegretto movement in two-four time in which the clarinet section's work appeals to the listener at once. A crescendo working up to double forte with a sudden pause concludes the movement, giving a very pleasing effect to the moderato movement of six measures that follow. The climax is the Allegro-Vivace movement at the finale of the selection. Beginning piano, but spiritedly, honors are even between the brass and reed sections. The different parts of the musicianly arrangement at all times reproduce clearly and well defined as the sprightly theme goes forward, now soft, now swelling out loudly in its clever and interesting modulations.

No. 8801, "Con Clancey's Before Election Speech," by Len Spencer, is an excellent Record, describing in a most humorous manner a ward political meeting and introducing a drum corps, a brass band, cheering and other pre-election effects. Mr. Clancey makes himself solid with the boys by promising to give all of them offices or five dollars a day or free beer or other things dear to the heart of the average voter.

No. 8802, "Star of My Life" (written by Corliss), is a fine baritone solo by W. H. Thompson. It is a sentimental song and has an orchestra accompaniment.

No. 8803, "One Heart One Mind," is a bell solo by Albert Benzler, with orchestra accompaniment, of Strauss' well known composition. The saying "clear as a bell" is at once suggested by the remarkable quality of this Record.

No. 8804, "Teasing," is a new coon song by Albert Von Tilzer. It is sung by Bob Roberts with orchestra accompaniment. In it a coon tells of the troubles he has with his girl who is always teasing him. It is a well-made Record, clearly spoken and will be a big seller.

No. 8805, "The Battle Cry of Freedom," is a Record that will arouse the patriotism of all Americans, especially the old ones who have served in the Civil War. It is made in a manner similar to the Record, No. 8666, "Marching Through Georgia," and it was because of the success of the latter Record that this was made. It includes a tenor and baritone duet with orchestra accompaniment and introduces cheers, bugles and drum corps effects. It is made by Harlan and Stanley, who made such a success of No. 8666.

No. 8806, "In the Valley of the Sunny San Joaquin," sung by Harry MacDonough, is a pleasing new song written by James G. Denny (music) and J. Gordon Temple (words). The words are very appropriate and the music quite captivating. Mr. MacDonough was accompanied by the orchestra when he made this Record.

No. 8807, "Dreaming on the Ohio," (written by Edwin S. Brill) is a descriptive song and quartette chorus by the Edison Male Quartette, and is sung with orchestra accompaniment. It is an excellent Record of a charming selection.

No. 8808, "Seminole," is a new Indian ballad written by the composers of "Navajo," and the music is of the same attractive character. The Record is made by Harry Tally with orchestra accompaniment. The words of this song were written by Harry H. Williams and the music by Egbert Van Alstyne.

No. 8809, "Wilhelmina," (composed by John T. Hall) is a Record made at slow tempo for dancing. It was made by the Edison Military Band. The music is attractive and has a good swing for waltzing.

No. 8810, "Down Where the Sweet Potatoes Grow," is a coon duet by Collins and Harlan with orchestra accompaniment. The artists do the song full justice and the Record will be a popular one. Andrew B. Sterling wrote the words of this song and Harry Von Tilzer the music.

No. 8811, "Sweet Sixteen Waltz," is another of Bohumir Kryl's fine cornet solos with orchestra accompaniment. Few cornet soloists can compare with Mr. Kryl in excellence.

No. 8812, "Cupid's Arrow," is a banjo solo with orchestra accompaniment by Fred Van Epps, which shows clearly that Mr. Van Epps constantly improves as a soloist on this instrument. The accompaniment of the orchestra is more subdued than in many other banjo selections, a feature that will meet the approval of those who feel that banjo Records for the most part should have no accompaniment. "Cupid's Arrow" was listed in the catalogue of wax Records and is made by the moulded process in response to many calls for it.

No. 8813, "Sylvia," is an unusually charming sentimental song, written by Laurence B. O'Connor (music) and C. E. Billings (words). It is sung by Byron G. Harlan and has an orchestra accompaniment. This song is very popular in the New England States and our well-made Record of it will do much to increase its popularity in all parts of the country.

No. 8814, "What Colored Eyes Do You Love," is a contralto and baritone duet of one of the most popular hits in "The Royal Chef," which opened in New York City on September 1st. It is made by Miss Nelson and Mr. Stanley. Miss Nelson is a new singer for Edison Records, but we feel that this introductory song will gain for her voice the approval of all Edison admirers. The music of this selection was written by Ben M. Jerome.

No. 8815, "Selection from The Royal Chef," played by the Edison Concert Band, introduces "Let Me Go Back," "It's a Way They Have in Chicago" and "Old Mother Goose." This Record takes the place of the usual monthly medley and we hope that it will be quite as popular.

No. 8816, "It's Great to be Crazy," is a Record of one of the most unique songs that we have put out in some time. It is sung by Arthur Collins and is bound to be a big success. This song is from "The Maid and the Mummy," and its words, its music and the orchestra accompaniment are as crazy as its name. Every collection of Phonograph Records should include this one. The words of the song were written by Richard Carle and the music by Robert Hood Bowers.

No. 8817, "Bye and Bye You Will Forget Me," is a sentimental duet by MacDonough and Hichling, and is sung with orchestra accompaniment. These artists sing well together and, combined with the music of the song, make a very desirable Record. Arthur W. French is the writer of the words and William A. Huntley the music.

No. 8818, "Way Old Kentucky Home, Fantasia," is an adaptation of Stephen Collins Foster's ever popular Southern air by Otto Langey. It is made by the Edison Concert Band with special work by the brass quartette, flutes and clarinets.

No. 8819, "Does You Love Me as You Used To, Miss Jane," is one of Collins and Harlan's characteristic coon duets, with orchestra accompaniment, in which Mr. Collins sings the solo parts and Mr. Harlan makes the responses of Miss Jane, and joins in the chorus. It is a very clear Record. Avery and Hart wrote the words of this song and Chris Smith the music.

No. 8820, "I Fell in Love with Polly," is a serio-comic song from "The Maid and the Mummy," and is sung by Harry MacDonough with orchestra accompaniment. The violin work of this Record is attractive, and after the song is completed the latter part of the Record is taken up with a charming little dance music, making an unusually good finish to the Record. The writer of this song is Richard Carle.

No. 8821, "She Was a Good Old Soul," is a descriptive song written by Raymond A. Brown and Theodore Morse, the composers of "Dear Old Girl." The Record is made by Frank C. Stanley, and is the first one of this kind that we have listed. Mr. Stanley has not heretofore made sentimental Records, but after hearing this one all will admit that he can make them as well as anything else that he does. This Record is made with the usual orchestra accompaniment.

No. 8822, "The Bridal Tour Overture," is played by the Edison Symphony Orchestra, is a sort of companion piece to "The Bridal Rose," although not written by the same composer. Characteristic features of the selection are the music by the bassoons and the cornets. It is a Record that cannot fail to please. The composer is August Enhes.

No. 8823, "Old Black Joe," Stephen Collins Foster's well known song, is another unaccompanied Record by the Edison Male Quartette. This selection will be a favorite as long as the Phonograph is known.

No. 8824, "Here's My Friend," is a coon song Record made by Bob Roberts, with orchestra accompaniment. In the song a coon declares that his best friend is his pocket-book. The words are by Ed Rose and the music by Ted Snyder.

No. 8825, "The Royal Italian March," by the Edison Military Band, is an air that will at once be recognized everywhere as the principal band selection at all Italian celebrations. We expect this Record will find a large sale among the Italians, but its attractiveness will cause it to find many purchasers among lovers of band music.

SAND DANCE AND SONG.

One of our largest dealers in Melbourne recently advised us that on account of the demand for disc machines, he very reluctantly placed a number in his stock. We quote as follows from a letter just received, giving his experience with them:

"I would like to mention that I imported some disc ——, and I have decided to place them with any house in Melbourne who will take over the stock. I am quite satisfied with my experience so far. Some of the records are very good, others are damnable, and one gets a sand dance and song all at once. I feel sure that if the Japanese had a few of these machines and some of the records, no shot nor shell would be required, for the Russians would depart rather than remain and hear the tortuous sounds rendered by these scratchophones."

BURIED.

Trade very good. Everybody satisfied. Cheap records buried with no hope of resurrection. Many holding their orders till the new boxes come.

L. B. SPAULDING.

Bockfield, Maine.

Dealers who want to keep on our flies and mailing list should sign new Agreement at once.

PHONOGRAPH AN AID IN TEACHING THE DEAF.

Superintendent E. W. Walker, of the Wisconsin School for the Deaf, has made a series of successful experiments showing by a powerful Phonograph just how much improvement in articulation a deaf pupil is making from time to time.

He is making tests of a child's voice on the same cylinder, allowing a given time to elapse between the tests. Several tests having been made, the cylinder is placed on the Phonograph, which will ring out the same sentence uttered by the pupil at different stages of his education. The picture shows a primary pupil seven years old talking into the Phonograph. [Picture not reproduced here.] He is speaking the words that are written on the blackboard, his teacher standing beside him. Professor Walker explains the object of his plan as follows:

"It sometimes happens that in working out things of this nature one does accidentally discover something of real value, and it is not unlikely that when I have upon the same cylinder records of the speech of the same child taken at different periods of his school career some helpful suggestions as to the training of the deaf children may develop.

"There is a second purpose. I am convinced that the education of the deaf, as it is carried on in this country, is based quite as much on sentiment as on judgment. This is due probably, first, to a feeling of keen sympathy which every one entertains for the afflicted, and, second, to the failure to appreciate that there are three distinct types of the so-called deaf persons:

"The totally and congenitally deaf. Included in this class are those who have suffered entire loss of hearing during years of infancy.

"Those who are congenitally and partially deaf. In this class are those who have suffered a partial loss of hearing during years of infancy.

"Those who lost their hearing after learning speech and receiving something of an education. It is difficult to draw an age line marking off this third class, but eight years will suggest where the line should be drawn as near as it can be settled upon.

"It is customary to speak of all of these classes as deaf people. This leaves the public to class them all together for the purpose of instruction, and, indeed, leads the parents of deaf children to do likewise. I wish we might call persons who belong to class one, deaf people; to class two, hard of hearing; to class three, lost hearing. The possibilities for the education of these three classes are markedly different. Within the last few weeks I have witnessed a public exercise of deaf children and sat beside the mother of a totally deaf child. There was on the programme a young woman of eighteen who lost her hearing at fifteen. Of course she talked in a normal voice and with a distinctness approximate to that of a hearing person. The good mother who sat beside me felt confident that her daughter, who was attending the same school, would be able to talk as this young woman did. All who are acquainted with the teaching of the deaf know this to be absolutely impossible.

"Briefly, as I see it, the fundamental thing with all of these classes is to give each as much mind development as possible. The purpose of education here does not differ from that of an ordinary school. The means used, methods of approach, etc., only are different. While giving this general education it is to be borne in mind that for members of class one to be taught speech and lip reading (and many of them may be so taught) is a valuable thing indeed. Speech, however, for this class should not be sought at the expense of an education. In most cases their articulation will be metallic and unnatural.

"Pupils belonging to the second class, that is, with defective hearing, should not be treated as though they were deaf. If they are taught as deaf are taught—that is, without the use of what little hearing they have—they will lose that little. To strengthen rather than to weaken the defective faculty should be the purpose of the school, and this class should have different treatment from that of class one.

"Persons belonging to class three form another distinct class. Their speech will be good and great emphasis in their education should be placed upon lip reading, and of course to build upon the education they have already obtained by means of their former state."—*Chicago Tribune.*

A QUICK SALE.

"Thinking that you would like to hear from us in regard to our Phonograph business, we send a short story telling about a quick sale we made recently," writes Fred Pfau, manager of Christy's Music Store, San Jose, Cal., under date of July 28. "We have been kept very busy selling Edison Phonographs and Records and we already see a bright future for them.

"A few days ago a man was passing our store, and being attracted by our fine display of Edison goods in the window, stopped to take a hurried glance. He passed a long while, looking at the various styles of talking machines and finally he turned around and entered the store. He asked if he could hear some of them, but at the same time saying he had not much intention of buying one then. I began by playing a disc machine, but he did not seem a bit satisfied with the results. I then placed an Edison Gold Moulded Record on the Home Phonograph and started playing it. When the music ceased, he became so enthused that he wanted me to play some more. I finally put on a medley march by the Edison Military Band, and this piece alone proved that the Edison machine was superior to all others. He listened attentively all through the record and he was so satisfied that he said he'd take the Phonograph. He afterwards remarked, 'It ought to be a rare treat to any person to have an opportunity of hearing such beautiful music. I am proud of my new Phonograph.' I selected two dozen of our choicest Records for him, and altogether the sale was made in twenty minutes. I will say this is but one of the few incidents that happen constantly. Our Edison Record trade has built up immensely since the new changes have taken place. We have increased our stock of Records and ordered more Phonographs and supplies, as we found that we could not meet the demands of the people unless we did so."

PHONOGRAPH MUSIC ON DONKEY BACK.

Our Mexican representative sends the following paragraph concerning a recent experience:

"While wandering around the public square, or "plaza," of a nearby Indian village, where a fair was being held, I noticed upon approaching the outskirts of the grounds at several places, the familiar strains of American band pieces played by a Phonograph, and as it seemed rather too small an assembly of people to warrant so large a number of exhibitors (although one, or even two are not uncommon on such occasions), I was rather curious to see whether they were all doing a profitable business, not having gotten a glimpse of any of the machines, owing to the thickly packed "puestos" or booths, gambling tents, etc., which formed a barrier around the fair grounds proper.

"The sight that met my eyes when I had worked my way to the edge of the crowd, made me wish I were a camera crank, with the ever ready kodak. Perched upon the back of a little Mexican donkey or "burro" was an Edison Home Phonograph, equipped with one of the high way-rails used by exhibitors in this country, elaborately festooned and otherwise ornamented with paper flags, spangles, etc., while beside this stood the exhibitor in the full "charro" costume of the lower classes. Sticking straight out behind the donkey was a 22-inch brass horn, through which the immediate crowd was enjoying a Spanish comic duet, while the burro tranquilly moved his ears to and fro, but otherwise didn't move a muscle. Evidently the audience didn't seem productive of cash, for the exhibitor then started the "American Standard March," and the outfit moved away, followed by a rather motley crowd; the slow, even gait of the donkey not interfering in the least with the reproduction.

"This fully explained the seeming large number of Phonographs, and was certainly a very unique method of 'going after trade.'"

Keep in the Edison ranks, Mr. Dealer, by signing new Agreement. Do it now.

CABINET FOR STORING PHONOGRAPH RECORDS.

Phonograph Records being ordinarily made of wax, are very fragile and must be preserved with considerable care, and when many are to be provided for it becomes a matter of difficulty to do this and at the same time have them accessible for ready selection. A cabinet has been invented by Mr. Edgar Krom, of 538 West 159th street, New York City, which provides for the safe keeping of a large number of records. The cabinet is formed with two swinging doors pivoted centrally at the top and bottom. The inner face of each door is provided with a number of pins upwardly inclined, on which the Records are supported. On the upper end of each pin is printed or written the name of the particular Record thereon supported. The cabinet is preferably of such height as to furnish a convenient support for the Phonograph. In use the cabinet will be preferably placed at sufficient distance from the walls of the room to permit swinging of either door upon its central pivots. When the doors are thus opened all the pins and supported Records may be seen, and any of the latter desired may be removed without disturbing the others. It will be seen that this cabinet provides for the storing of a great number of Records in a comparatively small space, renders each freely accessible, and does away with any danger of injuring the one removed or those about it. At the same time it is comparatively inexpensive to construct, and furnishes an ornamental and convenient support for the instrument in connection with which the Record is to be used.—*Scientific American.*

Get ready for the fall and the holidays. Stock up.

AN UP-TO-DATE CANADIAN.

S. M. Brown, a Dealer at Picton, Ont., sends a photograph of his new Phonograph showroom. It is nicely carpeted and furnished with chairs for his patrons. The shelves show that he carries a large stock of Edison goods and two Phonographs, each with a large bell, are used to play Records. Mr. Brown occasionally gives concerts from the windows of his store. Of one of these concerts a local paper said:

Last evening about 9 o'clock the stillness of the business portion of Main street was interrupted by a Phonograph concert from the studio windows of S. M. Brown. The machine used was the celebrated Edison, producing clear, sweet tones, and perfect pronunciation. The June Records comprise all that is new and up-to-date in vocal and instrumental music and were much enjoyed by the large audience in listening upon the street, as their hearty applause attested.

DEALERS AND ADVERTISING LITERATURE.

We again want to point out to Dealers buying through Jobbers that we would much prefer that they shall get printed matter from their Jobbers and not write direct to us for it. We occasionally get letters from sub-Dealers simply asking for a supply of printed matter. Nothing is said about method of shipping and what quantity is wanted. Such requests are hard to comply with for two reasons. In the first place we do not know anything about the amount of business a sub-Dealer is doing and cannot tell whether to send him much or little. Then the quantity we might send would not make a freight shipment and we cannot send by express at our own expense, for it is too costly. We are afraid to send by express collect without the authorization of the Dealer, for past experience has shown that this sometimes meets with a refusal to receive the goods and we have express charges to pay two ways to get them back. All of this makes it necessary to write a letter to the Dealer and explain the situation, causing a loss of time quite annoying to a progressive Dealer.

Dealers should ask their Jobbers to send them what they want. If the latter cannot supply, get them to endorse and forward the order to us, specifying how shipment shall be made so that we are not compelled to pay express charges. Our system of doing business makes it desirable to have Dealers look to Jobbers for everything they need in the way of advertising literature, as well as goods, and we prefer to remedy any shortcoming that may exist in the system than to change it. Jobbers who find that Dealers need more printed matter than they can supply should write to us and ask for an increased quantity. We may not be able to meet a largely increased demand all at one time, but we will arrange to order larger quantities until we can do so. At the present time, except when the edition of one catalogue is running out and another is about due, we are filling all orders for printed matter, and few Jobbers can say that they do not get all they ask for.

We expect to get out catalogues, etc., to meet every reasonable demand. It makes the business go and grow, and we believe in it. We don't want it wasted, however. We don't think that a machine catalogue, costing $10 a thousand, should be used for street or house to house distribution, and it hardly pays to send out Record catalogues to people who don't own a Phonograph and who cannot tell one type of machine from another. In rare cases it might arouse an interest and cause a man to become a machine purchaser, but a well written letter or folder would be much more effective. Few Dealers would use catalogues in this way if they paid the printer and we feel that they should be equally careful when furnished by us. We get out a line of cards, folders, etc., that should be useful for preliminary work, and these are printed in quantities which permit their liberal use.

While on the subject of printing and distributing, we want to state that in our opinion the most effective work is that done through the mails. Phonographs cannot be sold like groceries by means of circulars thrown around the street or on the stoops of city houses, or in the yards of suburban country homes. A neatly printed circular letter, accompanied by a folder giving information about the goods and mailed to a carefully selected list of names, will do more to get business than any method of advertising. This should also be supplemented by an advertisement in the local papers. The letter should be written so as to get a reply asking for catalogues. Then, if followed up with tact, sales will be made.

EXPECTS TO DOUBLE HIS BUSINESS.

It is with great pleasure that I write to inform you that my sales this year to date (seven months) in Edison Phonographs and Records have exceeded my sales of the preceding twelve months. In view of the fact, that since March 1 have had as a competitor a branch of the ——— Company, I think this record is worth recording. It shows the Edison Dealer, if he will stand up to his guns properly, that a certain kind of competition will help him along. I expect to materially double my business this year. Great is the National Phonograph Company.

THOMAS WARDELL.

Lowell, Mass, Aug. 1, 1904.

EDISON—A SYNONYM FOR BUSINESS.

G. L. Ackerman, of Ackerman & Company, Jobbers, at Scranton, Pa., recently went on a trip through the State for his house and on July 29 he wrote to us as follows:

"We are pleased to note that the ——— record is being entirely weeded out by all dealers we have so far met on this trip, and considering the time of year, general business conditions, etc, writer finds very much gratification with the results of our first trip to this section. The old adage "A new broom sweeps clean" does not apply at this time. The success lays in the fact that the people want the best goods obtainable, and now that the price is a popular one, in each of all, there is only one way to explain matters fully—in short, in one simple word—"Edison."

ONE OF MANY.

I have much pleasure to inform you that since the reduction in price of the Edison Records my sales have increased 150 per cent. The Records need no recommending, as they speak for themselves. My Saturday's sale was 84 Edisons and four ——'s, which jump is a phenomenon in Record selling this time of the year.

W. KOHLHOFF.

Camden, N. J.

WORLD'S GREATEST ENTERTAINER.

H. Schmidt & Son Co., of Muscatine, Iowa, always get out some original literature when they go after business. This is the way they informed their patrons about the new price of Edison Gold Moulded Records:

We beg to announce that the National Phonograph Co., of New York, have reduced the price of the "Edison Gold Moulded Records" from 50 cents to 35 cents each, or $4.20 per dozen. This news will be as welcome as "food is to the beggar," for hundreds of people have been without this wonderful entertainer, "The Phonograph," owing to the price of Records. But now since the price of 35 cents has been established no one need be without a Phonograph in their home.

The "Edison Gold Moulded Record" is admitted to be the finest and most durable Record on earth. Other Records in three months will show signs of wear-out—Edison Records won't in three years. Every Record is guaranteed to be free from any blemishes or defects.

The "Edison Phonograph, with the Gold Moulded Records," make the greatest team for entertainment that money can buy. The Edison Phonograph will improve any record, the Edison Records will improve any machine, but in using Edison Records on the Edison Phonograph you have the best.

We cordially invite you to our store at any time to hear Edits, the "World's Greatest Entertainer," as we have just received a large shipment of Records, so that we can play almost any piece you might call for from the catalogue.

Hoping to see you soon, we remain ever ready to answer any inquiries. Respectfully yours,

H. SCHMIDT & SON CO.

IN THE BERKSHIRE HILLS.

One of our advertising friends spent part of his vacation at Garfield, in Rensselaer County, New York, and this is the report of Phonographic conditions as he found them there:

In this village of twelve dwellings there are four Edison Phonographs and one ——— in constant use. In the evenings if you stand in the village street it reminds you of Douglas' selling booths or a block of Harlem flats. The new lists are looked for each month, yet they have to drive twelve miles and cross a mountain 2,240 feet (that means 1,440 foot climb) to buy Records. Talk about enthusiasm."

EDISON RECORDS ARE SUPREME.

STOCKTON, Cal., March 15, 1904.

Accept my thanks for latest literature sent me. Edison Records speak for themselves. Let them be heard and the cheaper record is crushed. Edison Records are supreme.

H. W. MOSHER.

ONE DEALER'S REGRET.

Have sold several Phonographs, but at present I haven't an Edison in stock. I have five ——— and one ——— in stock and I am trying hard to get rid of them. I do not want to handle anything but the Edison Phonograph, for I consider it the only talking machine and musical instrument in existence. There is no use to think of selling the machines I have in stock as long as the Edison is kept along with them, for the Edison will sell itself, but the others are stayers, or stickers, or scratchers and are not to be compared with the Edison when it comes to smoothness and sweetness of tone. I am sorry I ever took up anything but Edison goods, and just as soon as I can get rid of these other machines I intend to stock up again with the Edison.

I wish you would propose some kind of a plan so I can dispose of them in short order. Any information you can give me on the subject will be thankfully received. I want you to understand that I am for the Edison every time, for I think it is the only talking machine made; others are the poorest kind of imitations.

A LETTER FROM WALES.

I never before knew how superior the Edison Machines, etc., are over *all* others until this month. As you know I deal a little with the ———. About a month ago I asked that firm (by letter) if they thought the ———phone was better than the Standard (Edison) allowing for the difference in price, 2 gns. They answered: Yes, decidedly. I ordered one and have returned it to-day because I am certain I could never sell it. My opinion, and my customers', is that it cannot be in the same street as the Standard if it was the same price. I give you my word, I will never sell another Phonograph or anything else except the Edison manufacture. I never was more convinced of the superiority in my life.

F. E. HUGHES,
Oswestry, Wales.

[The above letter was written to our London office.]

A COINCIDENCE.

We have been greatly interested in the PHONOGRAPH MONTHLY, as are all Edison people, and a story in this month's issue brings to mind an incident which happened in our store last winter. This is absolutely true.

We were playing the Record "Firemen's Duty" for a customer, and just as the fireman says "Box 32, let her go, Bill," the fire-gong on the tower at the central station struck 32. As this box is located near the Adventist Sanitarium it created some excitement, but the customer stayed right by the Edison till the Record was played through.

We have a good business on Edison lines.

CURRIE & MILLS.

Battle Creek, Mich.

SUSPENDED LIST, SEPTEMBER 1, 1904.—SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

BOULDER—BENTLEY & CRAIG.

INDIANA.

SOUTH BEND—EUGENE MARSH, 126 Vistula avenue.

SOUTH BEND BOOK BINDERY, Robert Leboit, Prop., 203 North Michigan street.

IOWA.

BURLINGTON—JOHN P. WEISS, 711 Jefferson street.

SIOUX CITY—HATTENBACH BROS. CO.

KANSAS.

CLAY CENTER—E. M. GOWENLOCK.

LAWRENCE—BELL BROS.

MAINE.

BIDDEFORD—W. H. FIELD.

MASSACHUSETTS.

BOSTON—CONCLAVE PHONOGRAPH CO., S. Kutz, manager, 93 Stamford St.

T. SINGER, 60 Leverett St.

LAWRENCE—LORD & CO., 314 Essex street, E. O. MOSHER, 420 Essex street.

JOHN E. O'NEIL.

*LYNN—ELIAS DE YOUNG.

MALDEN—A. T. FULLER.

NANTUCKET—ARTHUR M. TAYLOR.

NEW BEDFORD—H. B. DeWOLFF.

SOMERVILLE—E. J. WINCHESTER, 32 Summit avenue.

WOBURN—OSBORN GILLETTE, or THE BOLTON JEWELRY COMPANY, L. P. MALONEY, Manager.

MICHIGAN.

DETROIT—F. J. SCHWANKOVSKY.

SAGINAW—GEO. W. EMENDORFER.

MISSOURI.

KANSAS CITY—THE WITTMANN CO.

NEBRASKA.

LINCOLN—THE WITTMANN CO.

OMAHA—THE WITTMANN CO.

NEW HAMPSHIRE.

HILLSBORO BRIDGE—E. M. BARNES.

MANCHESTER—A. E. DUMAS.

NASHUA—F. A. LOCKMASTER & CO.

NEW JERSEY.

ATLANTIC CITY—SAMUEL D. WOLF, 32-34 Arkansas avenue.

BAYONNE—I. WIGDOR, 450 Avenue D.

JERSEY CITY—W. L. HOFFMAN, 151 Montgomery street.

NEWARK—R. L. CORWIN; also New York City.

PASSAIC—I. HURWITZ.

PATERSON—CHAS. H. KELLY, 25 N. Main st.

*Added since August 1, 1904.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

PLAINFIELD—S. W. FRUCHT, or R. FRUCHT; also New York City.

ELSTON M. LEONARD.

WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

BEDFORD PARK—GEO. H. TYRRELL.

HOHART—F. H. MARSHALL.

NEW YORK CITY—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.

BERN BEARWALD, 373 West 11th St.

BRONX PHONOGRAPH CO., or DAVID SWITKY, 596 Willis avenue.

CENTRAL PHONOGRAPH CO., 160 S. 2d street.

R. L. CORWIN; also Newark, N. J.

EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau Street.

EMPIRE PHONOGRAPH CO., 2 West 14th street.

S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.

O. HACKER, 2 Murray street.

HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.

N. HORN, 148 E. 58th street.

W. L. ISAACS, 112 Fulton street.

S. LEMBURG & CO., 104 Broadway.

J. McELLYNNE, 202 Broadway.

RICHMOND PEASE, 44 W. 132d st.

P. M. PRESBREY CO., 24 Broad street.

WINTHROP CYCLE CO., 2212 Seventh avenue.

SARATOGA—W. J. TOTTEN.

SARATOGA SPRINGS—MARVIN A. COTE.

OHIO.

CINCINNATI—J. L. ANDEM.

COSHOCTON—BURNS & GOSSER.

SPRINGFIELD—D. & M. VANDERPOOL.

UHRICHSVILLE—F. A. NAZURIE.

PENNSYLVANIA.

PHILADELPHIA—A. R. CASSIDY, 2783 Emerald street.

HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Mascher streets; also New York City.

A. KROUSE, 832 Arch street.

PENN NOVELTY CO., 15 South 9th street.

PHOENIXVILLE—KEINARD BROS.

PITTSBURG—A. LIPPARD, 615 Wylie avenue.

RHODE ISLAND.

PROVIDENCE—F. P. MOORE.

WISCONSIN.

MILWAUKEE—J. C. BLATZEK.

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JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Nay Co., 2009 Second avenue.
The Talking Machine Co.
Mobile—W. H. Reynolds, 160 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 1366-368 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 615 16th street.

CONNECTICUT.

Middletown—Cackling & Post Co., 206-208 Main street.
New Haven—Pardee-Ellenberger Co., 135 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. T. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann, Sons & Co., 8th and Pennsylvania avenue.

ILLINOIS.

Chicago—James I. Lyons, 79 Fifth avenue.
The Bauer Co., 39 Washington street.
Siegel-Cooper Co., Chicago Congress sts.
Talking Machine Co., 189 Madison street.
The Vim Co., 45 E. Lake street.
Montgomery Ward & Co., 111 to 125 Michigan ave.
The Rudolph Wurlitzer Co., 300 Wabash ave.
Peoria—Peoria Phonograph Co., 222 Bridge street.

INDIANA.

Indianapolis—Crecle Jay Co., 234 Massachusetts ave.
Klipp Music Co., 32 S. Meridian street.
The Vim Co., 31 to 37 E. Illinois street.
Lafayette—A. B. Wahl & Co., 324 Main street.

IOWA.

Des Moines—The Vim Co., 304 West Walnut street.
Fort Dodge—Early Music Co., 511 Central ave.

KENTUCKY.

Louisville—The Ray Co., 630 Fourth street.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Fire Alarm Co., 614 Carondelet st.
The Ray Co., 111 Camp street.

MAINE.

Bangor—S. J. Crosby Co., 28 Exchange street.
Portland—W. H. Hoss & Son, 209 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Machine Co., 177 Tremont street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Keeler Co., 492 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—Thomas Wardell, 111 Central street.
Worcester—Iver Johnson Sporting Goods Co., 364 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 219 Woodward avenue.
The Ray Co., 252 Woodward avenue.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 314 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 31-33 West 4th street.
Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Ray Co., 1010 Grand avenue.
Conroy Co., 1212 Olive street.
St. Louis—The Ray Co., 513 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1312 O street.
Omaha—H. E. Fred Cycle Co., 1500-1510 Capitol avenue.
Nebraska Cycle Co., 1318 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 205 Washington street.
Newark—A. O. Petit, New and Halsey streets.
Paterson—James K. O'Dea, 197 Hillside street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Hanson and Duffield streets.
A. D. Matthews' Sons, 392 Fulton street.
Price Phonograph Co., 1258 Broadway.
Ellenville—Ellenville Phonograph Co., 99 W. Fulton street.
Kingston—Forsyth & Davis, 302 Wall street.
New York City—Sentinel Phonograph Co., 80 Chambers street.
Blackman Talking Machine Co., 19 W. 24th street.
J. F. Blackman & Son, 1674 2d avenue.
I. Davega, Jr., 602 Third avenue.
S. B. Davega, 36 E. 14th street.
Douglas & Co., 59 Chambers street.
E. J. Gerhard, 197 2d avenue.
Harry Jaehne, 239 Bowery.
Jacot Music Box Co., 39 Union Square.
Victor H. Kayser, 16 Second avenue.
Siegel-Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 9th street.
Rochester—A. J. Deninger, 317 North street.
Hacker Piano, O. & M. Co., 700 State street.
Lyon, Hilner, 63 State street.
Talking Machine Co., 29 S. Clinton avenue.
Schenectady—Ray Co., 316 State street.
Syracuse—W. D. Andrews, 22 E. Fayette street.
Troy—James Lucey, 350-362 Fulton street.
Utica—Clark-Horstford Co., 14 Genesee street.
Arthur P. Perrine, 89 Washington street.

OHIO.

Canton—Klein & Heffner Co., 116 N. Market street.
Cincinnati—Ihlen & Co., 137 E. 4th street.
The Ray Co., 33 West 4th street.
A. B. Wahl & Co., 2 Arcade.
The Rudolph Wurlitzer Co., 121 E. 4th st.
Cleveland—W. F. Roberts, Jr., Erie and Huron streets.
The Ray Co., 1103 Euclid ave., 3d floor.
Dayton—Ehrhart & Duke, 25 E. 5th street.
East Liverpool—Smith & Phillips Music Co.
Toledo—Hayes Music Co., 208 Superior street.

PENNSYLVANIA.

Allegheny—Henry Brash, 900 Federal street.
Allentown—Geo. F. Auchbach, 232 Hamilton street.
Easton—William Tonkin, 20 Northampton street.
Philadelphia—J. Heppe & Son, 1423 Chestnut street.
Lit Bros., Market and 8th street.
Penn Phonograph Co., 19 S. 9th st.
John Wanamaker.
Weymann Phonograph Co., 41 N. 9th street.
Wurlitzer Piano Co., 1310-1312 Chestnut st.
H. A. Weymann & Son, 1108 Chestnut st.
Harrisburg—S. K. Hamburger, 404-6 N. 3d st.
Pittsburg—Theo. P. Bentel Co., Ltd., 433 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Klein & Co., 201 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 810 Penn street.
Scranton—Scranton Board of Trade Exchange Building, Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 180-192 Westminster street.
J. A. Foster Co., Weybosset and Dorrance streets.
Household Furniture Co., 231-237 Weybosset street.
Murray, Hansford, Young & Co., 96-98 Pine street.
J. Samuels & Bro., 154 Westminster street.
A. T. Scattergood & Co., 108-110 N. Main street.

TENNESSEE.

Memphis—The Ray Co., Lowrain Building, and 148 Union street.
Nashville—The Ray Co., 157-159 Third avenue.

TEXAS.

Dallas—C. B. Harris, A.T., 297 Main street.

VIRGINIA.

Richmond—The Ray Co., 1108 Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 273-281 street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.



Language Lessons for Pan-Americans

SPANISH-ENGLISH
ENGLISH-SPANISH

How Dealers Unite Two Continents

THE Spanish-American war has made the Spanish language the most useful to Americans, and the reverse is true for South Americans, who are waking up to the necessity of learning English. The Edison dealers, through the sale of the I. C. S. Courses, will be the principal agency for this exchange of languages so essential to the expansion of trade and commerce.

Mr. L. L. Lewis, Superintendent, Sun Life Insurance Company, of Canada, writes us from Monterey, Mexico, as follows :—" Since coming here I have opened a new branch, have perfected myself in Spanish by your method, and in June, stood second in new business for the whole western foreign field of my Company."

I. C. S. Records and Textbooks are arranged to teach ***French, German,*** and ***Spanish*** to English people, and ***English*** to nine foreign nations.

SAMPLE LESSONS FURNISHED AT COST

We send samples of I. C. S. Moulded Records and Textbooks in French, German, Spanish, and English to Edison Dealers in the United States or Canada, ***express prepaid, $2.00 net;*** or one English Record with assortment of foreign textbooks, ***express prepaid, 75 cents net.***

Write today for prices, discounts, and literature. Address:

LANGUAGE DEPARTMENT

International Correspondence Schools

Scranton, Pennsylvania

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. II. NEW YORK, OCTOBER, 1904. No. 8.

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ORANGE, N. J.

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NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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THE DEMAND FOR EDISON GOODS BEYOND ALL EXPECTATIONS.

It is with a combined feeling of pride and regret that we address Jobbers and Dealers in Edison goods this month. We justly feel proud in being able to say that no such demand for Edison Phonographs and Records has existed since Mr. Edison gave the Phonograph to the world. We regret that our facilities, unequalled as they are by any other similar plant in the world, are not adequate to enable us to properly and promptly fill the orders sent us by the trade; we feel the situation more keenly than the public would credit. When a large manufacturing company sends out salesmen, advertises extensively and puts forth every effort to sell its goods, those who place orders with it have every reason to expect that they will be filled completely and within a reasonable time. Not to be able to do so is a great disappointment to us.

A year ago a somewhat similar situation prevailed at our factory in Orange. The demand for Phonographs and Records for many weeks exceeded the output, although we put forth unusual efforts to keep ahead of orders. With a determination that such a state of affairs should not occur again, we began to increase our manufacturing facilities in every department and on July 1st had a capacity, as we thought, ample for a long time to come. Then came the decision to increase the Record business by reducing the price to 35 cents each. That this action would bring more orders than could be easily taken care of was not considered possible. Such has been the result, however, and there is no apparent let up in the situation.

We naturally expected the flood of orders that came in immediately after the new prices were announced. We knew, that the entire

(Continued on page 3.)

THE ADVANCE LIST OF NOVEMBER-DECEMBER RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

NEW EDISON GOLD MOULDED RECORDS.
COMBINED ADVANCE LIST FOR NOVEMBER-DECEMBER, 1904.

RECORDS listed below will be ready for shipment as near **November 20th** as possible, at which time Jobbers' stock orders, if placed prior to **October 20th**, will be shipped. November-December Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8826	The Chirpers (*Frank*) *Morceau characteristic*	Edison Military Band
8827	Shine On, Oh Stars (*Sawyer*) *Song-Romance, Orch. acc.*	Irving Gillette
8828	My Heart's Desire (*Shelley*) *Sentimental song, Orch. acc.*	W. H. Thompson
8829	Blue Bell (*Morse*) *Bells and xylophone duet, Orch. acc.*	Benzler and Hager
8830	Save It for Me (*Cole*) *Comic song, Orch. acc.*	Billy Murray
8831	Has Your Mother Any More Like You (*Keiser*)	Miss Nelson and Mr. Stanley
	Contralto and baritone duet, Orch. acc.	
8832	Feast of Lanterns Overture (*Bennett*)	Edison Symphony Orchestra
8833	Make a Fuss Over Me (*Morse*) *Coon song, Orch. acc.*	Arthur Collins
8834	What Shall the Harvest Be (*Blitz*)	Mendelssohn Mixed Quartette
8835	Imagination (*Mueller*) *Comic topical song, Orch. acc.*	Arthur Collins
8836	Pepita Maguire (*Mullen*) *Comic song, Orch. acc.*	Edward M. Favor
8837	O Come All Ye Faithful (*Adeste Fidelis*) *Unaccompanied*	Edison Male Quartette
8838	Jovial Jee (*Ringleben*) *Slow drag cakewalk*	Edison Concert Band
8839	Rock of Ages (*Hastings*)	Campbell and Harrison
	Tenor and baritone duet, Orch. acc.	
8840	The Wedding of Barney and Bedelia (*Rogers*)	Collins and Harlan
	Comic Irish male duet, Orch. acc.	
8841	I've Got a Feelin' for You (*Morse*) *Banjo trio*	Ossman Banjo Trio
8842	Hail! Smiling Morn (*Spafforth*)	Edison Male Quartette
	Christmas carol, unaccompanied.	
8843	There's Nothing New To Say (*Robyn*)	Harry MacDonough
	Sentimental song, Orch. acc.	
8844	Down Tennessee Barn Dance (*Cruger*)	Edison Symphony Orchestra
	Introducing chorus of nine voices with banjo acc.	
8845	Down at the Baby Store (*Von Tilzer*) *Descriptive song, Orch. acc.*	Byron G. Harlan
8846	Little Boy Called Taps (*Morse*)	Byron G. Harlan
	March song by the composer of "A Little Boy in Blue," Orch. acc.	
8847	I May Be Crazy but I Ain't No Fool (*Rogers*)	Bob Roberts
	Coon song as sung by Williams and Walker in "In Dahomey," Orch. acc.	
8848	The Village Maid (*Hoffmann*)	Collins and Harlan
	Duet as sung by The Rogers Brothers in Paris, Orch. acc.	
8849	Our National Airs—Patriotic poem	Len Spencer
	Talking selection with incidental music by band and orchestra.	
8850	Medley of War Songs	Edison Military Band
	Introducing "Marching thro' Georgia," "Tramp, Tramp, Tramp, etc.," "Glory Hallelujah," "The Battle Cry of Freedom," "Kingdom Coming" and Finale.	
8851	My Little Canoe (*Stuart*) *From "The School Girl"*	Edison Symphony Orchestra
8852	Birthday of a King (*Neidlinger*) *Christmas song, Orch. acc.*	Frank C. Stanley
8853	Star of Bethlehem (*Adams*)	Irving Gillette
	Song by the composer of "Holy City," Orch. acc.	
8854	Ring the Bells of Heaven (*Root*)	Chimes
8855	Deed of the Pen March (*Maret*)	Edison Concert Band
	By the composer of "Hiawatha"	

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

trade had held back orders for several weeks in anticipation of the new conditions, and it was a moral certainty that they would want to replenish their stock. These orders at once made deep inroads on our reserve facilities. Then came a record-breaking demand for the August Records. The list was excellent, they were to be packed in the new boxes and have the titles engraved on the end, and Phonograph owners everywhere wanted some of them. Still the stock orders continued to come, and Jobbers who had already had stock orders filled began to come back for a further supply. Next came a series of orders for the fine September list that overtopped the aggregate for August. And with every order for the new list came orders for selections already listed. All this time our Record plant was running to its limit and night work, with different crews and full hours, had been resorted to.

When it was decided to make 35 cents the selling price of Edison Gold Moulded Records, it was believed that the lower price would greatly increase the demand for Phonographs. The reduction in price of another make of cylindrical record had caused a larger demand for Edison Phonographs and we felt sure that a 35 cents price for our own superior Record would make a still greater demand for them. During the summer, when, by our advice, the trade was keeping stocks low and placing few orders, we kept right on making thousands of machines ahead and holding them in stock. This course was most fortunate. No sooner were the new conditions made known than heavy machine orders began to flow in and they have continued to come at a rate that has fully kept pace with Record orders.

Up to this time this prosperous state of affairs had no other effect upon the officials of the company than a glowing feeling of self complacency. It was coming our way to even a greater extent than we had anticipated and we were in for the business of our lives as a company.

The advance list for October was sent out. It was declared by the trade to be the best yet, and they backed the declaration with phenomenal orders. Stock orders for Records and orders for machines showed no signs of decreasing and early in September all hands suddenly realized that we were face to face with a situation that would require heroic treatment. A meeting of the officers of the company and all department heads was called to discuss the subject. A rounding up of reports showed that the facilities we thought equal for immediate contingencies must be further enlarged at once and added to constantly. The stock of machines that we had accumulated during the summer had melted away and orders on hand for machines were as much behind as orders for Records. Fortunately we were so situated that increased facilities could be had in a short time and steps were at once taken to secure them the utmost despatch. Orders were issued to continue to run the entire plant day and night; directions were given to buy machinery in every department in which the daily output did not equal the maximum; men were sent in every direction to expedite the shipment of raw materials and machinery already on order, and general instructions were given to spare neither time nor money to increase the product.

To further relieve the situation it was decided to combine the November and December advance lists of twenty-five titles each and get out but one list of thirty titles, this combined list to be ready for shipment so as to reach the trade prior to December 1st. A more detailed announcement concerning this list is printed elsewhere.

We now ask the trade to be as patient as possible until the full effect of our efforts to increase our output can be realized. It does not seem possible that we shall not then be able to catch up and keep ahead. As before stated, we are to-day making more Phonographs and more Records than ever before, and we will, by making partial shipments, do all we can to keep the trade supplied until all orders can be filled complete.

UNSIGNED DEALERS TO BE REMOVED.

This copy of the EDISON PHONOGRAPH MONTHLY will be the last printed matter or advertising literature we shall mail to Dealers who have not signed the new Agreement, Form No. 890. During the next two weeks we will remove from our mailing list all but such Dealers as have complied with the requirements of our system. There is nothing in the new Agreement that is not calculated to benefit the trade and there is no reason why it should not be signed by every Dealer who desires to continue the sale of our goods. We will therefore assume that those who have not signed are no longer interested.

Edison goods were never in greater demand. Don't drop the line now. Sign the new Agreement at once.

NOTICE TO THE TRADE.

NOVEMBER AND DECEMBER LISTS TO BE COMBINED.

Owing to the large and unprecedented orders received to date, and with a conservative estimate of orders that will be received up to December 1st, we find that it will be impossible to issue lists of 28 new selections each for both November and December, and furnish the December list in time for the holiday trade. For this reason we have decided to combine November and December lists into one, and instead of 28 the list will contain 30 selections.

The selections will be shipped to Jobbers on or about November 20th so as to be in the hands of Dealers about December 1st.

NATIONAL PHONOGRAPH CO.
C. H. WILSON, Manager of Sales.

October 1st, 1904.

Below is given a copy of a letter mailed to every Jobber on October 1. It is published in full in order that Dealers may see how important it is that Jobbers have their cooperation in making up their orders and getting them in early. The demand for these thirty selections is going to be unusually heavy and those Jobbers who fail to get their orders in on time will probably be delayed in getting their supply. Dealers will, therefore, assist the Jobbers by placing orders in good season. The letter to Jobbers follows:

NOTICE TO JOBBERS.

NEW YORK, Oct. 1, 1904.

Dear Sirs:—

Owing to the large and unprecedented orders received to date, and with a very conservative estimate of orders that will be received up to December 1st, we find it will be impossible to issue lists of twenty-five new selections each for both November and December, and furnish the December list in time for the holiday trade. For this reason we have decided to combine November and December lists into one, and instead of twenty-five the list will contain thirty selections.

If you have a standing order with us for the sample Records, samples of this combined November and December list will be sent you on October 10th. Stock orders for such quantity of them as you desire must be mailed us not later than October 20th. We will then exert every effort to make shipment of such stock orders on or about November 20th. This will place in your possession a stock of November and December Records December 1st, or about the time you would receive the November Records, if list was issued separately. We trust this arrangement will meet with your approval.

Please do not forget that in order to make shipment of stock orders about November 20th, your order must be mailed us not later than October 20th. Any orders sent us after that date will have to follow shipment of those sent us by that time.

NATIONAL PHONOGRAPH CO.,
C. H. WILSON,
Manager of Sales.

A PROFITABLE SECOND HAND STOCK.

One of our Western Jobbers who does a large retail business was recently asked if he did not find it somewhat of a handicap to sell only Edison goods. He replied:

"It is hardly fair to say that I sell only Edison goods. It is true that I am not the authorized agent for any other line, but I have in my store every type and style of every talking machine made in this country. They are machines that I have taken in exchange for Edison Phonographs, from people who have tired of them and wanted an Edison. Odd as it may seem, having all styles aids in selling Edison outfits. When a customer enters my store we first ascertain what style of machine he wants, provided he has decided upon a choice. If he wants a machine other than an Edison we explain that we haven't a new machine of that style, but have one that we have taken in exchange for a Phonograph. We assure him that it will play as well as a new machine; that we guarantee to keep it in good order for several months, and that we will be glad to play records on it for him. If he calls what he thinks is a bluff on our part, we make good and show just what the machine will do. We then get him to listen to an Edison Phonograph. The contrast is so great and so pleasing to him that we seldom fail to sell him an Edison machine. My stock of second-hand machines represent quite some money, but they pay a handsome interest as object lessons."

CHANGE IN WESTERN MANAGER.

George M. Nisbett has succeeded J. E. Garvin as manager of the Chicago office of the National Phonograph Company. Mr. Nisbett has been connected with the Chicago office since it was first established.

WHY JOBBERS CANNOT FILL ORDERS.

Dealers who buy Edison goods through Jobbers and who find that the latter are not filling their orders completely and promptly are asked to give the article on trade conditions printed on the first page of this issue their careful consideration. The facts there set forth are the simple truth. No effort has been made to exaggerate. It is not necessary. Owing to the unparalleled demand for our goods we are unable to make complete shipments, except for the monthly supplement, to any Jobber. If the latter does not get the goods he can only partially fill the orders of his Dealers. Therefore if your Jobber tells you that he is doing the best he can he probably is.

We must ask the forbearance of both Jobbers and Dealers for a short time. We are working our factory to its absolute limit night and day; we are constantly adding new machinery and putting on more help, and although the new orders still exceed the output we fully believe that we shall soon have facilities that will enable us to catch up and keep ahead of all demands.

No Phonogram for November.

Owing to the combining of the November and December Lists of Edison Gold Moulded the Records in to one list, no separate issue of Phonogram will be published for November. That month and December will be combined into one number, and will be shipped with the November-December Records. Those who have paid for subscriptions to the Phonogram, will have the date of expiration extended one month.

LEARN TO MAKE RECORDS.

We doubt if many Dealers appreciate the selling value of the fact that Records can be so successfully made with the Edison Phonograph, for we know that many of them pay no attention to this feature. Others have taken the pains to learn how to get good results and they report that it pays them handsomely right along. An illustration of this was given us recently by a Jobber in one of the large Pennsylvania cities. This Jobber enjoys the acquaintance of many of the prominent officials and politicians of his State. One day, a few weeks ago, one of the most prominent Democratic United States Senators in the country came into his place with some political friends. Our Jobber asked him to make a Record. The Senator consented, but instead of speaking into the horn he sang a song, to the great delight of all present. The Senator was so pleased with the reproduction of his vocal efforts that he ordered a Triumph machine and a complete outfit sent to his home, although he had no thought of making a purchase when he entered the place. Incidentally it might be said that the Senator's Record is much prized by our Jobber friend.

Other cases might be cited where this ability to make a Record has so pleased the maker that he has ordered an outfit at once. Dealers who have given this feature of the business little attention should spend some time in getting posted.

THOSE CUT OUTS.

The fact that we do not purpose taking back from the trade any of the 227 selections omitted from the present Record catalogue has caused a little comment from a few Jobbers, who have some on hand. Under all the circumstances we do not think that we should be expected to take them back. The selections in question were dropped at the solicitation of the Jobbers, the claim being made that something should be done to keep down the list on account of the large stock that it compelled them to carry. A letter was sent to many Jobbers, asking their opinions as to the least popular selections. These opinions and our own books were used as the basis for deciding upon the cut-out list. The omitted selections, therefore, were those of which the Jobbers had the smallest number on hand. So far as possible our action had the endorsement of the Jobbers. Then the cut-out list was issued in April and they were included in the Record catalogue until August, allowing Jobbers over four months in which to work off their stocks. And most of them did so to a large extent.

If Jobbers and Dealers still have some on hand they should not consider them as dead stock. Most of them are still desirable selections and many of them would please some people better than the later selections. A little judgment in playing them for customers will assist materially in disposing of most of the stock.

PIKE INJUNCTION.

THE PRESIDENT OF THE UNITED STATES TO WILLIAM A. PIKE, and every person connected directly or in-
[L. S.] directly with you, and your associates, attorneys, servants, clerks, agents and workmen, GREETING:

WHEREAS, It has been represented to us in our Circuit Court of the United States for the District of Massachusetts, in a certain case therein depending, wherein Edison Phonograph Company, and National Phonograph Company (Complainants), and you, the said William A. Pike, are defendant, that Letters Patent of the United States Nos. 287,418 and 386,974 were issued in due form of law and that you, the said William A. Pike have infringed claims 9, 11, 13, 14, 16, 24, 27, 28 of said Letters Patent No. 386,974, and claims 1 and 2 of said Letters Patent No. 287,418.

NOW THEREFORE, we strictly command and enjoin you, the said William A. Pike and your associates, attorneys, servants, clerks, agents and workmen from directly or indirectly using or causing to be used, selling or causing to be sold, or advertising for sale any machines, articles or devices not licensed by complainants, and embodying or constructed or operating in accordance with the inventions and improvements set forth in the said claims or either of them, and particularly from directly or indirectly selling or causing to be sold or advertising for sale any Phonograph Records, Cylinders or blanks at less than the prices at which they are licensed by complainants to be sold.

WITNESS, the Honorable Melville W. Fuller, Chief Justice of the United States at the City of Boston, on the 26th day of August, 1901.

L. C. TUCKER, Clerk.

Service of copy of within admitted August 26, 1901.

WILLIAM A. PIKE, Defendant.

A true copy:
Attest: L. C. Tucker,
Deputy Clerk.

GREATER DEMAND FOR BETTER STYLES.

One of the agreeable surprises of the early fall has been the great increase in the sale of Triumph machines. The sale at present is double what it was a year ago and is growing steadily and rapidly. This increased demand is not to be wondered at, for with its suspension springs and speed indicator it is certainly an ideal Phonograph. It is quite evident that the trade is talking up the better grades of Phonograph, for the increase in the sale of the Standard, Home and Triumph types is very much greater than the Gem. It is a benefit to a prospective purchaser to get him to take as good a machine as he can afford, for it will give him greater satisfaction in the end. Incidentally it pays the Dealer a better profit.

USE ORDER SHEETS FOR RECORDS AND ORDER BOOKS FOR MACHINES.

Jobbers and others ordering goods direct from this company are again urged to make out all orders for Records on the special sheets furnished by us for the purpose. These sheets contain numbers corresponding with the numbers in the catalogues, and they render it an easy and simple matter to make up an order for Records. They also reduce to a minimum the liability to error in getting orders filled at our factory. Those who have been sending orders to this office on plain sheets and without making an effort to have the numbers come in sequence are asked to use the printed order sheets if they have them, or send to us for a supply if they have none on hand. Orders for machines should be made out on the order books, also furnished by us.

TO CHANGE OVER CONCERT MACHINES.

Dealers should bear in mind that we furnish a device at $7.95 list by which Concert Phonographs may be made to play the small Record. If you know of any one who now has a Concert machine that he is not using much, get him to change it over to play the standard size Record. You will not only make a profit on the device itself, but every Concert changed over in this way means the sale of more Records. If you don't know about this device write our Sales Department.

APPRECIATIVE ENGLISH FACTORS.

The National Phonograph Company, Ltd., has taken up in England the plan pursued by the parent company in this country of sending to its Jobbers (they are called Factors in England) samples of each monthly list of new Records. The plan has been found to work as successfully as in "the States." At the same time the London company is getting out some remarkably fine British selections. Below are given copies of three telegrams recently received at London from leading Factors of Great Britain. They refer to List No. 10, British selections, just issued: •

Shore Rd., Douglas, Manchester.
Congratulate you on the 10th List. Every one a success. CHRISTIAN DUWE.

Thomas St., Manchester.
Tried No. 10, British List, last night. Congratulate you upon the excellency of Records and choice of selections. RICHARSSON'S.

Clerkenwell Green, London.
Have tested samples of No. 10, British supplement. Consider them the best British issued by you. Ordering largely to-day.
MURDOCH & Co.

PRICES OF EDISON RECORDS.

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, and in Canada at 40 cents each. The Canadian price is higher because of the duty. Edison Concert Records are sold at 75 cents each in both countries.

PRINTED MATTER.

Orders for Record order sheet, Form No. 425, have been cut down for some weeks past, but we are now in better shape to fill moderate orders.

New Discount sheets are being prepared for the use of the trade. As soon as ready copies will be mailed to all Jobbers and Dealers. These sheets have been held back awaiting decisions on certain small matters. They will not contain any new discounts or make any changes in existing ones.

With the present demand for Edison Records it is not surprising that there should be a heavy demand for Record catalogues. While we expected a great business this fall, we were hardly prepared to have it begin so soon or to be so heavy. The demand for Record catalogues began before the new edition was ready, and even by making partial shipments we have not been able to get catalogues from the printer fast enough to keep the trade satisfied. By continuing the plan of making partial shipments we hope to make the present edition last until another can be got ready. The new edition will include September and October and possibly the combined November and December list.

Jobbers and Dealers are urged to use their present supply of Phonograph catalogue No. 500 for regular purposes only and not send them out for circularizing. We have but a few on hand and will only be able to fill small orders until the new edition is ready. We shall begin to get copies of the new edition in about two weeks. In the new catalogue the story feature will be eliminated, the various goods listed being treated in much the same style as Catalogue No. 375, which preceded No. 500. The interior view of several styles of Phonographs will be omitted as tending to confuse the uninitiated, and the machines will be shown a little larger. The catalogue will be printed in two colors. The illustrations and type work will be in black, and each page will be surrounded by an artistic border of gray. It will be a creditable piece of work.

JULY AND AUGUST PHONOGRAMS.

We are anxious to get back some copies of the *Phonogram* for July and August. Any Jobber having a few left over will confer a favor by advising the Advertising Department of the fact.

Sign new Agreement at once and keep in good standing.

NO LET UP IN EFFORT.

A Dealer recently wrote that he found the August list of Edison Gold Moulded Records even better than when they were sold at 50 cents each. He seemed surprised that such should be the case. We should regret very much to find that any one had looked for a deterioration in quality because our Records had been reduced to 35 cents, for the contrary will be the case. Not only will there be no let up, but increased efforts will be put forth and more money expended to make each new list better than the month before. We realize that with their present high quality this is cutting out a considerable task for our Recording Department, but we know that they will "make good."

PARDON US.

The Advertising Department, which is responsible for the EDISON PHONOGRAPH MONTHLY and the *New Phonogram*, has again made trouble for the trade by publishing incorrect information. On page 5 in the PHONOGRAPH MONTHLY for September we said that Home Phonographs are now being equipped with speed indicators. Such is not the case. We are experimenting with such a device, but it is not likely that it will be put on the Home for some time. Proper notice will be given when it is done.

On page 16 of the *New Phonogram* for September we said that the Standard Phonograph is equipped with an Edison Recorder, when every one in the trade knows that it is not.

DEALERS PRINTED MATTER.

G. C. Aschbach, Jobber at Allentown, Pa., sends a copy of his fall booklet called "A Leader of Music." It is neatly printed in red and black. It treats on the various musical instruments carried by Mr. Aschbach, including the Edison Phonograph.

A neatly printed folder in three colors comes from L. C. Miller, a Dealer at Waverly, N. Y. The first page announces Mr. Miller's monthly concert of Edison Records. The second page shows a list of the September Records; the third page invites the recipient to attend the concert, and on the fourth page is an enumeration of the goods carried by Mr. Miller.

It will be easier to keep on our mailing list by signing new Agreement now than to get your name restored after it has been removed.

COMMENTS ON NOVEMBER-DECEMBER RECORDS.

In the opinion of the officials of the National Phonograph Company, who have heard them played over, the combined list of thirty selections gotten out for November-December is decidedly the best ever produced by our Recording Department. As usual, the list is sufficiently diversified to suit all tastes. For the holiday season there are two distinctively Christmas hymns and five others of a religious character. There are three selections that will appeal strongly to the patriotic and lovers of martial music. Those partial to instrumental Records will find in the list four by the bands, three by the Edison Symphony Orchestra, and two fine novelties, one a bells and xylophone duet and the other a banjo trio. Among the vocal selections are six of popular songs and several ballads of an attractive character. Several Records include new features in the art of recording and all are made in a manner that shows even a greater percentage of advance than ever before attained in one month. The following brief comments do not do justice to the list:

No. 8826, "The Chirpers," is a characteristic selection written by Charles Frank and played by the Edison Military Band. A novel feature of this Record is the whistling done by a number of artists to represent the chirping of birds. Other features are excellent work by the clarinets and bells. The entire selection is very pretty and the Record will be much in demand.

No. 8827, "Shine On, Oh Stars," is a ballad of the higher order in which Irving Gillette makes his bow to the Phonograph public. Mr. Gillette has a cultivated voice of a fine tenor quality as all who hear this Record will admit. This composition is called a "Song-Romance" and was written by Frank E. Sawyer. The Record has an orchestra accompaniment.

No. 8828, "My Heart's Desire," is another charming ballad of a sentimental character and it is sung with orchestra accompaniment by W. H. Thompson. The accompaniment is very pretty. "My Heart's Desire" was written by Harry Rowe Shelley, whose symphonies, string quartettes, organ music and church anthems have made him prominent in the entire music world. He is organist and choirmaster of the Fifth Avenue Baptist church, New York city, and is one of those who were invited to play the great organ at the St. Louis Fair.

No. 8829, "Blue Bell," is something new in the way of a Phonograph Record. It is a bells and xylophone duet by Albert Benzler and Frederick W. Hager, with orchestra accompaniment. This is a most excellent Record of one of the most popular airs published in some time. The tune is carried by the bells, the xylophone plays a variation of the air and back of this is a fine orchestra accompaniment. We predict that this Record will sell as well as the vocal Record of the same selection, the demand for which has exhausted our capacity to manufacture it ever since it was listed. The composer of "Blue Bell" is Theodore F. Morse.

No. 8830, "Save It For Me," is Billy Murray's comic song for the month. This is a song of a topical character and treats of several subjects in a witty manner. It has an orchestra accompaniment. The words are by James W. Johnson and the music by Bob Cole.

No. 8831, "Has Your Mother any More Like You," is a charming selection written by Robert A. Keiser. It has an air that is especially suited to a duet for contralto and baritone voices. This Record is nicely sung by Miss Nelson and Mr. Stanley, with orchestra accompaniment, the voices of the singers blending well together.

No. 8832, "The Feast of Lanterns Overture," written by C. W. Bennett, is perhaps the most artistic Record in the list. It is made by the Edison Symphony Orchestra. Little effort has been made to get volume, this feature being subordinated to make the selection sweet and delicate. Very pretty effects are obtained by a number of crescendos throughout the composition. Those of advanced musical taste will find this Record extremely pleasing.

No. 8833, "Make a Fuss Over Me," is Arthur Collins' coon song for the month and is sung in his usual clever manner. He is accompanied by the orchestra. The words of this song were written by Edward Madden and the music by Theodore F. Morse.

No. 8834, "What Shall the Harvest Be," the music for which was written by P. P. Bliss and the words by Mrs. Emily S. Oakey, is a nicely rendered selection by the Mendelssohn Mixed Quartette. It is listed in response to many inquiries that we have received ever since Edison Records were made by the moulded process. It cannot fail to please those who desire Records of sacred music.

No. 8835, "Imagination," is an unusually well rendered Record of this well known and popular topical song. It is sung by Arthur Collins with orchestra accompaniment. The Record has the musical feature of giving four different verses and four choruses. These refer to various timely topics. "Imagination" was written by Bryan and Mullen.

No. 8836, "Pepita Maguire," is a comic song written by J. B. Mullen and sung by Edward M. Favor with orchestra accompaniment. The air is an amusing combination of Mexican and Irish music. Maguire has married a pretty Mexican girl and he sings in sorrowful tones of her cigarette smoking proclivities, as well as the other habits of her native country. The selection has an attractive air and Mr. Favor sings it in good style.

No. 8837, "O Come, All Ye Faithful" (*Adeste Fidelis*), by the Edison Male Quartette, is an excellent unaccompanied Record of this well known hymn. This is another Record for which there have been many requests.

No. 8838, "Jovial Joe," is a composition written by Justus Ringleben and is played by the Edison Concert Band. It is a slow drag cakewalk and is written in the general style of "Southern Smiles" and "Peaceful Henry," both of which achieved great popularity. Considerable public favor is expected of "Jovial Joe."

No. 8839, "Rack of Ages," is sung as a tenor and baritone duet, with orchestra accompaniment, by Campbell and Harrison. Ever since these artists made the Record "Old Jim's Christmas Hymn" we have had many requests from Dealers and Phonograph owners asking to have these artists make a complete Record of "Rock of Ages," a part of which is given in "Old Jim's Christmas Hymn." We feel sure that this Record will satisfy not only those who have wanted the selections, but all who desire music of this character. The music was specially arranged for this Record, the second verse being differently sung than the first, although Dr. Hastings' old familiar tune is retained throughout. This is one of the best religious Records that we have ever put out.

No. 8840, "The Wedding of Barney and Bedelia," is a clever sky sung Irish male duet by Collins and Harlan and it has the usual orchestra accompaniment. This song was written by Ed Rogers, and has the attractive swing characteristic of the two songs "Barney" and "Bedelia," although the air is unlike either.

No. 8841, "I've Got a Feelin' For You," is another special feature of the November-December list. It is played as a banjo trio by the Ossman Banjo Trio, composed of Messrs. Ossman, Hunter and Farmer. Beyond question this is one of the best banjo Records ever made. Even those who do not ordinarily care for the music of this instrument cannot fail to like this Record. The air of the selection is very attractive and one especially adapted to the banjo.

No. 8842, "Hail! Smiling Morn," is a Christmas carol by Reginald Spofforth and is sung by the Edison Male Quartette without accompaniment. It is an artistic presentation of a timely composition.

No. 8843, "There's Nothing New to Say," is a sentimental song, the theme of which is "I love you; there's nothing new to say." It is sung in a delightful manner and with clear enunciation by Harry MacDonough and has an excellent orchestra accompaniment. The words of this song were written by Harry H. Luther and the music by Alfred G. Robyn.

No. 8844, "Down Tennessee Barn Dance," by Dan Crager, is a very ambitious Record. It is played by the Edison Symphony Orchestra and introduces choruses of male voices with banjo accompaniment. The Record opens with the playing of orchestra music and then the male voices join in singing an original plantation melody. At the same time the orchestra music gradually dies away and the banjos take up the accompaniment. The Record closes with singing, darkies shouting and orchestra and banjo music. Mr. Hunter plays the banjo.

No. 8845, "Down at the Baby Store," tells a pretty story of a little lad whose baby sister has been taken away and who seeks to find another sister. Seeing some children playing at an orphan home, he enters, picks out a little golden-hair lassie and takes her home to his mother, telling her he found her "Down at the Baby Store." It goes almost without telling that the Record is made by Byron G. Harlan, and he sings it most satisfactorily. Harry Von Tilzer wrote the music and Alfred Bryan the words of this song.

No. 8846, "A Little Boy Called Taps," is a new song by Theodore F. Morse, who wrote "A Little Boy in Blue," which achieved such wide popularity. Byron G. Harlan's well rendered Record of this composition will do much to make it equally popular. The Record is sung with orchestra accompaniment. The song is of a patriotic nature and the music includes bugle calls, etc. A novel effect is introduced at the end by the bugles sounding taps, accompanied by violin music. This is a new feature and one that will be found most pleasing.

No. 8847, "I May Be Crazy, but I Ain't No Fool," is Bob Roberts' contribution to the list. As usual with him, his enunciation is so clear that every word of the song can be understood the first time. This selection was written by Alexander Rogers and was sung by Williams and Walker in "In Dahomey." The singer is accompanied by the orchestra.

No. 8848, "The Village Maid," tells the story of Dolly Dimple as sung by the Rogers Brothers in their last concert, "The Rogers Brothers in Paris." Dolly Dimple was a simple village maid, but she soon acquired city ways when she came to town. The Record is made by Collins and Harlan and they have seldom sung better selections. "The Village Maid" was written by Max Hoffmann.

No. 8849, "Our National Airs," is another novel Record by Len Spencer, with incidental music by the band and orchestra. It is a patriotic poem in which a verse is devoted to "Marching Through Georgia," "Dixie," "Yankee Doodle Dandy" and "The Star Spangled Banner." Mr. Spencer recites a verse and at its close the band and orchestra play the airs referred to. This Record cannot fail to appeal strongly to all who are fond of patriotic music.

No. 8850, "Medley of War Songs," is a splendidly executed Record by the Edison Military Band. It introduces "Marching Through Georgia," "Tramp, Tramp, Tramp," "Glory Hallelujah," "The Battle Cry of Freedom" and "Kingdom Coming." The finale is especially good.

No. 8851, "My Little Canoe," is a selection from "The School Girl," played by the Edison Symphony Orchestra. This song was sung by Edna May and was one of the most delightful features of the opera. It is the kind of song in which the verses are sung as a solo and responses are made by the chorus. The music is unusually sweet and attractive in character. The composer is Leslie Stuart, who wrote the music for "Florodora."

No. 8852, "The Birthday of a King," is a fine baritone solo with orchestra accompani-

ment of W. H. Neidlinger's Christmas song, the soloist being Frank C. Stanley. This is another Record especially suited to the holiday season.

No. 8853. "The Star of Bethlehem," is a composition written by Stephen Adams, the composer of "The Holy City." It is sung by Irving Gillette, referred to above as a new tenor singer, who is accompanied by the orchestra. Mr. Gillette makes a fine Record of this selection.

No. 8854. "Ring the Bells of Heaven," is the first Record that we have made with the Chimes in some time. It is one of the best of its kind that we have put out.

No. 8855. "A Deed of the Pen March," is a selection that typifies the signing of the Declaration of Independence. Intermingled with the music are phrases from various patriotic songs. This composition was written by Neil Moret, widely known as the composer of "Hiawatha." The Record is made by the Edison Concert Band in a manner that does the composition full justice.

MODEL D REPEATING ATTACHMENT.

We have just perfected a new style repeating attachment, which will be known as Model D. This attachment is designed primarily for coin-slot Phonographs, but it can be readily attached to the inch, rachet shaped, and is driven by means of a spur gear which engages a similar gear on the main shaft pulley, thus dispensing with a belt or chain. An adjustment is provided at each end of the bracket to suit the beginning and the end of the Record. The adjustment for the end of the Record is accomplished by rotating the disk which is carried on the return screw. This disk also carries the pin which acts on the lift lever block to raise the diaphragm arm and engage the block with the threads of the return screw. This lifting action also disengages the feed nut from the thread of the main shaft and the return screw of the attachment takes the reproducer arm back to the starting point. The return movement takes about 1-25th of the time to play the Record. All parts of the return device subject to wear are hardened.

How to Attach Model D Repeating Attachment to the Home Phonograph.

The following directions and illustrations apply to the Home Phonograph only. The directions for attaching the device to other types differs principally in the method of fastening the attachment arm to the back rod.

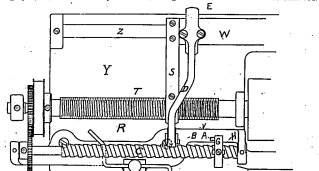


Fig. 1.

to the Home, Triumph, Concert, Victor and Conqueror Phonographs. It is remarkable for its simplicity and effectiveness. Its principal features are the return screw and lifting lever block. The screw is mounted on a cast bracket which is fastened with two screws to the Phonograph body in front of the cylinder shaft. These two holes for fastening bracket are the only holes to be drilled and tapped to fasten attachment. The lifting lever block is carried by an arm which is clamped to the back rod sleeve. The return screw has four threads

Drill and tap the body for the two 8-32 screws (R-R) ½ inch and 35/64 inches respectively from the end of the body (Y) and parallel with and 2.54 inches from the center of the back rod (Z) (Fig. 1).

Remove the back rod (Z) and the speaker arm (W) from the machine and place the repeating attachment arm (D) over the speaker arm (W). Then replace the speaker arm and back rod on the machine having the arm (D) next to the feed nut spring (S). The clamp (P) should be placed in the arm

(D) with the bent end at the front or back of the speaker arm (W), either side that will allow the block (V) to hang in a vertical position when just touching the return screw (C) (Fig. 2).

Adjust the arm (D) for height by means of the adjusting screw (F) and set screws (E-E) so that the lifting pin (A) clears the projector (B) by 1-64 inches (Fig. 2) when the feed nut (X) engages with the main shaft thread (T).

The lifting disc (G) may be moved in either direction by rotating on the return screw (C) after loosening the set screw (H) and the trip rod (M) by the thumb screw (N).

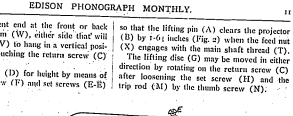


Fig. 2.

PRESIDENT DIAZ'S BIRTHDAY GIFT.

President Diaz, of Mexico, celebrated the seventy-fourth anniversary of his birth on September 15. In honor of the event Thomas A. Edison presented him with a handsome gold mounted Phonograph and a choice selection of Mexican Records just made in Mexico City by the National Phonograph Company. The Phonograph bore the following inscription:

"Fonógrafo Especial Presentado por Thomas Alva Edison á su Excelencia el Señor General Porfirio Diaz, Presidente de los Estados Unidos Mexicanos, Septiembre Quince, de mil novecientos cuatro."

("Special Phonograph presented by Thomas Alva Edison to his Excellency Señor General Porfirio Diaz, President of the United States of Mexico, September fifteenth, nineteen hundred and four.")

The present was accompanied by a personally signed letter from Mr. Edison, as follows:

September 2, 1904.

His Excellency General Porfirio Diaz,
President of the United States of Mexico.

Dear Sir:—On this, the fifteenth day of September, when all your countrymen are participating in the celebration of your birthday, I likewise wish to commemorate same, in presenting to you, through my representative, one of my latest model Phonographs, together with an assortment of Vocal and Instrumental Gold Moulded Records, recently made by prominent artists in Mexico City, and it is my desire that you should receive the first copies.

I beg you to accept this gift as a token of my esteem for Mexico's most honored man and trust that this instrument will afford you many moments of pleasure.

That many returns of this happy day be granted you, is the sincere wish of

Very truly yours,
Thomas A. Edison.

President Diaz has replied to Mr. Edison, as follows:

Mexico, September 19, 1904.

Señor Thomas A. Edison,
Llewellyn Park, N. J., U. S. A.

My Esteemed Sir:—Señor Don Rafael Cabañas handed to me the elegant Phonograph, together with a select and a beautiful assortment of Gold Moulded Records, you had the kindness to send me, making your delicate gallantry and your gift coincide with the date of my birth. I received it with great pleasure, not only on account of the moments, that, as you very well say, I will enjoy, but mainly coming as it does from one of the most notable inventors of the nineteenth century, whom I admire, and whose phrases of friendship and benevolence bestowed upon me, do me a great deal of honor.

Your servant and friend,
Porfirio Diaz.

The presentation to President Diaz was made by Rafael Cabañas, representing Mr. Edison and the National Phonograph Company in Mexico. Mr. Cabañas was introduced to President Diaz by General Powell Clayton, United States Ambassador.

The Records presented to President Diaz are part of a series of about 300, the masters for which were made under the direction of George J. Werner, one of the experts from our Recording Department, who spent four months in Mexico carrying on this work.

On the day before the presentation the representatives of the Mexican city newspapers were invited to inspect it and also to hear some of the new Mexican selections. All of the papers represented, next day contained long accounts of this affair, one of these, from the *El Correo Español* is reprinted below:

THE MARVELS OF THE PHONOGRAPH.

A Present to Senor General Diaz.

Kindly invited by Sr. Rafael Cabañas, General Representative at this Republic of that notable inventor Edison and his National Phonograph Company, and Edison Manufacturing Company, we visited yesterday afternoon the salons of the enterprise, situated on Colon First Street, which is intended for the recording of the Phonograph books, to be present at the proof of many of these, made with a magnificent apparatus installed there.

The visit was a most enjoyable one. The apparatus, manipulated by Mr. George J. Werner, one of the most skilful experts of the Edison Laboratory, made us hear, reproduced with the amazing naturalness of tone, and without the slightest hint of mechanical noise, recitations in verse and prose by eminent orators and poets of this country, pieces of Mexican and Spanish music, etc., all performed with the inflections and peculiarities of each instrument, (when it referred to instrumental music,) and a surprise volume that filled the vast hall.

The voice of the singers kept all its natural sound and clear entonation; and thus we admire Camele Coyncta as if we were before the stage listening directly to the songstress, and applauded Juan de Dios Peza reciting admirably his verses and a speech made in praise of Edison.

Our astonishment reached the utmost when we heard from the Phonograph, as if we were at the Bull Fight arena, all that confused noise made by the crowd during the most interesting period of the fight.

Acceding to kind invitations, some of those in the audience placed themselves before the talking machine, whereupon we recorded several Records moulded in wax, and immediately tried same on the Phonograph, repeated our own voices and expressions with incomparable genuineness. It is impossible to ask more from this apparatus, a model of absolute perfection.

Messrs. Cabañas and Werner have recorded in this country about three hundred Records, repeating the proofs whenever it was necessary so as to obtain an absolute preciseness. These Wax Cylinders, recorded with small sapphires which we examined with a microscope, are the Masters to be used in the manufacture of Gold Moulded Records.

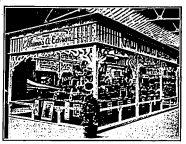
The above gentlemen received a splendid Phonograph purposely made for Señor General Diaz to be presented to him to-day in honor of his birthday. It is a very handsome instrument, entirely gold plated, and placed in a beautiful golden box.

BETTER THAN WHEN SOLD AT 50c.

We are pleased to inform you that we found the August list of Records even better than when the price was fifty cents, and we enjoyed a very excellent trade in consequence. We are perfectly satisfied with Edison goods, and as long as they give such good satisfaction we will handle no others.

Howard George,
Frankford, Phila.

TWO FROM GREAT BRITAIN.



Edison Phonograph Exhibit, Nottingham, England.

The above half tone is from a photograph of an exhibit of Edison Phonographs and Records made by the National Phonograph Company, Ltd., at the Midlands' Exhibition, Nottingham, England, from May 14 to October 8. The exhibit was thirty feet long by fifteen feet wide, and it was conceded to be the finest show of talking machines ever seen in England. Nottingham has a population of 250,000, and is one of the largest cities in the Midlands' counties of England.



A Camp Scene in England.

The above photograph shows an Edison Home Phonograph in operation at the annual camp of the Yorkshire Artillery at Scarborough, England. The instrument was the property of one of our English factors, who is a lieutenant in the regiment named.

IT AIDS THE BUSINESS.

Permit me to express my appreciation of Form No. 573. It catches the eye, and elicits much praise. Your method of sending the latest literature to Dealers is just the thing to build up a business.

H. W. Mosher,
Stockton, Cal.

NEW RECORD NUMBERS.

It is against our rule to publish anything that will appear like advertising, but we feel that it would be withholding from the trade a bit of useful information if we did not refer to the new set of Record numbers that Victor H. Rapke, of 1661 Second avenue, New York, is getting out for trade use. These numbers are printed on white ground paper, 2x2¾ in size. The following is an exact reproduction of one of them:

E. C. BAND.

Ballet Music from Coppelia

8800

Mr. Rapke expects to get out these numbers for all Edison Records issued to date and then to get them out each month as we issue a new list. He intends to sell these numbers to Jobbers and allow them a discount on those sold to Dealers. Mr. Rapke states that he will send a set of the October numbers to all Dealers who write him concerning them during October.

AN ADVERTISING RECORD.

A Connecticut Dealer recently wrote: "While exhibiting at the ——— county fair two weeks ago I felt the need of a good talking record that would dilate upon the merits of your Phonographs and Records. While a crowd would soon disperse if I talked to them personally, it seemed as though a good loud argumentive Record would hold their attention because of the very novelty of being addressed in this manner. Why do you not get out something of this kind?"

The suggestion is by no means a new one. It has not had serious attention for two reasons: The demand for goods has held up this, as well as other new matters; and there has been a wide difference of opinion among Dealers as to what matter should be given on a Record of this kind. As a basis for reaching a decision in the near future, we shall be glad to receive from the trade suggestions as to what such a Record should say to a crowd of listeners.

BRITISH BAND RECORDS.

I have found your British band Records net a neat little profit when handled in the right way. For instance, a plan which is worked in my store is to play Record No. 12915, "Here, There and Everywhere," for every person who calls for Records, after they have selected what domestic Records they wish to buy. This invariably results in their purchasing this British Record in addition to those they already selected. We do not put the Record on until they have purchased all the domestic Records they want, so you can see it does not interfere with the sale of our regular stock. I have sold about 400 of Record No. 12915, and it has netted me quite a profit, not to speak of the new customers it has sent my way from people hearing the Record on my customer's machines. If the customer takes to the British Records I then run in the entire list, which I keep in stock constantly, in addition to every Record on your domestic catalogue. Douglas & Co., J. A. Rickard & Co. and W. D. Andrews, Jobbers, can testify to the way I have called for this Record, and, indeed, I have had to get about a hundred direct from you. I keep twenty-five of it in stock at all times.

W. J. Kelzer,
Albany, N. Y.

"ONE THAT IS IN A CLASS BY ITSELF."

A little over two years ago Lawrence E. McGreal and his brother, Hugh J. McGreal, engaged in the talking machine business at 173 Third street, Milwaukee. They seemed exactly fitted for the business and the success was almost instantaneous and has increased with every year. Its extent may best be understood when it is considered that at the time for fifty instruments and 1,800 Records to be delivered in one consignment, whereas but a few days ago, without any second thought, they placed an order for 2,000 instruments and 30,000 Records.

"The talking machine is no longer a fad," said Lawrence E. McGreal, the other day. "It has passed the experimental stage and has become almost a necessity. It will be used more and more in business and probably the time is coming when we shall write our letters on records and transmit these through the mails.

"Our success is due principally to the fact that we handle a high grade article—one that is in a class by itself. Almost as important a factor has been our publicity campaign. We have been the first dealers in talking machines to use large space in the newspapers. Many of our ads. have been copied throughout the country."—*Music Trade Review.*

We might complete the above article by saying that the "high grade article—one that is in a class by itself," referred to by Mr. McGreal, is the Edison Phonograph.

Last Call!—Sign new Agreement at once if you want to remain on our mailing list.

SUSPENDED LIST, OCTOBER 1, 1904.

SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

Boulder—BENTLEY & CRAIG.

INDIANA.

South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND HOOK BINDERY, Robert Lebolt Prop., 103 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 511 Jefferson street.
Sioux City—HATTENBACH BROS. CO.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.

Biddef-rd—W. H. FIELD.

MASSACHUSETTS.

Boston—T. SINGER, 60 Laverett street.
Lawrence—LORD & CO., 314 Essex street.
R. O. MOSHER, 220 Essex street.
Lynn—ELIAS DeYOUNG.
Malden—A. T. PULLEN.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DeWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Woburn—OSBORN GILLETTE, or "THE BOLTON JEWELRY CO., I. P. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EHENDORFER.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—H. M. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 30-34 Arkansas ave.
Bayonne—I. WIGDOR, 250 Avenue D.
Jersey City—W. L. HOFFMAN, 131 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—L. HUBWITE.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also New York City.
ELSTON M. LIGNARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 629 Spring street.

NEW YORK.

Bedford Park—GEO. H. TYRRELL.
Hobart—F. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
BERN HEARWALD, 239 W. 116th st.
BRONX PHONOGRAPH CO. or DAVID SWITKY, 506 Wilkins ave.
CENTRAL PHONOGRAPH CO., 160 E. 42nd street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONOGRAPH CO., 2 W. 14th street.
S. W. FRUCHT, or R. FRUCHT, 7 Barclay street, or 66 Cortlandt street; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 237 Broadway; also Philadelphia, Pa.
N. HORN, 126 E. 58th street.
W. L. ISAACS, 114 Fulton street.
S. LEIMBUND & CO., 251 Broadway.
J. McELLYNNE, 200 Broadway.
RICHMOND PRASE, 44 W. 125th st.
F. M. PEASCOTT, 44 Broad st.
WINTHROP CYCLE CO., 2212 Seventh avenue.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.

OHIO.

Cincinnati—J. L. ANDEM.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Ubrichsville—F. A. MAZURIK.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1785 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Mascher streets; also New York City.
A. KROUSE, 832 Arch street.
PENN NOVELTY CO., 15 South 9th st.
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 625 Wylie ave.

RHODE ISLAND.

Providence—P. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZIER.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2021 Second avenue.
The Talking Machine Co.
Mobile—W. H. Reynolds, 163 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 268-288 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 600 16th street.

CONNECTICUT.

Middletown—Caulkins & Post, 502-508-508 Main street.
New Haven—Pardee-Ellenberger Co., 154 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue N. W.
S. Kann, Sons & Co., 8th and Pennsylvania avenue.

ILLINOIS.

Chicago—James I. Lyons, 31 Fifth avenue.
The Ray Co., 52 Washington street.
Talking Machine Co., State and Congress sts.
Talking Machine Co., 189 Madison street.
The Vim Co., 56 Wabash avenue.
Montgomery Ward & Co., 1101 Michigan ave.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 222 Bridge street.

INDIANA.

Indianapolis—Craig Jay Co., 232 Massachusetts ave.
Kipp Bros. Co., 32 S. Meridian street.
A. R. Wahl & Co., 115 S. Illinois street.
Lafayette—A. R. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
The Ray Co., 304 to 308 West Walnut street.
Fort Dodge—Early Music Co., 822 Central ave.

KENTUCKY.

Louisville—The Ray Co., 620 Fourth street.

LOUISIANA.

New Orleans—James I. Lyons, Theatre Arcade.
National Automatic Fire Alarm Co., 614 Carondelet street.
The Ray Co., 727 Camp street.

MAINE.

Bangor—E. J. Crosby Co., 126 Exchange street.
Portland—W. H. Hoyt & Son, 102 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Machine Co., 127 Tremont street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Read & Read, 258 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—Thomas Wardell, 221 Central street.
Worcester—Iver Johnson Sporting Goods Co., 364 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 219 Woodward avenue.
The Ray Co., 210 Woodward avenue.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 42-52 West 4th street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1031-1035 Walnut street.
The Ray Co., 1010 Grand avenue.
St. Louis—Conrad Broadwell, 1004 Olive street.
The Ray Co., 1136 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1310 O street.
Omaha—H. E. Fredrickson, 1302-1304 Capitol avenue.
Nebraska Cycle Co., 1318 and Harney streets.

NEW JERSEY.

Hoboken—Bellque Phonograph Co., 205 Washington street.
Newark—A. O. Price, 787 New and Halsey streets.
Paterson—James K. D'Arcy, 111 Hillson street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets
Iver Johnson Sporting Goods, 99 Fulton street.
Price Phonograph Co., 1298 Broadway.
Buffalo—S. A. Powers & Co., 237 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phonograph Co., 99 W. Fulton street.
Kingston—Forsyth & Davis, 302 Wall street.
New York City—American Phonograph Co., 82 Chambers street.
Blackman Talking Machine Co., 19 Beekman street.
J. F. Blackman & Son, 1654 3d avenue.
C. Bruno & Son, 351 to 361 Third avenue.
S. B. Davega, 39 E. 14th street.
Douglas & Co., 1 to 5 Union square.
H. S. Gershon, 132 Fifth avenue.
Harry Jackson, 229 Bowery.
Great Music Box Co., 39 Union Square.
Otto G. Repke, 1060 Second avenue.
Siegel Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 4th street.
Rochester—A. J. Deringer, 397 North street.
Mafield Co., 25 to 29 State street.
Gilbert L. Miller, 73 State street.
Talking Machine Co., 99 Clinton avenue, S.
Schenectady—Jay N. Lozier, 412 State street.
Syracuse—Wm. Andrews, 106 E. Radford street.
Troy—James Lyons, 48 Fulton street.
Utica—Clark-Horrocks Co., 128 Genesee street.
Arthur F. Perrine, 89 Genesee street.
William Harrison, 4 Columbus street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 108 N. Market street.
Cincinnati—Ibach & Co., 141 Fifth street.
The Ray Co., 131 West 4th street.
The Ray Co., 23 West 7th street.
Rudolph Wurlitzer Co., 136 E. 4th st.
Cleveland—W. J. Roberts, Jr., 800 Euclid street.
Columbus—Harry L. Alter, 1 to 5 E. High street.
Dayton—Thomas & Dolan, 32 E. 4th street.
East Liverpool—Potter & Hall Music Co.
Toledo—Pierce Music Co., 241 Cherry street.

PENNSYLVANIA.

Allegheny—Harry Jenkins, 200 Federal street.
Allentown—G. Wm. Saeger, 536 Hamilton street.
Easton—William Werner, 20-22 Hamilton street.
Philadelphia—C. J. Heppe & Son, 1116 Chestnut street.
Jul. Heppe, Market and 8th streets.
Penn Phonograph Co., 19 S. 9th street.
Theo. Wanamaker, Wall Phonograph Co., 41 N. 9th street.
Western Electric Co., 1006 Chestnut st.
W. A. Wetmann & Son, 1108 Market street.
Harrisburg—S. K. Hamilburger, 12-14 N. Market st.
Pittsburg—The C. C. Beisel Co., Inc., 431 Wood street.
H. Kleber & Bro., 502 Fifth avenue.
J. P. Schmitt & Son, 707 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 819 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Peck, 276 Westminster street.
P. A. Power Co., 77 Weybosset and Dorrance streets.
Household Furniture Co., 250-252 Weybosset street.
Shepard, Norwell, Young & Co., 26-30 Fifth street.
J. Samuels & Bro., 122 Weybosset street.
A. T. Stutterheim & Co., 106-110 N. Main street.

TENNESSEE.

Memphis—The Ray Co., Lyceum Building.
Nashville—The Ray Co., 13 to 17 Arcade.

TEXAS.

Dallas—C. B. Harris, Art., 191 Main street.

VIRGINIA.

Richmond—The Ray Co., 1107 E. Main street.

WISCONSIN.

Milwaukee—McGregor Bros., 233 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.

The Problem of the Christmas Gift

Solved by the Edison Trade Who Demonstrate

"DOUBLE SERVICE" to Old and Young

Mr. Dealer, the illustration on this page must appeal to you as an attractive way to present the Edison Phonograph. Then why not advertise and demonstrate "Double Service"—Amusement and Language Study—remembering that it's the women, by a large majority, who direct the Christmas purchases.

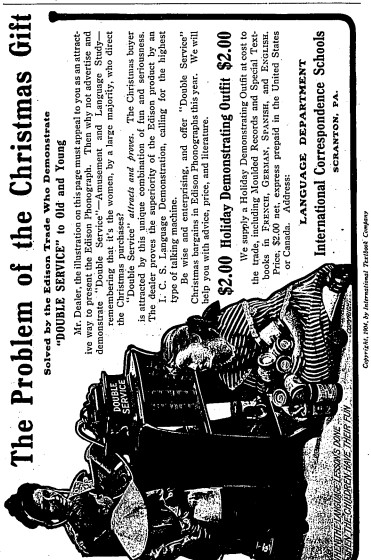
"Double Service" *attracts and proves.* The Christmas buyer is attracted by this unique combination of fun and seriousness. The dealer proves the superiority of the Edison product by an I. C. S. Language Demonstration, calling for the highest type of talking machine.

Be wise and enterprising, and offer "Double Service" Christmas bargains in Edison Phonographs this year. We will help you with advice, price, and literature.

$2.00 Holiday Demonstrating Outfit $2.00

We supply a Holiday Demonstrating Outfit at cost to the trade, including Moulded Records and Special Text-books in French, German, Spanish, and English. Price, $2.00 net, express prepaid in the United States or Canada. Address

LANGUAGE DEPARTMENT
International Correspondence Schools
SCRANTON, PA.



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EDISON
Phonograph Monthly

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The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 386 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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TRADE FACTS.

The steps taken by the National Phonograph Company early in September to increase the output of its factory at Orange, N. J., are bearing excellent fruit. An increase of fully thirty-five per cent. has already been secured, and it is expected that by December we shall be able to manufacture at least fifty per cent. more Phonographs and Records than were made in September under what we considered very favorable conditions for turning out large quantities of both. Orders continue to be as numerous and for even larger quantities than ever before, but we are steadily gaining on them, and expect by December 1st to have the situation well in hand.

The decision to drop one month's list and get out a combined list of thirty selections for November-December has been cordially approved by the trade. We are gratified to find that such was the case, for we had some misgivings as to how it would be received and would not have decided upon such a course had it not seemed impossible to do otherwise.

The judgment of the officials of this company, in believing that the combined November-December list is the best ever issued by the National Phonograph Company, has been most emphatically approved by the trade. The number of titles is only twenty per cent. larger than the usual list of twenty-five, but the advance orders were nearly fifty per cent. greater than the October advance orders, which exceeded any previous month in the history of the company. Two months ago it would have been impossible, with other work, to get these ready in one month, but our present facilities will enable us to have the entire list of advance orders in the hands of the trade before December 1st. The trade may rely upon this and make arrangements for holiday business accordingly. At the same time stock orders

(Continued on page 3.)

THE ADVANCE LIST OF NOVEMBER-DECEMBER RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

NEW EDISON GOLD MOULDED RECORDS.
COMBINED ADVANCE LIST FOR NOVEMBER-DECEMBER, 1904.

Dealers who have not yet placed their orders for these Records should do so at once. The demand for them is already phenomenal, and it will be greater as the holiday season draws nearer. They will be ready for shipment to Jobbers about November 20th.

8826	The Chirpers (*Frank*)	*Morceau characteristic*	Edison Military Band
8827	Shine On, Oh Stars (*Sawyer*)	*Song-Romanza, Orch. acc.*	Irving Gillette
8828	My Heart's Desire (*Shelley*)	*Sentimental song, Orch. acc.*	W. H. Thompson
8829	Blue Bell (*Morse*)	*Bells and xylophone duet, Orch. acc.*	Benzler and Hager
8830	Save It for Me (*Cole*)	*Comic song, Orch. acc.*	Billy Murray
8831	Has Your Mother Any More Like You (*Keiser*)	*Contralto and baritone duet, Orch. acc.*	Miss Nelson and Mr. Stanley
8832	Feast of Lanterns Overture (*Bennett*)		Edison Symphony Orchestra
8833	Make a Fuss Over Me (*Morse*)	*Coon song, Orch. acc.*	Arthur Collins
8834	What Shall the Harvest Be (*Bliss*)		Mendelssohn Mixed Quartette
8835	Imagination (*Muller*)	*Comic topical song, Orch. acc.*	Arthur Collins
8836	Pepita Maguire (*Mullen*)	*Comic song, Orch. acc.*	Edward M. Favor
8837	O Come All Ye Faithful (*Adeste Fideles*)	*Unaccompanied*	Edison Male Quartette
8838	Jovial Joe (*Ringleben*)	*Slow drag cakewalk*	Edison Concert Band
8839	Rock of Ages (*Hastings*)	*Tenor and baritone duet, Orch. acc.*	Campbell and Harrison
8840	The Wedding of Barney and Bedelia (*Rogers*)	*Comic Irish male duet, Orch. acc.*	Collins and Harlan
8841	I've Got a Feelin' for You (*Morse*)	*Banjo trio*	Ossman Banjo Trio
8842	Hail! Smiling Morn (*Spofforth*)	*Christmas carol, unaccompanied.*	Edison Male Quartette
8843	There's Nothing New To Say (*Robyn*)	*Sentimental song, Orch. acc.*	Harry MacDonough
8844	Down Tennessee Barn Dance (*Kruger*)	*Introducing chorus of male voices with banjo acc.*	Edison Symphony Orchestra
8845	Down at the Ruby Store (*Von Tilzer*)	*Descriptive song, Orch. acc.*	Byron G. Harlan
8846	Little Boy Called Taps (*Morse*)	*March song by the composer of "A Little Boy in Blue," Orch. acc.*	Byron G. Harlan
8847	I May Be Crazy but I Ain't No Fool (*Rogers*)	*Coon song as sung by Williams and Walker in "In Dahomey," Orch. acc.*	Bob Roberts
8848	The Village Maid (*Hoffmann*)	*Duet as sung by The Rogers Brothers in Paris, Orch. acc.*	Collins and Harlan
8849	Our National Airs—Patriotic poem	*Talking selection with incidental music by band and orchestra.*	Len Spencer
8850	Medley of War Songs	*Introducing "Marching thro' Georgia," "Tramp, Tramp, Tramp, etc." "Glory Hallelujah," "The Battle Cry of Freedom," "Kingdom Coming" and finale.*	Edison Military Band
8851	My Little Canoe (*Stuart*)	*From "The School Girl"*	Edison Symphony Orchestra
8852	Birthday of a King (*Neidlinger*)	*Christmas song, Orch. acc.*	Frank C. Stanley
8853	Star of Bethlehem (*Adams*)	*Song by the composer of "Holy City," Orch. acc.*	Irving Gillette
8854	Ring the Bells of Heaven (*Root*)		Chimes
8855	Deed of the Pen March (*Morel*)	*By the composer of "Hiawatha"*	Edison Concert Band

Edison Gold Moulded Records are made only in Standard size. Both Standard and Concert Records may be ordered from this list. Order by Number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

for Phonographs and Records will have their full share of attention. Dealers who are delaying placing stock orders with their Jobbers should get busy, for with the passing of Election Day trade is going to be even better than it is now. The demand for Edison Phonographs and Records continues to grow by leaps and bounds, and the Dealers who do not keep up their stocks will have much to regret.

The reduction in the price of Edison Gold Moulded Records to thirty-five cents cannot alone account for the remarkable demand for Edison goods, for the sale of machines is fully as great as that of Records and no change has been made in the price of machines. It shows beyond cavil that the public are more and more recognizing the superiority of the Edison Phonograph and with the fullest opportunity of trying all others are choosing Mr. Edison's invention. It must be admitted, however, that the high standard of quality of Edison Gold Moulded Records has much to do with the popularity of the Phonograph.

DON'T INSIST UPON THE NEW STYLE.

Occasionally an order is received from a Jobber for stock Records with the direction that it be filled only with the new style cartons and the new style stamping on the end. The Jobber has probably been induced to make out his order in this way because his Dealers have made a similar stipulation. Since it is impossible, at present, to fill such an order in its entirety, part of it is returned to the Jobber, with a letter explaining the situation. The Jobber in turn passes the information on to his Dealers. In this way much time is lost in getting goods.

A word of explanation will aid the trade in understanding why we cannot as yet fill all orders for the new style box and marking. When these changes were decided upon we at once began to make over all the moulds of the titles already listed. There were over 1,100 of these in the domestic catalogue alone. This work has progressed steadily and is constantly going on, notwithstanding the great demand for Records. As fast as moulds are changed over all orders for such titles are filled with Records marked on the end and put up in the new box, and this will be continued whether so stipulated in the orders or not. It will, however, be two or three months more before the work of changing the moulds will be completed, at which time we will advise the trade of the fact. Until then it will be useless to direct that orders *must* be filled under new conditions. Such insistence will only cause correspondence and delay. There is no objection to a preference being expressed and it will be followed as far as possible.

Whether marked on the end in the new style or not, we are packing as many Records in the new boxes as we can get boxes for, the demand for boxes exceeding the capacity of the manufacturer to turn them out. We have had some inquiries from the trade to know whether a quantity of the new boxes could be purchased. This will not be possible until the manufacturer can make a greater number daily than at present.

MODEL D REPEATING ATTACHMENT, $7.50.

The retail price of the new Model D Repeating Attachment, fully described in the October issue of the Edison Phonograph Monthly, has been fixed at $7.50, subject to the same trade discounts as repeating attachments previously listed. Considering the great superiority of the Model D over anything else of the kind on the market, this price is unusually low, and it should be followed by a large and widespread sale. Every progressive Jobber and Dealer should get at least one, and learn how to attach it to either the Home, Triumph, Concert, Victor and Conqueror Phonographs, or have it attached to a machine coming from the factory, and use it to exhibit the peculiar effectiveness of the device. It is fascinating to watch it in operation and it is hard to realize that it is not guided by human hands. Almost any ingenious Dealer can attach the device from the directions furnished. In ordering, state what type of Phonograph the device is wanted for. Hundreds of Phonograph owners would be glad to get a repeating attachment, if they knew how little it costs and how cleverly it works. Properly attached it will not fail to operate and give satisfaction at all times.

NO RECORDS OF OTHER TONGUES JUST NOW.

We have had inquiries from Dealers and correspondents for Swedish, Slavish, Portugese and other foreign Records, and the hope expressed that we might soon make Gold Moulded Records in those languages. Inability at present to meet the demand for Records in the languages spoken by the greater number of persons is the only reason why every language is not represented in the catalogue of Edison Gold Moulded Records. We expect some day to make our Records in every tongue spoken by a large number of persons, but at present we cannot do so.

HANDLE ONLY EDISON GOODS NOW.

The mails daily bring letters from Dealers stating that they are now handling only Edison goods, and similar reports are made by our salesmen from all parts of the country. Since July hundreds of Dealers have disposed of their stock of other goods, and increased their supply of Edison Phonographs and Records and declared their purpose of handling only the Edison line hereafter. Others state that they will do the same thing as soon as they can get rid of other goods they have on hand. Edison Phonographs and Edison Gold Moulded Records meet every demand for quality and price and a Dealer makes no mistake when he handles them alone and bends all his energies to pushing their sale. Once in a while a customer may ask for another style machine and for other records, but when the merit of the Edison product has been pointed out to him, it is seldom that he is not willing to buy an Edison Phonograph. Once an owner of an Edison outfit he is glad that the difference was made clear to him. He then becomes an enthusiast and not only thinks that the Edison Phonograph is far ahead of other types, but he freely asserts that his particular machine is the best one ever made.

ONE SELLING METHOD.

One of our Jobbers, who requested that his name should not be published, recently gave us an interesting account of one of the methods used by his firm to sell Edison Phonographs. His house carries several other lines and has a number of men on the road all the time. These men get into sections where a traveling salesman is almost unknown. "One of our men will go into a country store," said he, "and get permission to play a few Records. It is only too willingly granted, for the proprietor has his own curiosity and then he knows that it will bring the neighbors into his store. The word that 'one of Edison's talking machines' is down at Brown's is quickly passed around and in a surprisingly short time our man has a good sized crowd listening to the music and his comments on the merits of the machine. Finding that he is going to remain some time, the women and children are sent for and they too listen with every sign of pleasure. It is seldom that one of these scances does not result in the sale of one or more machines, paying a handsome profit over all the expenses of our man, who has also sold the proprietor a nice line of goods."

PHONOGRAMS TO THE TRADE.

Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1000 copies	$2.50
Smaller quantities pro rata.	
Imprinted, per 1000 copies	1.00
Imprinted, per 100 copies	1.10

No orders filled for less than 200 copies requiring imprint, and all imprinting orders must be for multiples of 500.

BY MAIL.

Single copies, per year	$ .50
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.50
Fifty copies to one address, per year	2.50

Unless they have open accounts on our books, Dealers ordering Phonograms sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

Orders requiring imprinting or changes in imprint must be placed four weeks in advance of the month desired. We do not aim to carry a stock of blank copies and cannot promise to fill orders unless placed in advance. The July, August and September editions were sold out before the printer had completed deliveries.

FOR THE EQUAL BENEFIT OF ALL.

"After reading your article, 'Our Follow Up System,' in the September PHONOGRAPH MONTHLY, I am prompted to write and ask why I have received none. I am the only dealer in ——— which is surrounded by large towns, that should send you many inquiries. I do not buy goods direct, but suppose that makes no difference"

Thus wrote a Connecticut Dealer on September 13th. We replied that the reason why no inquiries had been referred to him was because none had happened to come from his vicinity. We assured him that the system was operated for the benefit of all Dealers, whether buying direct or through Jobbers, and so long as Dealers coöperated with us in following up no one would be overlooked. No sale is ever made by us direct in territory where our goods are sold by Dealers, except where customers insist upon our filling their orders. This seldom occurs where Dealers carry a proper stock of our goods. The trade has our first consideration at all times, but if Dealers cannot supply our goods they should not find fault with customers who send their orders to us, or write us for filling them.

PRICES OF EDISON RECORDS.

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, and in Canada at 40 cents each. The Canadian price is higher because of the duty. Edison Concert Records are sold at 75 cents each in both countries.

PRINTED MATTER.

We have on hand a quantity of Form No. 516, the folder gotten out in December of last year, and will fill reasonable orders for it as long as the supply lasts. It is just as useful for interesting prospective customers as it was a year ago, and can be used to advantage by progressive Jobbers and Dealers. We will mail a copy to any Jobber not familiar with the form.

Owing to the failure of the printer of the cover of Record Catalogue No. 600 to make deliveries as promised, we have been compelled to reprint part of the August edition of this catalogue with a less attractive cover. We deemed it better to do this than to ask Jobbers to wait till the regular covers could be obtained. The catalogues now going out bear this special cover. Jobbers who receive them will understand that except for the covers they are the same as all Record catalogues issued since August 1st.

We shall have ready for the trade about November 20th an attractive four-page folder in two colors for use in connection with holiday season. It will be Form No. 611. It will have special reference to Christmas and if put into circulation at once should favorably affect holiday trade. The edition being printed will permit us to fill orders for liberal quantities. We should like to have Jobbers place orders at once and arrange to pass some of them along to their Dealers. As far as possible Jobbers' orders will be shipped with the November-December Records. Sample copies will be mailed early in November.

Occasionally a Dealer suggests that we get out the monthly list of new Records in the form of a post card instead of the present form. Superficially the idea seems good. The trade would simply have to address them, put on a one cent stamp and mail them. From our side the plan has too many objections to be feasible. In the first place the present form is satisfactory to ninety per cent. of the trade and fully one half would prefer it to a post card. To meet the views of all it would be necessary to get out two styles, with the almost endless trouble of finding out which wanted which and the heavy waste consequent upon doing so, to say nothing of the duplication of quantities with two kinds, where one style now suffices. Allowing for the sake of argument that all would use a post card, the increased cost of using card board instead of paper must be considered. At a low estimate this difference would be $1,500 a year. Then the list each month would crowd an ordinary size post card so that there would be no room for the incidental advertising possible with the present style and no room for Dealers' names and addresses. If the card was made large enough to permit this, it would cost at least another $1,000 a year for the extra stock. There is no likelihood, therefore, of anything being done with the post card suggestion for some time.

Following is a list of the notice printed matter forms of the National Phonograph Co.:

400. Chinese Record Supplement.
409. Card showing boy and hatchet.
425. Record Order Blanks (Sheets A to D for American selections; sheets E to G for Foreign selections).
427. Pamphlet on Art of Making Phonograph Records.
461. Japanese Record Supplement.
482. Accessories Catalogue.
508. British Record Supplement.
515. Paris Catalogue.
516. Four-page Holiday Folder (only a limited number on hand).
535. Four-page Machine Folder.
550. St. Louis Souvenir Booklet.
555. Foreign Record Catalogue.
570. British Record Supplement.
581. September Record Supplement.
582. October Record Supplement.
583. November-December Record Supplement (Cannot be furnished till November-December Records are out.)
600. Domestic Record Catalogue.
611. Four-page Christmas Folder. (Ready November 20.)
625. New Machine Catalogue.

Forms previously listed and not given here are either out of print or the quantities on hand will only permit the filling of small orders. Jobbers who find that their orders for these forms are not filled will understand that it is because none are in stock.

ONE MORE CHANCE.

In beginning to remove from our files and mailing list the names of Dealers who had not signed the new agreement we found that the agreements of several of our good friends had not reached us, owing to some error or oversight. Fearing that there might be others in the same way, we mailed on October 31st a special letter to every old Dealer who had not re-signed, calling his attention to the fact and giving him until November 7th in which to return his agreement through his Jobber or direct to us. After that date we will consider that those who do not sign are no longer interested in the business and will remove their names. To again become a Dealer after this is done it will be necessary to purchase the initial quantity over again.

Jobbers will please check up the names of their Dealers and follow up those whom they know are still in business and intend continuing in it. At this time now will save much trouble and correspondence later.

PHONOGRAPH CLUBS.

One of the most comprehensive pieces of Phonograph literature that we have received in some time is a large four-page circular sent us by Alfred K. Hobbs, a Dealer at Manchester, N. H. It is headed "How to Obtain a Phonograph for Your Home," and explains in detail how to purchase an Edison Phonograph by joining one of his Phonograph Clubs. Because of the admirable arguments presented by Mr. Hobbs, we take pleasure in reprinting part of the circular, as follows:

OUR CLUB PLAN.

That everybody may enjoy the Phonograph is the aim of the Edison Phonograph Club. Probably you have given the matter of its purchase some consideration, and possibly decided that while you would like the Phonograph you do not feel like paying the cash outlay necessary for it. I propose to relieve you also of this problem for you. By joining one of my clubs you have the use of the outfit while paying for it in small weekly sums which you will not feel. There, five or ten dollar membership fees are amounts within everybody's reach, and the weekly or monthly payments seem to three dollars will not be missed from your income. We deliver the club outfit to you at once upon payment of membership fee. One week from the day you receive your outfit the first weekly dues are payable and each week after until the specified number of payments are made, when the club outfit becomes yours in full and you are the owner of your outfit.

There are four popular styles of the Phonograph, and each style is handled by a separate club, explanation of which you will find in detail on pages following. Each club includes a Phonograph complete with Records and every equipment for immediate use and your entertainment.

HOW TO BECOME A MEMBER.

Mail to me the amount of membership fee corresponding to the special club which you wish to join and I will deliver to you the outfit F. O. B. Manchester. Or if convenient, call at the Phonograph Parlors, Elm street, Manchester, and make your membership there. One of our club representatives will call at your home if you so request by mail or telephone. Telephone number 242.

You may feel certain of liberal and courteous treatment and reasonable leniency in case of unavoidable inability to meet your dues *for any* special reason.

WHAT THE PHONOGRAPH IS.

Almost everybody has heard the Phonograph, but few have heard it at its best, and few appreciate its true value as an entertainer. It gives you at your pleasure, the singing and speaking voice, instrumental solos or full band, dance music as sweet as the original issue, and all without the presence of artists. It makes possible for you to hear in your own parlor the finest talent in any line which is at the service of the public at concert or theatre. It is superior to all other instruments because of its entertaining variety, for the home it stands absolutely alone as the best investment.

ENTERTAINMENT.

To be able to have at your command and pleasure, in your own home, the best music, instrumental, vocal or band. is the privilege of the Phonograph owner. You have the choice of any style of instrument and the newest and best things produced for the public's pleasure are yours as soon as they are issued. While they are new. When the first cold winter evening makes home staying dull, the Phonograph holds in agreeably mass the hours. It entertains your friends as well as yourself, and keeps the family circle coquists by adding an interest to the home. You can have a waltz in your home as easily as to the theatre. Through the Phonograph or give a Phonograph party and have your friends make records which can be reproduced while they wait.

A RECORD.

Brand waxes molded at little wax cylinders for your pleasure as well as what a Phonograph record means. Not the least of all pleasure will be found in making records—You can record any instrument as well as the voice. Blank cylinders sell for 35 cents each.

A LAST WORD.

If there is any other information which you would like, write me or call at my sales room, and I will give it. In ordering by mail be careful to write name plainly, and give your street and number and town in which you live. The time to join a club is now, and so have the full benefit of the club at once.

Then follows a detailed reference to each club. The Gem Club, including a Gem outfit and five Records, costs $15, with membership fee of $3 and 75 cents weekly dues for sixteen weeks. The Standard Club, including a Standard outfit and five Records, costs $25, with a membership fee of $5 and $1 weekly dues for twenty weeks. The Home Club, including a Home outfit and six Records, costs $36, with a membership fee of $10 and $1.50 weekly dues for eighteen weeks. The Triumph Club, including a Triumph outfit and twelve Records, costs 65, with a membership fee of $25 and $3 weekly dues for fourteen weeks.

TRIED IT AND BOUGHT.

W. Hobson, an Edison Dealer at Vincentown, N. J., writes about an interesting experience in selling an Edison Phonograph recently. One of his customers had another style machine but was buying Edison Records. One day Mr. Hobson took a Standard Phonograph to his customer's house and asked if he could not leave it there till he returned, consenting to having it used in the meantime. A few days later the man brought the Standard back himself. Mr. Hobson hoped that he had had a pleasant time with it, but did not urge him to buy it. "In less than a week," wrote Mr. Hobson, "he came back for it. I have since sold him ten dozen Records, besides a large horn and a Recorder. Now he says that his machine is the best in the world and Edison Gold Moulded Records are his choice."

ENTERTAINMENT AND BUSINESS.

The New York, October 17, 1904.

It is with pleasure that we write these few lines and relate our experience with Edison goods. A certain political club asked us to give an entertainment at one of their meetings. We picked out six dozen Records and a Home. We started with "Stars and Stripes Forever," and wound up with "Home, Sweet Home," and the sensation was a grand surprise. The audience was spellbound. We had to play several pieces over and over. And the best success of all was that we sold four Home machines and nine dozen Records the same evening. Keep it up.

BRONX AIR LIGHT CO., INC.

WHEN AMERICAN TITLES OF EDISON GOLD MOULDED RECORDS WERE LISTED.

The manufacture of Edison Records by the wax process was discontinued in 1902, being superseded at that time by the Gold Mould process now used. In the early part of the year catalogue No. 350 was issued, giving 678 selections made by the new process. In June, 1902, the first regular monthly list of Gold Moulded Records was issued. It began with 8004 and ended with 8033. In the same month announcement was made that five wax selections had been made over by the new process. In July, 1902, another regular list was issued, beginning at 8034 and ending at 8063. At the same time it was announced that a number of old style selections had been made over by the Gold Mould process and given new numbers. These ran from 8064 to 8096. Announcement was also made seven old style selections had been made over with no change in their numbers. The regular August list ran from 8097 to 8098; old style selections were made by the new process and given numbers from 8099 to 8109; and two old styles were made over with no change in numbers. The regular September list included numbers 8110 to 8125; new numbers running from 8126 to 8138 were given to thirteen old styles made over; and announcement was made of fifty-two selections made over with no change in numbers.

In October, 1902, only the regular list was issued, and this has continued in unbroken order up to the present, only regular lists being issued each month. The following table shows the numbers gotten out since the beginning of this regular system and the months in which they were listed:

NOS.	MONTHS ISSUED.
8159 to 8207 inclusive (49)	October, 1902.
8208 to 8245 inclusive (38)	November, 1902.
8246 to 8281 inclusive (36)	December, 1902.
8282 to 8314 inclusive (33)	January, 1903.
8315 to 8346 inclusive (32)	February, 1903.
8347 to 8376 inclusive (30)	March, 1903.
8377 to 8391 inclusive (15)	April, 1903.
8392 to 8403 inclusive (12)	May, 1903.
8404 to 8423 inclusive (20)	June, 1903.
8424 to 8448 inclusive (25)	July, 1903.
8449 to 8473 inclusive (25)	August, 1903.
8474 to 8498 inclusive (25)	September, 1903.
8499 to 8523 inclusive (25)	October, 1903.
8524 to 8548 inclusive (25)	November, 1903.
8549 to 8573 inclusive (25)	December, 1903.
8574 to 8598 inclusive (25)	January, 1904.
8599 to 8623 inclusive (25)	February, 1905.
8624 to 8648 inclusive (25)	March, 1904.
8649 to 8673 inclusive (25)	April, 1904.
8674 to 8698 inclusive (25)	May, 1904.
8699 to 8723 inclusive (25)	June, 1904.
8724 to 8748 inclusive (25)	July, 1904.
8749 to 8773 inclusive (25)	August, 1905.
8774 to 8799 inclusive (26)	September, 1904.
8800 to 8825 inclusive (26)	October, 1904.
8826 to 8855 inclusive (30)	Nov.-Dec., 1904.

VALUE OF THREE ORIGINAL RECORDS.

The question of what value can be placed upon a Phonographic record of a dead sister's voice will be the question to be decided by the Cherry Sisters, whose notoriously rank show has made a success solely for the reason that it is the most ludicrous attempt at acting ever put before the American people in sincerity.

Manager Higley, of the Grand Theatre, received a communication from the Cherry Sisters, now at Cedar Rapids, Iowa, inquiring as to the identity of the party here who took the record of their little sister Jessie's voice. Manager Higley has learned that the party is a former attache of the Grand and now in the newspaper work here.

The holder of the three records has opened negotiations with the sisters and has asked them to place a figure on the three records. He will hold them at $100, although advised to make the price $500, one man agreeing to take up the negotiations on a commission of all over $100.

The records of little Jessie's voice are probably worthless to the present holder as far as their use is concerned, but to the Cherry sisters, who desire to hear once more the voice now stilled in death, they would be invaluable, hence the feeling on the part of the owner that they are worth at least $100.

If the Cherry sisters have laid aside any of the good coin handed ever by those who have laughed themselves sore at a performance intended to be serious, they may be in a position to meet the demands of the individual monopoly.

While the mere mention of the name of the Cherry sisters and "Little Jessie" brings a smile to regular patrons of the theatre, there is an element of pathos in the desire to hear a dead sister's voice that cannot be ignored, and it is to be hoped that the milk of human kindness will not be soured in the progress of negotiations for the Phonographic records.

The holder of these records says he has no desire to gouge the sisters, even though they have been doing that for the public for a number of years, and under such circumstances could not be expected to resort to poetic justice.—*Portsmouth (Ohio) Daily Blade.*

Dealer: If you have not yet signed the new agreement and intend remaining in the Phonograph business, sign at once. It will save you trouble later.

WESTERN AGGRESSIVENESS.

Some especially fine advertising of Edison goods is being done by McGreal Brothers, Jobbers at Milwaukee, Wis. It is being done in the daily papers of that city, moderate space being used on week-days and large space on Sundays. Most of this advertising is in the form of specially illustrated plates. One of these announcements occupied a space of five columns wide and a half column deep. It showed a circular panel in the center and square panels in each of the four corners. In the upper left-hand panel was a fac-simile of the first order placed by the firm on August 12th, 1902. This was for 75 Standards, 15 Homes, 10 Gems and 5,000 Records. The upper right-hand panel showed a fac-simile of the acceptance of C. H. Wilson, manager of sales of the National Phonograph Co. In the lower left-hand panel was a reproduction of the order placed by the firm August 31st, 1904, for 1,000 Standards, 600 Homes, 200 Gems and 27,000 Records. Opposite to this was a fac-simile of Mr. Wilson's acceptance of the order. In the center panel was the following:

DRAW YOUR OWN CONCLUSION.

Compare our first order of August, 1902, with the one of August 31, 1904. Why have we sold nearly 8,000 Edison Phonographs and over 200,000 Edison Gold Moulded Records within this short time? We think we can tell you.

Because the Edison Phonograph is a machine of merit and every time we sell one we make a friend.

Any person who will look into the matter of talking machines carefully when ready to buy will select the Edison. It is *the* machine.

Our policy of extending credit has also helped our business. We are proud of our record. We are thankful to our friends and customers.

McGREAL BROS.,
173 Third St.

Another striking advertisement of McGreal Brothers showed an Edison Phonograph standing in a niche in a wall, illustrating the phrase "In a Niche by Itself."

ABOUT AN ADVERTISING RECORD.

WAUSEON, O., Oct. 14, 1904.

I notice in the PHONOGRAPH MONTHLY for October, page 13, under caption "An Advertising Record," something which reminds me of my experience at our county fair, where we gave an exhibition, and where, as stated in this article, I, too, felt the need of a talking record for advertising purposes. In fact, I felt the need before I went out, and therefore, as *Mrs. Partington* says, "I took time by the forelock," and provided myself with a good recorder and several blanks, and said the things to the machine which I wished to say to the people, and let it repeat it to them, and I did not fail to have a large crowd about me at all times. I even heard some of them say: "Oh, that was already made on the record," but I took that idea out of their heads by inviting them to tell me what to say. I think this method better than to use a regular stock Record for the purpose, as you will be able to secure more interest in that way and incidentally do a little private advertising that would be impossible with a stock Record. Of course a person should not attempt such a thing unless he knows that everything is O. K. and he is sure of good results.

EUGENE ALDRICH,
Of Aldrich & Richmond.

Mr. Aldrich's letter points out one of the chief difficulties in the way of getting out a stock advertising Record. In the past several suggestions have been made to us as to what would be suitable for a Record of this kind, but no two have been alike. On the contrary, they have shown the widest variance. After all, any Dealer who finds the need of an advertising Record can easily make one himself and have it make an announcement unlike that of any one else.

A GOOD RECORD A STIMULUS TO TRADE.

I think from all indications here that the trade will be very heavy during the next four or five months. Am now selling many of your Records, considering the size of the place, and some machines. Have some cylinder records of another make which I handled before your reduction in prices to meet the demand for cheap records, but since your reduction to 35 cents I have not sold as many as a dozen, and guess I am "stuck." However, I am glad you have reduced your price, as it is more satisfactory to sell a good record than a poor one. A good record acts as a stimulus to trade, while a poor one has a depressing effect. Almost invariably when a party has been using records of an inferior kind and buys a few of the Edison he comes back in a few days for more Edisons.

E. T. GASSETT,
Cerro Gordo, Ill.

NONE ON EARTH BUT THE EDISON.

BOWLING GREEN, O., Oct. 15, 1904.

I am greatly interested in the Edison goods and am trying hard to coöperate and conform to all your rules and methods. I made an exhibit of the Edison at our fair here last month, and am surprised and delighted with the business I am doing in these goods. In my estimation of merit there is no talking machine on earth but the Edison.

R. V. SLAUSON.

GOOD ENOUGH.

PLYMOUTH, MASS., Sept. 26, 1904.

Edison Records and machines take the prize here. Can't sell any other and don't care to try, as they are good enough for me. Yours for more business.

LEOPOLD J. SCHREIBER.



WINDOW DISPLAY OF THE OUTLET COMPANY, PROVIDENCE, R. I.

The above half-tone shows a fine window exhibition of Edison Phonographs and Edison Gold Moulded Records made by the Outlet Company, of Weybosset street, Providence, R. I., conducted by J. Samuels & Bro. The exhibit is marked by unusual taste and ingenuity. This enterprising department store has been handling Edison goods only a year, but it has been most successful in building up a large business on the cash and easy-payment plan. It has a separate room for its jobbing business. The firm has a force of salesmen who travel all over New England.

POLICE SUPERINTENDENT AND PHONOGRAPH.

At a garden party at the house of the German Chancellor of the Exchequer, Count von Buelow, the Superintendent of Police in Berlin, Herr von Borris, spoke the following characteristic sentences into an Edison Phonograph which had been prepared for it:

"The principal duty of a police constable is to act in accordance with his calling; that is to say, he should work for the protection and safety of the public. This he will find an easier task when the public recognizes his office and ceases to regard him as a public enemy. His duty will be easily performed when he is sure of public support, and it is to be hoped that he will be able to reckon on this more and more in the future."

"It would be a good plan," remarks the *Berliner Tageblatt*, "to make many duplications of this record and to have same played in every police station. The public would thus be made acquainted with the wish of the Superintendent."—*Berlin Phonogramm.*

TWO PHONOGRAPH DON'TS FOR DEALERS.

Don't hold back your orders for Phonographs and Records. No matter from whom you buy, get your orders in early. Anticipate your wants and have the goods on hand when your trade wants them.

Don't fail to make up mailing lists of probable customers and send some printed matter to them regularly. Have one list of individuals who do not own Phonographs and make a regular effort to interest them. Have another list of Phonograph owners in your territory and send them a list of new Records each month.

It is probably not a mere coincidence that the demand for Record Supplements has been quite as heavy as the demand for Records in the past three months. Dealers are making up lists of Phonograph owners and sending them a Supplement each month. They are finding it an excellent way to get business.

TO DEBATE BY PHONOGRAPH.

To have debates with clubs in distant cities without visiting them, John F. Macklin has organized the Wachusett Debating Club, and will negotiate with societies in Boston, Springfield, Hartford, Providence and other New England towns to arrange debates by means of Phonograph records.

It is Macklin's intention to have a certain subject chosen, then picked debaters are to speak into receivers and the records will be exchanged. Upon a given night each club is to meet in their respective cities and turn on the flood of oratory. Judges at each end will give decisions and by letters the winners are to be made known.

After explaining how it was intended to carry on the debates, Mr. Macklin said:

"One advantage of giving a debate with Phonographs, is that it gives the timid orator a chance. After he has his speech prepared he can give it in seclusion. He will not be troubled with stage fright. He can face the record and put in his speech all the fervor and enthusiasm he is capable of. He can listen to it and if not satisfied with it, reel off another one.

"Another advantage is that it limits the speaker. He has a certain time in which to talk, and knows he must advance his best points. He realizes this, and the listeners are not forced to hear a lot of meaningless rhetoric. It will be a great help to those who wish to learn how to condense arguments. It will urge them to practice, and that makes perfect.

"The average debater will not find it as easy as it looks to debate by Phonograph. The old way is simpler. By that method he can say what he pleases, and his time is not limited. He can talk all night to explain his meaning, if he wishes.

"This cannot be done by the Phonograph system. Brevity counts. A verbose speech will lose the debate. Every unnecessary word, no matter how fine it may sound, must be eliminated. Facts have to be boiled down."—*Wachusett (Mass.) Telegram.*

THE PHONOGRAM IN GERMAN.

The Edison Gesellschaft, M. B. H., which is the name of the Berlin, Germany, branch of the National Phonograph Co., began on September 15th the publication of *The Phonogramm* in German. It is in no particular, however, a reprint of the *New Phonogram*, but is original throughout. The Preface to the first issue was as follows:

The genuine Edison Phonograph is not a toy, neither does it serve only as a pastime, nor simply for an interesting amusement. It is rather the means for the greatest enjoyment of art.

Music of the first order, in order to hear which it has hitherto been necessary to visit the opera or the concert room at great expense, has now by means of the Edison Phonograph been brought into the home and the family circle. The most celebrated singers, whose ringing notes are paid by untold gold; the most wonderful orchestras, to whose concerts enraptured crowds are ever thronging, are ready to let their glorious tones ring through our home.

The most costly musical treasures of which all mankind is proud unite with perfect harmony and clearest purity from the horn of this wonderful machine.

Each possessor of a genuine Edison Phonograph has secured Terpsichore for his personal friend. Nevertheless in the end one would be sure to tire of even this if it were necessary to listen again and again to the same works.

For this reason the Edison Gesellschaft is working untiringly to separate the best from all good works and to include the most costly pearls of music in the wonderful collection of Edison Records.

The object of this Journal is to keep possessors of Edison Phonographs always *au courant* as regards this continual addition of obtaining the very latest works of art. We are not an advertising journal, and these pages will therefore not be distributed among the general public, but only to the friends of ours, who have given proof of this denomination by their possession of a genuine Edison Phonograph. To such this page is intended to give in the fullest and clearest manner information about all the novelties on the Phonograph line. But this is not all. The "Phonogram" will give the most exhaustive instructions for making of records, in this manner appreciably increasing the pleasure obtainable from the genuine Edison Phonograph. In conclusion the Phonogram is intended for the making known of many points of interest to the Phonographic trade in general. Every possessor of an Edison Phonograph has a certain pride—which is fully justified—namely, the pride of possession. It is not every one who is the possessor of a machine capable of giving noblest form of amusement, for it is not to be wondered at that everything connected with the realm of the Phonograph, serious or light, good or bad, great or small, awakes interest and it is for this interest that it is our intention to cater. It is, then, the object of this, our Phonogram, to keep awake in every render the interest and appreciation for his Edison machine. We wish to increase and magnify it, and in this manner to form a friendly circle in connection with the Edison Gesellschaft and its clientele.

CONGRATULATIONS.

Oct. 13, 1904.

We wish to congratulate you most sincerely on the samples for the November-December list, recently received. The character of the selections is far above the average, and the manner in which they are rendered will commend the entire list to all Phonograph owners, besides contributing as a great help in selling machines. Wishing you every success, we are,

C. J. Heppe & Son,
Philadelphia, Pa.

DEALERS' DOINGS.

Among copies of newspaper advertisements of Edison goods, received from Dealers during the month, was one from H. Schmidt & Son Co., of Muscatine, Iowa, which occupied a third of a page in the *Muscatine Journal*.

F. N. Green, an Edison Dealer at Williamantic, Conn., has again received a special award at his county fair for the superiority of his exhibit of Edison Phonographs and Edison Gold Moulded Records over all others.

Albert A. Magwire, Dealer at Springfield Vt., sends a programme of a Phonograph concert that he gave in Ludlow Town Hall on the night of October 25th. An admission fee was charged. A selected list of Edison Gold Moulded Records was played and the Phonograph was assisted by two young lady pianists.

The Outlet Company, of Providence, R. I., gave a most thorough demonstration of the satisfactory manner in which records may be made with an Edison Phonograph, at their store, on October 7th and 8th, when they had Arthur Collins and Byron G. Harlan make special amber records for the patrons of the Phonograph Department.

A REDUCTION NOT NECESSARY.

The organization of the National Phonograph Co., Ltd., in England and the prosecution of an adequate campaign for the sale of Edison goods had the same effect upon competition in Great Britain that the demand for Edison Phonographs and Records had in "the States"—it compelled competing manufacturers to reduce the prices of their records to lower prices than Edison Records, as the only alternative to being driven out of the field. The reductions led to rumors that the National Phonograph Co., Ltd., contemplated a similar reduction in the price of Edison Gold Moulded Records, and made it necessary to get out a circular letter on the subject and send it to the trade. It was as follows:

TO DEALERS IN GENUINE EDISON PHONOGRAPHS AND GOLD MOULDED RECORDS.

Having received a number of inquiries of late as to whether or not we intend reducing the price of genuine Edison Gold Moulded Records during the present or coming season, we beg herewith to notify all our trade that we have no intention whatever of reducing the retail price of our product.

We wish, furthermore, to state that in our opinion nothing which has occurred of late makes it in any way necessary for us to reduce the price at which the Genuine Edison Record will be sold to the public.

The superiority of the Edison Record is an acknowledged fact, and our bookings for delivery up to January 1st, 1905, are already almost 100 per cent. heavier than at this time last year, so that at the present time the indications are that we shall have more orders than we can fill.

We wish to impress upon Dealers the necessity of placing their orders for their season's supply with our factors at the earliest possible date, as we fully believe the demand for our Records will greatly exceed the supply during the two months before Christmas.

Very truly yours,

National Phonograph Company, Ltd.

This announcement was received with expressions of approval by the entire trade. Among the many letters received was the following from a Dealer at Lincoln, England:

September 28, 1904.

We thank you for circulars to hand *re* price reduction. We are quite convinced there is absolutely *no necessity* to reduce the *price* of your Records. Since other companies have reduced their prices we have found the sale of your Records have doubled. People will have them and no other. We intend shortly opening a wholesale warehouse. Can you please quote us factor's prices for your Records and machines?

Lincoln Talking Machine Co.

THE OPINION OF A CONNOISSEUR.

The following letter was recently received at our Berlin branch:

"I have for a short time been in possession of an Edison Standard with about three dozen Edison Gold Moulded Records and a large quantity of ——— and ——— records, besides the ——— with seventy of the best disks. The reason I bought an Edison Phonograph was because I wish to make records myself of a musical and rhetorical nature, which I have succeeded in doing with the aid of various horns and discussions. My efforts have been crowned with no small measure of success. By chance I tried several Gold Moulded Records and was astonished to find that this small article used with the concert horn gave results which were in every way equal in purity and clearness of reproduction to those of the ——— with best disks. Selected Edison Records appear to me indeed to be superior to selected ——— disks, inasmuch as the reproduction is in no way interfered with by disagreeable sounds, and is at the same time more agreeable, more natural and more melodious.

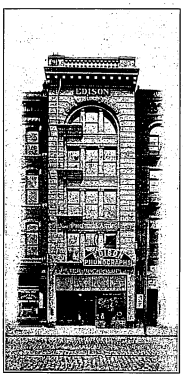
"The final victory of the Edison Phonograph with its solid construction and perfect reproducing apparatus, together with the practical shaving attached over the scratching needle-grinding disk machines should come as a matter of course."

HAS HAD WONDERFUL SUCCESS.

Turner's Falls, Minn., Oct. 17, 1904.

I would like to say that I think your policy is the right one. I have found wonderful success in your line. Since I took it on my sales have amounted to about ——— per month, while the past year on other makes I failed to make even a start.

G. A. Gove.



HEADQUARTERS OF PETER BACIGALUPI, 784-786 MISSION STREET, SAN FRANCISCO, PACIFIC COAST JOBBER IN EDISON GOODS.

DIFFERENCE BETWEEN CLAIMS AND FACTS.

This is the first time I've had an opportunity to write to you concerning my sales of your Phonographs and Records. It is about eighteen months that I've handled your goods exclusively. The first few months I had only three machines and about 200 Records, and had met with quite some disappointments. So I then thought it would be wise to put in a complete stock. I now have a complete stock of your Gold Moulded Records and a few machines of each type except the Triumph and the higher priced machines of which I have one of each.

I had some calls for disk machines and Records, so I just put in a line of disk machines and records. But I find that it increases the sales of Edison Phonographs and Records fifty per cent., for no one can tell me that a disk machine is better than an Edison. The moment a customer says so, I immediately put up a disk record and then an Edison Gold Moulded Record. When he hears the difference between the disk machine which he said was best and the Edison which *is* the best that settles all arguments.

LOUIS LITCHITZ,
Passaic, N. J.

TRADE MARK
Thomas A. Edison

THE
EDISON PHONOGRAPH

A Most Acceptable Holiday Gift.

It is the most useful instrument in any home. Its power to amuse makes entertaining easy. It plays for dancing. It keeps the young folks home at night. It brings the hits of all the shows to you in town or country.

Edison Gold Moulded Records, price 35 cents each, contribute largely to its marvelous results by their unapproached perfection. Dealers everywhere will be glad to prove this wonderful superiority. If there is no dealer near you, send to us for catalogue.

NATIONAL PHONOGRAPH CO., Orange, N. J.
New York. Chicago. San Francisco. London.

I. C. S. LANGUAGE COURSES TAUGHT BY EDISON PHONOGRAPH.

SUSPENDED LIST, NOVEMBER 1, 1904.

SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

Boulder—BENTLEY & CRAIG.

INDIANA.

South Bend—EUGENE MARSH, 106 Vistula avenue.
SOUTH BEND BOOK BINDERY,
Robert Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 721 Jefferson street.
Sioux City—HATTENBACH BROS. CO.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.

Biddeford—W. H. FIELD.

MASSACHUSETTS.

Boston—T. SINGER, 6 Laverett street.
Lawrence—LORD & CO., 314 Essex street.
H. O. MOSHER, 420 Essex street.
Lynn—ELIAS DeYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR W. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 31 Summit avenue.
Woburn—OSBORN GILLETTE, of THE BOLTON JEWELRY CO., L. P. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS
Nashua—P. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 30-34 Arkansas ave.
Bayonne—I. WIGDOR, 430 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 23 N. Main street.
Plainfield—S. W. PRUCHT, or R. PRUCHT; also New York City.
ELSTON M. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

Albany—G. LINDE, 333 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Hobart—P. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
BERN BELLAWALD, 373 W. 117th st.
BRONX PHONOGRAPH CO. or DAVID SWITKY, 196 Wt 1ts ave.
CENTRAL PHONOGRAPH CO., 160 E. 23d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONOGRAPH CO., 2 W. 14th street.
S. W. PRUCHT, or R. PRUCHT, 7 Barclay street, or 68 Cortlandt street; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 197 Broadway; also Philadelphia, Pa.
N. HORN, 148 E. 58th street.
W. L. ISAACS, 112 Fulton street.
S. LEMMING & CO., 191 Broadway.
J. McELLYNNE, 220 Broadway.
RICHMOND PEASE, 41 W 125d st.
F. M. PRESCOTT, 44 Broad st.
WINTHROP CYCLE CO., 2022 Seventh avenue.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Syracuse—"SPALDING & CO.

OHIO.

Cincinnati—J. L. ANDEL.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—F. A. MAZURIE.

PENNSYLVANIA.

Philadelphia—A. H. CASSELY, 2383 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Mascher streets; also New York City.
A. KROUSE, 832 Arch street.
PENN NOVELTY CO., 19 South 9th st.
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 624 Wylie ave.

RHODE ISLAND.

Providence—P. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

*Added since October 1, 1904.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 1912 Second avenue.
The Talking Machine Co.
Mobile—W. H. Reynolds, 167 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 760-762 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 6th and 16th street.

CONNECTICUT.

Middletown—Cushing & Peet Co., 406-408 Main street.
New Haven—Pardee-Rittenbarger Co., 193 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania a. w.
S. Kann, Sons & Co., 8th and Pennsylvania avenues.

ILLINOIS.

Chicago—James I. Lyons, 31 Fifth avenue.
The Ray Co., 144 Wabash avenue.
Siegel-Cooper Co., Sixth avenue sts.
Talking Machine Co., 192 Madison street.
The Vim Co., 62 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 120 Wabash ave.
Peoria—Peoria Phonograph Co., 322 Bridge street.

INDIANA.

Indianapolis—Cook, Jay A., 232 Massachusetts ave.
King Hoo Co., 37 E. Washington street.
A. H. Wehl & Co., 29 E. Washington street.
Lafayette—A. H. Wehl & Co., 34 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
The Vim Co., 304 West Walnut street.
Fort Dodge—Harty Music House, 822 Central ave.

KENTUCKY.

Louisville—The Ray Co., 840 Fourth street.

LOUISIANA.

New Orleans—National Automatic Fire Alarm Co., 624 Gravier street.
The Ray Co., 111 Camp street.

MAINE.

Bangor—S. J. Crosby Co., 18 Exchange street.
Portland—W. H. Ross & Son, 202 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Machine Co., 197 Tremont street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Read Bros., 258 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—Thomas Wardell, 111 Central street.
Worcester—Iver Johnson Sporting Goods Co., 364 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 259 Woodward avenue.
The Ray Co., 232 Woodward avenue.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 304 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 31-33 West 4th street.
Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Ray Co., 1001 Grand avenue.
St. Louis—Conroy Co., 1111 Olive street.
The Ray Co., 1130 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—H. E. Preel Cycle Co., 1312 Capitol avenue.
Nebraska Cycle Co., 1518 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Photograph Co., 205 Washington street.
Newark—A. O. Petit, New and Halsey streets.
Patterson—James R. D'Orta, 117 Fifteen street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets
A. D. Matthews' Sons, 394 Fulton street.
Price Phonograph Co., 1258 Broadway.
Wm. P. Powers, 842 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phonograph Co., 99 W. Fulton street.
Kingston—Forsyth & Dunn, 329 Wall street.
New York City—Bettini Phonograph Co., 80 Chambers street.
Blumenau Talking Machine Co., 19 Frankman street.
J. F. Hinckley & Son, 1804-18 avenue.
J. Grossen, Jr., 800 Third avenue.
S. B. Davega, 32 E. 14th street.
S. Kann, Sons & Co., 85 Chambers street.
H. Leopold, 1178 Third avenue.
Harry Jackson, 332 Bowery.
Jacot Music Box Co., 39 Union Square.
Victor H. Kapke, 482 Second avenue.
Siegel-Cooper Co., Sixth avenue and 18th street.
John Wanamaker, Broadway and 4th street.
Rochester—A. J. Deringer, 247 North street.
Charles Plaut, O. & M. Co., 100 State street.
Talking Machine Co., 82 State street.
Talking Music Co., 130 Clinton avenue, S.
Schenectady—Jay A. Rickard & Co., 316 Union street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—James Lucey, 359-361 Fulton street.
Utica—Cottrell Piano Co., 14 Genesee street.
Talking Machine Co., 89 Washington street.
Williams Hardware Co., 120 Genesee street.
Union Hardware Co., 120 Genesee street.

OHIO.

Canton—Klein & Heffelfinger Co., 108 N. Market street.
Cincinnati—Ilsen & Co., 21 W. 6th street.
The Ray Co., 121 West 4th street.
A. H. Wehl & Co., 809 Vine street.
Rudolph Wurlitzer Co., 124 W. 4th st.
Cleveland—W. J. Hayes & Sons, Erie and Huron streets.
Columbus—Perry H. Wheeler, 1 and 3 E. State street.
Dayton—Thomas E. Record, 21 E. Third st.
East Liverpool—Smith & Phillips Music Co.
Toledo—Hayes Music Co., 620 Cherry street.

PENNSYLVANIA.

Allegheny—Hamilton & Orbison, 810 Federal street.
Altoona—Wm. Aschbach, 232 Hamilton street.
Easton—William Wagner, 40 Northampton street.
Philadelphia—A. Hoger, 1231 Chestnut street.
Lit Bros., Market, 11th and Filbert.
Penn Phonograph Co., 19 S. 9th street.
John Wanamaker.
Wells Phonograph Co., 41 N. 9th street.
Wm. Henry Electric Co., 231-233 Market st.
H. A. Weymann & Son, 1108 Chestnut st.
Pittsburg—S. S. Hamberger, 404-6 W. Third st.
Pittsburg—Theo. F. Bentel Co., Inc., 432 Wood street.
H. Kleber & Bro., 201 Fifth avenue.
C. C. Mellor Co., 310 Fifth avenue.
Pittsburg Phonograph Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 809 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 282-284 Westminster street.
J. Samuels & Bro., 199 Weybosset and Dorrance streets.
Household Furniture Co., 231-237 Weybosset street.
J. Samuels & Bro., 134 Weybosset street.
A. Y. Sanitzenard & Co., 106-110 N. Main street.

TENNESSEE.

Memphis—The Ray Co., Lyceum Building.
Nashville—Nashville Talking Machine Co., 310 Church street.
The Ray Co., 13-15 The Arcade.

TEXAS.

Dallas—C. B. Harris, Art., 341 Main street.

VIRGINIA.

Richmond—The Ray Co., 109 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 173 2d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.

What "Double Service" Means to the Edison Christmas Trade

"Double Service" means amusement and language study—recreation and education—fun and seriousness—combined to make the Edison Phonograph the most attractive holiday gift that an exacting public could wish.

I. C. S. Language textbooks represent an expenditure of $50,000 to standardize the languages in Edison Gold Moulds or in other words to "print" pronunciation and revolutionize language teaching.

There is nothing deep or impracticable about the I. C. S. language method. Any dealer can demonstrate it as easily as he plays an amusement record. One prominent merchant had a salesman give trial lessons in his Edison Phonograph Department and sold over one hundred I. C. S. Outfits during the holidays.

Let us equip **you** for "Double Service." Send $2.00 for dealers' demonstrating outfit (expressage prepaid); includes four sample moulded records in French, German, Spanish, and English with corresponding I. C. S. textbooks for instructing Americans and Foreigners. Special holiday circulars and catalogues are now ready for the trade to push "Double Service."

Write to-day. Address,

LANGUAGE DEPARTMENT

International Correspondence Schools,

SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. II. NEW YORK, DECEMBER, 1904. No. 10.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 566 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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GET READY FOR THE HOLIDAYS.

The closing month of the year offers little new to say with regard to the business in Edison Phonographs and Edison Gold Moulded Records. The demand for them continues unchanged. It is as great now as at any time in the past and shows no signs of abatement. In spite of the greatly increased factory output the new orders still keep ahead of those being filled. It would surprise even those familiar with the business of this company to know how many Phonographs and Records are being made at our Orange, N. J., factory each week. Nothing like it has ever been reached by any other company. What is still more gratifying is the fact that this entire output is sold absolutely; not a dollar's worth can be returned or exchanged for other goods and not a single machine or Record is put out on consignment. The demand for Edison goods is not only phenomenal among Jobbers and Dealers who have been handling them for years, but nearly a score of firms have been made Jobbers and hundreds of others have become Dealers in the past five months.

Now that the election and Thanksgiving have passed, the eyes of the retail trade are turned toward the Christmas season and all are anticipating a splendid business. From the manufacturing standpoint it cannot be said that the Presidential campaign and election had any effect upon business. We could not have turned out any more goods under any circumstances. It is possible, however, that it had some effect upon the retail trade. If so, it has passed away with the announcement of the result, and all Dealers have been hard at work preparing for the holiday season. The trade should not be carried away with the belief that the popularity of the Edison product will alone bring them customers who will forthwith buy their entire stock. It is quite the duty of

(Continued on page 2.)

THE ADVANCE LIST OF JANUARY RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR JANUARY, 1905.

RECORDS listed below will be ready for shipment as near **December 20th** as possible, at which time Jobbers' stock orders, if **received** prior to **December 8th,** will be shipped. January Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8856 The Auto Race (*Mizzud*) *A descriptive piece.* Edison Concert Band
8857 There's a Dark Man Coming with a Bundle (*Leighton*), Bob Roberts
Low Dutchtender's great coon song, Orch. accom.
8858 My Little Canoe (*Stuart*), Miss Grace Nelson
Contralto song, as sung by Edna May in "The School Girl," Orch. accom.
8859 Make a Fuss Over Me (*Morse*) *Trio of banjos,* Ossman Banjo Trio
8860 Back, Back, Back to Baltimore (*Von Alstyne*) Collins and Harlan
Coon male duet, Orchestra accompaniment.
8861 Sing Me to Sleep (*Greene*), *Ballad, orchestra accompaniment,* Irving Gillette
8862 Laces and Graces (*Bratton*), Edison Symphony Orchestra
A Novelette by the composer of "In a Cozy Corner."
8863 Why Don't They Play with Me? (*Harris*), Byron G. Harlan
Descriptive song by the writer and composer of "Always in the Way," Orch. accom.
8864 Mr. Wilson, That's All (*Von Alstyne*), *Comic song, Orch. accom.* Billy Murray
8865 Royal Trumpeters March (*Seltzer*), *Conducted by the composer,* Edison Military Band
8866 Little Tommy Went a Fishing (*Macy*), *Male quartette,* *Criterion Quartette*
8867 The Girl Who Cares for Me (*Edwards*), *Waltz song, Orch. acc.* Harry MacDonough
8868 Yankee Girl (*Lampe*), Albert Benzler
Xylophone solo, orchestra accom., by the composer of "Creole Belles."
8869 Countess of Alagazam (*Cole*), *Comic song, orchestra accompaniment,* Bob Roberts
8870 I'm Trying So Hard to Forget You (*Harris*), Harlan and Stanley
Sentimental male duet by the writer and composer of "I'm Wearing My Heart Away for You," orchestra accompaniment.
8871 Loving Hearts (*Tobani*), Edison Instrumental Quintette
8872 Just Before the Battle, Mother (*Root*), MacDonough and Biehling
Descriptive male duet, orchestra accompaniment.
8873 Abraham (*Von Tilzer*), Arthur Collins
Coon song by the writers of "Alexander," Orch. accom.
8874 Come Take a Trip in My Airship (*Evans*), Billy Murray
Serio-comic waltz song, orchestra accompaniment.
8875 Sweet Thoughts of Home (*Edwards*), W. H. Thompson
Song as sung by Madame Schumann-Heink in the comic opera, "Love's Lottery," orchestra accompaniment.
8876 By the Old Oak Tree (*Hoffman*), Miss Morgan and Mr. Stanley
Contralto and basso duet from "The Rogers Brothers in Paris," Orch accom.
8877 Tales from the Vienna Woods (*Strauss*), *Concert waltz,* Edison Symphony Orchestra
8878 The Darkies' Dream (*Lansing*), *Descriptive selection:* Edison Military Band
8879 Dr. Jekyll and Mr. Hyde (*Stevenson*), Len Spencer
The Transformation Scene, with orchestra and all the incidental effects.
8880 Teasing Medley, Edison Military Band
Introducing "Teasing," "Save It for Me," "Alexander," and "I've Got a Feeling for You."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

SPECIAL ADVANCE LIST OF EDISON GOLD MOULDED RECORDS FOR DANCING.

WE list herewith a special Supplement of 32 Edison Gold Moulded Records for dancing. This list will be handled in the same manner as the Monthly Supplement. Samples will be shipped to Jobbers about **December 10th,** and they will be asked to place advance orders to reach us not later than **December 20th.** All orders so placed will be shipped at the same time and **as early in January as circumstances will permit.** Printed Supplements will be shipped with Records, the quantity being proportionate to the standing orders for supplements. A special Record Bulletin will also be issued. Dealers should assist their Jobbers in deciding how to order by placing their advance orders as early as possible.

LANCERS

8247 U. S. Army Lancers (*Tobani*), with calls, 1st Figure, Edison Military Band
8248 U. S. Army Lancers " " " 2d " " " "
8249 U. S. Army Lancers " " " 3d " " " "
8250 U. S. Army Lancers " " " 1st half Last " " " "
8251 U. S. Army Lancers " " " 2d half Last " " " "
8881 Hedge Roses Lancers (*Weingarten*) without calls, 1st Figure, Edison Military Band
8882 Hedge Roses Lancers " " " 2d " " " "
8883 Hedge Roses Lancers " " " 3d " " " "
8884 Hedge Roses Lancers " " 1st half last " " " "
8885 Hedge Roses Lancers " " 2d half last " " " "

QUADRILLES

8886 Good Humor Quadrille (*Wiegand*) without calls, 1st Figure, Edison Military Band
8887 Good Humor Quadrille " " " 2d " " " "
8888 Good Humor Quadrille " " " 3d " " " "
8889 Good Humor Quadrille " " " 4th " " " "
8890 Good Humor Quadrille " " " 5th " " " "

WALTZES

8891 Over the Waves Waltz (*Rosez*) *Sobre Las Olas,* Edison Military Band
8892 Impassioned Dream Waltz (*Rosez*), " " "
8128 Wedding of the Winds Waltz (*Hall*), " " "
8623 Daughter of Love Waltz (*Bennet*), " " "
8740 American Students Waltz (*Mizzud*), " " "
8809 Wilhelmina Waltz (*Hall*), " " "

TWO-STEPS

8549 Southern Smiles Two-Step (*Kelly*), Edison Military Band
8893 National Two-Step (*Seltzer*), " " "
8894 Thoroughbred Two-Step (*Pahlebach*), " " "
8895 For Love and Honor Two-Step (*Alberti*), " " "
8896 High Pride Two-Step (*Heed*), " " "

OTHER DANCES

8897 Don Juan Minuet (*Mozart*), Edison Concert Band
8898 Here! Chick, Chick Polka (*Gawain*), *Vicux Pouppole,* Edison Military Band
8899 Love's Spell Mazurka-Yorke (*Strauss*), " " "
8900 My Little Sweetheart Schottische-Gavotte (*Seltzer*), " " "
8901 Club Galop (*Laurendeau*), " " "
8902 Virginia Reel (*Bennet*), " " "

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

Dealers to let the public know that they carry the goods. The appropriation of this company for Christmas advertising is the largest in its history; it includes adequate space in more than a score of the most widely circulated publications in this country and the advertising appeals to the public to go to the Dealers to hear and buy.

But of what avail will it be if Dealers simply put in a stock and wait with folded hands? The public cannot be expected to go around with a searchlight trying to find Dealers. It will, however, go to the man who makes himself known and it will buy his goods. This admits of no contradiction; it has been clearly proven too many times. The men to-day who are making the greatest successes of the Phonograph business are those who advertise; who take advantage of the general publicity given Edison goods and who say to the public, "We keep them; they're the best; come hear them." Then they carry the stock and make good to the public and their own pockets.

MORE BRITISH SELECTIONS.

The British selections made at our London recording plant and already listed for use in this country have found many admirers among Phonograph owners. More of them would have been put out before this had it not been for the great demand of the past four months for domestic selections. Now that our Record making facilities have been increased we take pleasure in advising the trade that we are ready to receive orders for thirty-two new titles as given below. These Records are made by British talent and under the direction of experts familiar with all the up-to-date methods of the Edison Laboratory. These titles will be included in the next edition of the Foreign Record Catalogue. The last British selections were issued in May.

12989	Banks of Allan Water, Thomas Reid
13047	Dormas March, British Military Band
13048	I Love You Still, Hamilton Hill
13049	Selection from Pinafore, British Military Band
13050	Scots Wha Hae, Thomas Reid
13051	Farewell March, British Military Band
13052	Rowan Tree, Thomas Reid
13053	Petrosa March, British Military Band
13054	I Felt Sorry for the Fellow, Leonard Mackay
13055	Under Freedom's Flag, British Military Band
13056	My Love Is Like a Red, Red Rose, Thomas Reid
13057	Punjaub March, British Military Band
13059	Helpbeger March, British Military Band
13061	Kaiser Frederick March, British Military Band
13062	There's a Home for You with Me, Leonard Mackay
13063	Clown Polka, British Military Band
13064	Miss Kelly, Fred T. Daniels
13065	Austria March, British Military Band
13066	Peace, Peace, Leonard Mackay
13068	Just in a Motherly Way, Leonard Mackay
13069	With Sword and Lance March, British Military Band
13071	Selection of Popular Songs No. 5, British Military Band
13072	It's the Finest Flow of Language Ever Heard, Albert Whelan
13073	Selection from Falka, British Military Band
13075	A Russian Dance, British Military Band
13077	Selections from Pirates of Penzance, British Military Band
13078	Iolanthe, British Military Band
13079	Drink, Leonard Mackay
13080	Potterzeister Galop, British Military Band
13081	Selection from Gypsy Life, British Military Band
13083	Overture to Zampa, British Military Band
13084	Overture to Poet and Peasant, British Military Band

USE RECORD ORDER BLANKS.

It will greatly facilitate the work of handling Record orders if Jobbers will always make them out on the regular order blanks furnished by us. If you haven't a supply or don't know what they are, send to us for some. The form is No. 425. Sheets A to D include all domestic numbers and sheets E to G cover the foreign numbers.

DEALERS NAMES REMOVED.

On November 7th the names were removed from our files and mailing list of all Dealers who did not sign the new Agreement. Such Dealers were regarded as being no longer interested. This statement will only interest Jobbers who may receive complaints from some of their Dealers that they no longer receive mail matter.

SPEECHES BY PHONOGRAPH.

Making speeches by means of Phonograph Records is becoming quite popular. Some months ago we noted how the Secretary of the National Association of Credit Men sent a speech to a Western Association. On October 27th the Dallas, Texas, branch of the Commercial Telegraphers Association held a meeting and smoker, and among its features were addresses by Phonograph from the President and Secretary of the National Association, both of whom live in Chicago.

THE DANCE SUPPLEMENT.

On page 3 we present for the consideration of the trade a special list of dance Records, which we confidently expect will be one of the most popular features ever put out by the National Phonograph Company. The matter of issuing this dance supplement has been under consideration for several months, and it would have been out early in the fall had not the demand for other Records been greater than we could supply. Even now, with a greater increased capacity it will not be easy to fill orders, but it was decided that if a dance supplement was to be put out at all this winter it could not be longer deferred.

This dance supplement was made under the direction of William Pitt Rivers, of the Knapp Mansion, Brooklyn's most fashionable dancing academy, and one of the foremost instructors of dancing in this country. When Mr. Rivers entered upon his task he would accept only five Records from our regular catalogue as being suitable for dancing. These were No. 8623, Daughter of Love Waltz; No. 8740, American Students' Waltz; No. 8809, Wilhelmina Waltz; No. 8128, Wedding of the Winds Waltz, and No. 8540, Southern Smiles, a two-step. These were declared by him to have been made at the proper tempo. The other twenty-seven were made anew. The United States Lancers, Nos. 8227 to 8251 inclusive, listed in the regular catalogue and made by the Edison Symphony Orchestra, were made over by the Edison Military Band. This set of Records is made with calls. As the lancers is more frequently danced without being called off, another set, the Hedge Roses Lancers, Nos. 8881 to 8885 inclusive, was made without calls. The entire supplement is made in perfect dancing time and according to the most approved terpsichorean methods.

From a recording standpoint, they are equal to any selections ever put out by this company. Aside from their merits for dancing, every one is a gem. The waltzes, two-steps and other dances will be found to be most delightful and entitled to places in every collection. Nothing better has ever been issued in a regular supplement. The truth of this will be apparent to every Jobber who hears the samples.

A HIGH WATER MARK.

The advance orders for the November-December Records reached the high-water mark for one month's supplement. The total was not only the greatest for a single month but the average number of each selection ordered has never been equaled.

AMONG THE JOBBERS.

The Price Phonograph Co., of 1258 Broadway, Brooklyn, has opened a jobbing and retail branch store in Poughkeepsie. This company now has five stores.

Harry Jackson, of 219 Bowery, New York, has opened another branch store in Hartford, Conn. He now has five Phonograph stores.

The Rudolph Wurlitzer Co., of 803 Vine street, Cincinnati, were burned out on November 20th. Its loss was given at $250,000.

Among those who have become Jobbers in Edison goods in the past few months are the Talking Machine Company, Birmingham, Ala.; W. H. Reynolds, Mobile, Ala.; E. F. Droop & Sons Co., and S. Kann Sons & Co., Washington, D. C.; Rudolph Wurlitzer Co., Cincinnati and Chicago; Craig-Jay Co., Indianapolis; Hopkins Bros. Co., Des Moines, Ia.; Early Music House, Fort Dodge, Ia.; Knoxville Typewriter and Phonograph Exchange, Knoxville, Tenn.; Nashville Talking Machine Co., Nashville, Tenn.; W. J. Dyer & Bro., St. Paul, Minn.; Giles B. Miller, Rochester, N. Y.; A. F. Ferriss, William Harrison and Utica Cycle Co., Utica, N. Y.; S. K. Hamburger, Harrisburg, Pa.; William Bailey, New Orleans, La.; H. M. Holleman Co., Houston, Texas; O. K. Houck Piano Co., Memphis and St. Louis.

The firm of Douglas & Co., of New York, has been incorporated, and will hereafter be known as the Douglas Phonograph Co.

FROM THE FROZEN NORTH.

"I am using an Edison Phonograph in my place of business," writes G. D. Hitchcock, of Sunrise, Alaska, "and no one can appreciate more fully the great enjoyment we derive from it. We are shut in about six months in the year here in the frozen North, but the machine and Records greatly help to relieve the monotony in delivering the latest songs and pieces of music, which are so loud, clear and of good tone. I have used a much-advertised, lower-priced record, but find it a very inferior quality to the Edison."

A GOOD UNDERSTUDY.

A well known actor recently promised to give a speech at a dramatic club on a New Jersey tour, but found at the last hour that he had a prior engagement of urgent importance in Boston. He went to a friend who possessed a Phonograph, delivered his address into the machine, and was sixty miles away when the Phonograph reproduced his characteristic effort to a delighted audience at the seaside club that night.

CLEVER ADVERTISMENTS.

E. F. Droop & Sons Company, Jobbers in Edison Phonographs and Records, at Washington, D. C., send us copies of some advertisements that they have been running recently. Two of these were cleverly written and illustrated so as to get some publicity out of the recent Presidential election. One was headed "The People's Choice," and the illustration showed Uncle Sam, a large elephant, and a small bear dancing to the music from a huge Edison Home Phonograph placed on the porch of the White House. Below the cut were the words:

"And you never will want to 'lose me' if you once place me in your home! I'm there to stay! Not for one or two short terms, but 'for ever and a day!' You'll never tire of *my* administration! I bring joy, music, and genuine entertainment into the home. I'm the Edison Phonograph and have been accorded first place by unanimous vote of the people!"

The second one was headed "Strenuous Music," and showed Uncle Sam and the bear being entertained by the music of two Edison Home Phonographs. Explanation of the illustrations were these words:

"Notice the joy depicted on our old Uncle Sam's face! And the Bear! He's having every kind of a good time! There's a lot of 'Hot Air'—music from the 'band' wagons—issuing from each of these Edison machines! Musical selections are interspersed with inspiring oratorical efforts! (Lots of that going on just now!)

"The Voice of the Land Proclaims the Edison Phonograph the Choice of the People."

In view of the fact that this company sell all makes of talking machines, the following extracts from one of their advertisements are quite gratifying:

"Edison Phonographs—Absolutely the most perfect machine on the market. *No raping—no harsh sounds! The Edison Phonograph makes music and affords constant and genuine pleasure.*"

More developments of the "language student's companion" side of the talker! Some missionaries who went to Tripoli to learn the language took a machine with them. They succeeded in speaking the Lord's Prayer, the Creed, the Ten Commandments and certain other sentences in Hausaa into the Phonograph. The cylinders were sent home, and intending missionaries will now be able to learn the native pronunciation before leaving America.—*Exchange.*

It is good policy to advertise at all times, but it is especially profitable to advertise at the holiday season. Try it.

THE PHONOGRAM.

The November-December number of the *Phonogram* contains half-tones of Len Spencer and Edward M. Favor. The edition of this little publication holds its own nicely, and as every copy ordered by the trade is partially paid for, it would appear as if it was regarded as an excellent medium for selling Edison goods. A copy is being mailed to every Jobber and Dealer on our lists in addition to the PHONOGRAPH MONTHLY. The November-December issue went out November 21, with the shipment of December Records, and it is expected to send out the January issue about December 20th. Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1000 copies	$2.50
Smaller quantities pro rata.	
Imprinted, per 500 copies	1.50
Imprinted, per 1000 copies	2.75

No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

BY MAIL.

Single copies, per year	$ .20
Five copies to one address, per year	.90
Twenty-five copies, one address, per year	1.80
Fifty copies, one address, per year	3.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

MANY THANKS.

Speaking of the National Phonograph Co., popularly known as the Edison people, a rival concern had this generous comment to make: "We find it the hardest work to capture an Edison dealer. They stick like wax, and for the reason that the company take mighty good care of their trade. They are a fine house to have connection with."

This paragraph appeared in a recent issue of the *Music Trade Review*. We do not know the name of our generous competitor, but we feel glad to know that our efforts are so regarded by the trade. Our aim first and last is to improve the business of our Jobbers and Dealers and if we fail at any time it is not because of desire on our part.

PRICES OF EDISON RECORDS.

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, and in Canada at 40 cents each. The Canadian price is higher because of the duty. Edison Concert Records are sold at 75 cents each in both countries.

FOR MORE PROMPT SHIPMENTS.

The coöperation of Jobbers and Dealers is asked in an effort to make more prompt shipment of new Records each month. Too many times in the past, owing to a number of causes, it has been six weeks after the new list was sent out to the trade before the Records were in the hands of Dealers. It is now proposed to cut this time down to less than a month. The last orders for the November-December list were shipped from the factory on November 21st. On November 23d copies of the January advance list were mailed to all Jobbers, with a statement that samples would be shipped November 29th; that Jobbers' orders must be received on or before December 8th; that shipments would be made before the holidays, and that orders received after December 8th would be considered as second orders. It will be seen that this is a comparatively close schedule and if it is to be carried out it needs coöperation all along the line. Dealers should place their orders at once so that Jobbers may be able to get a line on the situation and get their orders to us before December 8th. The factory has already begun to manufacture January Records, but it cannot do more than hold them until Jobbers' orders come in. As soon as these orders arrive the Records can be packed for shipment.

This plan of making more prompt shipments has involved a considerable rearrangement of our manufacturing schedule, and we feel that the trade will sufficiently appreciate its benefits to do all it can to assist in successfully carrying it out by ordering more quickly than before.

PRINTED MATTER.

A new discount sheet, Form No. 609, has just been mailed to every Dealer who has signed the new Agreement. Jobbers will need only a few additional copies for new Dealers and these will be supplied upon request.

A quantity of the four-page Christmas folder was shipped to every Jobber in the latter part of November. This folder showed Santa Claus with an Edison Home Phonograph in his arms which he is about to present as a Christmas gift to the family, saying: "Here's one for the whole family. I could think of nothing that will give such pleasure." Suitable argument is made on the other pages. The printing is in green and red ink on purple paper, a typical Christmas combination. Additional orders will be filled as long as the supply lasts.

Beginning with January we will mail two Record bulletins (large lists) to every Dealer on our lists. This will be done to enable each Dealer to hang one in his show window and have a second copy for use inside. Jobbers who find an occasional Dealer asking for still another copy may have a small supply shipped with their orders for new Records each month by advising the Advertising Department in advance. Dealers will confer a favor by displaying one of these bulletins prominently in the show windows of their stores. Incidentally they will find this an excellent means of selling Records.

A copy of the new machine catalogue, Form 625, has just been mailed to each Jobber and Dealer. The supply of the previous catalogue, Form 500, is now exhausted and all orders for this form will be filled with Form 625. In addition to the matter included in Form 500, this new catalogue contains illustrations and descriptions of the Model B Reproducer, the new Model D Repeating Attachment and of the Gold Moulded Record.

A new Foreign Record catalogue will be issued within a month and in the meantime we will take the liberty of editing any large orders sent in for the present edition. The only change in the new catalogue will be the listing of a lot of Mexican Records and a few more British Records. The cover will be the same design as before but printed in different colors.

TOOK THE PLACE OF "SUPERS."

The latest recruit to stage mechanics is the Phonograph, which has recently been introduced in Berlin. It proved a grand success, the first attempt being made in Shakespeare's "King Henry V.," a drama in which the din of battle is especially prominent. One who was present declares that not a soul noticed that in place of human voices a piece of pure mechanism was at work. Instead of thirty "supers" crowded together and blocking up each other's way behind the wings there was a little table with an apparatus which could be shifted from one place to another at a moment's notice. And how faithful to his task was this new colleague! No disturbance now would arise owing to awkwardness or to the fault of some malevolent super or untimely wag. The innovation is likely to spread, and will surely prove a considerable economy for the smaller theatre, where the outlay on stage noises of the human and musical sort is no trifle.—*Strand.*

S. M. Brown, of Picton, Ont., sends two photographs of a Phonograph exhibit made by him and R. S. Williams & Sons Co., of Toronto, at the Picton Fair in October.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR JANUARY, 1910.

The list of Edison Gold Moulded Records for the opening month of the new year comprises twenty-five delightful selections, made in the unequaled style of the Recording Department of the National Phonograph Company. They are so attractive that more than the usual amount of spot is herewith given in commenting upon them.

No. 8856, "The Auto Race," by the Edison Concert Band, is a composition by Jean M. Missud, the well known director of the famous Salem Cadet Band, of Salem, Mass. An auto race is well described in the music, but in addition our Recording Department has introduced a scene at the beginning and end of the Record that makes it very realistic. The occasional toot-toot of auto horns helps out the scene.

No. 8857, "There's a Dark Man Comin' with a Bundle," is a typical coon song by Bob Roberts. The success that Lew Dockstader and other prominent comedians are meeting with in singing this song leads us to predict that Phonograph owners will welcome this Record as one of the best in the January Supplement. A laughable situation is when the colored woman sees her "old man" staggering home full of gin and understands it to be the "comin' true" of the "fortune tellin' man's" prophecy of "There's a Dark Man Comin' with a Bundle." The gin is the "bundle."

No. 8858, "My Little Canoe," is a contralto solo by Miss Corinne Nelson. "My Little Canoe," by Leslie Stuart, was listed last month as an orchestra selection. Owing to the growing popularity of the canoe song—the most talked about musical number in "The School Girl," in which it was sung by Edna May—we have selected it to introduce Miss Nelson as a soloist to the Edison family of Phonograph lovers. Miss Nelson has a very pleasing contralto voice, combined with an exceptionally clear articulation. Her style of delivery is well fitted to this particular kind of song. We give the words of the chorus:

Mamie, I've a little canoe,
I'll paddle along and you.
I'll paddle along and rock you in my cradle—In my little canoe.
Mamie you'll have nothing to do,
And when I've told my worries to you,
Then, Mamie we might "smooch" we two
In my little canoe.

No. 8859, "Make a Fuss Over Me," is another fine selection by the Ossman Banjo Trio. It is a coon song written by Theodore F. Morse, who wrote "I've Got a Feelin' for You," which was listed last month as a banjo trio. The three banjos are plainly heard. The Record is well played, as is to be expected from such well known artists as Messrs. Ossman, Hunter and Farmer.

No. 8860, "Back, Back, Back to Baltimore," is a coon song duet by Collins and Harlan. Not always does the so-called "coon" song have in it a situation so genuinely comic. The colored troupe has "busted," and two of its stranded entwhile stars are lamenting their fate while awaiting a "freight" back to Baltimore—many miles back. Their idea of the cause of their troubles is best told on the Record. Collins and Harlan sing the song and handle the coon parts well. Harry Williams and Egbert Van Alstyne are the writers of the song. The Record is made with orchestra accompaniment.

No. 8861, "Sing Me to Sleep," by Irving Gillette, is a ballad by Clifton Bingham (words) and Edwin Greene (music). Mr. Gillette was introduced to the Phonograph public in the last Supplement with two selections, "Shine On, Oh Stars," and "The Star of Bethlehem." This month's offering is of the same high order but of a different character. The accompaniment is orchestral. All three will grow in favor the more they are heard.

No. 8862, "Laces and Graces," played by the Edison Symphony Orchestra, is a composition by Bratton that has been very much in evidence in orchestral performances during the last year, fully equaling in popularity his well known "Cosey Corner Girl." It adapts itself readily to Record making requirements, and will doubtless be much appreciated by those who enjoy orchestra selections.

No. 8863, "Why Don't They Play with Me?" sung by Byron G. Harlan, is a descriptive song by Charles K. Harris, and it is sung with orchestra accompaniment. "Papa," said the child, "you're mamma to come back so that they will play with me." This is the theme upon which Mr. Harris has built his new song. It is as full of human interest as "Always in the Way." The melody is both tuneful and appropriate, and admits of a fine orchestra accompaniment. Mr. Harlan is particularly fitted to render this kind of song, and in this one it will be admitted that he excels himself.

No. 8864, "Mr. Wilson, That's All," is a Record by Billy Murray, just which is the most comic or interesting point brought out in this really comic coon song had best be left to the listener's own impression. Suffice it to say that Mr. Wilson has plenty of trouble, but sometimes has the "best of it." Harry Williams and Egbert Van Alstyne, the writers, have ejected lots of comedy in the verses and plenty of spirit in the melody with which Billy Murray finds himself perfectly at home. He is accompanied by the orchestra.

No. 8865, "Royal Trumpeter's March," played by the Edison Military Band, is a composition by Frank R. Seltzer, conductor of this band. As its title implies, it introduces trumpets. All the different actions of the band are kept busy, with a result fully up to the standard of any of Mr. Seltzer's fine military band marches. As Mr. Seltzer personally conducted the band for this piece it is unnecessary to say that it was played to his satisfaction.

No. 8866, "Little Tommy Went a-Fishing," is sung by the Criterion Quartette. We take pleasure in calling attention to this quartette of male voices, and we feel assured that their work in this Record will gain for them many friends. The selection is one well adapted to show their voices, organization and school. The story is no doubt familiar to many of how little Tommy, who while fishing on Sunday

without any luck, was told by the minister, who came along, how wicked it was to catch fish on Sunday. Little Tommy replied, "Who's catching any fish? Haven't had a bite all day." The musical setting is by J. C. Macy, and is fitted effectively to the story.

No. 8867, "The Girl Who Cares for Me," by Harry MacDonough, is a serio-comic sentimental waltz song, sung with orchestra accompaniment. It was written by the well known song writers, Cobb and Edwards. It is original in words and melody and makes a splendid Record in the hands of Mr. MacDonough. One of the verses follows:

There's a girl who cares for me,
Every cent she earns for me.
Every smile she smiles for me,
Every kiss she kisses
She's my sweet forever.
I'm her johnny on the spot,
And I'll tell you what,
If she'll share my lot,
For the rest I care me not.

No. 8868, "Yankee Girl," is Albert Benzler's best xylophone solo. The character of the piece is such as to admit of this result. The drum solo introduced into the orchestra accompaniment is something new. J. Bodewalt Lampe, the composer, is also the composer of "Creole Belles" and many other popular selections. The "Yankee Girl" is his latest and one of his best works.

No. 8869, "The Countess of Ahgazam," sung by Bob Roberts, is a comic song of one verse and five different choruses set to a rollicking air and sung with orchestra accompaniment. Written by Jack Drislane. In each chorus the Countess has the last syllable of her name changed in a most amusing way. Requires a hearing to appreciate it. In the fourth chorus she is the "Countess of Alagnar" and the words chronicle her and finish as follows:

The Countess of Alagnar, The maid with the dreamy eye,
One day when the circus was passing by,
She happened to get too dangerously nigh;
With the elephant she got fly, and he hoisted her to the sky;
And the choir it sang, "In the sweet bye and bye,"
O'er the Countess of Alagnar.

No. 8870, "I'm Trying so Hard to Forget You," is a duet sung by Harlan and Stanley, of Charles K. Harris' latest sentimental ballad. They thoroughly interpret Mr. Harris' meaning of the song. It is said that Mr. Harris had a romance in his early life. Be this as it may, considerable color is given to the suggestion by the beautiful ballads, "I've a Longing in My Heart for You, Louise," and "I'm Wearing My Heart Away for You," followed by this last song, for which the same popular welcome is predicted.

No. 8871, "Loving Hearts," by the Edison Instrumental Quintette a new organization designed to perform selections of the violin and flute order. Its initial performances is Theo. Moses-Tobani's charming composition. It is presented with confidence that both selection and the new organization will find many admirers.

No. 8872, "Just Before the Battle, Mother," is a fine duet by MacDonough and Biehling, of George F. Root's famous old-time war ballad. It is now listed on account of repeated requests from many Phonograph enthusiasts, and also because it makes an unusually good Record. Mr. Root wrote a great number of popular songs during the civil war times.

No. 8873, "Abraham," is Arthur Collins' coon song contribution for the month. This song is on the order of "Alexander." Andrew B. Sterling and Harry Von Tilzer wrote them both. Mr. Collins introduces a little character acting between the verses in his inimitable style. As with all of our new vocal selections, "Abraham" is accompanied by the orchestra.

No. 8874, "Come Take a Trip in My Air-Ship," by Billy Murray, is a serio-comic song that has recently become very popular. The theme is a new one as will be seen from the chorus:

Come, take a trip in my air ship,
Come, take a sail 'mong the stars,
Come, have a ride around Venus,
We can have a night around Mars
We can leave the earth bowling,
No one to see while we spoon,
Come, take a trip in my air-ship
And we'll visit the man in the moon.

George Evans, composer of "In the Good Old Summer Time," wrote the melody and to its catchy swing may be attributed its quick jump into popular favor. The story and words are Ben Shields' inspiration. Billy Murray does both writers full justice with his fine phrasing and distinct articulation.

No. 8875, "Sweet Thoughts of Home," is a splendid solo Record by W. H. Thompson. This song was written by Stanislaus Stange and Julian Edwards and introduced by Madame Schumann-Heink in "Love's Lottery." This is perhaps the most enjoyed musical number sung by the Madame in this successful comic opera. Mr. Thompson who sings it for our Record is a member of the "Love's Lottery" company, playing one of the principal parts. Listening to this song nightly Mr. Thompson has caught the secret of Madame Schumann-Heink's irresistible rendition and has placed it upon our Record in a manner second only to that of the great singer herself.

No. 8876, "By the Old Oak Tree," by Miss Morgan and Mr. Stanley," is an exceptionally good contralto and baritone duet of this popular song from "The Rogers Brothers in Paris." It is one of the most pleasing selections in the programme. It has a very catchy melody written along new lines. The following words of the chorus give an idea of the somewhat humorous story:

The dove said "Coo! Coo! won't you come along and woo, woo."
The crow said "Caw! Caw! you're the worst I ever saw, saw."
But the owl lovers smiled with glee,
For she loved he and he loved she,
And they kept on a-loving just as happy as could be,
By the old oak tree.

No. 8877, "Tales from the Vienna Woods," by the Edison Symphony Orchestra, is Johann Strauss' well known composition. It is played as a concert waltz. A flute cadenza and a violin and flute duet precede the waltz, giving a variety of movement and tone color. The whole is an artistic rendering of a beautiful and standard composition and should be an immense favorite.

No. 8878, "The Darkies' Dream," by the Edison Military Band, is a selection formerly made on the old style Record and played by the orchestra. It is re-listed because of numerous requests. It is now made by the Military Band and is a much finer Record. The dialogue at the beginning has been added to and the Record is thereby made much more realistic and entertaining. "The Darkies' Dream" is of the "never die out" kind, or as one of our clear-sighted dealers puts it, "As staple as flour, salt and sugar in a grocery store."

No. 8879, "Dr. Jekyll and Mr. Hyde," is a unique Record by Len Spencer. In this Record the transformation scene of the play is given true to life and with care to details, of which there are many. The orchestra, organ and chimes in the distance, the discovery of Mr. Hyde after breaking in the door to Dr. Jekyll's laboratory give great realism to the scene. For years the play was the strongest attraction in Richard Mansfield's repertoire.

No. 8880, "Tessing Medley," by the Edison Military Band, introduces "Tessing," "Save It for Me," "Remember," and "I've Got a Feelin' for You." The Military Band medleys that we have listed from time to time have been exceedingly popular throughout the country. The one listed this month will be found to equal any of them in attractiveness. It consists of four big favorites, while the song for which the medley is named is especially popular at the present time.

BERLIN BRANCH ADVERTISEMENT.

Following is a translation of an advertisement of our Berlin branch, published in a trade paper:

THOMAS A. EDISON,

To whose genius the world owes the wonderful invention of the reproduction of sound, made in the beginning of the year 1900 two important improvements to the Phonograph, which make it superior to all other talking machines. To-day the Edison Phonograph is therefore the most perfect talking machine. These improvements were the new Edison Gold Moulded Records and a new reproducing device.

Edison Phonographs are constructed on scientific principles. Edison Phonographs are not only reproducing apparatus, but they can always be adapted for recording purposes. Half the pleasure in the possession of the Phonograph is the making of one's own records.

Edison Gold Moulded Records are the result of many years' inventive work and lavish expenditure. They are of astonishing tone and purity, exempt from all disturbing sounds, and they wear to a very small extent. They furnish real music for the connoisseur.

The Edison Gesellschaft protects its dealers against price cutting, and insures them a stipulated high profit on their Phonographs and Records, owing to its sales system.

The Edison Gesellschaft only supplies Dealers, and does not enter into competition with the latter, either openly or secretly by means of retail shops. The Edison Gesellschaft is in a position to deliver promptly, considering the splendidly organized factories established in three European capitals—Berlin, Paris, and Brussels—and Orange, America. Three necessary features for a pleasant and profitable business relationship with dealers.

Genuine Edison Phonographs and Gold Moulded Records bear the registered trademark.

Catalogues, prices and terms through our factors or direct.

EDISON GESELLSCHAFT, m. b. H.
Berlin, Südufer 23.

MODEL "COPY".

For the benefit of Dealers who may want some good "copy" for an advertisement, we take pleasure in reproducing the following argument from a large advertisement published by the American Phonograph Company in the Detroit daily papers:

EDISON PHONOGRAPHS AND RECORDS.

There is no doubt, no question of the vast superiority of Edison Phonographs and Edison Gold Moulded Records. They are the very finest in the world. Edison, that wonderful wizard in invention, perfected the Phonograph, until the tones of the human voice in all the various modulations are reproduced so naturally that you recognize at once who is speaking or who is singing. Edison Gold Moulded Records stand alone in the perfect reproduction of sound. Be it a band of sixty-two pieces; be it a comic minstrel with his banjo; be it a recitation, humorous or tragical; be it the finest singer in the world—the Edison Gold Moulded Record reproduces, by the aid of the Edison Phonograph, absolutely, naturally.

Now, then, why be tortured or annoyed with rank imitations? Why submit to imperfect reproduction? Why take a "bundle of noise" and discord, when you can enjoy a perfect reproduction without any extra expense?

Nothing gives such conclusive evidence as your own personal comparison and experience. Therefore, we invite you, we urge you, to visit our store and let us give you a practical demonstration of the beauty and perfection of the Edison Gold Moulded Records with the Edison Phonograph.

Why buy from the followers, when you can enjoy the efforts of the originators without extra expense.

We have for years been the State headquarters for Edison Phonographs and Edison Gold Moulded Records. They are simply perfect. No hiss, no scratch, no discord, but perfection in the reproduction of sound. Edison Phonographs cost no more than the commonplace sorts, and we make very easy terms—$1.00 a week if you like.

Edison Gold Moulded Records are the only perfect Records, and we are now selling the regular 50c. qualities for 35c.

Just think of the coming holidays and how charming a Christmas offering to your family or friends a good Edison Phonograph will be.

Anyway, drop in and be entertained for a while.

TESTIMONY AND PROPHECY FROM AUSTRALIA.

The following interesting article on the present and future of the Edison Phonograph appeared in the *Times of Sydney*, New South Wales, Australia, on October 9th:

Only those who have chanced to hear them can commence to realize the revolution that has taken place in talking machines within this last two years. Most persons have heard the old Edison Phonograph with its voice talking, or singing, down a chimney. It was wonderful, startling, but on the whole more curious than practical. Very few were anxious to have more than a small instalment of its performances. But quite lately nearly all the old defects have been swept away. It is an actual fact that on a good machine you can now hear the human voice in song or speech as exactly reproduced that the absence of the living mouth can be detected by the eye alone. Together with this increase in quality, the price of machines and Records has so fallen as to be within the reach of every purse. The great fillip to the trade was the invention of the Moulded Record. That is, once you get a good master Record and make a mould, it is possible to reproduce duplicates at a nominal cost of material by the hundred thousand. Already it is a distinct and lucrative branch of the musical profession to perform exclusively for the record-maker.

It is now only a question of time, and a short time, too, when a talking machine will be indispensable to every household; and that not only as a source of amusement, but as a help in numberless other directions. On the cheap and perfect record now in sight the politician will speak his condensed speech, and post a copy to every constituent; the preacher will post his sermon after preaching it in his study. The shopkeeper will post that enticing speech by which you are induced to buy the latest thing in boxware, hatware, or hardware, as the case may be. No one will write letters to anybody; it will be so much easier "to graph." The school teacher can so model his system that nearly all can be done by record instruction. Newspapers will give as supplements records in the voice of the famous persons of the day. And it takes no great stretch of fancy to imagine the newspaper itself superseded by the daily record. Certainly as a means of correspondence even the typewriter will be obsolete when record making is further simplified and cheapened. What lover would not rather talk to the loved one and hear her voice than see her pen marks? What friend will not rather hear the friend's voice than read a lifeless note on paper? The prospect of development is boundless. For teaching purposes universities may be abolished; a trained body of professors can send their lectures to students at the end of the world, and by the same means the student may send replies and questions. The wholesale house of the future will find in the morning's mail not a stack of letters, but records. It will be the duty of clerks to hear these records and dictate an answer on another record. It will thus arise that the future gold medal clerk will not be he who writes a good hand or is swift with the typewriter, but the one with a clear, distinct voice, competent to make a good record. The customer going into a large store will not need to find a shopman at each counter to describe the merits of a line of goods. He will touch a button near at hand, and a mechanical talker will tell him all he wants to know.

The Governor of a State, already largely a figurehead, will be quite unnecessary; his speeches of congratulation on opening a public building or laying a foundation stone are of necessity of such a soneness that one of a baker's dozen of original speeches from King Edward himself, properly recorded, would be a grateful substitute. Better the voice than the shadow of royalty. In law courts the evidence of witnesses and parties in the case will be taken on records with a great saving of time. In the railway carriage every stoppage will announce the name of the station and duration of stop. The business man will not personally interview ordinary callers, who now fritter away his time. In an ante-room a small boy with a stock of appropriate records, made by the principal, will have a reply for everybody.

One great blessing of the new era that many of us may shortly see is the tendency it will have to compress speech; the windy person will be a waste to so much valuable record tone. Our politicians, parsons, and public men will have to learn to bite pencil their remarks.

Already the talking machine is the greatest blessing that ever came to the bushman or the dweller in lonely places. By the simple winding of a key he is put in touch with the world's best in the way of music or song. And no one now should learn to play or sing unless possessed of great natural aptitude, for at their best they will always be so inferior to the machine.

THE RIGHT TO REGULATE PRICES.

Regulating the selling price of a patented article as an inherent right of the inventor has been firmly established in connection with talking machines, said the *Music Trade Review* in a recent issue. As to the trend of recent or modern decisions on the question of the power and right of patentees to regulate the prices and terms of sale of their patented articles, through and by their licensees, the Federal courts have recently, in several judicial pronouncements, found and held that patentees have such right; that they may prescribe the price and lay down the terms of sale which their licensees shall charge and impose in selling to the general trade the patented articles covered by the patents under which the license is granted.

This was determined by the Supreme Court of the United States in May, 1902, in the case of Bement against the National Harrow Company and in several other instances enumerated below. In this case the court, after ana-

lyzing the conditions of the license, said in referring to the rule of the laws on this subject: "The very object of these laws is monopoly, and the rule is with few exceptions that any conditions which are not in their very nature illegal with regard to this kind of property, imposed by the patentee and agreed to by the licensee for the right to manufacture or use or sell the article will be upheld by the courts. The fact that the conditions in the contracts keep up the monopoly or fix prices does not render them illegal."

In June, 1902, in the District of Massachusetts, Judge Lovell decided the case of the Edison Phonograph Company against Pike, reported in Volume 116 *Federal Reporter*, at page 1863, in which he sustained the validity of a similar contract. The contract before him was one by which the owner of certain patents granted licenses to use and vend the patented articles, the licensees agreeing not to sell such articles for less than the price fixed by the licensor, and not to sell to any one who did not sign a similar agreement. The contract contained a further condition that as to any of the patented articles sold in violation of its terms, the license should be void, and that any vendor or user of such articles thereafter should be an infringer of the patents. The court held that such condition was valid and that the sale or use of the patented articles by one who purchased them from the licensee, with knowledge of the terms of the contract, and without signing the agreement required by the contract, constituted an infringement. Thus the court, recognized the right of the patentees to impose the price at which the licensees shall sell the licensed articles, and the further right of the patentees to require the licensee not to sell to any one as his customer who will not sign a similar agreement. The point in the case was whether one who had purchased the patented article of the licensee and had sold them in disregard of the terms of the license to the licensee, was an infringer. The court held that such customer so ignoring the terms of the license under which the licensee sold the goods to him, was an infringer.

In April, 1903, the Circuit Court of Appeals for the seventh district, which sits in Chicago, decided the case of the Victor Talking Machine Company against The Fair, which case is reported in Volume 123 *Federal Reporter*, at page 424. In this case the court laid down the right of the patentee to fix the selling price of the licensed article in broad terms. The court decided that the "owner of a patent who manufactures and sells the patented article may reserve to himself, as an ungranted part of his monopoly, the right to fix and control the prices at which jobbers or dealers buying from him may sell to the public, and a dealer who buys from a jobber with knowledge of such reservation, and resells in violation of it, is an infringer of the patent." The court also added: "Within his domain the patentee is a czar. The people must take the invention on the terms of his dictates or let it alone for seventeen years." Judges on other circuits have since reaffirmed this decision, so that it is now enforced in all parts of the country.

Thus it may be affirmed that the time has been reached and passed in the progress of judicial pronouncement when a patentee or owner of a patent may lawfully regulate the price and terms of sale, both as between himself and a jobber or dealer, and between the latter and the public to whom they sell.

A PATRIOTIC RECORD.

Record No. 8856, "Our National Airs," by Len Spencer, listed in December, will appeal so strongly to every patriotic American that space is here given to a more detailed description of it than was possible last month. The words were written by Howard Taylor Middleton, of Philadelphia. As Mr. Spencer recites them soft music is played by the orchestra. At the close of the third verse the band plays "Marching Thro' Georgia"; after the fourth verse, "Dixie"; after the fifth verse, "Yankee Doodle Dandy," and at the end "Star Spangled Banner." The words:

OUR NATIONAL AIRS.

When journeying through some foreign clime,
Away from home and friends,
If we hear an air from our native land,
We bathe in the peace it sends.

All of our homesickness is gone
And in its place there comes
A thrill of pride, a sense of joy,
For we're America's sons.

The air that marked the time so oft'
When marched the boys in blue
Down through Georgia's sunny fields;
It thrills us through and through.
Band: "Marching Thro' Georgia."

The southern anthem, too, we love
That led the boys in gray;
Those gallant sons of Dixie land.
May Dixie live alway.
Band: "Dixie."

Then comes that lively ringing strain
That always comes so handy
To stir the blood, to clear the head,
Old "Yankee Doodle Dandy."
Band: "Yankee Doodle Dandy."

But best of all we love the one
That lauds our flag so brave:
The flag that has never known defeat.
So may she always wave.

Hurrah! for the flag. Hurrah! for the air
Heard through battle clamor.
The greatest flag, the grandest air,
Our own Star-Spangled Banner.
Band: "Star-Spangled Banner."

Well, a Phonograph may not sing as well as a girl, but the crowd doesn't have to coax and flatter the Phonograph two hours to make it sing five minutes.

If you have the stock for a holiday business advertise the fact. It will pay.

A GREAT SUCCESS.

In an advertisement in the Bangor, Maine, papers of November 19th the S. L. Crosby Co., Jobbers in Edison goods in that city, printed a copy of the following letter from C. H. Wilson, manager of sales of the National Phonograph Company:

New York, Nov. 15, 1904.

The S. L. Crosby Company, 186 Exchange Street, Bangor, Maine.

Dear Sirs:—We beg to acknowledge receipt of your orders of November 14th, 1904, calling for 200 Standard, 15 Gem and 35 Home Phonographs, to be shipped December 1st; 20,000 Records to be shipped immediately, and advertising matter as per specifications given, all of which will have our prompt and careful attention, and for which kindly accept our thanks.

Since October 1st, 1903 we have shipped you 35 Gem, 170 Standard, 35 Home and 5 Triumph Phonographs. To-day's order in addition thereto, makes a total of 70 Gem, 370 Standard, 70 Home and 5 Triumph Phonographs ordered by you since October 1st.

We congratulate you upon your success as Jobbers in Edison Phonographs and Records.

C. H. WILSON,
Manager of Sales.

This letter speaks for itself. The advertisement also contained the following paragraphs:

Talk about your home entertainers! There isn't anything on the market to-day that is half so versatile, half such "good fun" for all ages and at all times, as the Phonograph. You may have been thinking of buying one; no it now while the winter evenings have but just begun, and make home merry not only for yourself but for the whole family and all your friends.

Since the recent important improvements have been introduced in Phonographs, the makers have not been able to keep up with orders, even though they have greatly increased their factory force, and doubled their output. DOES THIS LOOK AS THOUGH THE PHONOGRAPH WAS LOSING POPULARITY? Par from it!

TALKING MACHINE DEVELOPMENT.

When the talking machine first appeared it was looked upon as a novelty, the demand for which would be fleeting, and to have proclaimed that its stay would be permanent and have an ever-widening demand, would have seemed preposterous.

In the light of later development it must be conceded that the talking machine has not only lived down its early detractors, but it has advanced to such a position that it cuts no small part in the music field of to-day.

There has been remarkable developments in the perfection of the talking machine, with the result that to-day it is conceded to be an educational force with ever growing possibilities. Well equipped music stores throughout the land feature their departments with talking machines and many have fitted up special rooms in which great varieties of machines are exhibited. Attendants are always in evidence to test records and otherwise entertain shoppers.

The demand for these special products is world-wide, and in recording the steadily growing foreign demand for talking machines we may say that the value of talking machines sent abroad during 1904 in dollars exceeds that of pianos and other musical instruments.

It is an industry to-day of no mean proportions, and there are new specialty factors springing up which will undoubtedly form a greater impelling power.

The talking machine has come to stay, and exercise a growing influence in not only the life of America, but it will assist greatly in the business offices as well.—*Music Trade Review.*

NEW STYLE RECORD SHELVING.

A new method of constructing shelving for carrying stocks of Edison Records comes from Victor H. Rapke, a New York city Jobber, who is constantly devising new plans for conducting his business. Mr. Rapke suggests that Record shelves be built with a pitch of about twenty degrees, so that when Record boxes are placed on their sides they will always roll to the front. The advantages of this plan are obvious. As long as there is a single Record on the shelf it is always at the front and its absence tells the Dealer that the stock of that selection is depleted. From the middle of the floor the Dealer can tell just what numbers are missing, and, as the boxes lie a little above each other, he can see by a glance in each compartment just how many of each number he has in stock. This style of shelves need only be built for enough apart to permit the boxes being placed in the compartments easily. In fact, each box can be placed in front and used to press back any others that may be in the compartment. A strip across the face of the shelves acts as a stop to keep the boxes from rolling out and affords a suitable place to display the number and even the name of the selection. The depth of the shelves may vary according to the number of each selection that it is desired to carry in stock.

***Mr Dealer:* Take a last look over your stock and make sure that you are fully prepared for the holiday trade.**

SUSPENDED LIST, DECEMBER 1, 1904.

SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

Boulder—BENTLEY & CRAIG.

INDIANA.

Marion—*Hunter Music Co.
South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lobelt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 211 Jefferson street.
Sioux City—HATTENBACH BROS. CO.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.

Biddeford—W. H. FIELD.

MASSACHUSETTS.

Boston—T. SINGER, 60 Leverett street.
Lawrence—LORD & CO., 304 Essex street.
E. O. MOSHER, 490 Essex street.
Lynn—ELIAS DeYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DeWOLFF.
Somerville—E. J. WINCHESTER, 32 Sommit avenue.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. P. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAML D. WOLF, 30-32 Arkansas ave.
Bayonne—I. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 191 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—L. HURWITZ.
Paterson—CHAS. H. KELLY, 95 N. Main street.
Plainfield—S. W. PRUCHT, or R. PRUCHT; also New York City.
ELSTON N. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

Albany—G. LINDE, 333 S. Pearl street.
Bedford Park—GEO. H. TYER, JR.
Hobart—P. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
BERN BRAKWALD, 323 W. 125th st.
BRONX PHONOGRAPH CO. or DAVID SWITKY, 306 Willis ave.
CENTRAL PHONOGRAPH CO., 160 E. 23d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONOGRAPH CO., 2 W. 14th street.
S. W. PRUCHT, or R. PRUCHT, Barclay street, or 68 Cortlandt street; also Plainfield, N. J.
O. HACKEL, 2 Murray street.
HAWTHORNE & SHEBLE, 197 Broadway; also Philadelphia, Pa.
N. HORN, 198 E. 58th street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 192 Broadway.
J. McILVAINE, 1208 Broadway.
RICHMOND PHASS, 44 W. 125th st.
P. M. PRESCOTT, 42 Broad st.
WINTHROP CYCLE CO., 2012 Seventh avenue.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Syracuse—*SPALDING & CO.

OHIO.

Cincinnati—J. L. ANDEM.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—P. A. MAZURIE.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1283 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Mascher streets; also New York City.
A. KROUSE, 830 Arch street.
PENN NOVELTY CO., 13 South 9th st.
Phoenixville—EHNARD BROS.
Pittsburg—A. LIPPARD, 619 Wylie ave.

RHODE ISLAND.

Providence—P. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

*Added since November 1, 1904.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2022 Second avenue.
Mobile—W. H. Reynolds, 163 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 760-762 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 600 16th street.

CONNECTICUT.

Middletown—Caulkins & Post Co., 206-208 Main street.
New Haven—Southern Supply Co., 135 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 933 Pennsylvania avenue, N. W.
S. Kann, Sons & Co., 8th and Pennsylvania avenues.

ILLINOIS.

Chicago—James I. Lyons, 23 Fifth avenue.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 197 Madison street.
The Vim Co., 98 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Wellington & Co., 220 Wabash ave.
Peoria—Peoria Phonograph Co., 122 Bridge street.

INDIANA.

Indianapolis—Crown Jewel Co., 152 Massachusetts ave.
Kiefer-Stewart Co., 17-19 South Meridian street.
S. H. Wahl Co., 119 S. Illinois street.
Lafayette—A. H. Wahl Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
The Vim Co., 304 West Walnut street.
Fort Dodge—Harby Music House, 822 Central ave.

KENTUCKY.

Louisville—The Ray Co., 640 Fourth street.

LOUISIANA.

New Orleans—*William Bailey, 600 Pernshman street.
National Automatic Fire Alarm Co., 622 Gravier street.
The Ray Co., 111 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 28 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Machine Co., 272 Tremont street.
Iver Johnson Sporting Goods Co., 165 Washington street.
Read & Read, 256 Washington street.
Fitchburg—Iver Johnson Sporting Goods Co., 247 Main street.
Lowell—Thomas Wiseman, 111 Central street.
Worcester—Iver Johnson Sporting Goods Co., 364 Main street.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward avenue.
Grinnell Bros. Music House, 223 Woodward avenue.
The Ray Co., 259 Woodward avenue.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas Marsh, 314 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 360 West 5th street.
Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1003-1005 Walnut street.
The Ray Co., 1111 Grand avenue.
St. Louis—Conroy Co., 1111 Olive street.
Grand Hotel Piano Co., 1118 Olivet street.
The Ray Co., 1111 Olive street.

NEBRASKA.

Lincoln—H. B. Eidles Cycle Co., 1317 O street.
Omaha—H. E. Fredrickson, 1320-1322 Capitol avenue.
Nebraska Cycle Co., 1518 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 205 Washington street.
Newark—A. O. Pratt, Haw and Halsey streets.
Paterson—James Clark, Jr., 22 Ellison st.
Trenton—Stull Blank Book and Stationery Co., 30 E. State street.

*Added since November 1, 1904.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets
A. H. Hall, 1206, 302 Fulton street.
Price Phonograph Co., 1359 Broadway.
Buffalo—P. A. Powers, 841 Main street.
Elmira—Elmira Arms Co., 112 Main street.
Gloversville—American Phonograph Co., 99 W. Fulton street.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Bentley-Knight Piano Co., 80 Chambers street.
Blackman Talking Machine Co., 19 Jackman street.
J. F. Blackman & Son, 1854 2d avenue.
C. H. Bunnell & Co., 1 Third avenue.
S. B. Davega, 104 E. 14th street.
Douglas Phonograph Co., 83 Chambers street.
H. S. Gordon, 159 Fifth avenue.
Henry Jacobs, 172 Bowery.
Jones, Linick & Co., 36 Union Square.
Victor H. Kepler, 1162 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Rochester—A. L. Hungerford, 397 North street.
Hutchinson, Co. & M. Co., 200 State street.
Giles B. Miller & Co., 25 Main street.
Talking Machine Co., 16 Clinton avenue, S.
Schenectady—Jay A. Rickard & Co., 253 State street.
Syracuse—W. D. Andrews, 228 E. Fayette street.
Troy—James Lucey, 359-361 Fulton street.
Utica—Arthur F. Perrine, 81 Washington street.
Arthur F. Perrine, 81 Washington street.
William Harrison, 42 Columbia street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ilges & Co., 25 W. 6th street.
The Ray Co., 36 W. 4th street.

KENTUCKY.

Cleveland—W. J. Gerhardt, 1836 Euclid ave.
Columbus—Perry B. Whitall Co., 103 S. High street.
Dayton—Lindsey Bros., 25 N. Main street.
East Liverpool—Scott Supply Co.
Toledo—Hoyes Music Co., 610 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Braun, 300 Federal street.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 402 Northampton street.
Philadelphia—A. R. Cassidy, 1283 Emerald street.
Ed. Hess, 1624 Germantown and 8th streets.
Penn Phonograph Co., 56 South 9th street.
John Wanamaker.
Wells Phonograph Co., 41 N. 4th street.
Western Electric Co., 251-253 Market st.
Wm. Weymann & Son, 916 Market st.
Harrisburg—S. K. Hamm, 223 Market street.
Pittsburg—Theo. F. Beyer Co., 412 Wood street.
Kaufmann Bros., Fifth avenue and Smithfield street.
H. Kleber & Bro., 101 Fifth avenue.
Lippard, Stewart & Co., 19 Fifth avenue.
Pittsburg Phonograph Co., 937 Penn avenue.
Reading—Reading Phonograph Co., 619 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. M. Dean Co., 282-292 Westminster street.
J. Samuels & Bro., 129 Weybosset and Dorrance streets.
Household Furniture Co., 231-237 Weybosset street.
J. Samuels & Bro., 129 Weybosset street.
A. T. Sweetapple & Co., 106-110 N. Main street.

TENNESSEE.

Knoxville—*Knoxville Typewriter and Phonograph Exchange, 121 Cumb street.
*C. E. Hunch Piano Co., 259 Main street.
Memphis—The Ray Co., Lyceum Building.
Nashville—Nashville Talking Machine Co., 310 Church street.
The Ray Co., 149-151 The Arcade.

TEXAS.

Dallas—C. B. Harris, Art., 190 Main street.
Houston—H. St. Hedwig Co., 713 Main street.

VIRGINIA.

Richmond—The Ray Co., 101 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 372-378 Milwaukee street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.



Greetings

"DOUBLE SERVICE" extends the full Edison hand to the Trade with heartiest good wishes for a prosperous Holiday Season. The best favor we can do for you is to recommend one of our Holiday Demonstrating Outfits to strengthen your arguments and increase your December business. Let us send you this outfit *today*.

"DESCRIPTION: 4 Complete Lessons consisting of French, German, Spanish, and English Moulded Records and sample textbooks, posters, and holiday literature. Price, $2.00, net, Prepaid.

For Domestic and European Sales, address:
International Correspondence Schools,
Language Dept., Scranton, Pa.

For Foreign Sales, address:
National Phonograph Co., Foreign Dept.,
83 Chambers St., N. Y. City

EDISON PHONOGRAPH MONTHLY
(1905)

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. II. NEW YORK, JANUARY, 1905. No. 11.

The National Phonograph Co.,
ORANGE, N. J.

NEW YORK: 83 CHAMBERS STREET.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 586 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, 83 Chambers Street, New York.

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TRADE NOTES.

In the October issue of the EDISON PHONOGRAPH MONTHLY reference was made to a meeting held in September of the officials of this company and department heads, at which the unusual trade conditions were discussed and means considered whereby the factory output might be increased. Those in charge of the mechanical department made what they deemed was a careful canvass of the situation and declared their ability within a few weeks to increase the output sixty per cent. This increase was not only equalled on time, but, owing to the remarkably increased demand for goods, it was exceeded week after week until in the week ending December 17th the output was more than one hundred per cent. greater than that of any week in September. To reach the output referred to it was necessary to run our factory night and day. This fact is cited as showing the state of business in Edison Phonographs and Edison Gold Moulded Records at the present time. It is not expected that this great demand will continue indefinitely, but at the present writing there is no sign of a let up in orders, either for Phonographs or Records. The demand will probably be unchanged for some time because there will be a general re-stocking among the Dealers on account of their holiday sales.

The advance orders received from the special supplement of Dance Records are even greater than we anticipated when the list was sent out. The total sales of these Records, however, will be very much greater in the next few months than these advance orders, for as soon as the public realize how good they are, they are going to buy them largely. Aside from their merit for dancing purposes, they are a splendid lot of Records and they are going to find more favor among people who have

(Continued on page 3.)

THE ADVANCE LIST OF FEBRUARY RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

10216

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR FEBRUARY, 1905.

RECORDS listed below will be ready for shipment as near **January 23d** as possible, at which time Jobbers' stock orders, if **received** prior to **January 9th**, will be shipped. February Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8903 Hunting Scene (*Buenisezi*) — Edison Military Band
Descriptive selection with male chorus and effects.

8904 My Dreams (*Tosti*) *Sentimental song, Orch. accom.* — Irving Gillette

8905 By the Watermelon Vine—Lindy Lou (*Allen*) — Edison Male Quartette
Coon love song, Male quartette, Orch. accom.

8906 Dreamy Moments (*Ehrich*) *Violin and Flute duet.* — Jaudas & Rose

8907 Coax Me (*Von Tilzer*) *Coon song, Male duet, Orch. accom.* — Collins & Harlan

8908 Good Bye, "Sis" (*Morse*) — Harry MacDonough
March song by the composer of "Blue Bell," Orch. accom.

8909 Original Fantasia (*Pierné*) — Simone Mantia
Euphonium solo, accompanied by the Edison Concert Band.

8910 Yankee Doodle Boy (*Cohan*) — Billy Murray
Song hit from "Little Johnny Jones," Orch. accom.

8911 Those Songs My Mother used to Sing (*Smith*) — Fred G. Rover
Descriptive song, introducing "Believe Me if All Those Endearing Young Charms" and "The Last Rose of Summer," Orch accom.

8912 Monastery Bells (*Welp*) — Benzler & Nesbit
Chimes and Bells duet, Edison Military Band accom.

8913 Dan, Dan, Dan-u-el (*Rogers*) *Coon Male duet, Orch. accom.* — Murray & Roberts

8914 Mamma's Boy (*Helf*) *March song, Orch. accom.* — Byron G. Harlan

8915 Heur Me, Norma (*Bellini*) — Hazel & Tuson
Clarinet and Cornet duet from "Norma", Orch. accom.

8916 Juanita (*Norton*) — Miss Morgan and Mr. Stanley
Contralto and Bazzo duet, Orch. accom.

8917 Gimme de Leavins' (*Cole*) *Coon song, Orch. accom.* — Arthur Collins

8918 Skeleton Dance (*Lepoige*) — Edison Concert Band

8919 I've Got My Fingers Crossed, You Can't Touch Me (*Maxwell*) — Byron G. Harlan
Descriptive song, introducing children's voices singing "London Bridge is Falling Down," etc.. Orch. accom.

8920 Louisiana Minstrels — Minstrels
Introducing the characteristic Darkey song, "Keep a Climbin'," By Len Spencer.

8921 Glowworm—Idyl (*Lincke*) — Edison Symphony Orchestra

8922 Let's All Go up to Maud's (*Mills*) — Harry Mac Donough
Serio-comic waltz song, Orch. accom.

8923 Daddy Dear (*Cliff*) *Descriptive song, Orch. accom.* — Harry Anthony

8924 Diplomat March (*Sousa*) — Edison Concert Band

8925 Rare Old Bird (*Morse*) *Comic song, Orch. accom.* — Bob Roberts

8926 When the Bees are in the Hive (*Mills*) — Edison Male Quartette
Sentimental Male quartette, Orch. accom.

8927 Port Arthur March (*Seitz*) — Edison Military Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 2.)

no interest in dancing than any other Records that we have issued. Even the Records for the square dances are fine band selections, fully equal to any similar Records gotten out by this company. Jobbers and Dealers who have not provided themselves with an adequate stock of these Records will certainly disappoint their customers.

PLEASE FILL OUT CARDS.

Jobbers and Dealers who receive letters from us asking them to follow up retail inquirers will confer a favor if they will fill out the cards which accompany the letter. Where it is necessary to write letters about these inquiries, please refer to the name of the inquirer or to the number on the card that accompanies our letter. The principal object of these cards is to determine whether it is advantageous to follow up inquirers to any further extent. If they have made purchases, we do not want to send them any more letters. We desire Dealers to make such effort as will tell them whether or not the parties are interested in our goods and then return the post cards to us with the blanks filled out. We should like, however, to get these back in about three weeks after their receipt by the Dealer.

NOT GUILTY.

Wholesale musical merchandise houses—not the little concerns, but the "big toads in the puddle"—are complaining bitterly of the alleged unfair manner in which they are being treated by the talking machine companies. They are all on the jobbing list of the manufacturer whose line they "plug," and their business is supposed to be supplying the regular music trade, but their complaint is that they often find the Dealer is on the same buying footing as themselves. A Jobber is classed as one who stipulates to buy at least $5,000 stock of goods annually; but the small goods gentlemen aver they are often put up against a Dealer who does not pretend to handle a third or less quantity, but are getting the Jobber's discount just the same. Therefore they declare the talking machine proposition to them is "stuffed with sawdust," hence unsatisfactory. These houses are good people and as distributors of musical goods of all kinds are important factors in the trade.—*Music Trade Review.*

The one don't fit and we don't put it in in referring here to the above paragraph. Fact, however, some one might think it refers to this company, we want to say that Jobbers' discounts are allowed no one who does not purchase Jobber's quantities and do a certain amount of business each year to entitle him to a continuance of the discounts. The system of this company provides a protection for Dealers not installed by any other business in this country.

SELLING SUGGESTIONS.

From observation we are led to believe that many Dealers neglect to make proper use of their window space and are losing the benefit of their best and cheapest advertising medium. Merchandise well displayed is half sold. First of all, have your windows absolutely clean outside and inside; then make your display so attractive that people will stop to admire it and you will have the first evidence of a successful merchant. Nothing succeeds like success, and an attractive window display indicates success. The outside appearance of your store may be made a great factor toward inducing prospective customers to step inside where they should find at least samples of all the best selling types of machines, and any Record at any time listed in the catalogue. This means a large stock of goods, or what appears a large stock to Dealers in small towns; but we are strong advocates of and firm believers in the advisability of all Dealers carrying a complete stock of all domestic selections catalogued. You may be successful without all of them, but you are certain to be more successful if you have them.

Edison Records are as staple as any article of merchandise. Don't be afraid to invest the few dollars necessary to complete the list.

Next in importance to a large stock of goods neatly arranged and properly displayed is the necessity of intelligent demonstration to prospective customers. Allow us to offer a few suggestions along this line. Don't forget that the Edison Phonograph is a recording as well as a reproducing machine. We believe Dealers are neglecting to make use of one of the strongest features of the machine when they fail to show how easily Records can be made by users. You should learn how to make Records yourself so you can use the recorder with confidence. Memorize a few lines that call attention to the fact that the owner has an instrument that will record his voice and reproduce it again at any future date and as many times as desired. Make this *the* feature of your demonstration and play a few Records afterwards. Always show the higher priced machines first, but do not name the prices until your customer asks for them. Most salesmen begin by saying: "This machine is $10; this one, $20; that one, $30; the other, $50," and so on. This method is machine-like and radically wrong. Defer quoting the price until you have shown the superiority of the Edison over all other types and convince your customer that this is an article that will afford diversified and unlimited entertainment to himself and friends.

SEVENTY-ONE MEXICAN RECORDS.

We list herewith 71 Mexican Records, 37 of which are included in the new Catalogue of Foreign Records, Form No. 640, now ready for the use of the trade. These Records were made in Mexico City under the direction of experts sent from the Recording Department of the National Phonograph Co. They are, therefore, made according to the most approved methods of this company. Large numbers of them have been sold in Mexico and have been pronounced by natives of that country as being remarkable for their quality, naturalness, volume and clearness. The vocal Records are made in Spanish and by famous Mexican singers. The instrumental Records are made by the leading Mexican bands and orchestras. A number of the titles are accompanied by the guitar.

Baritone Solos by Senor Jose Torres Ovando.

15501 "AMOR" DANZA. Acompanamiento de Orquesta.

15502 "DICEN QUE NO" DANZA. Acompanamiento de Orquesta.

15503 "VIVIR SIN TI" DANZA. Acompanamiento de Orquesta.

15504 "PERJURA" DANZA. Acompanamiento de Orquesta.

15505 "TRISTEZAS" DANZA. Acompanamiento de Orquesta.

Baritone Solos by Sr. R Herra Robinson.

15506 "JARABE TAPATIO." Cancion Popular.

15510 "EL DESCARIBLAMIENTO." 1a. Parte Corrido. Cancion Popular.

15511 "EL DESCARIBLAMIENTO." 2a Parte Corrido. Cancion Popular.

15512 "IGNACIO PARRA." 1a Parte Corrido. Cancion Popular.

15513 "IGNACIO PARRA." 2a Parte Corrido. Cancion Popular.

15514 "A BEJUVA," Corrido. Cancion Popular.

15515 "HERACLIO BERNAL," Corrido. Cancion Popular, acompanamiento de Guitarra.

15516 "PERRO LEAL." Corrido. Cancion Popular.

15517 "A MI MARIA" DANZA. Cancion Popular.

15521 "EL BIENTOY," DANZA. Acompanamiento de Guitarra.

15522 "EL PAJARITO" DANZA. Cancion Popular.

15523 "MARIA" (El alum ser). Cancion Popular, acompanamiento de Guitarra.

15526 "SIN MI SOLEDAD" MAZURCA. Cancion Popular, acompanamiento de Guitarra.

15531 "QUE HARE SIN TI" DANZA. Cancion Popular, acompanamiento de Guitarra.

15532 "AL TRISTE ARRULLO" DANZA. Cancion Popular, acompanamiento de Guitarra.

15533 "EL CHILITO LINDO." Tango Tapatio. Cancion Popular, acompanamiento de Guitarra.

15534 "ANTONIA DE LAS CALABAZAS." Cancion Popular, acompanamiento de Guitarra.

15537 "EL MATRIMONIO" SCHOTTISCH. Cancion Popular, acompanamiento de Guitarra.

15539 "CRALIA" SCHOTTISCH. Cancion Popular, acompanamiento de Guitarra.

Soprano Solos by Sora. Esperanza Dimeries.

15540 "CANCION DE LA BAHADIA," en la zarzuela "La Cuarta Plana." Acompanamiento de Orquesta.

Soprano Solos by Sora. Soledad Goyzueta.

15542 ROMANZA EN LA ZARZUELA "MARINA." Acompanamiento de Orquesta.

15544 ROMANZA EN LA ZARZUELA "LOS DIAMANTES DE LA CORONA." Acompanamiento de Orquesta.

15546 VALSE EN LA OPERETA "BOCCACIO." Acompanamiento de Orquesta.

15547 ROMANZA EN LA ZARZUELA "EL CANTO DEL CISNE." Acompanamiento de Orquesta.

15548 POLACA EN LA ZARZUELA "EL BARBERO DE SEVILLA." Acompanamiento de Orquesta.

Baritone Solos by Sr. Felipe Llera.

15549 "CANCION DEL GALLEGO," en la zarzuela "Cracteo Mezrrux." Acompanamiento de Orquesta.

15550 "YA SOY FELIZ" DANZA. Acompanamiento de Orquesta.

15551 "LO QUIE ES AMOR." Romanza. Acompanamiento de Orquesta.

15552 "LOS BESOS" (El Pi) DANZA. Acompanamiento de Orquesta.

15553 "ASI TE ADORO" DANZA. Acompanamiento de Piano.

15554 "RECUERDO" DANZA. Acompanamiento de Piano.

Tiezzo-Soprano Solos by Srta. Beatriz Franco.

15546 "LAS GOLONDINAS DE REGRESER." Romanza. Acompanamiento de Orquesta.

15558 HABANERA EN ZARZUELA "NINA PANCHA." Acompanamiento de Orquesta.

Tiezzo-Soprano and Baritone Duets by Srta. Franco and Sr. Llera.

15562 DUO DE "LOS PATOS" en la zarzuela "Marcha de Cadiz." Acompanamiento de Orquesta.

15563 DUO EN LA ZARZUELA "EL BATEO." Acompanamiento de Orquesta.

Banda de Zapadores de Chapultepec.

15564 "EL 2 DE JULIO" MARCHA.

15565 "CUPIDO Y VENUS" DOS DANZAS.

15573 CAKE-WALK ("BUNCH O' BLACKBERRIES") en la zarzuela "Chin Chun Chan."

Banda de Estado Mayor de Mexico.

15574 "EL CONGRESO PAN AMERICANO" MARCHA.

15575 "DULCE RECUERDO," SCHOTTISCH.

15576 "ALMA Y CORAZON," DANZAS.

15577 "VIVA EL REY." PASO DOBLE.

15578 "VALSE POSTICO," (Obligado de Saxofon.)

15579 "OH! ILUSION MIA!" GAVOTA.

15580 JOTA EN LA ZARZUELA. LA MADRE DEL CORDERO.

15581 "UN RECUERDO A EDISON." PASO DOBLE.

15582 "BILBAINA." BOLERO.

15585 "LAS MARIPOSAS," Gavota en la zarzuela "Tratantanas."

Orquesta Tipica Lerdo.

15586 "CONSENTIDA." VALSE.

15587 "EL RATONCITO," DANZA TANGO.

15588 "LA DANZA DE LOS APUROS."

Tenor and Baritone Duets by Sora. Abrego and Pizaro

15592 "LAS ESTRELLAS," DANZA. Cancion Popular.

15593 "ADIOS A MI AMADA." Cancion Popular, acompanamiento de Guitarra.

15594 "A JUANITA." Cancion Popular, acompanamiento de Guitarra.

15595 "LAS TRES CARTAS." Cancion Popular, acompanamiento de Guitarra.

15596 "ADIOS, ADIOS." Cancion Popular, acompanamiento de Guitarra.

15597 "MI LIRA," DANZA. Cancion Popular, acompanamiento de Guitarra.

15598 "LA CELOSA EMBARANDA." Cancion Popular, acompanamiento de Guitarra.

15599 "LAS SOMBRAS DE LA NOCHE." Cancion Popular, acompanamiento de Guitarra.

15600 "TUS OJOS." DANZA. Cancion Popular, acompanamiento de Guitarra.

Tenor and Soprano Duets by Sora. Herrera and Sr. Roseta.

15601 "DUO DE LOS PAHAGUAS," en la zarzuela, "En Aso Pasado por Agua," acompanamiento de Orquesta.

15602 DUO EN LA ZARZUELA "LA SENORA CAPITANA." Acompanamiento de Orquesta.

Soprano Trios by Sora. Herrera and Sedano and Srta Berzosa.

15676 "CHIN CHUN CHAN" Coplas de los Polichinelos, acompanamiento de Orquesta.

15677 "EL PELLEPONO SIN HILOS." Gavota en la zarzuela "Chin Chun Chan," acompanamiento de Orquesta.

Tenor Solo by Sr. Braulio Roseta.

15604 DANZA DE LA ZARZUELA "CHIN CHUN CHAN." Acompanamiento de Orquesta.

PRINTED MATTER.

In placing orders for Records, Jobbers are again requested to list them out on Record Order Sheets, Form 425. Sheets A to D cover Domestic Records and E to G, Foreign Records. It is also advisable to furnish them to Dealers who are ordering Records in any considerable quantity. Jobbers who do not have a supply are asked to have some sent with their next goods.

We still have on hand quite a supply of our St. Louis Booklet, Form 350, and will be glad to furnish them to Jobbers who can use them to advantage for their own trade, or who can furnish them to Dealers where they will be circulated with good results.

The demand for Form 611, Christmas Folder, was so great that the edition was entirely exhausted early in December, making it necessary to disappoint a number of Jobbers who wanted a further supply.

With the January Records we mailed two of the large Bulletins to each Dealer in addition to the usual number sent to each Jobber. Dealers are asked to place one of these in their show windows and to use the other inside their stores for the sale of Records.

A new Record Catalogue, Form 630, containing all Records to and including December, has just been mailed to the entire trade and has been used to fill all orders for the past month. This catalogue only differs from the previous edition in having four months' Supplements added to it, and we would like Jobbers who have on hand a supply of the August edition to use them up before sending for the latter issue.

A new Numerical Catalogue, Form 640, has just been sent out to the entire trade, five copies having been mailed to all Jobbers and one to each Dealer. This contains all Records to and including December. In printing this two errors crept in. No. 8274 on Page 22 has been printed as No. 8287, and on the same page No. 8281 has been printed as No. 7981.

Dealers are again urged to adopt the plan of mailing a Record Supplement each month to such owners of Phonographs or other cylinder machines as they can get the names of. Hundreds of Dealers are already doing this and we believe that this plan has had much to do with increasing the demand for Records. Other Dealers are mailing copies of the *Phonogram*, finding that the more detailed references to new Records contained in it had induced many persons to buy Records who would not be interested in titles alone. It is certainly not a mere coincidence that the increase in the use of Record Supplements and the issue of the *Phonogram* have been followed by a large increase in the sale of Records.

We continue to get letters from Dealers who buy through Jobbers, asking to have a supply of printed matter sent to them direct. Even if Dealers are willing to pay express charges on catalogues, etc., we still prefer that they shall get it from their Jobbers. The latter should be able to supply it without incurring express charges, and they also know what quantities can be used advantageously. If Jobbers are not getting large enough quantities to enable them to take care of their Dealers, we want them to write us. If the editions now being printed are not large enough to do this properly we will increase them. Catalogues, etc., are a most potent factor in selling goods and we want every Dealer to have at least a small supply on hand at all times.

NEW DUTY ON TALKING MACHINES.

In the new tariff which is now being prepared by the Philippine authorities, there will be a change on the rate of duty on talking machines which, imported into the Philippines at the present time, have to pay a duty of $2 each. Under the revised Philippine tariff act the rates on Phonographs and similar machines, including detached parts and Records therefor, will be changed to thirty per cent. ad valorem.—*Music Trade Review.*

THE REASON WHY.

For the benefit of Edison Jobbers and Dealers who may wonder why Edison Phonographs and Edison Gold Moulded Records did not receive the highest award at St. Louis, we print on the opposite page a reduced facsimile of a letter written by William E. Gilmore, President of the National Phonograph Company, declining an award on behalf of our exhibit at the Fair. For the purpose of showing that we did not take the position because the first prize was not awarded to us, we desire to refer to some incidents that occurred long before any decision had been reached by the jury.

Our exhibit at the Fair was in charge of Frank E. Madison. On August 18th at the request of the Department officials, he forwarded to Mr. Gilmore blank forms to be filled out for submission to the Jury of Awards. To this Mr. Gilmore replied under date of August 26th:

"Referring to your favor of the 18th, to which you enclose forms to be submitted to the Jury of Awards, I desire to say that it is not our intention to enter into competition in any way, shape or form. If you are approached by any of the St. Louis people, simply tell them that it is not the intention of this company to exhibit our apparatus for the purpose of obtaining any award."

On August 31st Mr. Gilmore telegraphed to William Pelzer, a representative of the company, who was then in St. Louis, as follows:

"See Madison and arrange we do not enter competition for award. Never intended to do so. He tells us that rules compel us to enter."

Under the same date Mr. Gilmore telegraphed to Mr. Madison:

"See Pelzer about entering competition. There is no reason for us to do so. Do not consider any demonstration necessary."

On September and Mr. Gilmore received a copy of the rules and regulations governing the system of awards and again telegraphed Mr. Pelzer as follows:

"If possible want to avoid competing. You are authorized to fill out form if imperative. We care nothing about medals or prizes."

In spite, however, of the protests of Mr. Madison and Mr. Pelzer, the department officials insisted upon our exhibiting our apparatus. This was done in a perfunctory manner by Mr. Pelzer and Mr. Madison before the group jury, less than a half hour being occupied in doing so. Notwithstanding this fact, we were awarded a gold medal for our exhibit. The awards were made by a system of points, grand prizes being given to those who achieved from 95 to 100 points and gold medals being given to those receiving 85 to 94 points. It was evident, therefore, that to have received a gold medal our exhibit must have been given more than 85 points. Not having our exhibit ready on the opening day caused a loss of 10 points which, added to the number given us, would have entitled us to a grand prize. This, too, notwithstanding the fact that no effort was made on our part to get any prize.

In view of all that is being said concerning the awards of the St. Louis Fair, we are more than gratified at our course in not only putting forth no effort to gain prizes, but in protesting against rules which compelled us to compete.

The following matter is reprinted from the official rules for the purpose of informing the trade how the awards were decided upon:—

a—Value of the product, process, machine or device, as measured by its usefulness, its beneficent influence on mankind in its physical, mental, moral and educational aspects.
Counting not to exceed 25.

b—Skill and ingenuity displayed in the invention, construction and application.
Counting not to exceed 25.

c—Merits of the installation as to the ingenuity and taste displayed, the cost and value as an exposition attraction.
Counting not to exceed 10.

d—Magnitude of the business represented, as measured by the gross sales during the calendar year preceding the opening of the Exposition.
Counting not to exceed 10.

e—Quality or cheapness, with reference to the possession by the exhibit of the highest possible quality, or the fact that the article is sold at so low a price with reference to its quality as to make it a valuable acquisition to the purchaser.
Counting not to exceed 10.

f—For completion of installation within required time and for excellence of maintenance.
Counting not to exceed 10.

g—Length of time the exhibitor has been in business as showing whether exhibit is a development of original invention or is an improvement on the work of some prior inventor.
Counting not to exceed 5.

h—Number and character of awards received from former expositions.
Counting not to exceed 5.

PRICES OF EDISON RECORDS.

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, and in Canada at 40 cen ts each. The Canadian price is higher because of the duty. Edison Concert Records are sold at 75 cents each in both countries.

W. E. GILMORE, PRESIDENT & GENERAL MANAGER
ADDRESS YOUR REPLY TO THIS COMMUNICATION TO ORANGE, N. J.
J. F. RANDOLPH, SECRETARY & TREASURER

NATIONAL PHONOGRAPH CO.
ORANGE, N.J.
EDISON PHONOGRAPHS & RECORDS.
83 CHAMBERS STREET, NEW YORK.
304 WABASH AVENUE, CHICAGO.

LONDON
PARIS
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IN REPLYING ADDRESS THE OFFICIALS BY THEIR RIGHTFUL AND OFFICIAL TITLES ONLY.

CABLE ADDRESS "EPHOTIC-NEW YORK"

Orange, N.J. Oct. 11, 1904.

Hon. David R. Francis,
President Superior Jury, Universal Exposition,
St. Louis, Mo.

Dear Sir:

We are in receipt of a notification stating that we have been awarded a Gold Medal in Group 21 on our exhibition of Phonographs.

At the time we made out our application for space it was our intention not to enter any competition and our application was signed with this idea. When we received notice that the Jury would examine our apparatus, our representative called the attention of Col. Ockerson to our position, stating that we had no intention of entering any competition and giving our reasons therefor. Col. Ockerson stated that under the rules it was compulsory upon us to exhibit our apparatus to the Jury, and we therefore permitted our representative to exhibit our apparatus. He was instructed to inform the Jury, and did inform the Jury, that we had no intention of competing and had no desire at that time to do so, but that inasmuch as the rules compelled us to do so our apparatus was there for that purpose.

It is our policy not to enter any competitions and not try for awards of any character. In view of the position that we took, and in view of our policy, we therefore must decline, with all due respect to the Jury, any award that has been granted to us.

Yours respectfully,
W. E. Gilmore
President.

REDUCED FAC-SIMILE OF LETTER DECLINING AWARD AT ST. LOUIS FAIR.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR FEBRUARY, 1905.

This list of February Records comprises nine instrumental and sixteen vocal selections. In the former are four bands, one orchestra, three instrumental duets and one instrumental solo. The vocal part includes ten solos, three duets, two quartettes and one minstrel. This is sufficient variety for all tastes. The two features are an euphonium solo by Simone Mantia, a solo by Fred G. Rover, a new singer with a fine tenor voice; a chimes and bells duet by Messrs. Bensler and Nesbit, a duet by Messrs. Murray and Roberts, and a clarinet and cornet duet by Messrs. Hazel and Tuson.

No. 8903, "A Hunting Scene," by the Edison Military Band, is a composition by P. Bucalossi that was formerly listed in the old style Records and is now made over in response to many requests. It is descriptive of a hunting scene, with hounds and chorus of male voices. Those familiar with the selection made on a wax Record will appreciate the wonderful advances made in recording after hearing this Record by the gold mould process.

No. 8904, "My Dreams," sung by Irving Gillette, is one of the standard sentimental ballads, being sung by the best singers throughout the country. The music was written by P. Paulo Tosti and the words by Frederic W. Weatherly. It is charmingly sung by Mr. Gillette with orchestra accompaniment.

No. 8905, "By the Watermelon Vine (Lindy Loo)," made by the Edison Male Quartette, is a coon love song by Theodus S. Allen. It was published in Boston and has had considerable popularity throughout New England. The air is tuneful and catchy. Excellent work was done by the Edison Quartette in making this Record and its attractiveness is enhanced by a delightful orchestra accompaniment.

No. 8906, "Dreamy Moments," by Jaudas and Rose, is another sweet violin and flute duet, similar to those previously listed, but even more tuneful. The Record shows that Messrs. Jaudas and Rose are artists of the first rank.

No. 8907, "Coax Me," is a male duet by Collins and Harlan, with orchestra accompaniment, of another popular coon song by Harry Von Tilzer and Andrew B. Sterling. All who are familiar with the singing of Messrs. Collins and Harlan will realize what an attractive Record they can make of a song, in the chorus of which the dusky maiden says to her lover:

"Coax me, go on and coax me,
If you love me madly, want me badly,
Coax me; go on and coax me.
I'll be your foot-sie woot-sie,
If you coax me."

No. 8908, "Good Bye, Sis," sung by Harry MacDonough, is a brand new sentimental song by Theodore Morse and Will D. Cobb, and just published by the F. B. Haviland Publishing Company, New York. It is catching on in public favor very fast, and seems destined to be one of the hits of the day. It is sung with orchestra accompaniment. The melody is built on more original lines than most of the ballads of the day. Mr. Cobb is well known as the author of "Good Bye, Little Girl, Good Bye" and "I've Got a Feeling for You." The chorus of this song follows:

"I've come to say good bye, Sis,' before I sail away,
Your two eyes said you loved me, but your eyes have told me 'No.'
On deck a sailor murmurs, 'It was the only way,'
On shore there stands a maiden as she cries across the bay,
'Come back, my fellow lover,' but the fellow answers, 'Sis,' I am going to sail away, sail away."

No. 8909, "Original Fantasia," is an euphonium solo by Simone Mantia, accompanied by the Edison Concert Band. This is something entirely new. Mr. Mantia's execution of this difficult selection on this most difficult of instruments is marvelous. He has the reputation of being able to execute clearly passages of such rapidity as to tax the capabilities of the finest cornet soloists. Mr. Mantia will be remembered as the soloist of the band which played on the beach at Asbury Park in the past summer.

No. 8910, "The Yankee Doodle Boy," Billy Murray's solo for this month, was written by George M. Cohan and is being sung in Mr. Cohan's latest play, "Little Johnny Jones." It is a comic song of the spirited march order. It introduces suggestions of "Yankee Doodle," "Dixie" and "Star Spangled Banner," into an original and tuneful melody. The chorus:

"I'm a Yankee Doodle Dandy,
A Yankee Doodle, do or die;
A real live nephew of my Uncle Sam's.
Born on the Fourth of July.
I've got a Yankee Doodle sweetheart,
She's my Yankee Doodle joy.
Yankee Doodle came to London
Just to ride the Ponies;
I'm the Yankee Doodle Boy."

No. 8911, "Those Songs My Mother Used to Sing," serves as an introduction to the Phonograph public of Fred. G. Rover, who has a cultivated tenor voice particularly suited to the rendition of descriptive songs. The song refers to and introduces "Believe Me If All Those Endearing Young Charms" and "The Last Rose of Summer." The music is of a pathetic character and in keeping with the subject. The Record is made with orchestra accompaniment.

No. 8912, "Monastery Bells" is a chimes and bells duet by Bensler and Nesbit, and rendered with accompaniment by the Edison Military Band. This selection cannot fail to please those fond of Records made by bells and similar instruments, and even those not ordinarily partial to them will pronounce it attractive. The chimes are of an extra fine quality of tone. The band accompaniment is especially good for this combination. This is the first Record ever made by chimes and bells. "Monastery Bells" was written by L. Wely.

No. 8913, "Dan, Dan, Dan-u-el" is a fine Record by Murray and Roberts. The success achieved by Messrs. Murray and Roberts in this their first duet will be a source of pleasure to the friends of both of these popular singers. The song is a typical "coon" selection and on the order of "Alexander." It is cleverly illustrates a dialogue between a dusky belle and her lover. Mr. Roberts representing the latter and Mr. Murray making the responses for the girl. The voices of both singers are admirably adapted to selections of this kind, and we know that this Record will be a big seller. The singers are accompanied by the orchestra. This song was written by Ed. Rogers.

No. 8914, "Mamma's Boy," by Byron G. Harlan, is another of those popular march songs so well suited to Mr. Harlan's voice, and splendidly sung by him, with orchestra accompaniment. Written by J. Fred Helf and Harry Sinclair. A wee little lad comes home to his mother crying because the older boys don't allow him to play soldier, calling him "Mamma's Boy." To which his mother replies in the chorus:

"Don't you mind what they call you, darling,
And don't let your heart grow sad,
Some day you may be a soldier,
A hero like your dear old dad.
Then perhaps in some famous battle,
You'll be fighting for the right,
Then those who scoff will be the first to cheer,
They'll be proud of "Mamma's Boy."

No. 8915, "Hear Me, Norma," is a clarinet and cornet duet by Hazel and Tuson, of this selection from Bellini's opera, "Norma." Played with orchestra accompaniment. The clarinet and cornet make fine solo Records, but played as a duet they are even more pleasing. In the hands of such artists as John Hazel and William Tuson they are made to blend perfectly, and with the orchestra accompaniment as a background, they make a Record of more than usual merit. The air of the selection is very pretty and familiar to thousands who do not know the opera in which it is sung.

No. 8916, "Juanita" is another charming contralto and basso duet by Miss Morgan and Mr. Stanley, the selection being Caroline Norton's old Spanish melody. The work of these singers is too favorably known from the Atlantic to the Pacific to need further commendation.

No. 8917, "Gimme de Leavins," by Arthur Collins, is a new but popular coon song and rendered up to the usual clever standard of Mr. Collins' work. Written by Bob Cole and J. W. Johnson and sung with orchestra accompaniment. This song is part of the repertoire of Cole & Johnson, and Lew Dockstader.

No. 8918, "Skeleton Dance," by the Edison Concert Band, is a composition by Charles Lefraige. It is not at all like Record No. 8890, "Dance of the Skeletons," but written on equally unique lines. This is a new composition and difficult to play.

No. 8919, "I've Got My Fingers Crossed, You Can't Touch Me," is a unique Record by Byron G. Harlan. It is a descriptive song by Joe Maxwell and most attractively sung by Mr. Harlan, with orchestra accompaniment. The idea is presented in this song by introducing children's voices singing "London Bridge Is Falling Down," "Water Water Wild Flower," "Miss Jinny Ann Jones," "Ring a Ring a Rosey" and "Lazy Mary." The chorus is as follows:

"Don't you wish you could join the fun,
As you watch the youngsters play?
Don't you wish you could still be one of that
Jolly little throng?
Take your cue from the youngsters too,
And at trouble shout with glee,
I've got my fingers crossed, you can't touch me."

No. 8920, "Louisiana Minstrels" is a new Record by the Edison Minstrels. Minstrel Records always find favor with Phonograph owners because of their variety, including as they do orchestra music, jokes and singing, the latter usually by a soloist and quartette. This one is even better than usual. It opens with an orchestra selection. Len Spencer at one end of the semi-circle tells Billy Murray at the other how he got two glasses of beer without buying them. He went into a saloon, ordered three glasses, drank two and left the third to "settle." Mr. Spencer then sings the darkey song "Keep a Climbin," the Edison Male Quartette singing the chorus.

No. 8921, "Glowworm—Idyl" is made by the Edison Symphony Orchestra. It is Paul Lincke's pretty composition engraved on wax in a manner that makes its reproduction fully as entertaining as if heard from an orchestra direct. In fact it is doubtful if for home entertainment the selection played direct would be as good as this reproduction, for the recording has softened the music without losing any of its beauty. The flute and clarinet effects are fine.

No. 8922, "Let's All Go Up to Maud's" sung by Harry MacDonough, is a popular serio-comic, descriptive waltz song being sung on the vaudeville stage. It was written by Berry Mills and Joseph C. Farrell. Sung by Mr. MacDonough, with orchestra accompaniment. It has this chorus:

"Let's all go up to Maud's,
We'll have a jubilee;
Make love to all her sisters, boys,
But please leave Maud to me;
Her Ma don't mind the noise,
Her Pa's one of the boys.
You'll be welcome,
You'll be all the rage,
Let's go up to Maud's.

No. 8923, "Daddy Dear," by Harry Anthony, is a descriptive song written by Lail Cliff and Nat Clifford. Sung by Mr. Anthony in an artistic manner and with orchestra accompaniment. The theme is a child's prayer to her dead father, as follows:

Daddy dear, can you hear
The voice of your baby boy?
Come back to Mamma, her heart is sad,
We feel so lonely without you, Dad;
And if you can't come down
Tell me, dear Daddy, do."

No. 8924, "Diplomat March," by the Edison Concert Band, is a "swell" Record of Sousa's latest composition When we made this Record the composition had been heard in New York only ten days, but it had already "caught on" and has since been rapidly climbing into popularity. Everything put out by Sousa is a success and "The Diplomat March" will prove no exception.

No. 8925, "A Rare Old Bird," by Bob Roberts, includes two verses and two choruses of this extremely funny song, rendered in Mr. Roberts' clear and distinct voice. As a singer of topical and comic songs Mr. Roberts has no

superior. One verse of "A Rare Old Bird" tells of the bridegroom's dismay at finding that false limbs, false hair, etc., constituted a large part of the make-up of his bride. The other describes the stunts that Aunty did when the automobile stopped suddenly. The Record is made with orchestra accompaniment. Theodore Morse wrote the music and Edward Madden the words of this song.

No. 8926, "When the Bees Are in the Hive," by the Edison Male Quartette, is a sentimental song by Kerry Mills and Alfred Bryan and given with orchestra accompaniment. A very desirable quartette Record, the work of the singers being effectively done. This song is one of the hits of Lew Dockstader's Minstrels this season.

No. 8927, "Port Arthur March," by the Edison Military Band, is a composition suggestive of gunpowder and battle, but cannot be termed descriptive. It is, however, well written and is artistically played by the Military Band. Its composer is Roland F. Seitz.

AMONG THE JOBBERS.

The Rudolph Wurlitzer Company, of Cincinnati, "Phoenix" like, arose from the ashes of its fire in November and at once secured new quarters at 10 and 12 West Fourth Street. So quickly was this done that their Phonograph business was scarcely interrupted. They at once drew upon their Chicago branch for a supply of goods, immediately placed orders with the manufacturers, and with Phonographs and Records already on their way they were able within three days after the fire to ship goods to Dealers as though nothing had occurred. They are now well stocked with Edison Phonographs and Records and their Dealers are getting the usual good service of this firm.

TRADE DEVICES.

Every Dealer in Phonographs who has a repair shop has often been troubled to devise a method of keeping a supply of small parts in a way easily accessible when wanted. The popular method has been to put them in envelopes. To meet this want L. Kaiser, who is connected with S. B. Davega, 32 East 14th Street, New York, has devised what he terms the "Kaiser Handy Pack." It consists of thirty small vials with corks and labels. These vials are made in three different sizes and stand up in a flat oak board 10x14, in which holes of proper size have been bored about two-thirds the way through. The price of $1 for the outfit will be appreciated quite as much as the latter's advantages.

IT DOES PAY.

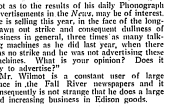
In an editorial on the value of newspaper advertising the *Daily Evening News* of Fall River, Mass., on November 29, said:

"Incidentally, the testimony of W. D. Wilmot as to the results of his daily Phonograph advertisements in the *News*, may be of interest. He is selling this year, in the face of the long-drawn out strike and consequent dullness of business in general, three times as many talking machines as he did last year, when there was no strike and he was not advertising these machines. What is your opinion? Does it pay to advertise?"

Mr. Wilmot is a constant user of large space in the Fall River newspapers and it consequently is not strange that he does a large and increasing business in Edison goods.

MODEL D RETURN ATTACHMENT.

The Return Attachment now being sold for use on Edison Phonographs is remarkable for its simplicity and effectiveness. Its principal features are the return screw and lifting lever block. The screw is mounted on a cast bracket which is fastened with two screws to the Phonograph body in front of the cylinder shaft. These two holes for fastening bracket are the only holes to be drilled and tapped to



fasten attachment. The lifting lever block is carried by an arm which is clamped to the back rod sleeve. The return screw has four threads to the inch, ratchet shaped, and is driven by means of a spur gear which engages a similar gear on the main shaft pulley, thus dispensing with a belt or chain.

An adjustment is provided at each end of the bracket to suit the beginning and end of the Record. The adjustment for the end of the Record is accomplished by rotating the disk which is carried on the return screw. This disk also carries the pin which acts on the lift lever block to raise the diaphram arm and engage the block with the threads of the return screw. This lifting action also disengages the feed nut from the thread of the main shaft and the return screw of the attachment takes the reproducer arm back to the starting point. The return movement takes about one-twenty-fifth of the time to play the Record. All parts of the return device subject to wear are hardened.

The list price of Model D Return Attachment is $7.50. It may be attached to the Home, Triumph, Victor, Conqueror, Concert, Opera and Orators' Phonographs. In ordering state style of Phonograph.

TRADE HOLIDAY ADVERTISING.

The advertising in newspapers and other mediums done by Jobbers and Dealers in Edison goods in the past six weeks is most convincing evidence of their faith in the present and future of Edison Phonographs and Edison Gold Moulded Records. A notable feature of this advertising was the size of the space used, indicating that the pulling power of large space is being more and more recognized as time passes. Firms doing adequate advertising of this character are those doing the largest business in their respective cities. Their belief in the efficacy of local advertising as an adjunct to the general publicity concerning Edison Phonographs has enabled them to build up a large business, and as nothing succeeds like success they are keeping it up. We know that hundreds of Dealers in Edison goods are regular advertisers and that they used newspapers liberally during the holiday season, but their modesty prevented them from sending us copies of their announcements. Consequently we are unable to mention many of them.

Perhaps the most notable of all the advertisements came from McGreal Brothers, of Milwaukee. It occupied six full columns of the Milwaukee *Sentinel*, December 11th. In the center of the space was a half-tone illustration showing a boy pointing at an Edison Home Phonograph and saying, "Oh, Papa, that's what I want for Christmas." Surrounding this illustration was a half-column talk on the merits of Edison Phonographs and Edison Gold Moulded Records, a list of 200 titles of late Edison Records and a list of the Dealers of McGreal Bros. throughout Wisconsin, Michigan and Minnesota. Another attractive advertisement of the same firm appeared in the Milwaukee *Sentinel* December 2d. It was printed in black and red and showed Santa Claus carrying an Edison Home Phonograph in his arms and saying: "Here is something for all the family." This advertisement included a coupon worded:

If any little boy or girl will fill out this coupon and send or bring it to our store, we will do our best to induce Santa Claus to leave an Edison Phonograph at their home Christmas.

MCGREAL BROS., 171 THIRD STREET, CITY.

My Name is .....
My Papa's Name is .....
I Love ss .....

A large number of these coupons were returned and in each case McGreal Bros. at once "got next," to papa with a special letter. Still another striking advertisement of McGreal Bros., appeared in the Milwaukee *Sentinel* December 18. Six half columns were filled with a fac-simile reproduction of handwriting and made to look as if it had been written across the face of the paper with a broad pencil.

The most noticeable series of Dealers' advertisements came from the C. M. Cochran Company, Erie, Pa. These were half page advertisements and they were run in four different papers. If these did not bring business to the Cochran Company advertising is not the lever we consider it.

Well arranged and convincing was the half page advertisement of the Eastern Talking Machine Co., in the Boston daillés on December 18th.

The Werner Music House, Easton, Pa., ran some full pages during December along with smaller spaces.

The H. M. Hellesman Company, new Jobbers at Houston, Texas, send a series of large advertisements showing that they mean to get a good slice of Edison business in the Lone Star State. A feature of this advertisement was their offer to call with a Phonograph upon any lady who could visit their store and give a demonstration of its merits. The "copy" presented forcible arguments.

Advertisements were also received from the C. C. Mellor Co., Pittsburg; E. T. Gossett, Cerro Gerdo, Ill.; Bump Bros., Binghamton, N. Y.; L. R. Porter, Brockton, Mass.; Wilmot Sport and Toy Store, Fall River, Mass.; Finch & Hahn, Schenectady and Albany, N. Y.; Penn Phonograph Co., Philadelphia; Pardee-Ellenberger Co., New Haven, Conn.; A. G. Petit, Newark, N. J.; E. S. Oliver, Newark, N. J.; American Phonograph Co., Detroit, Mich.; American Phonograph Co., Cloverville, N. Y.; Peoria Phonograph Co., Peoria, Ill.; Thomas Wardell, Lovell, Mass.; Peter Bacigalupi, San Francisco; Alfred K. Hobbs, Manchester, N. H.; Farmer & Kenneriell, Kittanning, Pa.; C. A. Freeman, Bloomington, Ill.; Wells Phonograph Co., Philadelphia; Blackmon Talking Machine Co., New York City; Douglas Phonograph Co., New York City; S. L. Crosby Co., Bangor, Me.; C. C. Thompson & Son, Barbadoo, Wis.

FROM AUSTRALIA.

Avoca, Victoria, Australia,
Oct. 14, 1904.

I beg to enclose postal order for subscription to *Phonogram* which you are kindly sending. The photos of the "talent" are very interesting. A friend of mine here, through an advertisement, sent all the way to England for a——talking machine. He was at my place some time ago and heard my Edison Standard. Since then he has put away his and purchased an Edison Standard. This friend has also a magic lantern and I lent him my first *Phonogram* with the photos of Arthur Collins and Byron Harlan. Being a good amateur photographer, he has taken copies of these two gentlemen and fixed them on his lantern slides. He now shows the pictures on his lantern and then announces that Mr. Collins or Harlan, as case may be, will give a song on the Phonograph. He is going to fix up Mr. Stanley and Miss Morgan. He also shows a picture of King Edward and then announces that Mr. Stanley will sing "God Save the King."

My friend is a great church man and does all this for sake of the Church. He makes a small coin admission and then hands over proceeds to Church people. I have written this fully thinking it might interest you. It's a good advertisement for the Edison Company, and the Edison deserves it. Wishing you every success,

JOHN RESUGGAN.

I. C. S. LANGUAGE OUTFITS.

The International Correspondence Schools of Scranton, Pa., sent out a four page folder, printed in green and red ink on green paper, as a Christmas greeting to Edison Dealers, as follows:—

To the Edison Trade:

The Dealer who knows "Double Service"—Amusement and Language Study—for the Edison Phonograph strengthens his arguments and increases his Holiday business.

The latest development, a set of twenty-five English Records, with different textbooks for the use of students of foreigners the English language. Twenty ($20.00) Dollars is the very small price for one language, and thousands of Phonograph owners will avail themselves of this practical instruction.

Our Introductory Offer, $2.00 net to represent "Double Service," is to send prepaid four Edison moulded Records in French, German, Spanish and English with large printed posters and Textbooks, arranged in a very unique demonstrating outfit. Our literature in the finest, as you will note from the accompanying specimen booklet, folders and cards supplied to I. C. S. Dealers for the purpose of extending their business in language study outfits.

Trusting that we may be allowed to add to your prosperous Holiday trade, and with best wishes, we remain,

Very truly yours,
NELSON CHESNEY,
Mgr. Language Department.

P. S.—We sell to the Edison trade under National Phonograph Company Agreements, covering I. C. S. Language Outfits, excluding all other merchants and guaranteeing standard prices. Retail Dealers should purchase through Edison wholesale jobbers.

Accompanying the folder was a series of booklets, folders and cards supplied to I. C. S. Dealers for the purpose of extending their business in language study outfits.

A COLD WEATHER IDEA.

Most of the musical stores which make a specialty of Phonographs kept their doors open and one of the instruments going in the summer to attract the public. When the cold weather set in, however, most of them found it too cold to leave the doors open and stopped the practice. A dealer upown devised a scheme to keep his machine going on the passerby can hear it and the doors be shut at the same time. He bored in the frame of the door a hole large enough for the neck of the horn of the Phonograph to slip through and with the horn outside and the instrument on the inside he still draws the crowds to his window.—*New York Sun.*

This idea did not originate with the New York Dealer, for it has been used by Edison Dealers in various parts of the country for the past two or three winters.

BEST FOR DANCING.

Henry G. Hines, of Wilkesbarre, Pa., sends his business card, on which he announces that he will furnish dance music and other entertainment for dancing and parties by means of the Edison Phonograph and the latest Gold Moulded Records. On the Reverse side he says: "Have you heard the Phonograph lately? If you haven't you should do so, for this most marvelous invention has been brought to such a height of perfection that it is truly wonderful. It furnishes the best kind of music for dancing at parties and other private gatherings."

THE PHONOGRAM.

Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

Delivered With Goods.

Blank, per 1000 copies	$2.50

Smaller quantities pro rata.

Imprinted, per 500 copies	$1.50
Imprinted, per 1000 copies	$2.75

No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

By Mail.

Single copies, per year	$ .20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.80
Fifty copies to one address, per year	3.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

KIND WORDS FROM THE CITY OF PRUNES.

San Jose, Cal., December 6th, 1904.

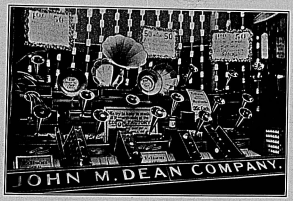
Your Phonograph Monthly and Suspended List reaches us regularly and you may be sure we find it a great source of satisfaction, not alone in the feeling of security and content in handling a one-price article and the "cleanness" consequent thereunto, but also that a retailer's efforts are appreciated and will be supported at every turn. It makes one feel like getting out and expending every effort, and, like the skirmisher in battle feeling that the artillery is supporting him, so very retailers feel that the head office will support our every move in the right direction. May your business continue to grow in the future as it has in the past, for along with it grows ours, and rest assured that in one store in this city of "Prunes," the Edison goods have warm friends and supporters.

G. R. Bent & Son.

EDISON GOOD FAR AHEAD.

"A firm made me an offer a few days ago on ——— ———. Said he had the best machines made and wanted me to handle his machines. I wrote him that I handled the best, the Edison, and that the only way he could convince me of the superiority of his machine over the Edison was to send me one on approval; one that he considered the best, let me examine it and play it beside the Edison, and if it proved to be better I would handle them. He sent me one of the $40 machines with all the latest attachments. I gave it a fair trial. Well I returned it. This is enough said. My $30 Standard was far ahead of his $40. Well there is just about as much difference—as there is in the Gem and Standard. Edison can't be beat."

E. P. Dillon.



WINDOW DISPLAY OF THE JOHN M. DEAN COMPANY, PROVIDENCE, R. I.

In sending the above photograph this firm wrote:

"We are, as you know, a strictly Edison store in the talking machine line. Have repeatedly tried other makes, but had no success whatever with them. We are looking forward to a very large Christmas trade on Edison machines and records. They are perfection." We have since learned that their Christmas trade was all they expected.



INTERIOR OF STORE OF PETER BACIGALUPI, 786 MISSION STREET, SAN FRANCISCO.

SUSPENDED LIST, JANUARY 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

Boulder—BENTLEY & CRAIG.

INDIANA.

Marion—Ituner Music Co.
South Bend—EUGENE MARSH, 116 Vistula avenue.
SOUTH BEND BOOK BINDERY,
Robert Lebolt, Prop., 103 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 211 Jefferson street.
Sioux City—HATTENBACH BROS. CO.

KANSAS.

Clay Centre—E. M. GOVERNLOCK.
Lawrence—BELL BROS.

MAINE.

Biddeford—W. H. FIELD.

MASSACHUSETTS.

Boston—T. SINGER, 60 Leverett street.
Lawrence—LORD & CO., 314 Essex street.
E. O. MOSHER, 426 Essex street.
Lynn—ELIAS DeYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFP.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. P. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMERSDORFER.
*JAMES V. CALAHAN, 107 Genessee st.
*TIERNEY BROS., 107 Genessee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS.
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAML D. WOLF, 37-39 Arkansas ave.
Bayonne—I. WIGDOR, 456 Avenue D.
Jersey City—W. L. HOFFMAN, 191 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—L. HUBWITE.
Paterson—CHAS. H. KELLY, 23 N. Main street.
Plainfield—S. W. PRUCHT, or R. PRUCHT; also New York City.
ELATON M. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

Albany—G. LINDE, 523 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Hobart—F. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
BERN BEARWALD, 323 W. 11th st.
BRONX PHONOGRAPH CO. or DAVID SWIFKY, 596 Willis ave.
CENTRAL PHONOGRAPH CO., 160 E. 42d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONOGRAPH CO., 2 W. 125th street.
S. W. PRUCHT, or R. PRUCHT, 7 Barclay street, or 68 Cortlandt street; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 292 Broadway; also Philadelphia, Pa.
*HOLOMEK BROS., 330, 422 and 491 West st.
N. HORN, 141 E. 58th street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. MCELLYNN, 202 Broadway.
RICHMOND PEASE, 44 W. 125d st.
F. M. PRESCOTT, 44 Broad st.
WINTHROP CYCLE CO., 2222 Seventh avenue.
Rome—*CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Syracuse—SPALDING & CO.

OHIO.

Cincinnati—J. L. ANDEL.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—F. A. MAZURIR.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Mascher streets; also New York City.
A. KROUSE, 630 Arch street.
PENN NOVELTY CO., 15 South 9th st.
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.

Providence—F. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZER.

*Added since December 1, 1904.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Bay Co., 2007 Second avenue.
The Talking Machine Co.
Mobile—W. H. Reynolds, 165 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 566-568 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th street.

CONNECTICUT.

Middletown—Cauldkin & Post Co., 406-408 Main street.
Hartford—Harry Jackson, 300 Asylum street.
New Haven—Pardee-Hitchcock Co., 155 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann, Sons & Co., 8th and Pennsylvania avenues.

ILLINOIS.

Chicago—James I. Lyons, 95 Fifth avenue.
Siegel-Cooper Co., State and Congress sts.
Talking Machine Co., 190 Madison street.
The Vim Co., 88 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 300 Wabash ave.
Peoria—Peoria Phonograph Co., 322 Bridge street.

INDIANA.

Indianapolis—Craig Jay Co., 224 Massachusetts ave.
Klipp Bros. Co., 37 S. Meridian street.
A. B. Wahl Co., 119 N. Illinois street.
Lafayette—A. B. Wahl Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
The Vim Co., 304 West Walnut street.
Port Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—The Bay Co., 541 Fourth street.

LOUISIANA.

New Orleans—William Hall, 200 Pranchman street.
South Abromatic Fire Alarm Co., 622 Carondelet street.
The Bay Co., 141 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 188 Exchange street.
Portland—W. H. Jose & Son, 507 Commercial street.

MASSACHUSETTS.

Boston—Boston Phonograph Co., 26 Hanover street.
Eastern Talking Mach. Co., 127 Tremont st.
Ivers Pinson Sprg. Goods Co., 169 Washington street.
Read & Read, 256 Washington street.
Fitchburg—Ivers Johnson Sprg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
Worcester—Iver Johnson Sprg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 208 Woodward ave.
Grinnell Bros. 224 Woodward ave.
The Bay Co., 203 Woodward avenue.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 25-27 West 5th street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Bay Co., 1021 Grand avenue.
St. Louis—Conroy Co., 1111 Olive street.
O. K. Houck Piano Co., 1116 Olive street.
The Bay Co., 914 Olive street.

NEBRASKA.

Lincoln—H. P. Sidles Cycle Co., 1317 O street.
Omaha—H. E. Dickson, 1310-1312 Capitol avenue.
Nebraska Cycle Co., 1418 and Harney streets.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 191 Washington st.
Newark—A. G. Pfeil, 810 Broad street.
Paterson—James K. O'Dea, 111 Ellison street.
Trenton—Goll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. G. Smith & Co., 394 Fulton street.
Price Phonograph Co., 1359 Broadway.
Buffalo—D. A. Powers, 643 Main street.
Elmira—Elmira Arms Co., 117 East Water street.
Gloversville—American Phonograph Co., 99 W. Fulton street.
Kingston—Percy H. Davis, 300 Wall street.
New York City—Bettini Phono. Co., 31 Gansevoort street.
Blackmer Talking Machine Co., 19 Beekman street.
J. F. Blackman & Son, 1624 3d avenue.
J. Bourgo, Jr., 60 Third avenue.
S. Brilliant, 1265 3d avenue.
Douglas Phono. Co., 1 Chambers st.
H. S. Gordon, 239 Fifth avenue.
Harry Jackson, 231 Bowery.
Jacot Music Box Co., 76 Union Square.
Lambert Co., North, 1867 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Poughkeepsie—Pine Phonograph Co., 203 Main st.
Rochester—A. J. Deninger, 40 North street.
Edison Phono. Co. & Co., 100 State street.
Silas H. Miller, 89 State street.
Talking Machine Co., 25 Clinton avenue, S.
Schenectady—Jay A. Eickard & Co., 221 State street.
Syracuse—W. D. Andrews, 228 E. Railroad street.
Troy—Jones Lorey, 399-401 Fulton street.
Utica—Arthur Horrocks Co., 14 Genesee street.
Clark-Horrocks Co., 31 Washington street.
William Harrison, 54 Columbia street.
Utica Cycle Co., 51 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 108 N. Market street.
Cincinnati—Ilene & Co., 25 W. 4th street.
The Bay Co., 121 West 4th street.
A. B. Wahl Co., 801 Vine street.
Rudolph Wurlitzer Co., 120-122 W. 4th st.
Cleveland—The Bay Co., 1095 Euclid avenue.
Columbus—Neil, Brown & Co., 83 S. High street.
Dayton—Nicholas & Dotzer, 32 E. 4th street.
East Liverpool—Smith & Hall Music Co.
Toledo—Hayes Music Co., 606 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Brown, 900 Federal street.
Allentown—Edward Lichtenthaler, 535 Hamilton street.
Easton—William Werner, 42 Northampton street.
Philadelphia—Bettini Phono. Co., 1125 Chestnut street.
Ed. Heed, Market and 8th streets.
Penn Phonograph Co., 41 N. 9th street.
John Wanamaker.
Wells Phonograph Co., 41 N. 9th street.
Wolf-Speyer Co., 931-933 Market st.
Wurlitzer, 1016 & 1018 Market st.
Harrisburg—S. K. Hamburger, 21 N. 2d street.
Pittsburg—Theo. F. Bernd Co., 121-123 Wood street.
Kaufmann Bros., Fifth avenue.
C. Kleber & Bro., 101 Fifth avenue.
O. K. Houck Co., 313 Fifth avenue.
Pittsburg Phono. Co., 951 Liberty avenue.
Reading—Reading Phonograph Co., 1019 Penn street.
Scranton—Ackerman & Co., Coal Exchange Building.
Technical Supply Co.

RHODE ISLAND.

Providence—J. H. Dean Co., 180-182 Westminster street.
A. D. Foster Co., Weybosset st.
Household Furniture Co., 231-237 Weybosset street.
J. Samuels & Bro., 154 Weybosset street.
A. T. Santagrossi & Co., 106-110 N. Main street.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Exchange, 511 Gillock street.
Memphis—O. K. Houck Piano Co., 329 Main street.
The Bay Co., 329 Main street.
Nashville—Nashville Talking Mach. Co., 210 Church st
The Bay Co., 214 Arcade.

TEXAS.

Dallas—C. B. Harris, Jr., 291 Main street.
Houston—H. H. Holbrook & Co., 1016 Main street.

VIRGINIA.

Richmond—The Bay Co., 109 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.



Start right. Present language study with amusement.
A proposition exclusively for the Edison Trade. *Write today for samples, prices, and literature.*

FOR DOMESTIC AND EUROPEAN SALES, ADDRESS:
INTERNATIONAL CORRESPONDENCE SCHOOLS
LANGUAGE DEPT., SCRANTON, PA.
For Foreign Sales, address: National Phonograph Co., Foreign Dept., 83 Chambers Street, New York City.

EDISON
Phonograph Monthly

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ORANGE, N. J.

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EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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TRADE STATUS.

The expected did not materialize. Owing to the custom of many firms of taking account of stock after the holidays, and the general need of "straightening out" store affairs, we rather looked for a falling off in the demand for goods in the early part of January, but the falling off did not come. On the contrary, the January orders have exceeded those for December, and they have increased each week as the month progressed. The advance orders for February Records were decidedly larger than those for January Records, the average for each selection almost equalling the phenomenal sale of the combined November-December list. It is evident that Edison goods are keeping farther to the front than ever; that in spite of the extravagant claims of others, the merits of the Edison Phonograph and its wonderful Gold Moulded Record are universally recognized wherever they have an opportunity of proving their qualities. The Edison Phonograph asks for nothing more than an opportunity of being played against any similar device now made, and we hope that all Dealers who handle any other line will at least play both, and let their patrons choose for themselves.

One of the most gratifying things in connection with the business of the National Phonograph Company is the number of firms who are taking up the sale of Edison goods. Since the new conditions went into effect last July, more than a score of firms have become Jobbers and an average of more than fifty firms each week have become Dealers. This has been done without granting special favors to any one. In each and in every case the goods have been bought outright and in accordance with our agreement. Every one that has become a Dealer in Edison goods has been treated the same as all others, and no better.

☞ SPECIAL ATTENTION IS CALLED TO REMOVAL NOTICES ON PAGES FOUR AND FIVE.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR MARCH, 1905.

RECORDS listed below will be ready for shipment as near **February 25th** as possible, at which time Jobbers' stock orders, if **received** prior to **February 10th**, will be shipped. March Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8928 A Sprig o'Shillinah. (*Ilell*) Edison Concert Band
An Irish Intermezzo by the composer of "A Bit o' Blarney."

8929 Oh Promise Me (*De Koven*) *Sentimental song, Orch. accom.* Irving Gillette

8930 Never (*Rogers*) *Comic song, Orch. accom.* Bob Roberts

8931 Come Take a Trip in My Air-Ship Medley Albert Benzler
Xylophone solo. Orch. accom. introducing "Come Take a Trip in My Air-Ship," "Please Come and Play in My Yard," "Let's All Go Up to Heaven's," and "I've Got My Fingers Crossed, You Can't Touch Me."

8932 It Makes Me Think of Home, Sweet Home (*Bryan*) Byron G. Harlan
Descriptive song, Orch. accom.

8933 The Troubadour (*Powell*) *Intermezzo* Edison Concert Band
The 1905 annual instrumental number of the popularizers of "Hiawatha," by the composer of "The Gondolier."

8934 The White Swan (*Shultz*) Edison Symphony Orchestra
By the composer of "Birds and the Brook."

8935 Oh, Oh, Sallie (*Leonard*) *Coon male duet, Orch accom.* Collins & Harlan

8936 Mexico (*Cole & Johnson*) Harry MacDonough
Song hit from New York's big "Humpty Dumpty" spectacle, Orch. accom.

8937 Darkie Tickle (*Hunt*) Edison Military Band
Descriptive selection and characteristic dance.

8938 Marguerite (*White*) *Sentimental duet, Orch. accom.* MacDonough & Biehling

8939 The Ringville Band (*Billings*) *Comic song, Orch. accom.* Arthur Collins

8940 Evening Star from Tannhäuser (*Wagner*) *'Cello solo, Piano accom.* Hans Kronold

8941 Hans Krausmeyer and His Dog Schneider Len Spencer & Ada Holt
A humorous German dialect sketch, introducing a conversation between Hans and his dog.

8942 Can't You See My Heart Beats All for You (*Morse*) Murray & Roberts
Coon male duet, Orch. accom.

8943 The Wren Polka (*Damore*) *Piccolo solo, Orch. accom.* Frank S. Mazziotta

8944 Won't You Fondle Me (*Kendis & Paley*) Arthur Collins
Serio-comic coon love song, Orch. accom.

8945 Tell Me With Your Eyes (*Von Tilzer*) Edison Male Quartette
Male quartette, Orch. accom.

8946 Ye Ancients March (*Reeves*) Edison Concert Band

8947 Tommy (Tell Me True) (*Rowsay*) Harlan & Stanley
Sentimental male duet, Orch. accom.

8948 My Carolina Lady (*Hamilton*) *Sentimental song, Orch. accom.* Miss Ada Jones

8949 Mildred (*Dell'Aria*) *Bells solo, Orch. accom.* Albert Benzler

8950 When the Harvest Moon is Shining on the River (*Henry*) Harry Anthony
Descriptive song, Orch. accom.

8951 Tennessee Minstrels Minstrels
Introducing Len Spencer and Billy Murray as end men, and the minstrel ballad, "My Love Remains the Same," sung by Harry MacDonough.

8952 There's a Dark Man Coming With a Bundle Medley Edison Military Band
Introducing "There's a Dark Man Coming With a Bundle," "Mamma's Boy," "I'm Trying so Hard to Forget You" and "The Yankee Doodle Boy."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

SPECIAL ADVANCE LIST HEBREW SELECTIONS EDISON GOLD MOULDED RECORDS.

THESE special Hebrew selections will be ready for shipment as near February 10th as possible. All orders received prior to February 1st will be shipped at that time. These selections have been made in the best manner of our Recording Department and will be found entirely satisfactory to all who desire Hebrew music.

18804 Overture Gavriel (*Friedzell*), Edison Military Band

18805 Chanuke Licht Dennhen (*Schnurmacher*), Goldin Hebrew Quartette

18806 Israilik Kim a Heim (*Meyerowitz*), *Lied mit Orchester begleitung*, David Meyerowitz

18807 Lechu nerannenu (*Schnurmacher*), Goldin Hebrew Quartette

18808 Zimbalen (*Tauzman*), *Comisches Lied mit Orchester begleitung* Hyman Cornfeld

18809 Bifroach reshuim (*Blumenthal*), Goldin Hebrew Quartette

18810 Mutter's Gebeth (*Arenstein*), Edison Military Band

18811 Adojnoj sechuruns (*Schestopol*), Goldin Hebrew Quartette

18812 Aufjener Seit (*Moguleski*), *Lied mit Orchester begleitung* Meyer Goldin

18813 Ufchein jiskadosh (*Goldstein*), Goldin Hebrew Quartette

18814 Gott un Sein Mishpet is Gerecht (*Meyerowitz*), David Meyerowitz
Lied mit Orchester begleitung.

18815 Hashkivenu (*Wohl*), Goldin Hebrew Quartette

18816 Sisi Wesimchi (*Friedzell*), Edison Military Band
Aus der Oper "Die Gebrochenen Herzen."

18817 Die fier Chisilym (*Gold*), Goldin Hebrew Quartette

18818 Brechen Die Beiner (*Tunzman*), Hymen Cornfeld
Comisches Lied mit Orchester begleitung.

18819 Eitz Chaim (*Sulzer*), Goldin Hebrew Quartette

18820 Die Seider Nacht (*Brody*), Meyer Goldin
Lied aus "Teibele" mit Orchester begleitung.

18821 Hajom Harus ojlom (*Schor*), Goldin Hebrew Quartette

18822 Chardas Edison Military Band

18823 Weshomru (*Sulzer*), Goldin Hebrew Quartette

18824 Mismor Le David (*Brody*), Herman Suchovisky
Lied aus "Gott, Mensch und Teufel," mit Orchester begleitung.

18825 Kwojdoj (*Schnurmacher*), Goldin Hebrew Quartette

18826 Die Avojde (*Belzer*), Goldin Hebrew Quartette

18827 Masil toff (*Moguleski*), Edison Military Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

REMOVAL OF NEW YORK OFFICE.

The New York office of this Company will on February 1 be removed from 83 Chambers Street to 31 Union Square, corner Broadway and 16th Street, (fourth floor, Bank of the Metropolis Building.) This change to larger quarters has been made necessary by the growth of our business. All orders and correspondence intended for our New York office should hereafter be sent to the new address.

NATIONAL PHONOGRAPH CO.

CO-OPERATION SPELLS SUCCESS.

The year 1904 was the most prosperous in the history of the National Phonograph Company. It was a great year for the sale of Edison Phonographs and Edison Gold Moulded Records. Not only was the foreign business greatly extended and increased, but the domestic business made greater strides than in any other twelve months of the company's career. The result is a source of much satisfaction to every officer and employee of the company whose work assisted in making it possible. The ever increasing strength of the Edison product upon the public has had much to do with this success, but we do not forget that no small part of it has also been due to the Jobbers and Dealers. Without the good will and cordial co-operation of the trade the same success could not have been possible. It will not do to say that Jobbers and Dealers only sell what the public demands and that the manufacturer has but to popularize his product to make the trade sell it, for this is not entirely so. Take away the element of good-will and the volume of business would suffer. We, therefore, desire at this time to express to all Jobbers and Dealers our appreciation of their efforts in 1904, and give voice to the hope that we shall have their co-operation to even a greater extent in 1905. Everything points to a most prosperous year and it only requires working together all along the line to make the promise of to-day a reality in December next. So let us all touch glasses to the toast "Edison and the Phonograph."

ADVERTISING THE THING.

The magazine advertising that we have been doing in the past year has been more extended and more adequate than ever before. In spite of its cost, it has been most profitable, for it has played no small part in the great increase of our business. If we did not believe that every Edison Dealer in the country has seen this advertising in some form, we would reprint some of the advertisements. It has occupied full pages in a score or more magazines, and all dealers must have seen it. In every advertisement the public has been asked to call at Dealers' stores and hear the Edison Phonograph and Edison Gold Moulded Records. Dealers can get much benefit from this advertising by using space in their local papers to tell the public that they carry the goods. Every Dealer who has made a success in selling the Edison product has been a liberal user of advertising space, and the business of all would be increased by advertising in one or more of its various forms.

LEARN TO REGULATE SPEED.

Our salesmen report that one of the commonest things in their daily experiences is to find Dealers exhibiting Records on a Phonograph running either too fast or too slow, thereby causing customers to have unfavorable impressions when a contrary effect is desired. Every Dealer should make it his first duty to learn how to properly regulate the speed of all styles of Phonographs. It is really the most important factor in the sale of machines. The direction sheet packed with each Phonograph, except the Gem, gives careful instructions for determining a speed of 160 revolutions a minute, and by giving them a little study every Dealer may know when his machines are running at the right speed. On the Gem machine the Dealer may make a chalk mark on the rim of the pulley or some other mark of that nature that can be seen, and count the revolutions of the mandrel in ten or fifteen seconds. In ten seconds it should be from twenty-six to twenty-seven, and in fifteen seconds it should be forty.

SCHEDULE FOR RECORD SHIPMENTS.

Because of the ample facilities that we now have at Orange, N. J., for the manufacture of Edison Gold Moulded Records, it has become possible to announce a definite and fixed schedule in connection with the shipment of new Records each month. Unless otherwise advised, samples will be shipped on the 1st to each Jobber ordering them. Advance orders must be received by the 10th. Shipment of orders received at that time will be made about the 25th, the date not varying two days one way or the other. Those received after the 10th will be regarded as second orders. Shipments by the 25th will make it possible to have the new Records in the hands of all Dealers by the first of the month given on the supplement. It is only within the past three months that it has been possible to carry out a fixed schedule of this kind, and it only needs the co-operation of the Jobbers to make it a standard feature of the business.

THE DANCE RECORDS.

The reports being sent in covering the instant success of the dance Records shipped early in January, are no surprise to the experts who supervised their recording, or to those whose duty it is each month to hear or approve all Records before they are placed before the public. The splendid tonal qualities and full volume were known to them, and they would have been grievously disappointed had these dance Records been anything but a success. Before they passed inspection they were compared with similar Records of other companies and found to surpass them on every point. The advance orders were more than half those for the monthly supplement, and many Jobbers have already placed second orders. They are going to be steady sellers for months, or until something better is made, and no Dealer's stock will be complete without most of them. Every Dealer should have them, for few Phonograph owners will be without a representative selection.

When the five Records, Nos. 8247 to 8251, "U. S. Army Lancers," were made over by the Edison Military Band, "Mr. Nightingale's" whistling specialty was omitted from No. 8248; "Squire Hawkins'" Rube monologue was omitted from No. 8249, and the singing and whistling duet by "Mr. Nightingale" and "Mr. Hightone" was omitted from No. 8250. All orders for this set of Records are now being filled with the new series. These Records still include the calls.

REMOVAL OF ADVERTISING DEPARTMENT.

On February 1 the Advertising Department of the National Phonograph Company will be moved to the main office and factory of the Company at Orange, N. J.

Ever since the Company has been in business its Advertising Department has had its headquarters at the New York office. There all the work of planning, ordering and checking was carried on, and all mailing to the trade was done. The bulk of the catalogues and printed matter has, however, been carried at the factory in Orange, from whence shipments were made to the trade.

It has been decided that more efficient service can be rendered the trade by having the department and its stock under one roof. Therefore its removal to Orange.

The department will occupy a one-story brick building, 25x100 feet in size and 20 feet in height. The building is one formerly occupied by Mr. Edison for experimental purposes, and its walls have witnessed the working out of many parts of his inventions. Had the building been constructed especially for the department it could not have been better adapted for the work. Although located in the middle of the factory grounds, and surrounded by the buildings in which Edison Phonographs and Records are made, and by Mr. Edison's Laboratory and experimental buildings, it stands apart from them all, free from the turmoil and confusion incident to a large manufacturing plant.

Correspondence intended for the Advertising Department only should hereafter be addressed to Orange, although it will reach it without material loss of time if sent to the New York office.

In its new quarters, the aim of the department will be to study more closely than ever the needs of Jobbers and Dealers in the matter of catalogues and other advertising literature. Being in close touch with the Shipping Department will make it possible to send out printed matter without delay, when not necessary to hold for shipment with merchandize. On the whole we believe that the removal will be a benefit to the trade and ourselves.

I wish to say a few words in praise of the Edison Phonograph. Have one here which has been in constant use for three years selling Records. There has never been anything wrong with it, and I have only had to put on one new belt.—*From a Dealer at Sydney, New South Wales, Australia.*

IT HELPS BUSINESS.

"Don't the sale of cheap premium talking machines make inroads on the demand for Edison Phonographs and Records," we were recently asked, and the inquirer was quite surprised when we informed him that the contrary was the case; that they have been a benefit to the Edison Dealers in every city where the premium plan has been carried on. These Dealers report that they have at once increased the demand for Edison Records, and have served to whet the appetite of the owner for a better machine. The premium machines are so imperfect and so unsatisfactory that few people use them long without getting disgusted. This feeling extends in a large degree to all machines of the same name and having a stock of cylinder Records, they look around for a better machine to play them. Then the Edison Dealer has an inning and scores right along. Dealers whose cities have not yet been struck by the premium scheme need not fear its coming, but rather welcome it, for with a little judicious advertising of their own it will bring them much business.

HEBREW RECORDS.

The twenty-four Hebrew selections listed on page 2 of this issue were made at our New York Recording plant, under the direction of the experts who have made the fame of the Edison Gold Moulded Record, and they are up-to-date in every respect. The selections are all of a popular character. It is certain that every Hebrew owner of an Edison Phonograph will want the entire list. A limited edition of supplements for these Records is being printed. It will be Form No. 630, and Jobbers placing orders for the Records are asked to order a few supplements shipped with them. Mailing these supplements to a selected list of names will not only sell Records, but induce many non-owners to purchase Phonographs.

THE TASK NOT YET FINISHED.

Orders for Records are occasionally received directing us to fill them only with the Records of the new style marking, and packed in the new style carton. The trade should know that it is still not possible to comply with these requests with all selections. Although we have been steadily at work making over the Records to conform to new conditions, the task will not be completed for some months to come. Until that time we shall be compelled to supply a certain number of titles in the old style. The number of these selections will steadily decrease, and eventually disappear.

PRINTED MATTER.

Form No. 618, a hanger showing the prices and discounts under which Edison Phonographs are sold, was recently mailed to the entire trade. We trust that all Dealers will hang this form in a conspicuous place so that they will be able to explain to their customers why they are compelled to sell Edison goods at uniform prices. In printing this form an error was made in giving the price of the Victor Phonograph as $60, when it should have been $65. We will thank Dealers to make this correction on their copies.

We still have on hand a quantity of our St. Louis Booklet, Form 550, and will be glad to fill orders for it from Jobbers who can use it to advantage.

All orders from the trade for price cards are now being filled with a new style card, Form 621. This card is 7 1-3 x 9 inches in size, and a different color is being used for each of the four machines. The colors are bright and will enhance the appearance of any window display in which they are used.

A copy of Form 619, Accessories Catalogue, was recently mailed to the entire trade. This catalogue is intended only for trade distribution, and cannot be supplied to anyone in large quantities.

Beginning with this issue, we shall mail with each copy of the EDISON PHONOGRAPH MONTHLY an order blank to be used by Dealers in ordering new Records each month. This will make it unnecessary to use the second page of this MONTHLY, or write a lot of numbers. Spaces will be left for the names of Jobbers and the signatures of Dealers. Only enough will be printed each month to mail one to each Dealer. It will not be supplied in quantities.

DEATH OF CHARLES MOLÉ.

Charles Molé, who made Edison Record No. 8513, "Le Tremolo," died in New York City on January 8. For two years he had been connected with Damrosch's orchestra as first flute player. Previous to that he was flute soloist for the Boston Symphony. For many years he was an instructor in the Paris Conservatory of Music.

APPRECIATED.

Dealers all over the country should thank you for your efforts in their behalf. It is good to know that a company like yours stands by its Dealers. Accept my best wishes for further success and a prosperous 1905.

LESTER CHARLES RIEMER.

HELPS TO SELL SHEET MUSIC.

A Dealer who has been handling talking machines exclusively states that he recently put in as a side line a stock of sheet music. In selecting same, care was taken to buy such as were popular in Records. The idea of hearing a song sung, instead of being played on a piano, as is usually done, appealed to purchasers of sheet music, and he now has the best trade in his city in this line. Naturally his complete stock brought in many who were prejudiced against a Phonograph, and were surprised at the wonderful improvement in Record making.

We found that the latter statement was especially true. Many piano players are prejudiced against a Phonograph by dealers who handle pianos exclusively, and, too, by the belief that the Phonograph is machine-made music like the piano players.—*Chandler Phonograph Company, Chillicothe, O.*

A GREAT BUSINESS.

The following letter was written from Boston to the editor of the PHONOGRAPH MONTHLY by our New England salesman:

In calling on the Boston Cycle and Sundry Co. yesterday, they requested me to point out to you the wonderful business that they are doing in Edison goods. For your information they placed orders with me on the 7th inst. for nearly 19,000 Stock Records and over 17,000 from the February list. I also received their regular weekly order for 100 Phonographs. They will receive over 12,000 Dance Records during the coming week. It is now up to our company to give them a good send off in the MONTHLY.

Mr. Scott has stated the situation so nicely that we felt that we can not do better than print his letter in full. It is needless to say that we take great pride in the conditions which make it possible to print such a letter.

PHONOGRAPH PUBLICATION IN MEXICO.

Our Foreign Department is in receipt of the first issue of *El Boletin Fonografico*, a monthly published in Mexico City, Mexico, in the interests of the Phonograph. Following the publishers presentation of the magazine is a short biographical sketch of Mr. Edison and a well-written article setting forth very strongly the leading position occupied by the Phonograph among the inventions of the nineteenth century. The publishers of *El Boletin Fonografico* promise to keep the Mexican public closely in touch with all improvements in connection with the Phonograph, as well as to furnish other information of interest to Phonograph enthusiasts; and it is to be hoped that their efforts will be rewarded with unqualified success.

PATENT INFRINGEMENT IN LONDON.

The following is a report of proceedings against Messrs. A. W. Gamage, Ltd., heard before Justice Kekewich at the Royal Courts of Justice, London, on Friday, December 2nd, 1904, when A. J. Walter appeared for the Plaintiffs; M. D. Warmington and J. C. Graham appeared for the Defendants.

Mr. Walter, on behalf of the Plaintiffs, The National Phonograph Co., Ltd., stated that the action was brought to restrain infringement of Edison's Letters Patent. The articles were sold by the plaintiff company under what is known as a Limited License, under which they could only be resold under certain conditions. They were resold by the defendants contrary to the conditions, and an action for infringement had been brought. A defense had been put in denying infringement, and denying the validity of the patents but the defendants now through their Counsel sought leave to withdraw their defence and an injunction was therefore sought to restrain the defendants, their servants and agents during the life of the Letters Patent from infringing the said or either of the said Letter Patent. The injunction as asked for was granted.

SEND ORDERS TO NEW YORK.

The attention of the trade is again called to the desirability of sending all orders for Phonographs, Records and supplies direct to our New York office. All orders must pass through the Sales Department, which has its headquarters in New York, and although the orders will reach this department no matter how addressed, they will get attention quicker by sending them direct to New York.

A FINE LOT.

Your January Records are a particularly fine lot and we trust you will continue to supply songs, etc., of the same good quality. Wishing you a successful New Year.

THE TORONTO MUTOSCOPE CO., LTD.

NOT IN THE SAME CLASS.

Don't conflict the Edison Phonograph with the "Scratchophone" machines on this market whose only virtue is that they make a lot of noise. The Edison Phonographs are free from that scratching sound and don't require needles after each record is played, but the music is reproduced by the aid of a sapphire point that lasts a life time.—*Extract from advertisement Danforth & Carter, Augusta, Ga.*

I have a Triumph Phonograph which I purchased from you, and of all the machines I have tried, there is none that can compare with yours, as the workmanship is all that is desired. —*From a correspondent at Christchurch, Canterbury, N. Z.*

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR MARCH, 1905.

The March list of Edison Gold Moulded Records is essentially one of popular airs and up-to-date music; just the kind of selections that are wanted by ninety-nine persons out of a hundred. Records of grand opera music by high class talent appeal to one man and afford good talking points for the manufacturer, but the Records that reach the heart of the other ninety-nine and put the business are those of the high, catchy, rhythmic songs of the day. On this basis the demand for the March list will be phenomenal. The following references to each will afford some information about these Records, but every Phonograph owner should hear them played at a Dealer's store:

No. 8928. "A Sprig o' Shillalah," by the Edison Concert Band, is a timely selection, listed in the month of St. Patrick's Day. "A Sprig o' Shillalah" is styled by its composer, J. Fred Helf, as an Irish intermezzo. Mr. Helf is the composer of "A Bit o' Blarney," and while his newer selection does not resemble it, the style of the composer will be readily recognized as being similar. "A Sprig o' Shillalah" is in every respect as fine a selection as "A Bit o' Blarney." Our Record of it is made in a musicianly manner by the Edison Concert Band.

No. 8929. "O Promise Me," sung by Irving Gillette, is one of the best ballads of later days that was not made over when the gold mould process of making Records was introduced by Mr. Edison. The demand for it, however, has been so constant that it has been decided to list it as part of our March Supplement. This song is, beyond question, the most popular thing that Mr. De Koven ever wrote and our Record of it by Mr. Gillette is the best that the latter has yet made for Phonograph use. The singer is accompanied by the orchestra.

No. 8930. "Never," is another topical song by Bob Roberts, without which the Monthly Supplement of Edison would not be complete. Each one that he sings always seems to be better than the one previously listed. This is true of "Never," the words and music of which were written by Alexander Rogers. The Record includes three verses, each one of which leads up to an amusing situation cleverly brought out by the chorus. The Record is made with orchestra accompaniment.

No. 8931, "Come Take a Trip in My Airship Medley," played by Albert Benzler, is an unusually fine xylophone solo with orchestra accompaniment, introducing the songs "Come Take a Trip in My Airship," "Please Come and Play in My Yard," "Let's All Go Up to Mandy's" and "I've Got My Fingers Crossed, You Can't Touch Me." The correct variation on the theme for which the medley is named is a very effective part of the Record. In this medley of popular waltz songs there is "something doing" throughout the entire selection.

No. 8932. "It Makes Me Think of Home, Sweet Home," is a new descriptive song, sung by Byron G. Harlan, written by Frank D. Bryan and one that is destined to be very popular. In it the singer refers to the "Star Spangled Banner" as the song that stirs up his American blood and makes him think of "Home, Sweet Home." Mr. Harlan, as usual, sings the song finely and in his work has the assistance of the orchestra.

No. 8933. "The Troubadour," played by the Edison Concert Band, is an intermezzo by W. C. Powell, composer of "The Gondolier," the $5,000 instrumental hit, published by the popularizers of "Hiawatha." "The Troubadour" was the instrumental number selected by these people to feature during the present season, and the success it has met with in the past few months justifies the wisdom of their choice. Our Record does the composition full justice.

No. 8934. "The White Swan," is a selection by the Edison Symphony Orchestra, written in schottische tempo. It is of the same character and by the same composer,—E. M. Soltz, —as "Birds and the Brook," our Record, No. 7865, one of our most popular orchestra Records. "The White Swan" has the same elements of success.

No. 8935. "Oh, Oh, Sallie," is another fine duet by Collins and Harlan. This selection has a sub-title "I'll Love You Till I Die" and is worthy of such an this line. The music is tuneful and full of character, and offers excellent opportunities for the duet by Collins and Harlan, to entertain their many friends. The words of this song were written by Rogers and Frantzen and the music by Eddie Leonard. The Record has an orchestra accompaniment.

No. 8936. "Mandy," sung by Harry MacDonough, is Miss Maud Lillian Berri's great hit in Klaw & Erlanger's New York production of the Drury Lane spectacle, "Humpty Dumpty." This song is the most talked-of number in the show and is rapidly climbing to a high point of popularity. The Record is made with orchestra accompaniment. Its composers are Cole and Johnson. In the song the Mexican lover sings:

> Mexico! My dark-eyed Mexico!
> Though years may come and go, you'll constant be,
> And I'll be waiting, waiting for you,
> And I would like to know if you love me.

No. 8937. "Darkie Tickle," made by the Edison Military Band, is a characteristic dance composition by E. B. Hunt strongly listed in our catalogue as a banjo solo by Vess L. Ossmans. In its new form it will doubtless be more popular than ever. This selection introduces a humorous coon dialect, dancing and other incidental effects.

No. 8938. "Marguerite," sung by MacDonough and Biebling, is a fine Record of C. A. White's old song, which is popular everywhere. Very few melodies equal it and none surpass it. It was especially arranged for MacDonough and Biebling as a duet and has never before been heard in the form now offered to Edison Phonograph owners. The orchestra accompaniment provides an attractive embellishment.

No. 8939. "The Bingville Band," by Arthur Collins, is a distinctly comic song descriptive of the Band of Bingville in which some amusing effects are introduced. The music has a characteristic swing and is full of action from beginning to end. Mr. Collins is accompanied by the orchestra. The music of this song was written by C. F. Billings and the words by F. M. Dean. It is a Record that cannot fail to please Mr. Collins' many admirers.

No. 8940. "Evening Star," is the first violoncello solo that we have listed. It is played by Hans Kronold, who is one of the best violoncello players of the present day. Being able to have him make a Record of this beautiful selection from Wagner's "Tannhauser" is a bit of enterprise in which we take much pride. It is one of the most artistic Records from a musical standpoint that it has been our good fortune to issue. In order to detract as little as possible from the 'cello, Mr. Kronold was accompanied by the piano instead of the orchestra. Particular attention is invited to the steady, sustained bowing of Mr. Kronold, which is perfectly recorded. At the time this Record was made Mr. Kronold expressed himself as delighted with the results of his work.

No. 8941, "Hans Krausmeyer and His Dog Schneider," is a unique talking Record by Len Spencer and Ada Holt. So cleverly do Mr. Spencer and Mr. Holt make this Record that one can all but see Krausmeyer carrying on the soliloquy with his dog and the latter wagging its tail and barking in reply. Krausmeyer's "talk" is very funny.

No. 8942. "Can't You See My Heart Beats All for You?" by Murray and Roberts, is a coon love song now being sung in the best vaudeville performances of the country. The first duet Records of these artists and listed in February made an instant hit and caused an immediate demand for other Records by the same people. The following dialogue is appropriately introduced:

> ROBERTS—What's the matter with, girl? Haven't I treated you all right? Didn't I take you to the ice cream festival?
>
> MURRAY—Yes, but you only had car fare one way and I had to walk back home.

The Record is made with orchestra accompaniment. The music is by Theodore Morse and the words by Bert Fitzgibbon.

No. 8943. "The Wren Polka," is a piccolo solo played by Frank S. Mazziotta, with orchestra accompaniment. The tonal quality of this selection is superior to any previous Records made by this instrument. The composition is replete with brilliant and difficult execution, yet withal, tuneful and capable of ready appreciation. This selection was composed by E. Demare.

No. 8944. "Won't You Fondle Me?" is a serio-comic love song by Arthur Collins, which is very popular among vaudeville singers generally. It has somewhat of the rag-time rhythm, and Mr. Collins' work in making a Record of it is up to his usual high standard. The orchestra accompanies the singer. This song was written by Kendis and Paley. Its chorus:

> Won't you fondle me, won't you fondle me,
> Throw your loving arms around me in that loving way,
> I'll sing darling coo, coo, and we're going to stay,
> I'll sing darling coo, coo, since it's hurting you,
> Keep my heart's affection burning all for you,
> If you only fondle me.

No. 8945. "Tell Me With Your Eyes," is another fine Record by the Edison Male Quartette. This selection was specially arranged, introducing in the verse part a solo by the second tenor, a duet by the two tenors, a trio by the tenors and baritone, and finishing with a quartette chorus, or refrain. The entire Record is accompanied by the orchestra. The music of this selection was written by Albert Von Tilzer and the words by Arthur J. Lamb. Its refrain follows:

> Tell me with your eyes
> All I want to know,
> Tell me with your eyes, my dear,
> That you love me so;
> For your lips have never confessed
> To your heart's secret rights,
> More than all the sweetest words
> Tell me with your eyes.

No. 8946. "Ye Ancients March," played by the Edison Concert Band, is another popular Record made by the wax process, but not until now made by the gold moulded process. It introduces a number of old time melodies, characteristic of the title. The reed section plays an important part in the fife and drum effects, introducing in it this march by the composer. This selection was dedicated to the Ancient and Honorable Artillery Company of Boston by its composer, the late D. W. Reeves, bandmaster of the American Band of Providence, R. I., who succeeded to the directorship of Gilmore's Band at the death of Patrick Sarsfield Gilmore.

No. 8947, "Tommy (Tell Me True)," made by Harlan and Stanley, is a sentimental song written by Don Ramsay and Tell Taylor, and cleverly sung by these two well known artists. The music is written in schottische tempo, which is kept up throughout the Record, giving a fine swing to the selection, which is very pleasant to hear. The singers are accompanied by the orchestra.

No. 8948, "My Carolina Lady," served as an introduction to the Phonograph public of another new singer in Miss Ada Jones, who has a charming contralto voice. Miss Jones sings this selection in a style all her own, with a dainty coon dialect and expression, that claim your interested attention at once. The music of this song was written by George Hamilton and the words by Andrew B. Sterling. A part of one verse follows:

> Whilst I'd throw 'em back in Carolina,
> My lovin' Southern girl I dearly love,
> At night I jump on board a train to charm her,
> That angels will wait to o'er her form stand.

No. 8949. "Mildred," is a bells solo by Albert Benzler, written in the song and dance or schottische tempo, with a melody fully as catching as any of Mr. Benzler's entertaining bell numbers. It is played with orchestra accompaniment. The composer of this selection is Len O. De Witt.

No. 8950. "When the Harvest Moon is Shining on the River," sung by Harry Anthony, is a new ballad by S. R. Henry and Arthur J.

Lamb, the music of which forms a very pretty setting to the story as told in the words. It attracts the first time it is heard, which accounts for the rapid growth in popularity that it has met with since its first publication a short time ago. Mr. Anthony sings it in a remarkably fine manner. It has the usual orchestra accompaniment. The theme is the old love story about—

The nightingales are chanting in the valley,
As soft winds whisper through the rock he skies,
As still beside the garden gate they linger,
And whisper of a love that never dies.

No. 8951, "Tennessee Minstrels," by the Edison Minstrels, is another excellent addition to our list of Minstrel Records. It begins with the regular minstrel scene and the opening overture is "Maud S." Then are introduced the end men, Billy Murray and Len Spencer, and the interlocutor in a bright and funny "gag." Harry MacDonough sings the minstrel ballad "My Love Remains the Same," with chorus by the Edison Male Quartette. All are accompanied by the orchestra.

No. 8952, "There's a Dark Man Coming With a Bundle Medley," played by Edison Military Band, includes "There's a Dark Man Coming With a Bundle," "Mamma's Boy," "I'm Trying So Hard to Forget You," and "The Yankee Doodle Boy," four of the very latest popular successes.

EDISON LINE ALL HE WANTED.

"Attached you will find a letter from——," wrote George E. Mickel, manager of the Nebraska Cycle Co., Omaha, Neb., on December 21st. "This is the party we had sign a Retail Dealer's Agreement about six weeks ago. Before he went into the talking machine business, the writer tried to induce him to take up the Edison line, and finally called on him and found he had taken up a line of ——. In November I had him put in a line of Edison goods, and this letter explains the result:

Nebraska Cycle Co.

"I must say I am highly pleased with the Phonograph, so much so I would like to dispose of my stock of ——, consisting of three instruments, and handle your goods exclusively. Could you not take them off my hands? I presume you could dispose of them better than I can. Let me know what you think of such a thing."

The Douglas Phonograph Co. have established a branch of their business at 1525 First Avenue, New York City, in charge of Alfred Weiss. This will place at the disposal of the uptown dealers a large stock of Edison Phonographs and Records, etc. The uptown branch will be open every day and evenings, which will enable dealers to obtain goods of them at all times.

IN THE PHONOGRAPH PALACE.

It says "Admission Free" over the door of the penny in the slot Phonograph palace, and apparently there are now who think that that applied to the machines as well.

A woman came in, carrying an armful of bundles, which she deposited on top of a Phonograph case, picking up, then, the tubes and applying them to her ears, clearly expecting to hear, right off, the music. But it didn't come.

She shook the tubes, and looked at them, and juggled the music box itself, and then put the earpieces up to her ears again, and listened hard, but still no music. And then:

"Madam," said a man standing at the next Phonograph, listening to its music, a man who couldn't help witnessing her efforts, and who now ventured to address her respectfully, "madam, I think if you would drop a penny in the slot you would find it will work better."

But instead of doing this she dropped the earpieces and gathered up her bundles and departed. Didn't it say "Admission Free" over the door?

But if it seemed strange that anybody should think the machines were free, it seemed stranger still to encounter somebody that didn't know how the machines worked. But there are such.

Up to a man who had a pair of tubes glued to his ears walked a woman who, as a matter of simple fact, was at once handsome, graceful in bearing and elegantly attired, a woman of evident cultivation and refinement, and who was accompanied by her daughter, a young woman handsomer still than herself. But neither knew how the penny in the slot Phonographs were operated, and when the man when they had approached had dropped the earpieces up spoke the elder of the two visitors, with:

"Will you please tell me how they work?"

Which the gentleman was indeed pleased to do; and straightway the mother and daughter, from a house in some fine old town that might be one of wealth and of great natural beauty, but one evidently not yet boasting of a Phonograph parlor, began putting cents in the hopper.

All sorts of people visit the Phonograph palace, including men as well as women and children; and grown up men appear to enjoy the music as much as anybody does. Two men may be seen, or two young women, or a young man and a young woman, or two children often are listening to the same Phonograph, each holding a single earpiece; and sometimes one man may be seen, listening with a single earpiece, not using the other at all. Perhaps he is deaf in the other ear, but anyway he uses only one earpiece.

Mothers hold little children up in their arms and themselves listen with one earpiece and place the other at the ear of the child. They do this sometimes with infants so young that it would seem impossible for the little ones to realize that what they were hearing was a concord of sweet sounds, but the mothers seem to enjoy giving the infants a chance to hear; they like to divide the music with them.

Of all those who drop a penny in the slot and put up the earpieces some listen gayly, while some plant their elbows on the box over the machine, and hold the earpiece to their ears lightly, and listen in an attitude of rapt enjoyment; and some people hum the tune as they listen to it. Many of the listeners seem to have made strange selections. For instance:

You may see gray haired but alert men, with earpieces up, listening to the stirring strains of "Marching Through Georgia" or of "Dixie," and it is easy to imagine as to them that they are veterans to whom these songs bring back vividly recollections of the days when, on one or the other side, they performed the man's part. It is easy to account for their selections. And there is the swarthy man with the pointed beard drinking in his selection from the opera —it seems natural that he should have made this selection; and the same is true of the young people to be seen listening to love songs, or perhaps to rollicking comic ditties.

But how shall we account for the people who are drawn to the Phonograph that plays "Down Where the Sweet Potatoes Grow," people who may have about them nothing whatever bucolic in appearance? It may be simply idle curiosity, but it seems strange.

And why should people put up the earpieces of "Dear Sing Sing," people of wholly innocent appearance, people who from their looks would seem never to have had any further acquaintance with Sing Sing than that to be gained by riding past it on the railroad. Why should they be interested in "Dear Sing Sing?" And you may see people whom you would never pick out as being of a deeply devotional nature listening with manifest interest to "The Holy City" or to the notes of "Onward, Christian Soldier."

And so on all along the line, so that one is inclined to repeat to himself as he looks at the listeners, "You can't always judge a man by his looks." Curious and interesting and peculiarly modern is the penny in the slot Phonograph palace, and of interest, as well, are the people to be met in it.—*New York Sun.*

A HIGH COMPLIMENT.

Rudolph, O., Jan. 9, 1905.

I wish to relate an incident which occurred in our store this evening, which I considered the highest compliment that has ever been paid to a talking machine. I was exhibiting a Home, with a 24-inch silk horn. Among other Records, I put on No. 8616, The Flogging Scene from "Uncle Tom's Cabin." When the Record was ended, a man sprang out of his chair, wiped the tears from his eyes, and said, "I'd give ten dollars for the privilege of hitting that damned slave driver just once." Has any other talking machine ever been complimented any higher? The Edison is taking our community by storm.

THE BUCKEYE MUSIC CO.,
J. C. Friend, Manager.

PHONOGRAPH MUSIC BY TELEPHONE.

Sleighing parties from New Rochelle and the Bronx had an impromptu dance at a City Island Bridge hotel Christmas eve, to which two mice and a Phonograph twelve miles away played most important parts. Thomas Jordan, proprietor of the hotel, which is in Pelham Bay Park, found his house full of gay young people Saturday evening, and when they suggested a dance he had his dining room cleared, a big fire started and all was in readiness. Miss Clara Forsyth, of New Rochelle, sat down to the piano to furnish music for the dancers, but her first notes were discords, and were accompanied by a piercing squealing and scratching from the interior of the piano.

"Rats!" somebody shrieked, and Miss Forsyth climbed on top of the piano stool, while the other young women mounted chairs and window sills. Mr. Jordan opened the lock of the piano to investigate, and a little mouse leaped out and scurried around the floor to a chorus of shrieks. There was another mouse still in the piano, and after cautiously poking around with a stick among the wires, Mr. Jordan decided not to endanger the instrument by such proceedings, and went to the telephone to call up a musician in Fordham, not far away, intending to order two or three musicians sent to the hotel.

He got a crossed wire and listened to a brass band concert reproduced from a Phonograph in the house of Albert E. Lauten, a musical instrument dealer at No. 1934 Amsterdam avenue, Manhattan, about a mile and a half from City Island. Mr. Jordan broke in at the end of the march and talked to Mr. Lauten. As a result he made a megaphone of cardboard and his patrons danced to the telephone music of the Phonograph for two hours.—*New York Herald.*

ASSIST HER, OF COURSE.

Mr. ——— writes us saying "he has just received one dozen Records and finds 'The Girl I Love in Sunny Tennessee' is broke, what shall I do?" We replied, "If you love her, send some money." What would you do?—*Thomas C. Hough, Edison Jobber at Minneapolis, Minn.*

DANCE RECORDS FINE.

I received the Dance Records to-day, and they are fine. Any one who could not dance to such music will not try any other kind. I have a 7292R brass horn and a Concert Phonograph changed to play the Standard Records. I have never heard its equal, not excepting the ———, of which I also have one.

We have a local band here and I am going to take some Records in some future time. Last winter I got some chimes on the Concert Phonograph that were fine, also some violin solos. They were my first attempt to make Records.

Z. J. LE FEVRE.

A REMARKABLE OCCURRENCE.

Mansfield, Ohio, Dec. 21, 1904.

Herewith we enclose a copy of an "ad" which we had in our leading daily paper, the *News*, in the issue of December 19th and 21st. The occurrence there portrayed actually took place in our store last week. The name of the man is properly given and the story is not in the least over-drawn. He actually wept, prayed and swore.

W. T. GEITZ.

THE PSYCHIC POWER OF THE PHONOGRAPH.

Reader, what would you give to again live over, in all its realism, the most momentous period of your life, especially if that time had been a great history making epoch?

Uncle Dan Frankhouser, who served over four years in the Great American Conflict, can tell you what it means. He can tell you what it is to again march to the strains of martial music and that wonderful necromancy which can call sleeping battalions from the silence of the grave, to hurl themselves into the awful vortex of war's fire and blood—the clash of contending armies. Ask Uncle Dan of the marvelous mesmeric potency of the old war song, "Marching Through Georgia," as sung by Harlan & Stanley:

"Bring the good old bugle, boys, we'll sing another song,
Sing it with a spirit that will start the world along,
Sing it as we used to sing it, fifty thousand strong,
While we were marching through Georgia."

Ah! you should see the old warrior's nostrils dilate and his eye take on the fire of battle. The veterans is again back on the famous march from Atlanta to the sea. His arms swing and his feet beat time to the inspiring rhythm of the song while his entire being is suniver with the thrill which soldiers alone can feel. Then play for him "The Battle Cry of Freedom," by the same duo:

"We are springing to the call of our brothers gone before,
Shouting the battle cry of freedom!
And we'll fill the vacant ranks with a million freemen more,
Shouting the battle cry of freedom!"

Strange anomaly! Inexplicable paradox of the human soul; he weeps and great hot tears roll down the furrows which the years have laid into his cheeks. The heart of the rough old fighter is as tender as a maiden's. His lips again move with the prayers that were murmured before the charge, and then, obvious to all present surroundings, carried forward in the irresistible current of the strife, he swears terrible oaths invoking the war god's vengence upon the heads of his country's enemies. Was it real? Ask him.

In the brief period of ten or fifteen minutes the panorama of "The Great Rebellion," with all its sounds and sights; its comedies and tragedies has passed before his eyes and filled his ears. Nay! More: He has been taken into it and lived it all over again as he did in all its ghastly reality more than forty years ago.

The Edison Phonograph was the magic medium that marshaled the spirits of a dead past to re-enact the drama of war.

The Edison Phonograph, Mysterious of Sound, capable of portraying every passion of the human heart and every mood which can be made manifest to the ear. Yet there are people who affect a dislike for this child of the brain of the "Wizard of Menlo Park." For them there can be but one verdict: A necrosed mentality, an atrophied soul; a being wholely animal in its selfishness and dead to every attribute that is noble.

However, we may be unjust in our judgment. Perhaps those people who have a dislike for what are commonly called "Talking Machines" have never heard a genuine Edison Phonograph. If you have not, or, even if you have, come to our store this week and hear the Wonderful New "Home Phonographs" we have just put on exhibition. They will indeed be a revelation to your ears and hearts as well. The most acceptable Christmas gift you can possibly make to any one, except a deaf person. Every machine which comes into our house is thoroughly tested and warranted in every way.

GELTZ'S CASH STORE.

THE PHONOGRAM.

Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

	Delivered With Goods.
Blank, per 1000 copies	$2.50
Smaller quantities pro rata.	
Imprinted, per 500 copies	$1.50
Imprinted, per 1000 copies	$2.75

No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

	By Mail.
Single copies, per year	$ .20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.80
Fifty copies to one address, per year	3.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

REPRODUCER EXCHANGE.

That there are still many of the old style Edison Reproducers in use is shown by the number that find their way back to our factory for repairs. For the benefit of those who have become Dealers in Edison goods in the past two years we would point out that the exchange proposition in connection with reproducers is still in force. This proposition permits Dealers to allow $2 on an old reproducer when a new style one is bought at full list price. A similar allowance, less usual discounts, is made to Dealers when they return old style reproducers and order new ones.

A RECORD MADE BY AUSTRALIAN ABORIGINES.

Edward C. Watts, of Albany, West Australia, under date of November 3, 1904, wrote to our Foreign Department as follows:

"Accompanying this note I am sending a somewhat unique Record made by the telegraph operators at the Eucla transmitting station. Eucla is situated on the border line of West and South Australia. Record was made on an Edison Gem which I sent to the boys. Eucla is about 300 miles from anywhere and the machine is a great source of amusement to the operators and helps to beguile many hours which would otherwise be weary. I have myself a Standard which is the clearest and best I have up to date heard. Record is an imitation of Australian Aborigines' Corroboree, made by three natives. The second part is a Corroboree solo. The Corroboree, I should, I suppose, explain, is a sort of war dance, or rejoicing amongst the blacks to celebrate a big day's hunting or any occasion. The mule blacks paint themselves as many different colors as possible with clay, or mud or anything they can get hold of. The more hideous they can appear the better they are pleased (although they are ugly enough at any time.) They light a big fire around which the Lubras (females) sit and crone and hit two sticks together, the males dance and jump about and carry on a lot of gibberish which no one seems to understand and I am doubtful if they understand it themselves. This record is not an extra good one, as the man who made it had some difficulty in getting the blacks close to the trumpet. They were not too pleased with the looks of the machine and kept jumping back as you will notice at intervals the sounds get very faint. Of course the man could not get the Lubras and sticks in, but did the best he could under the circumstances. I should think this is the first of its kind made. You are at liberty to make what use you like of the Record. I thought, perhaps, you would like to hear it; it will run fairly on a Standard machine. The Record is an old one shaved down, the only one the boys could get where they were."

Unfortunately the Record was broken in transmission.

NEW ZEALAND CONGRATULATIONS.

Following are extracts from a letter addressed to Mr. Edison and written by S. F. Boler, Tauhoa, Auckland, N. Z., under date of November 15th:

"Permit me on behalf of many friends here to offer my hearty congratulations on the perfection to which your marvelous invention, the Phonograph, has attained. The pleasure it gives to thousands in this colony alone bears testimony to its excellence.

"Personally, I have exhibited all through the Island as a hobby and the result has been most gratifying. * * * I am still as deeply interested as when I listened to the first little machine brought here, although quantities have passed my hands since then."

PERSONAL.

Among the out-of-town Jobbers attracted to New York by the automobile show January 16-21 were H. E. Fredrickson, of Omaha, Neb.; W. D. Andrews, Syracuse, N. Y.; N. D. Griffin, of the American Phonograph Co., Gloversville, N. Y.; P. A. Powers, Buffalo, N. Y.; S. K. Hamburger, Harrisburg, Pa.; J. M. Linscott, of the Boston Cycle and Sundry Co., Boston; William Werner, Easton, Pa.; Louis Buehm, of the Wells Phonograph Co., Philadelphia; C. A. Ray, Louisville, Ky.; H. L. Ellenberger, New Haven, Conn.; John N. Willys, of the Elmira Arms Co.

WINS CASE BY PHONOGRAPH.

London, Jan. 21.—The Phonograph has appeared as a witness in a case tried in the Berlin Second Civil Court. Herr Jakobsen claimed a debt from Herr Gerson on the strength of a verbal agreement which the defendant denied on oath. Thereupon Herr Jakobsen produced a Phonograph and set it in motion. It repeated the conversation between the two men, their voices being clearly recognized. Judgment was immediately given for Jakobsen.—*New York Sun.*

WANTS DIVORCE OR SOMENEW MUSIC.

One of the acts of cruelty assigned by a Portland, Oregon, woman in her suit against her husband for a divorce is that "defendant some time ago purchased a Phonograph and will not buy new music, but sits by the hour and plays the same pieces over and over again, late into the night, so plaintiff cannot sleep."

The Reading Phonograph Co., Reading, Pa., in one of their recent newspaper advertisements printed cuts of the Gem, Standard and Home Phonographs, and under them ran these neat captions:

A Real "Gem,"
$10.00.

The "Standard"
of
Excellence, $20.00.

A Delightful "Home"
Entertainer, $30.00.

Gold Moulded Records } Perfection of { Tone, Quality, Finish

35 Cents Each.

SUSPENDED LIST, FEBRUARY 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

Boulder—BENTLEY & CRAIG.

INDIANA.

Marion—BUTLER MUSIC CO.; also Wabash, Ind.
South Bend—EUGENE MARSH, 106 Wabash avenue.
SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 103 North Michigan street.
Wabash—BUTLER MUSIC COMPANY; also Marion, Ind.

IOWA.

Burlington—JOHN P. WEISS, 211 Jefferson street.
Sioux City—HATTENBACH BROS. CO.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.

Biddeford—W. H. FIELD.

MASSACHUSETTS.

Boston—T. SINGER, 62 Leverett street.
Lawrence—LORD & CO., 304 Essex street.
E. O. HOSHER, 490 Essex street.
Lynn—ELIAS DEYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFE.
Somerville—E. J. WINCHESTER, 31 Summit avenue.
Woburn—OSBORN GILLETTE, of the BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—P. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMMINDORFER.
JAMES V. CALAHAN, 107 Genessee st.
TIERNEY BROS., 117 Genessee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS.
Nashua—F. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 2030 Arkansas ave.
Bayonne—J. WIGDOR, 490 Avenue D.
Jersey City—W. L. HOFFMAN, 132 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—J. HURWITZ.
Paterson—CHAS. H. KELLY, 93 N. Main street.
Plainfield—S. W. PRUCHT, or R. PRUCHT; als New York City.
ELSTON M. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

Albany—G. LINDE, 353 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Hobart—P. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
BERN BEARWALD, 233 W. 116th st.
BRONX PHONOGRAPH CO. or DAVID SWIRYK, 306 Willis ave.
CENTRAL PHONOGRAPH CO., 160 E. 42d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONOGRAPH CO., 9 W. 14th street.
S. W. PRUCHT, or R. PRUCHT, 7 Barclay street, or 68 Cortlandt street; also Plainfield, N. J.
O. HACKER, 1 Murray street.
HAWTHORNE & SHEBLE, 197 Broadway; also Philadelphia, Pa.
HOLOBER BROS., 350, 410 and 497 West st.
N. HORN, 148 E. 58th street.
W. L. ISAACS, 114 Fulton street.
S. LEHBURG & CO., 191 Broadway.
J. McKILLYNNE, 102 Broadway.
RICHMOND PEASE, 24 W. 125th st.
F. M. PRESCOTT, 42 Broad st.
WINTHROP CYCLE CO., 2212 Seventh avenue.
Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Syracuse—SPALDING & CO.

OHIO.

Cincinnati—J. L. ANDEM.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Ulrichsville—P. A. MAZURIE.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 2183 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Mascher streets; also New York City.
A. KROUSE, 832 Arch street.
PENN NOVELTY CO., 15 South 5th st.
Phoenixville—EINHARD BROS.
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.

Providence—P. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATTNER.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2027 Second avenue.
The Talking Machine Co.
Mobile—W. H. Reynolds, 162 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 766-782 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 612 16th street.

CONNECTICUT.

Middletown—Cauldins & Post Co., 106-108 Main street.
Hartford—Barry Jackson, 290 Asylum street.
New Haven—Pardee-Ellsworth Co., 152 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann, Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 49 Peachtree St.

ILLINOIS.

Chicago—James I. Lyons, 72 Fifth avenue.
Siegel-Cooper Co., Leo Rongress 4th.
Talking Machine Co., 144 Madison street.
The Vim Co., 86 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 102 Bridge street.

INDIANA.

Indianapolis—Carlin Bros. Co., 232 Massachusetts ave.
Kipp Bros. Co., 37 S. Meridian street.
The Ray Co., 105 S. Illinois street.
A. Wahl Co., 128 E. Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
The Vim Co., 312 Walnut street.
Fort Dodge—Early Music Co., 822 Central ave.

KENTUCKY.

Louisville—The Ray Co., 620 Fourth street.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
National Automatic Fire Alarm Co., 1213 Canal street.
The Ray Co., 117 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 182 Exchange street.
Portland—W. H. Rose & Son, 511 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Machine Co., 370 Washington street.
Iver Johnson Sptg. Goods Co., 219 Washington street.
Read & Read, 598 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 697 Main st.
Lowell—Thomas Worrall Co., 122 Central street.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros., 243 Woodward ave.
The Ray Co., 203 Woodward avenue.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 12-14 West 4th street.
Minnesota Phonograph Co., 37 E. 7th street.
Thomas C. Hough, 300 Wabasha street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Ray Co., 1011 Grand avenue.
St. Louis—Conroy Co., 1111 Olive street.
Rudolph Wurlitzer Co., 1216 Olive street.
The Ray Co., 919 Olive street.

NEBRASKA.

Lincoln—H. E. Sidner Cycle Co., 1310 O street.
Omaha—H. E. Fredricksen Music Co., 1320 Capitol avenue.
Nebraska Cycle Co., 108 and Harney streets.

NEW JERSEY.

Hoboken—Rellgen Phono. Co., 202 Washington st.
Newark—A. O. Petit, New and Halsey streets.
Paterson—James K. O'Dea, 111 Ellison street.
Trenton—Groll Blank Book and Stationery Co., 30 E. State street.

NEW YORK.

Albany—*Pinch & Hahn, 22 State street.
Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 394 Fulton street.
Price Phonograph Co., 1198 Broadway.
Buffalo—H. A. Powers, later Main street.
Elmira—Elmira Arms Co., 142 Lake street.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 297 Wall street.
New York City—Berlin Phono. Co., 24 Chambers street.
Blackmon Talking Machine Co., 19 Fulton street.
J. Blackmon, 35, 36th, 37th, 38th, 43d avenue.
I. Dewees, Jr., 1133 Broadway.
S. W. Hawley, jr. E. 14th street.
Douglas Phono. Co., 82 Chambers st.
H. S. Gordon, 191 Fifth avenue.
Harry Jackson, 102 Bowery.
Jaeger & Hahn, 19 Union Square.
Victor H. Hapke, 260 Second avenue.
Siegel-Cooper Co.
John Vanamburgh.
Poughkeepsie—Price Phonograph Co., 293 Main st.
Rochester—Andrews & Bestor, 25 Main street.
Stubbs Phono. Co., 18 N. State street.
Giles B. Miller, 51 State street.
Talking Machine Co., 121 Clinton avenue, S.
Schenectady—Jay A. Richard & Co., 233 State street.
Wm. H. Hahn, 22 State street.
Syracuse—W. D. Andrews, 117 Railroad street.
Troy—James Lenzey, 250-56 Fulton street.
*Pinch & Hahn, 7 Third street.
Utica—Clark-Horrocks Co., 14 Genesee street.
Arthur C. Perrine, 85 Bellinger street.
William Harrison, 41 Columbia street.
Utica Cycle Co., 1 Columbia street.

OHIO.

Canton—Klein & Heffelfinger Co., 216 N. Market street.
Cincinnati—Ball & Co., 422, 424 and 426 West 4th street.
The Ray Co., 122 West 4th street.
A. B. Wahl Co., 602 Vine street.
Rudolph Wurlitzer Co., 1009 W. 4th st.
Cleveland—The Ray Co., Euclid Ave. and Prospect streets.
Columbus—Percy B. Whitsit, 1 North High street.
Dayton—Nielsen & Dohse, 31 E. 3rd street.
East Liverpool—Smith & Phillips Music Co.
Newark—Hoover-Ball Co., Inc.
Toledo—Harvey Phono. Co., 306 Superior street.

PENNSYLVANIA.

Allegheny—Hen Phono. Co., 1 Market street.
Allentown—B. C. Aschbach, 30 West Hamilton street.
Easton—William Werner, 20 Northampton street.
Philadelphia—Ivers & Pond Piano Co., 1107 Chestnut street, 1st floor, Market and 8th streets.
Penn Phonograph Co., 19 & 9th street.
Talking Machine Co., 1031 Chestnut st.
Wells Phonograph Co., 41 N. 9th street.
Western Electric Co., 1419-23 Market st.
H. A. Weymann & Son, 925 Market st.
Harrisburg—S. K. Hamberger, 1014 N. Market sq.
Pittsburg—Theo. F. Bentel Co., Inc., 633 Wood street.
Harry Bentel, 1st floor, Arcade.
H. Eisler & Bro., 201 Fifth avenue.
C. C. Meller Co., 309 Fifth avenue.
Pittsburg Phono. Co., 437 Liberty avenue.
Reading—Reading Phonograph Co., 807 Penn street.
Scranton—Agency Phonograph Co., 422 Exchange building.
Fechin & Son, 1117 Penn avenue.

RHODE ISLAND.

Pawtucket—*Pawtucket Furniture Co., 72 N. Main St.
Providence—J. M. Dean Co., 180-192 Westminister street.
J. A. Foster Co., Westminster st.
Household Furniture Co.
J. Samuels & Bro., 72-80 Dorrance street.
A. T. Sherwood & Co., 106 N. Main st.

TENNESSEE.

Knoxville—Knoxville Talking Machine & Phonograph Exchange, 211 Clinch street.
Memphis—O. K. Houck Piano Co., 159 Main street.
The Ray Co., Lyceum Building.
Nashville—Nashville Talking Mach. Co., 310 Church st.
The Ray Co., 151-153 The Arcade.

TEXAS.

Dallas—C. B. Harris, 1106 Main street.
Houston—H. M. Hollomon, 409 Fannin street.

VIRGINIA.

Richmond—The Ray Co., 109 E. Main street.

WISCONSIN.

Milwaukee—McGreal Bros., 193 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.

*Added since January 1, 1905.



The Edison Trade are the only merchants allowed to sell I. C. S. Language Outfits. Send $2.00 for Agent's Sample Outfit and instructions for representing "Double Service," including sample modified records in French, German, Spanish, and English. *Write today!* Address:

LANGUAGE DEPARTMENT

INTERNATIONAL CORRESPONDENCE SCHOOLS
SCRANTON, PA.

For Foreign Sales, address: Foreign Dept., National Phonograph Co., 83 Chambers St., New York City.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. III. ORANGE, N. J., MARCH, 1905. No. 1.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 586 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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ANOTHER GREAT MONTH.

The advance orders for March Records again exceeded the orders for any similar month in the history of the company. So heavy were these orders that, in spite of our splendid facilities for making Records, and the fact that the plant was running day and night, we were not able to ship the March Records until a week later than the time set down in our regular schedule, and even then we were compelled to make short shipments on a number of titles for which the demand was heavier than for the average of the selections. No other evidence than this demand can be needed to show the tremendous and ever-increasing popularity of Edison Phonographs and Edison Gold Moulded Records. The orders for Phonographs, too, have kept pace with the demand for Records. All of this is shown in the orders now on file. Then reports from Jobbers and Dealers in all parts of the country tell the same story of the great increase in popularity of Edison goods. Stocks that a year or more ago were large enough to last for a period of time, are now hardly received before they are disposed of. This is causing a readjustment of the plans of Jobbers and Dealers. It has been found in the past few months that larger and more complete stocks must be carried to hold patronage and supply the demand for Edison goods. Everyone is recognizing that the larger business has come to stay, and all are planning to take care of it. All this is true of those now in the business. At the same time our correspondence is very heavy with firms writing for Jobbers and Dealers' discounts, terms and conditions. These firms have found that their competitors having the Edison line have an advantage over them, and they are anxious to handle Edison Phonographs and Records in order to get a share of the business.

THE ADVANCE LIST OF APRIL RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

NEW EDISON GOLD MOULDED RECORDS.
ADVANCE LIST FOR APRIL, 1905.

RECORDS listed below will be ready for shipment as near **March 25th** as possible, at which time Jobbers' stock orders, if **received** prior to **March 10th**, will be shipped. April Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8933 Al Fresco (*Intermezzo*) (*Victor Herbert*) Edison Concert Band
8934 If Mister Boston Lawson Has His Way (*Cohan*) Billy Murray
A "Frenzied Finance" topical song by the composer of "Yankee Doodle Boy," Orch. accom.
8955 Jasper, Don't You Hear Me Calling You (*Frantzen*) Collins & Harlan
Coon male duet, Orch. accom.
8956 A Summer Dream (*Flath*) Bentley & Nesbit
Bells and chimes duet, accompanied by the Edison Military Band.
8957 He's Me Pal (*Edwards*) Miss Ada Jones
Character song, Orch. accom.
8958 In the Shade of the Old Apple Tree (*Von Alstyne*) Irving Gillette
Descriptive song, Orch. accom.
8959 Panama Rag (*Seymour*) Edison Symphony Orchestra
A popular Ragtime oddity.
8960 Birds of a Feather Flock Together (*Schwartz*) Bob Roberts
Coon song, Orch. accom.
8961 Longing for You (*Morse*) *Sentimental song, Orch. accom.* Byron G. Harlan
8962 Magnet March (*Losey*) Edison Military Band
8963 Farewell, Mister Abner Hemingway (*Schwartz*) Murray & Roberts
Coon male duet, Orch. accom.
8964 Billy (*Barron*) *Serio-comic song, Orch. accom.* Harry MacDonough
8965 Schubert's Serenade (*Schubert*) *'Cello solo, Piano accom.* Hans Kronold
8966 Bunker Hill (*Von Tilzer*) Harlan & Stanley
Descriptive selection, introducing a realistic Battle scene, Orch. accom.
8967 Grandfather's Clock (*Work*) Edison Male Quartette
The old well-known song, Male Quartette, Orch. accom.
8968 How Can I Leave Thee (*Cramer*) Samuel Siegel
Mandolin solo, with duet effect.
8969 My Little Dinah Lee (*Lewander*) Bob Roberts
Coon serenade, with Banjo accom. by Vess L. Ossman.
8970 When the Swallows Homeward Fly (*Abt*) MacDonough & Biehling
8971 Yankee Patrol (*Meacham*) Edison Concert Band
By the composer of "American Patrol," Patrol effect.
8972 Love's Sorrow (*Shelley*) *Sentimental song, Orch. accom.* Harry Anthony
8973 Ramblin' Sam (*Schwartz*) Arthur Collins
Coon song, introducing comic descriptive effects, Orch. accom.
8974 Moonlight (*Serenade*) (*Moret*) Edison Symphony Orchestra
By the composer of "Hiawatha."
8975 Parson Spencer's Discourse on Adam and Eve Len Spencer
A Colored Preacher's sermon to his flock, introducing singing by the choir, and responses by the congregation.
8976 Where the Southern Roses Grow (*Morse*) Edison Male Quartette
Male quartette, Orch. accom.
8977 Coax Me Medley Edison Military Band
Introducing "Coax Me," "Won't You Pondle Me," "When the Harvest Moon is Shining on the River," "Can't You See My Heart Beats All For You," and "Mexico."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

CONCERNING SPECIAL OUTFITS.

Our present Agreement provides that where other goods, such as horns, horn-stands, carrying-cases, etc., are included with a regular Phonograph outfit, the price of the additional articles must be advertised separately and must be the same whether included with the regular outfit or sold separately. This provision was made necessary in view of the fact that in some instances special outfits were advertised at prices only very little in excess of the list prices of the regular outfits, and a suspicion was created that in such cases the prices of the regular outfits were cut. To remedy this, it was provided that in every case the prices of the additional goods should be advertised separately. Recently a number of cases have arisen where Jobbers and Dealers have advertised special outfits in which the additional sundries have been listed far below cost, and in some instances at only a few cents. In these cases obviously there must be a considerable loss on the additional sundries. In any event, such a practice violates the Agreement in the respect that other goods are sold at less than current prices in order to induce the sale of Edison Phonographs or Records, and for this reason Jobbers and Dealers who had offended in this respect were suspended. We take this opportunity, therefore, of notifying all Jobbers and Dealers that in the event of any special outfits where it appears that the prices for the additional goods are below what would be a fair cost for the same, to thereby create a suspicion that special prices were being made to induce the sale of Edison Phonographs or Records, the Jobber or Dealer in question will be immediately suspended, pending an investigation in the matter. Where Jobbers or Dealers have any doubt as to the proper interpretation of our Agreement, or as to any question arising thereunder, we suggest that the matter be referred to us, rather than run the risk of temporary or permanent suspension. Such communications can be addressed either to the National Phonograph Company, or to our General Counsel, Mr. Frank L. Dyer, Orange, N. J.

NOTICE TO THE TRADE.

Nos. 7298 & 7333 also "Cut Out."

The list of Records to be dropped from the catalogue, and whose manufacture is to be discontinued, as printed on pages 6 and 7, contains two more titles than given on the list mailed to the trade on February 17th. After the list had been sent out, it was found necessary to cut out No. 7298, "Daily Paper at Pumpkin Centre," and No. 7333, "The Lightning Rod Agent," by Cal Stewart. Jobbers and Dealers will note this addition to the "cut-out" list, and be governed accordingly.

SAMPLE RECORDS MUST NOT BE SOLD.

Jobbers are cautioned against allowing their sample Records each month to permanently leave their possession, or to be sold either to Dealers or to the public ahead of the receipt of their stock orders. The object in sending these samples to the trade was primarily to permit Jobbers to play them over and determine their possible selling qualities before placing their orders. Many Jobbers have, in turn, passed them from one Dealer to another for the same purpose. Although this was not part of the original plan, no objection has been made to it by us as long as the Records were only used by Jobbers and Dealers. Our attention has been called to a few cases, however, in which Jobbers have allowed the last Dealer hearing the Records to retain them and have them charged to his account. This is a distinct violation of the understanding under which the sample Records are being shipped, and any further violation of the same character will compel us to refuse to ship samples to the offending Jobber. We have no desire to be harsh in a matter of this kind, but it seems only fair to ask Jobbers to keep faith in a plan that was promulgated and is being carried out for their benefit.

OUR NEW OFFICES IN NEW YORK.

None of our Jobbers or Dealers visiting New York should fail to call at our new offices in the Metropolis Bank building at 31 Union Square, corner Broadway and 16th street. We moved into these new quarters on February 1st and are now fully settled. These new offices are more like those that we formerly occupied at Broadway and 26th street and 135 Fifth avenue. They are a great improvement over those just vacated at 83 Chambers street. The Metropolis Bank building is one of the most modern in the city and contains the finest equipments. Our offices are on the fourth floor. The fittings, furnishings and decorations are of an attractive and substantial character, the woodwork and furniture, in antique oak finish, harmonizing with the warm, rich color scheme and luxurious rugs. The rooms of the executive offices are light and pleasantly located, while the staff have ample accommodations. The city and foreign departments have also facilities denied them from lack of space in the old place on Chambers street. We are now in better shape than ever to handle the rapidly increasing demands of Edison Jobbers and Dealers.

COIN-SLOT CATALOGUE.

Copies of our new Coin-Slot Catalogue have just been mailed to all Jobbers, and copies will be mailed to Dealers in a few days. Under the new discounts on Coin-Slot Phonographs only Jobbers and Dealers who can buy in quantities can handle them to advantage. The trade has already been advised that the National Phonograph Company has decided to adopt an entirely new plan in selling the new Windsor and Majestic types of Coin-Slot Phonographs. It has been found that to instal Coin-Slot Phonographs and keep them in satisfactory operation requires more attention than the average Dealer can afford to give them. It was therefore decided that the proper exploitation of coin-slot machines could only be secured by having them handled by the company direct and a special department has been organized for that purpose. The company will solicit this class of business direct, will instal machines with its own men and will see that they are started in a proper manner. While it will not be formally responsible for the machines after they have been thus installed, and proper instructions given concerning their care and operation, it will always stand ready to remedy any serious trouble that may arise. It is intended that Edison Coin-Slot Phonographs shall have the attention that their merit warrants and the growing demand for them demands.

At the same time it was decided not to take the matter out of the hands of the trade entirely, but to offer discounts that would enable the larger Dealers to still handle them.

The Windsor type is operated by battery current and will be sold at $80. The Majestic type is equipped for 110 volt direct current and will be sold at $90. These prices will be subject to discounts as follows:

Less than 10 machines	no discount
10 machines	10 per cent. off List
25 "	15 per cent. off List
50 "	20 per cent. off List
100 or more machines	25 per cent. off List

Discounts on Windsor and Majestic types are not confined to Jobbers or Dealers, but are open to any purchaser. They are not cumulative nor does one purchase establish a discount on future orders. In each and every case orders must be placed for quantities above specified or discount quoted cannot be allowed.

Bijou and Excelsior Coin-Slot Phonographs, both of which are spring-motor types, will be sold at the same prices and same discounts as before.

In Canada an amount equal to the duty must be added to the selling prices of Coin-Slot Phonographs, as well as to those of all other goods.

Since but few Jobbers and Dealers can handle Coin-Slot Phonographs to advantage, only a small edition of catalogues has been printed, and only a limited number of extra copies can be supplied.

SIGN YOUR ORDERS!

The Sales Department complains that it has recently received several orders for Records from Jobbers that were not signed and the only identifying mark has been the envelope containing the order. When the envelope has been lost before the omission was discovered it has been necessary to call in the Sherlock Holmes of the department. Even he found one order too much for him last month. This order called for 2,525 Records and for the want of a clue the Sales Department was unable to acknowledge or execute it. The Jobber sending it is asked to "prove his property." Others are asked to see that their signatures are affixed to all orders before mailing them.

LET THE PUBLIC KNOW THAT YOU CARRY EDISON GOODS.

The advertising of the National Phonograph Company is now occupying full pages in most of the prominent magazines and proportionate space in a number of other publications of wide circulation. It is the most expensive and at the same time the most profitable advertising that we have ever done. We fully believe that it has had much to do with the great growth of the business in Edison Phonographs and Records in the past six months. Since the object of this advertising is to direct the attention of the public to the stores of our Dealers the latter will find it profitable and good business judgment to do such local advertising as will tell the people of their cities or towns that they are "the Dealers" and have the goods. This is now being done by many Dealers and they report that it is constantly increasing their business; others should lose no time in following their example.

In most places, space in local papers is not expensive. It is not always necessary to advertise in newspapers. Many Dealers get excellent results from mailing lists, sending out regular copies of the Record Supplement or the *Phonogram*. Others make up a list of prospective customers and mail them letters and printed matter until they get them interested. All of these methods are profitable advertising and all will be found profitable. No one nowadays disputes the statement that advertising pays.

PRICES OF EDISON RECORDS.

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, and in Canada at 40 cents each. The Canadian price is higher because of the duty. Edison Concert Records are sold at 75 cents each in both countries.

PRINTED MATTER.

A new colored hanger, "A Message from the Absent Lover," and a pretty little bookmark have just been mailed to the entire trade, together with the usual Record Bulletins, Record Supplements, and the *Phonogram*. Neither of these forms bear a form number, although the book-mark may be ordered as No. 205. A supply of both forms will be sent upon request to Jobbers and direct Dealers. Dealers buying through Jobbers should ask for a supply from the latter.

The spring edition of the catalogue of domestic Records will be ready for the use of the trade as soon after the shipment of April Records as circumstances will permit. It will be Form No. 670. As usual, we will edit orders for the present edition so as to make our supply last out and also so that Jobbers will not have a large number on hand when the new issue appears. The 221 titles just "cut out" will be omitted from this new catalogue.

With the appearance of the next Record catalogue, we will have ready for the trade a new supply of Record Order Blanks. These are being reprinted so as to omit all the "cut out" numbers. Sheets A to D will be condensed into three sheets, A, B and C, and sheet S will be added so as to include the Mexican and Hebrew Records. The plan of assembling the sheets in sets will be abandoned, and will ask the trade, when placing orders, to state the number of each sheet required. We have found that the demand for each sheet varies considerably and causes waste.

ADVERTISING DEPARTMENT NOW AT ORANGE.

The Advertising Department is now settled in its new quarters at Orange, N. J., and rapidly recovering from the disturbing effects of tearing up at one place and locating at another thirteen miles away. As soon as plans can be perfected we expect to be able to give the trade a much more effective service in furnishing printed matter and in advertising the business. Correspondence pertaining only to advertising should be addressed direct to the department at Orange.

JULY AND AUGUST PHONOGRAMS WANTED.

Jobbers having on hand any copies of the *Phonogram* for July and August, 1904, without imprint, will confer a favor by advising the Advertising Department of the fact. We should like to buy back all the copies that can be had.

EXCHANGE PROPOSITION EXTENDED TO MARCH 15.

On page 6 is given a list of 222 Record titles that will be omitted from all future editions of the Record catalogues. The moulds of these Records are not in condition for good work, and as the demand for these selections is not sufficient to warrant the expense of making new masters and moulds, it has been decided to discontinue their manufacture.

Jobbers and Dealers having a quantity of these Records in stock may return them under the exchange proposition as contained in our letter, Form 646, to the trade, dated January 16, 1905.

Owing to additional Records which they may desire to return on account of this "cut out list," we will extend the time limit of exchange proposition, referred to in Form 646, from February 28 to March 15.

We especially desire the trade to understand that the time limit on the exchange proposition will positively close on March 15. Credit will be allowed on all return Records shipped by Jobbers or Dealers direct to us, and on all Records shipped by Dealers to Jobbers on or before March 15, provided that in all cases we are furnished with bills of lading showing that shipments were actually made on or before that date. This arrangement gives Dealers up to the last day in which to make shipments to Jobbers. It is advisable, however, to make shipments as much earlier as possible.

We also want to make it clear to the trade that this exchange proposition *does not extend* to consumers. Dealers taking back Records on this or any other basis will be considered as violating their agreement, and will be subject to suspension.

AMONG THE JOBBERS.

The Omaha Bicycle Co., of 16th and Chicago streets, Omaha, Neb., have succeeded H. E. Fredrickson as Edison Jobbers in that city. The Troy Automobile Exchange has succeeded James Lucey as Edison Jobbers, at 329 Fulton street, Troy, N. Y. Cummings, Shepherd & Co., Fort Worth, Texas, have become Edison Jobbers during the past month. James K. O'Dea, Jobber at Paterson, has opened a branch store at Passaic, N. J. Theodore F. Bentel Co., of Pittsburg, have removed from 433 Wood street to 632 Liberty street.

W. W. Warner, a Dealer at Madison, Wis., recently sold an Edison Phonograph to the Hon. Robert M. LaFollette, three times Governor of Wisconsin, and at present United States Senator-elect of Wisconsin.

RECORDS TO BE CUT, FROM CATALOGUES.

The following 222 Records will be omitted from the April edition and all future editions of the Catalogue of American selections. They should be erased from all copies of the Numerical Catalogue now in use by the trade:

537 Frolics in a Hen Coop (Edison Orch.)
562 Musical Deceptions (Peerless Orch.)
618 Bride Elect March (Edison Orch.)
628 Under the Star March (Edison Orch.)
691 Trolley Galop (Edison Orch.)
692 Dinah Polka (Edison Orch.)
1020 Drill ye Terriers Drill (Collins)
1191 Father, Won't You Speak to Sister Mary (Harlan)
1503 Let Me Kiss Your Tears Away (Harlan)
2030 Lullaby from Erminie (MacDonough)
2103 The Bridge (Edison Quar.)
2111 Mamma's Black Baby Boy (Edison Quar.)
2112 Hot Corn Medley (Edison Quar.)
2227 Every Day Will be Sunday (Edison Quar.)
2234 Sunshine Will Come Again (Edison Quar.)
2235 Dixie Medley (Edison Quar.)
2326 King Cotton March (Brooke)
2834 Sounds from Afrien (Gaines)
2976 Uncle Josh's Arrival in New York (Stewart)
2976 Uncle Josh in a Street Car (Stewart)
2977 Uncle Josh at the Opera (Stewart)
2978 Uncle Josh's Trip to Coney Island (Stewart)
3070 Uncle Josh in a Department Store (Stewart)
3380 Uncle Josh's Trip Home to His Farm (Stewart)
3381 Uncle Josh Playing Base Ball (Stewart)
3382 Uncle Josh on the Signs of New York (Stewart)
3383 Uncle Josh's Trouble in a Hotel (Stewart)
3387 Uncle Josh at the Stock Exchange (Stewart)
3388 Uncle Josh at the Circus (Stewart)
3389 Uncle Josh at the Museum (Stewart)
3390 Uncle Josh at Dalmonico's (Stewart)
3604 Meeting of School House Directors (Stewart)
3992 Pumpkin Centre Railroad (Stewart)
3993 Baptism at Hickory Corners Church (Stewart)
3994 Uncle Josh in a Police Court (Stewart)
3996 Uncle Josh at the Camp Meeting (Stewart)
3998 Uncle Josh on a Bicycle (Stewart)
3999 Uncle Josh and the Dance Steavers (Stewart)
3941 Uncle Josh in a Chinese Laundry (Stewart)
3961 There Ain't a Word (Stewart)
3967 The Owl, the Owls and the Naughty Little Miss (Stewart)
4021 Hush-a-Bye Baby (Watson)
4026 Sleep, Baby Sleep (in German) (Watson)
4026 Rock-a-Bye Baby (Watson)
5466 Handicap March Song (Collins)
6000 Answer (Schneider)
6031 My Creole Rose (MacDonough)
6066 Parody on Family Troubles (Denny)
6067 Parody on Down Where the Cotton (Denny)
7113 You Can't Think of Everything (Denny)
7125 Miss Helen Hunt (Denny)
7179 Yuba Dam (Dudley)
7181 Soldiers of the King (Schneider)
7189 Man Took a Girl (Denny)
7295 Different Styles of Singing (Denny)
7218 I Long for My Happy Home for You (Collins)
7238 Daily Paper at Pumpkin Centre (Stewart)
7302 Always (MacDonough)
7322 Lightning Rod Agent (Stewart)
7371 My Old Green Mountain Home (MacDonough)
7393 Glorious Bear (Quinn)
7404 Mandy Lee (Collins)
7441 Yankee Doodle (Quinn)
7544 Vaudeville Specialty, No. 2 (Quinn)
7546 Vaudeville Specialty, No. 3 (Dudley)
7599 Vaudeville Specialty, No. 4 (Collins)
7574 Gems from Faust (D'Almaine)
7620 Every Race Has a Flag but the Coon (Collins)
7628 Tick, Tock, Ticking of the Clocking (Denny)
7692 Just Because She Made Them Goo-goo Eyes (Collins)
7696 Selections from Les Huguenots (Wormser)
7704 On Duty March (Peerless Orch.)
7706 Coon, Coon, Coon (Collins & Natus)
7752 Day by Day (Natus)
7754 Mazeway and His Bike (Collins & Harlan)
7762 Speedway March (Edison Band)
7765 Reserve Company March (Edison Band)
7769 Haurts and Flowers (MacDonough)
7802 In the Man Behind the Gun, etc. (Stanley)
7806 March from Foxy Quiller (Peerless Orch.)
7816 I Never Trouble Trouble, etc. (Collins & Harlan)
7821 Mamie, Don't You Feel Ashamie (Myers)
7842 Tact (Denny)
7847 Minstrels of the Annsies Club at Pumpkin Centris (Stewart)
7942 Jim Lawson's Horse Trade with Deacon Westhaverpson (Stewart)
7950 I Must n Been a Dreamin' (Collins & Harlan)
7966 Tell Us Pretty Ladies (Collins & Natus)
7982 Do Not Touch my Hat Boy (Denny)
7998 Lowing Lize Down the Waterfall (Denny)
7969 Wedding of Reuben and Maid (Collins & Harlan)
7988 Adelina, the Yale Dooia Girl (Edison Quar.)
8009 Tell Me Dusky Maiden (Collins & Harlan)
8003 Fire Department (Stewart)
8005 Selects on Trusts (Kennedy)
8011 Heart of a Sailor (Kenney)
8025 Every Race Has a Winkie When a Lucky Man (Collins)
8016 I'm the Man Who Makes the Money, etc. (Denny)
8019 Song the Soldiers Sang (Libby)
8022 Blaze Away (Van Epps)
8026 Knoxville Knockies (Van Epps)
8041 In the Moonlight With the Girl You Love (Thompson)
8060 Yankee Doodle, U. S. A. (Thompson)
8062 Let Me Dream Again (Thompson)
8001 When I Think of You (Harlan)
8071 Good Morning Carrie (Quinn)
8072 Nightingale and the Frog (Edison Orch.)
8082 Jenny Lee (Harlan)
8087 Blooming Lize (Collins)
8091 Alabama and His Lang (Denny)
8094 Alabama and the Kids (Collins)
8098 Rip Van Winkle When a Lucky Man (Edison Band)
8096 Frolic of the Coons (Peerless Orch.)
8110 Nancy Brown (Redmond)
8133 Selection from The Chaperons (Peerless Orch.)
8116 We're All Good Fellows (Thompson)
8117 Dixie Medley (Peerless Orch.)
8122 Imagine My Jee (Favor)
8125 My Sambo (Collins)
8126 Way Down in Old Indiana (Thompson)
8148 Oh, I've Lost It (Favor)
8161 Could You Be True to Eyes of Blue (Natus)
8162 Come Out, Dinah, on the Green (Thompson)
8163 You Couldn't Hardly Notice It at All (Collins & Natus)
8164 I Wish I Was in Dixie Land (Harlan)
8167 Barbecue in Old Kentucky (Invincible Quar.)
8170 Those Things Cannot Be Explained (Favor)
8174 Tell Us You're Falling (Quinn)
8178 Down in the Depths (Stanley)
8179 Rosalie, My Pearl (Collins & Natus)
8180 Little Grassy Maid (Thompson)
8181 Father, Won't You Please, etc. (Edison Band)
8185 Meet Me When the Sun Goes Down (Thompson)
8188 We Won't Go Home Until Morning (Quinn)
8196 Marion (Collins & Natus)
8199 I Just Can't Help from Loving, etc. (Collins)
8205 I Love You Sweet My Sweetheart, etc. (Natus)
8212 Tale of the Sea Shell (Quinn)
8216 I'm a Lady (Favor)
8220 Shirt-Waist Band (Collins & Natus)
8225 The Last Wish (Stanley)

8226 Selection from The Prince of Pilsen (Peerless Orch.)
8229 Trouble a Reuben and the Maid (Collins & Harlan)
8262 Good Night, Beloved, Good Night (Thompson)
8263 I'm Unlucky (Collins & Harlan)
8265 Eva (MacDonough)
8272 Down at the Bottom of the Deep Blue Sea (Edison Band)
8279 In Dear Old Illinois (Thompson)
8277 Our United Emblem March (Edison Band)
8278 Pretty Molly Shannon (MacDonough)
8281 Nellie Was a Lady (Lucia Quar.)
8284 Everybody's Awfully Good to Me (Favor)
8286 Under the Bamboo Tree (Clifford)
8287 On Broadway in Dahomey, etc. (Collins & Harlan)
8291 When I'm All Gone Out, etc. (Quinn)
8292 Just a Line From Jessie (Natus)
8299 New Mown Hay (Peerless Orch.)
8296 In the Sweet Bye and Bye (Libby)
8293 I'm Getting Quite American, etc. (Denny)
8296 There's No Place Like Home (Harlan)
8297 "The Survival of the Fittest" I Don't Care, etc. (Collins & Harlan)
8312 He Didn't to Have a Tablet, etc. (Favor)
8313 Strike Out McCracken (Collins & Harlan)
8314 Nationality Medley (Invincible Quar.)
8315 Katie My Southern Rose (Thompson)
8316 What's the Matter with Sarah (Denny)
8318 The Booming Eyes (Clifford)
8319 Trouble (Collins & Harlan)
8320 No One But You (Lenox)
8321 You Know Exactly What to Do (Favor)
8322 My Own Iona Gaines (Thompson)
8341 Message of the Bell (Lenox)
8345 Gambling Man (Collins)
8346 In Silence (Clifford)
8250 Since I First Met You (Thompson)
8252 Two Eyes of Blue (MacDonough)
8255 Pearl of the Harem (Van Epps)
8256 Down Town Twisters (Campbell)
8271 Sly Lasses (MacDonough)
8272 O'Brien Couldn't Stand It (Collins)
8277 Serenade from the Sultan of Suln (Peerless Orch.)
8278 Song Bird of Melody Lane (Thompson)
8284 It's the Man in the Soldier Suit (Thompson)
8285 Heidelberg (MacDonough)
8290 Under the White Tims Comes Round (Collins & Harlan)
8290 When Our Lips in Kisses Met (Morgan & Stanley)
8283 My Little Pansy (Collins)
8285 I Wonder if Your Love Will Last (Thompson & Campbell)
8402 When We Down the Alley Sally (Collins & Harlan)
8406 Our United March (Edison Band)
8407 If I But Knew (Thompson)
8408 Mississippi Bubble (Quinn)
8411 Julie (Favor)
8413 Long Ago (Clifford)
8414 Cuddletts (Peerless Orch.)
8415 Down at Lover's Roost (MacDonough)
8416 An Harlight Sue (Thompson & Campbell)
8417 Marriage is Sublime (Collins & Harlan)
8430 Mine (Lucia Quar.)
8440 I'm a Jonah Man (Collins)
8441 Selections from Merry Tom Paris (Edison Band)
8446 I Could Love You in a Steam Heat Flat (Favor)
8441 Farewell Beloved (Chapell & Strickfadt)
8442 Hiawatha Waiting Sue (Collins & Harlan)
8445 Hebrew Vaudeville Specialty (Rose)
8452 Alone, Deserted, Left Away (Murray)
8462 Lucky Duck (Collins & Harlan)
8466 My Reminiscences (Collins)
8471 Rosanella Dill (Collins & Harlan)
8472 Girl Who Comes in from the West (MacDonough)
8473 The Chapel (Edison Quar.)
8477 My Little Coney Isle (Tally)
8482 Slow Drag Dance (Edison Orch.)
8489 Buggies and Horses (Quinn)
8494 Though It Was Within This Hour We Met. (Morgan & Stanley)
8497 Talk to Me Only With Thine Eyes (Wheatley)
8498 Budget of Short Stories (Spencer)
8542 Four-Leaf Clover (Clifford)
8545 My Alsmo Love (MacDonough)
8528 Beautiful Birds Sing On (Harlan & Belmont)
12876 Under the Deodar (Barry)
12891 La Globinole (Hartmant)
12892 Ye Si Bun Roule (Hartmant)

OUR BERLIN OFFICE.

The Edison Gesellschaft G. m. b. H. of Berlin, the company who are controlling the Edison products in Germany, are making great headway. They have been established only twelve months, yet during that short time have made such excellent progress as to warrant the expectation that they will soon be rivalling the enormous output of the British company. We learn that the Berlin company recently received a visit from sixty of the most influential members of the German press, who have given testimony in the leading German papers as to the magnificent plant that has been installed.—*Phono Trader, London.*

CUT ON FREIGHT RATES.

The railroads on the Pacific coast have made a cut on transcontinental freight rates on talking machines of from $4.50 to $2.25 per 100 pounds, on carload lots of 20,000 pounds, and $3.24 on carload lots open freight.

If any Record were as good as the Edison Gold Moulded Record or if any other Record were so good as to be almost as good, we would sell that other Record, but as yet we are unable to find that other Record. Until we do we will sell Edison's Gold Moulded Records exclusively. To get the best results the Edison Phonograph must be used with the Edison Record.—*Extract from Advertisement of Griggs' Music House, Des Moines, Ia.*

CAUTION NOTICE.

Here is a paragraph that should be carefully read by every Jobber and Dealer. When Standard Phonographs are packed for shipment at the Edison factories, a strip of wood is fastened to the lower part of the cabinet, under the spring barrel, for the purpose of protecting the latter from injury. This strip of wood takes the place of the paper and excelsior packing formerly used and must be removed when the machine is unpacked. Otherwise the machine will not operate properly. It would seem as if all Dealers should know that this strip was to be removed, and yet several cases have been reported where it was not taken out, causing purchasers much trouble.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR APRIL.

The twenty-five Edison Gold Moulded Records included in the April list issued by the National Phonograph Company will provide a most enjoyable evening's entertainment to those who purchase the entire list. It is splendidly balanced in instrumental and vocal selections, and both departments include something to suit all tastes.

No. 8933, "Al Fresco" (Intermezzo), by the Edison Concert Band, is one of Victor Herbert's compositions and more on the popular order than Mr. Herbert usually writes. A sprightly, tuneful selection and one being played by the best instrumental organizations everywhere.

No. 8954, "If Mr. Boston Lawson Has His Way," sung by Billy Murray, is George M. Cohan's latest composition and recently introduced in his musical play, "Little Johnny Jones." It deals facetiously with Thomas A. Lawson's ideas on frenzied finance. It is a topical song of decided merit in both words and music. Mr. Cohan, the composer, is also responsible for the cyclonic hit, "Yankee Doodle Boy," our Record No. 8910, which was also sung by Billy Murphy. The Record is made with orchestra accompaniment.

No. 8955, "Jasper, Don't You Hear Me Calling You," by Collins & Harlan, tells of Jasper Johnson, who was a sleepy coon, and his wife's troubles in getting him up in the morning. Sung in an excellent manner by these well-known dentists and accompanied by the orchestra. The music of this song was written by Henry Frantzen and the words by Bert Fitzgibbon.

No. 8956, "A Summer Dream," a bells and chimes duet, by Bentzler & Nesbit, accompanied by the Edison Military Band. This composition is appropriately styled by its composer a "morceau characteristic." A high standard was set by our chimes and bells Record "Monastery Bells," No. 8912, and one difficult to equal. "A Summer Dream," however, will prove equally popular. Both are fine Records and it will only be a matter of individual taste between them. P. Hans Flath is the composer of this selection.

No. 8957, "He's Me Pal," sung by Miss Ada Jones, is a characteristic song having a tuneful waltz chorus. Made with orchestra accompaniment. This is very different in character from Miss Jones' offering last month. The selection shows her versatility in essaying character roles. "He's Me Pal" is of the Bowery and is typical of that famous locality. Miss Jones brings out the meaning finely—in dialect and style. The music of this song was written by Gus Edwards and the words by Vincent Bryan.

No. 8958, "In the Shade of the Old Apple Tree," by Irving Gillette, is a composition of more polar character than Mr. Gillette's former selections, and shows that he can make as much of this class of music as that of the higher order. The music of this song is by Egbert Van Alstyne and the words by Harry H. Williams. The chorus:

"In the shade of the old apple tree,
When the love in your eyes I could see;
When the voice that I heard, like the song of the bird,
Seemed to whisper sweet music to me;
I could hear the dull buzz of the bee,
In the blossoms as you said to me,
I'll be waiting for you
In the shade of the old apple tree."

No. 8959, "Panama Rag," is a fine Record by the Edison Symphony Orchestra. Not in a long time has our Symphony Orchestra made a selection of this character. Numbers of a heavier nature have seemed to be more appropriate for an organization of its excellence. We think, however, that the bright catchiness of this selection will appeal to all, including those who prefer music of a higher order. "Panama Rag" is of a ragtime character and introduces castanets and orchestra bells.

No. 8960, "Birds of a Feather Flock Together," by Bob Roberts, is a study in coon philosophy, ranging from the assertion "When you've got money your friends will flock to you" to "eagles can't be dollah bill is goine to chum with me." It follows that Mr. Roberts make an excellent Record of the selection. The music of this composition was written by Jean Schwartz and the words by Harry Williams.

No. 8961, "Longing for You," sung by Byron G. Harlan, is a new and pretty composition, the music for which was written by Theodore F. Morse and the words by Jack Drislane. Mr. Harlan was never in better voice than when he made the Record of this sentimental song. It is accompanied by the orchestra. To an unusually pretty melody the following words of the chorus are set:

"Longing for you, yes, only you,
My heart is aching if you but knew.
Those eyes of blue have pierced me through
That's why I'm longing, longing for you."

No. 8962, "Magnet March," played by Edison Military Band, is an exceptionally effective band arrangement of a very tuneful melody, the steady swing of which is admirably adapted to the uniform tempo characteristic of our Military Band. The attractive music of this march makes its title particularly appropriate. The composer of "The Magnet March" is F. H. Losey, who also wrote "The Waldmere March," our Record No. 8518.

No. 8963, "Farewell, Mr. Abner Hemingway," by Murray K. Roberts, is a coon song with orchestra accompaniment. Written by Jean Schwartz (music), and William Jerome (words). "Missus" Hemingway explains to her negligent better half the necessity for saying farewell to him. She says "Just cut out 'bube' and 'turtle dove.' I can't exist on bankrupt love. I've read that book on 'Simple Life,' and from this time on I'm going to pass you by like as though you was a dose of poison."

No. 8964, "Billy," sung by Harry MacDonough, is something on the order of "Sammy," our Record No. 8865, and destined to become just as popular. The music of "Billy" was written by Edgar Malone and the words by Ted. S. Barron. Mr. MacDonough makes the Record with his usual clear enunciation and has the assistance of the orchestra.

No. 8965, "Schubert's Serenade" is another remarkably fine 'cello Record by Hans Kronold, and a fitting companion to Mr. Kronold's Record of "Evening Star," from Tannhauser, listed last month and pronounced by musicians one of the most artistic pieces of recording ever made. Mr. Kronold's skill as a 'cello player of the first rank is again shown in this Record of "Schubert's Serenade." No lover of string music can afford to be without this Record.

No. 8966, "Bunker Hill," is a descriptive and patriotic Record by Harlan and Stanley, telling of the Battle of Bunker Hill. Sung with orchestra accompaniment. It introduces a very realistic battle scene, with bugle, fife and drum effects, boom of cannon and rattle of musketry. It pictures vividly the memorable assault and repulse of the English in this early battle of the Revolutionary War. Albert Von Tilzer wrote the music and Sam Ehrlich the words.

No. 8967, "Grandfather's Clock," by the Edison Male Quartette, is the old and well-known song, and is put out in response to repeated demands from all over the country. It makes a splendid Record in quartette form, a form in which it has never before been listed. Particularly realistic is the ticking of the old clock. We predict great popularity for this Record, not only with those whose earliest recollections are associated with it, but also with those of the younger generation who will perhaps now hear it for the first time. Henry C. Work wrote the music and words of this old-time song.

No. 8968, "How Can I Leave Thee," is an unaccompanied mandolin solo played very artistically by Samuel Siegel. The theme is played in duet effect, giving the impression of more than one mandolin. This form is a specialty of Mr. Siegel's. This composition is by C. Cramer.

No. 8969, "My Little Dinah Lee," sung by Bob Roberts, is a coon serenade written by James J. Burris (music) and Tom Lemonier (words). For a change, and on account of appropriateness, a banjo accompaniment has been provided for this song, played by Vess L. Ossman. The words follow:

"'Mong the pines of Tennessee I've a coon girl dear to me,
Every night it's my delight to call on Dinah,
With my banjo on my arm, do I creep up by de barn
In a voice so sweet and low I sing dis song to please my—
Oh, Oh, Oh, Oh, Oh, Oh, Oh, my Dinah Lee
Oh, Oh, Oh, Oh, Oh, Oh, Oh, please listen to me;
Dinah Lee, come out with me
Who's singing this song to you."

No. 8970, "When the Swallows Homeward Fly," by MacDonough & Biehling, is a well-made Record of this song which is too well known to need description. It is one of Franz Abt's most popular ballads and has never before been listed as a duet. Very popular with German people and well known by its German title "Wenn die Schwalben heimwarts ziehn." The Record is made with orchestra accompaniment.

No. 8971, "Yankee Patrol," by the Edison Concert Band, is performed in the exact manner of a patrol. The instruments that are first heard in the band approaching from a distance are also heard first in the Record, the music swelling until the whole band is heard in one volume. It then gradually diminishes in volume, the reverse of the beginning, until the music dies away in the distance. F. W. Meacham wrote this composition. He is also the composer of "The American Patrol," in our Record No. 8424.

No. 8972, "Love's Sorrow," sung by Harry Anthony, is one of the best known compositions by Harry Rowe Shelly and is popular with everybody. In the hands of Mr. Anthony full justice is done to it. We think it is one of the best Records yet made by Mr. Anthony. The orchestra accompanies the singer.

No. 8973, "Ramblin' Sam," sung by Arthur Collins, tells of a coon who has been rambling in and out of difficulties all his life. Two of Sam's rambles are made clear in this Record, one where he was mixed up with the explosion of a barrel of nitro-glycerine and another where a quickly speeding auto overtakes him. Both of these situations are added to with humorous dialogue and realistic effects by Mr. Collins. It is quite different from any coon song we have heretofore listed. The Record is made with orchestra accompaniment. The music of this song was written by Jean Schwartz and the words by Harry Williams.

No. 8974, "Moonlight" (a serenade), is an excellent Record by the Edison Symphony Orchestra. Like "Hiawatha," the popularity of this composition has begun in the West. The music has a Spanish or Mexican flavor about it, added to by the effect of castanets in one of the strains. It shows up all the instruments of the orchestra to good advantage, with a pizzicato effect for the strings in the beginning, the cornets in a pretty duet passage, followed by a G string strain for the violins. The coda introduces a recurrence of the prominent theme in the selection played by the wood wind, bringing the Record to a very effective close. The music was written by Neil Moret, who also composed "Hiawatha."

No. 8975, "Parson Spencer's Discourse on Adam and Eve," by Len Spencer, is a colored preacher's sermon to his flock, with characteristic responses by enthusiastic members and singing by the choir "De Gospel Train Am a-Coming."

No. 8976, "Where the Southern Roses Grow," sung by the Edison Male Quartette, is a descriptive selection by Theodore F. Morse, composer of "Blue Bell" and numerous other successes. The words are by Richard H. Buck. Made with orchestra accompaniment. Part of the words follow:

"Where the Suwanee River's twining,
I can see the home lights shining,
Like stars of hope they glimmer
Through the dusky gloom,
And as twilight time comes stealing,
I can see my sweetheart kneeling,
And I know she's praying for me,
Where the Southern Roses grow."

No. 8977, "Coax Me Medley," by the Edison Military Band, introduces five popular songs previously listed by us, as follows: No. 8907, "Coax Me;" No. 8944 "Won't You Fondle Me?" No. 8950, "When the Harvest Moon is Shining on the River;" No. 8943, "Can't You See My Heart Beats All For You," and No. 8936, "Mexico."

SEVENTY-TWO MORE MEXICAN RECORDS.

Listed below are 72 additional Mexican selections, making 143 issued to the present time. A supplement has been printed, including the entire list, and small quantities will be furnished to jobbers. Except in the States close to Mexico, we do not anticipate any large demand for these selections. Consequently we have made no provision for supplying large quantities of these supplements. These Records are made in the same splendid manner as the first 71 issued, and cannot fail to be popular among Spanish speaking people. In Mexico they have achieved a tremendous popularity, and have reached a widespread interest in the Edison Phonograph. The list is printed in a combined English and Spanish arrangement in order to afford non-Spanish speaking dealers an opportunity of knowing something about them.

BARITONE SOLOS BY R. HERRERA ROBINSON (Guitar Accompaniment).

10253 Los Chamacos, Polka
THIOS DE SENORES ROSETE, LLERA & LOPEZ (Orchestra Accompaniment).
10507 La Gran Via, Jota de los Tres Ratas
BANDA DE ZAPADORES DE MEXICO.
10509 Hermedes, Paso Doble
10570 Fuentes, Paso Doble Flamenco
10571 Los Negritos, Polka
10620 Himno Nacional Mexicano
10621 Marcha Militar, Tres Danzas, Dos Danzas
10622 Lirios de Amor, Schottisch
10624 Granada, Paso Doble
10625 Senora Empanada, Paso Doble
10626 Primaveralas, Tres Danzas
10627 La Verbena, Polka
10791 Para Siempre, Vals
ORQUESTA TIPICA LERDO.
10584 El Gran Presidente, Marcha
10585 Amorosa, Vals
10588 Regando Alegre en la Obertura Guillermo Tell
10589 Los Tres Pesados, Danzas
10591 Bienvenida, Caso Walk Mexicano
10627 Mi Delirio, Vals
10629 Bella De Soprano, Schottisch
10631 Angela, Vals
DUETS BY SENORA HERRERA & SENOR ROSETE (Orchestra Accompaniment).
10606 El Hombre Es Debil, Zitahuera
10604 La Alegria de la Huerta, Jota
10606 El Santo de la Isidra
10607 La Palma de Mi Hijo, Guaracha
10608 La Tarde en San Anton
10608 Las Grandes Cortesanas, Dus de Las Grandes Cortesanas
BANDA DE ESTADO MAYOR DE MEXICO.
10622 Himno Nacional Cubano
10623 Un Vuelo de la Fantasia, Schottisch
10624 Fuera Pelle, Marcha
10626 Jota en la Zarzuela Cadiz
10709 Mi Amor, Polka.

BARITONE DUETS BY SENORES ROBINSON & PICAZO (Guitar Accompaniment).
10622 Ya Amo en Secreto, Diego.
10623 La Rumba o el Amor Y el Desafio, Jota Mexicana
10624 El Bilis de Querstaro, Cancion Popular
10625 La Paloma, Habanera
10626 La Paloma And Danza Tapatia
10629 Cancion del Camaron
10610 Lamentos de un Crudo, Cancion Popular
SOLO BY SENORA ZAMUDIO.
(Guitar Accompaniment).
10611 El Palomo Errante, Cancion Tapatia
SOLOS BY SENORA SOLEDAD GOYZUETA.
(Orchestra Accompaniment.)
10611 Un Cuento de Buenecio, Serenata
10646 "Travia" Brindis del 2 do acto
10647 Violetta, final del 2 do acto
10648 El Asilio de Hierro, Romanza del 1er acto
10614 Cavalleria Rusticana, Romanza
SOLOS BY SENORA MATILDE HERRERA.
(Orchestra Accompaniment.)
10620 De Madrid a Paris, Vals de Los Golondrinas
10621 Cancion del Oro, Tango del Lapice
10622 Cinquite Y Cabanelos, Jota Si las Mujeres Mandasen
10623 Las Grandes Cortesanas, Coplas
DUETS BY SENORA HERRERA & SENORITA BERRAUD (Orchestra Accompaniment).
10621 La Fiesta de San Anton
10622 La Tempestad
10623 La Viejecita
10630 Buenecio, Duo La Nina Florentina
TRIOS BY SENORAS HERRERA AND SERRANO AND SENORITA BERRAUD.
(Orchestra Accompaniment.)
10625 Los Cocineros, Jota
10626 Instantaneos Gavota Los Mariposas
10627 De Madrid A Paris, Terceto de Las Cigarreras
10628 Dona Juanita, Serenata
SOLO BY SENORITA BERRAUD.
(Orchestra Accompaniment.)
10621 La Enecenza Libre, Coplas del Estanquito
TRIOS BY SENORES ROSETE, LOPEZ & HERMOSA (Piano Accompaniment).
10644 La Parranda Llanera
TRIOS BY SENORA HERRERA, SENORITA BERRAUD & SENOR ROSETE.
(Orchestra Accompaniment.)
10650 San Juan de Los Lagos, Tango La Cocotela
TRIOS BY SENORA SERRANO, SENORITA BERRAUD & SENOR ROSETE.
(Orchestra Accompaniment.)
10627 De Vuelta del Vivero, Terceto del Pajarito
TENOR SOLOS BY SENOR BRAULIO ROSETE (Orchestra Accompaniment).
10629 El Tambor de Granaderos, Coplas de Los Mineros
10621 El Asilio de Hierro, Romanza
10622 Los Cocineros, Coplas de Serapio
TENOR AND BARITONE DUETS BY SENORES ABREGO & PICAZO.
(Guitar Accompaniment.)
10623 La Ranchertia, Cancion Popular
BARITONE SOLOS BY JOSE MARIA PALMA.
(Guitar Accompaniment.)
10624 La Farruca de Juan Torres, Cancion Espanola
10625 Jota Rabalera, Cancion Espanola
MIXED QUARTETTES.
(Piano Accompaniment.)
10626 Agua, Azucarillos Y Aguardiente, Pasacalle
10627 Marina, Tango Final
10629 Los Sobrinos del Capitan Grant, Zamacueca
MANDOLIN AND GUITAR DUET BY SENORES OBREGON & ARRIAGA.
10647 Serenata Morisca de Chapi
10650 Mazurka.
10790 O Salutaris Hostia, Chorus Coro Religioso

THE PHONOGRAPH—HOW IT MAY HELP MUSIC TEACHERS.

(BY NIMMO CHESTER.)

The Phonograph of to-day is a very different thing from the Phonograph of a few years back. Vast improvements have been made. What was formerly a pain to listen to has now become a source of almost artistic pleasure. Of this probably most people are aware. The purpose of the present remarks is to indicate one or two ways in which the instrument, or machine, may be useful to the musician, especially to the teacher of vocal music.

The most obvious way is by reproducing the voices of singers of reputation—singers who may be regarded as models. An Andrew Black, a Ben Davies, a Kirkby Lunn cannot be heard every day. Students who are tied to country places may never be able to hear them at all. But the possessor of a Phonograph, and the proper "Record" may enjoy, appreciate or criticise, a wonderfully accurate Phonograph of either singer's voice at any time. It may be too much to say that a voice is reproduced in all its beauty. Professor McKendrick when lecturing to the I. S. M., at Glasgow University, pointed out that the material composing the Phonographic recorder and "reproducer" had tendencies of its own which no doubt modified the pure effects of the vocal sounds. But there is quite enough of a singer's voice registered to serve purposes both of pleasure and art. When we hear a singer in a concert-room there is after all but a brief opportunity for studying his style and method—even with encores thrown in. Let us possess that singer's "record," however, and we can have him at our leisure for as long or as short a time as we may desire. We can note his reading of a song, his phrasing, his *crescendos* and *diminuendos*, his variations in speed, the quality of his voice, and the manner in which high and low notes are produced, the pronunciation of vowels and consonants, and other points of importance. Sometimes we may learn what to avoid. For instance, the melodramatic emphasis of a certain eminent "record" in "Alilde-a with-a me;" and the peculiar guttural "r" of another. Example is better than precept; a Phonograph may sometimes save a teacher's tired throat, and much tedious verbal instruction.

There is another way in which the machine may aid a teacher.

"O wad some power the giftie gie us,
To see ourself's as ithers see us."

sings the poet. Is anything more difficult? All of us cherish such fond illusions concerning our personal qualities. We may even be too modest about them. Let the teacher sing into his Phonograph, and then listen to the result —preferably at a future time. He may feel surprise. Dispassionately he will be able to regard himself from the outside—as others see him, or hear him, rather. All his own perfections and imperfections he will be in a position to set in a note-book, can, and learn by rote. And all the while his conscience will not permit him to deny the identity of what he hears with the tones and accents of his own voice. This is no slight service. So distinguished a man as Saint Saens admits that by means of the Phonograph he made the discovery that he was in the habit of playing incorrectly a passage in his *Valse Canariote*. In consequence he advises musicians to make use of it.

If the Phonograph reveals the teacher to himself, it is obvious it may be used in a similar manner for the pupil's benefit. Professor McKendrick showed by means of magnified photographs of air-wave forms how accurately vowel sounds are recorded. Pure vowels are often a difficulty with pupils. Custom has so dulled their senses to their own deficiencies. A student listening to his own voice as if it were the voice of some one else can hardly fail to perceive its defects when the teacher draws attention to them. Similarly other errors may be pointed out, and thus language and argument (to which some pupils are prone) may be avoided.

Further, the gradual progress of a pupil from his first feeble efforts to his final state of perfection may be recorded with precision, for the pupil's own gratification and for the encouragement of his successors in their moments of despondency.

One word more. There are Phonographs and Phonographs. Only the best makes and finest "records" are here written of.—*Musical Herald, London.*

A BELLAMY DREAM REALIZED.

Edward Bellamy, in his story "Looking Backward," which created a sensation nearly twenty years ago, outlined an apparatus which furnished music to suit the desires of a patron in response to a touch upon an electric button. Opera and concert, vocal and instrumental, could be enjoyed by one sitting at his fireside. No standing in line to procure tickets; no cab-hire in stormy nights; no getting home fagged out in the wee small hours. Just draw up your comfortable chair in your favorite library corner, touch a button and drink in the sweet sounds. If the selection is displeasing to you, just turn it off—no waiting till the curtain goes down for fear of a complainous departure from the theatre.—*New York Evening Journal.*

An up-to-date Edison Phonograph comes very close to fulfilling Mr. Bellamy's dream.

ABOUT RECORD CARTONS.

We are still unable to fill orders from Jobbers and Dealers for Record cartons for the reason that the manufacturer has been unable at any time since the new box was adopted to make more cartons than were required to fill orders for Records. It will still be some time before we can consider the matter, unless the manufacturer in the meantime should be able to increase his output. When feasible to fill orders the trade will be advised of the fact.

THE PHONOGRAM.

Orders for the *Phonogram*, either blank or imprinted, must be filed in advance, five weeks ahead for imprinted lots and four weeks ahead for blanks. We cannot agree to fill orders unless this is done.

The success of the *Phonogram* has been phenomenal. The March edition was 190,000 copies, an increase of 110,000 over that of the first issue last July. Dealers are crediting it with being an effective medium for increasing business, chiefly on account of the matter describing the new Records each month.

Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1000 copies	$2.50
Smaller quantities pro rata.	
Imprinted, per 500 copies	1.50
Imprinted, per 1000 copies	2.75

No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

Most Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ .20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.80
Fifty copies to one address, per year	3.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

TWO YEARS OLD.

With this issue the EDISON PHONOGRAPH MONTHLY begins its third year. It has served in the past two years to keep the trade informed concerning various matters of interest and profit and it has aided in knitting the Edison organization more closely together than before. We hope to make it even more useful along these lines.

SOLD FIVE PHONOGRAPHS TO ONE CUSTOMER.

An Australian Dealer recently wrote to our Foreign Department as follows:

"As a cheering sign of the times, we take pleasure in telling you that in the past three weeks we have sold no less than five Standard Phonographs and outfits, with two gross of Records, to a leading gentleman here. Two he has retained for his own use, one for his town house and one for his country home, and the other three he has presented to friends. This sale of five machines retail to one client is, we think, a record for this state, and speaks volumes for the superiority of Edison goods over all others."

DEALERS ADVERTISEMENTS.

We desire to acknowledge the receipt of newspapers and other mediums containing the advertisements of the following: Knoxville Typewriter and Phonograph Exchange, Knoxville, Tenn.; Hartford Phonograph Co., Hartford, Conn.;M. B. Willis, Jr., Auburn, Ind.; Peter Bacigalupi, San Francisco; Eastern Talking Machine Co., Boston; Steinhauser & Eaton, Watsonville, Cal.; C. C. Mellor Co., Pittsburg; Emil Gardner; Scott's Novelty Store, Menominee, Wis.; Fiske & Co., Los Angeles, Cal.; Joseph B. Cohen, Providence, R. I.; O. K. Houck Piano Co., St. Louis; Currie Motor and Cycle Co.; Nobes' Drug Store, Flora, Ind.; Roanoke Cycle Co., Roanoke, Va.; H. M. Holleman Co., Houston, Texas; R. E. Snipes, Selma, N. C.; S. K. Hamburger, Harrisburg, Pa.; L. C. Hartzell, Holyoke, Mass.; Palace Phonograph Co., Newark, N. J.; Spratt & Corcoran, Watertown, N. Y.

PUT HIS DISC BUSINESS "TO THE BAD"

The H. M. Holleman Co., Edison Jobbers at Houston, Texas, recently sent us the following letter from one of their Dealers:

"Please send me by return mail one Standard Phonograph, with 36-inch horn and stand; one Home Phonograph, with 36-inch horn and stand, and list of Gold Moulded Records enclosed. The Phonograph (Standard) is gone and has put our disc business to the bad. Am going to push the Edison."

"When our Mr. Lewis visited Mr. H——, who is the disc dealer of ——," continued Holleman & Co., "he induced him to listen to the Edison, in competition to his machines, resulting in an initial order, but being temporarily out of Triumphs and Homes, we were unable to send him anything except a Standard, but had our man to go there and properly adjust it for them. Result is that Mr. H—— is going to close out his disc business, and push the Edison. Mr. H—— is mayor of ——, and a very influential man."

CANNOT GET RID OF THEM.

I notice in the Monthly of a Dealer wanting his Jobber to sell his machines of another make. I have two—— machines listing at $20.00 and I cannot sell them, placing them beside the Edison. I have offered them at about one half price to close out, and one of my customers said to me: "Do you think I would even pay you that much when I can get that Edison Standard at $20? Not much." Regarding premium machines. We have just had a run of them here and we find that the people who wish a good thing, come in and trade their scratchy machine in and buy an Edison.—*J. H. Lepper, Mason City, Ia.*

A DEALER'S CIRCULAR LETTER.

Have you heard the Phonograph as it is today?

Almost everyone has heard some sort of a machine, but few have heard the latest improved one at its best, and comparatively few appreciate its value as an entertainer.

With a Phonograph in the home you have the singing or speaking voice, instrumental solos, or full brass band, just as sweet, just as clear, as the original tones and of just the sufficient volume.

It makes it possible for you to hear the finest talent in the land, and is superior to all other instruments because of its endless variety, and stands absolutely alone as an entertainer.

You have the choice of all the latest and best music, (and it can be obtained while it is new,) as well as all the old favorites.

When the long winter evenings make homestaying dull the Phonograph helps to pleasantly pass the hours. Your family and friends are entertained, and the fireside has an added interest.

There are four popular styles of the Phonograph, and the enclosed catalogue gives description and prices.

The Phonograph now has a Moulded Record, much harder than the old-fashioned one; does not wear out, and can be handled without fear of scratching or finger-marks. The price is only 35 cents each.

Make the whole family a present of a Phonograph. As a pleasure-giving gift you could make no wiser choice.

For any further information write me, or better still, call at the store, see the assortment of latest models, and hear a few Records.

We sell on easy terms if you wish.

GEORGE A. LEWIS,
Ridgewood, Conn.

BEST STEP THEY EVER TOOK.

Herewith is an extract from letter received at our Chicago office from the Ainsworth Music Co., Watertown, S. D., bearing date of January 18th, 1905:

"Our business in your line has been good of late. We have sold since the first of December thirteen machines, and two or three hundred Records. This is about three times as much as this firm has sold in any six months of its history in talking machines. The Edison is a winner, and people are coming to see it. We advertise persistently, and it is telling. They often come in to trade scratchophones—which, by the way, is becoming quite a designation of the disc type of machine in this town through our use of it—but no, we cannot handle them. They are even raffling them off, and we hope they will then come in here and buy a real talking machine. We hear nothing but compliments of your goods, and do not regret the step we took in selling out our line of other goods and handling yours straight. Best step we ever took."

IT PLEASES ALL.

About a week before Christmas, early one cold December morning, I started out to show the Edison Phonograph to some prospective buyers in a small near-by town. My first call was at the home of an old violinist, whose "fiddle and bow" had become covered with dust but whose ear was as keen as ever for sweet strains. I set up the machine, put on "Pop Goes the Weasel Medley" (violin Record) and at once "old times" were recalled. Next I played a song which captivated the household: Bentley, the three-year-old baby, who had been left "tucked under the covers," suddenly called "Mamma, take me down, I want to hear man sing." He was brought down in his nightclothes, and it would have done anyone good to see how he enjoyed it. The father immediately became interested and soon decided to purchase one. After leaving a good selection of Records with it, I left. Bentley was so taken up with it that he would not let them stop playing; that night he begged to hear "just one more" until at 1 o'clock he fell asleep.

About a week afterward I called to play a few new Records. The baby immediately began to cry and could not be comforted. I asked what was wrong? His mother informed me that he remembered I had left the machine there and was afraid I had come to take it away. I learned also that every member of the family was "carried away" with the harmonious strains. Relatives and neighbors dropped in to hear it, and as a result have sold four machines within a stone's throw of the house.

GEORGE H. MYHLENBERG,
Morgantown, Pa.

PHONOGRAPH AMONG RUSSIAN PRISONERS.

Following is an extract from a letter recently received from the Rev. James H. Pettes, a missionary in Japan:

"It occurred to me that you may be interested to learn that last month I spent a few days at Hiroshima and Matsuyama, two of the great military centres of Japan.

"I carried my Phonograph, and used it for the benefit of wounded Japanese soldiers and Russian prisoners. When at the Matsuyama Barracks, in the presence of a large group of Russian officers and men, I let the "Edison Grand Concert Band" strike up unannounced, the Russian Hymn; it was a moving sight. Every man was on his feet in an instant, and tears as well as smiles bespoke the deep emotion felt by these men from Russia.

"After an hour's entertainment, during which I heard many such expressions as: 'It was very kind of you to bring your Phonograph so far for our benefit;' 'That was the best treat we have had since we left Russia;' 'I could shut my eyes and think I was in Moscow or St. Petersburg at the opera,' etc., etc.

"I came away thankful for the Edison invention, which could give such solid comfort to these homesick captives in a distant land."

SUSPENDED LIST, MARCH 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

Boulder—BENTLEY & CRAIG.

ILLINOIS.

Ottawa—*Edward Hayne.
Wheaton—*E. Irving.

INDIANA.

Marion—BUTLER MUSIC CO.; also Wabash, Ind.
South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 209 North Michigan street.
Wabash—BUTLER MUSIC COMPANY; also Marion, Ind.

IOWA.

Burlington—JOHN P. WEISS, 721 Jefferson street.
Sioux City—HATTENBACH BROS. CO.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.

Biddeford—W. H. FIELD.

MASSACHUSETTS.

Boston—T. SINGER, 62 Leverett street.
Lawrence—LORD & CO., 314 Essex street.
E. O. MOSHER, 420 Essex street.
Lynn—ELIAS KING.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DeWOLF.
Somerville—F. J. WINCHESTER, 32 Summit avenue.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. P. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
JAMES V. CALAHAN, 107 Genesee st.
TIERNEY BROS., 227 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—S. N. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 30-32 Arkansas ave.
Bayonne—J. WIGDOR, 490 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. I. CORWIN; also New York City.
Passaic—J. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.

Plainfield—S. W. PRUCHT, or R. PRUCHT; also New York City.
ELSTON M. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

Albany—G. LINDE, 321 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Hobart—P. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 206 Wall street.
BERN HEARWALD, 275 W. 115th st.
BRONX PHONOGRAPH CO. or DAVID SWITKY, 308 Willis ave.
CENTRAL PHONOGRAPH CO., 160 E. 42d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONOGRAPH CO., 2 W. 14th street.
S. W. PRUCHT, or H. PRUCHT, 7 Barclay street, or 68 Cortlandt street; also Plainfield, N. J.
O. HACKER, 4 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
HOLOBER BROS., 370, 421 and 491 West 41st.
N. HORN, 141 E. 58th street.
W. L. ISAACS, 112 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. McELLYNNE, 100 Broadway.
RICHMOND PEASE, 41 W. 125th st.
P. M. PRESCOTT, 41 Broad st.
WINTHROP CYCLE CO., 1222 Southavenue.

Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARSHALL A. COTE.
Syracuse—SPALDING & CO.

OHIO.

Cincinnati—J. L. ANDEM.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOL.
Uhrichsville—F. A. MAZURIK.

PENNSYLVANIA.

Philadelphia—A. E. CASSIDY, 1083 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Mascher streets; also New York City.
A. KROISE, 830 Arch street.
PENN NOVELTY CO., 15 South 9th st.

Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.

Providence—F. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

*Added Since February 1, 1905.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—The Ray Co., 2021 Second avenue.
The Talking Machine Co.
Mobile—W. H. Reynolds, 257 Dauphin street.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 1365-1368 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 809 16th street.

CONNECTICUT.

Middletown—Cavalaire & Post Co., 406-408 Main street.
Hartford—Barry Jackson, 300 Asylum street.
New Haven—The Silberspfer Co., 151 Orange st.

DISTRICT OF COLUMBIA.*

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue.
S. Kann, Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 47 Peachtree St.

ILLINOIS.

Chicago—James L. Lyons, 72 Fifth avenue.
Siegel-Cooper Co., Chicago Congress st.
Talking Machine Co., 172 Madison street.
The Vim Co., 48 E. Lake street.
Montgomery Ward & Co., 115 Michigan ave.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 102 Bridge street.

INDIANA.

Indianapolis—Craig, Jay Co., 124 Massachusetts ave.
Kipp Bros. Co., 32 S. Meridian street.
The Ray Co., 129 S. Illinois street.
Lafayette—A. B. Wahl Co., 301 Main street.

IOWA.

Des Moines—Stephen Bros., 600 Locust street.
The Vim Co., 306 to 310 Main street.
Fort Dodge—Early Music House, 812 Central ave.

KENTUCKY.

Louisville—The Ray Co., 620 Fourth street.

LOUISIANA.

New Orleans—William Bolley, 600 Pranchman street.
Nauer-Hansen Music Co., 1001 Canal street.
The Ray Co., 1117 Camp street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Rose & Son, 505 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 32 Hanover street.
Eastern Talking Mach. Co., 1004 Washington street.
Iver Johnson Sptg. Goods Co., 370 Washington street.
Read & Read, 368 Washington street.
Pittsfield—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Bunnell Music Co., 127 Merrimack st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 206 Woodward ave.
Grinnell Bros., 251 Woodward ave.
The Ray Co., 251 Woodward avenue.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 772 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 23-25 West 5th street.
Minnesota Phonograph Co., 37 E. 5th street.
Thomas C. Hough, 302 Wabasha street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
The Ray Co., 1010 Grand avenue.
St. Louis—Conroy Co., 1111 Olive street.
O. Ruebel & Co., 1008-1012 Olive street.
The Ray Co., 903 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., C street.
Omaha—Nebraska Cycle Co., 1318 Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Photo. Co., 200 Washington st.
Newark—A. O. Petit, New and Halsey streets.
Paterson—James K. O'Dea, 21 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 32 E. State street.

NEW YORK.

Albany—Finch & Hulbert, 52 State street.
Brooklyn—Chapman's, 1564 Fulton and Dufield streets.
A. S. Matthews, 1359 Fulton street.
Price Phonograph Co., 1107 Broadway.
Buffalo—P. A. Powers, 647 Main street.
Ithaca—Ithaca Music Co., 117 Main street.
Glens Falls—American Phono. Co., 39 W. Fulton st.
Kingston—P. A. Powers, 323 Wall street.
New York City—Berlini Phono. Co., 1 Chambers street.
Blackman Talking Machine Co., 19 Desbrosses street.
J. P. Blackman & Son, 1674 1st avenue.
I. Davega, Jr., 802 Third avenue.
I. Davega, Jr., 32 E. 14th street.
Douglas Phono. Co., 1 Chambers st.
H. E. Gordon, 135 Fifth avenue.
Hart Manufacturing Co., 129 Bowery.
Jacot Music Box Co., 39 Union Square.
Oscar J. Kopke, 1060 Second avenue.
Siegel Cooper Co.
John Wanamaker.
Poughkeepsie—Price Phonograph Co., 209 Main st.
Rochester—A. J. Dentinger, 249 North street.
Stein's Piano, O. M. Co., 200 State street.
The Talk-O-Phone Co., 26 Clinton avenue, S.
Schenectady—Finch & Hulbert, 408 State street.
Jay A. Rickard & Co., 219 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Jay Street Music Emporium, 7 Third street.
Troy Automatic Exchange, 359 Fulton street.
Utica—Clute-Horrocks Co., 120 Genesee street.
Arthur P. Perrine, 64 Washington street.
William Harrison, 41 Columbia street.
Utica Cycle Co., 32 Columbia street.

OHIO.

Canton—Klein & Heffelmire Co., 226 N. Market street.
Cincinnati—Ehrgott & Co., 36 W. 6th street.
The Ray Co., 143 West 5th street.
P. S. Wahl Co., 809 Vine street.
Rudolph Wurlitzer Co., 1012 W. 4th st.
Cleveland—The Ray Co., 1109 Euclid avenue.
Columbus—Perry Bridge Co., 169 S. High street.
Dayton—Niehaus & Dohse, 18 E. 3d street.
East Liverpool—Smith & Phillips, 38 Diamond.
Newark—Hoover-Ball Co., Inc.
Toledo—Nayes Music Store, 208 Cherry street.
The Ray Co.

PENNSYLVANIA.

Allegheny—Henry Bower, 1 Market street.
Allentown—E. C. Aschbach, 29 Hamilton street.
Easton—William Werner, 251 Northampton street.
Philadelphia—A. Hoffman & Co., 1217 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Novelty Co., 15 S. 9th street.
John Wanamaker.
Walla Phonograph Co., 21 N. 9th street.
Western Electric Co., 231-233 Market st.
H. A. Weymann & Son, 1135 Market st.
Harrisburg—Jacob Dentinger, 21 N. Market st.
Pittsburg—Theo. F. Beyer Co., Inc., 630 Liberty street.
Kaufmann Bros., Smithfield street.
H. Kleber & Bro., 506 Penn avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phono. Co., 937 Liberty avenue.
Reading—Reading Phonograph Co., 829 Penn street.
Scranton—Keystone Local Exchange Building.
Periodical Supply Co.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 59 N. Main St.
Providence—J. H. Dunn Co., 189-191 Westminster street.
The Ray Co., 70 Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 57 Tabernacle street.
A. T. Stahlenecker & Co., 108 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Exchange, 321 Clinch street.
Memphis—O. K. Houck Piano Co., Monroe ave.
The Ray Co., Lowenstein Building.
Nashville—Nashville Talking Mach. Co., 200 Church st.
The Ray Co., 1213 The Arcade.

TEXAS.

Dallas—C. B. Harris, Agt., 197 Main street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—H. H. Holloman Co., 622 Fannin street.

VIRGINIA.

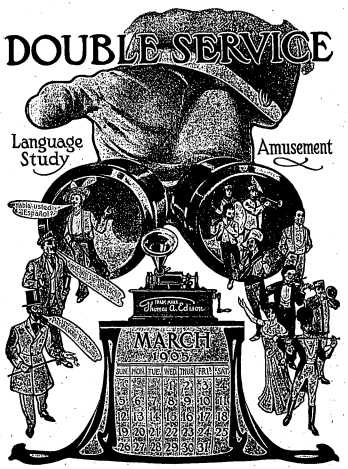
Richmond—The Ray Co., 1218 E. Main street.

WISCONSIN.

Milwaukee—McGreal Music Co., 394 Grand street.

CANADA.

Toronto—S. Williams & Sons Co., Limited, 143 Yonge street.



The Edison Trade are the only merchants allowed to sell I. C. S. Language Outfits. Send $2.00 for Agent's Sample Outfit and instructions for representing "Double Service," including sample moulded records in French, German, Spanish, and English. *Write today!* Address:

LANGUAGE DEPARTMENT

INTERNATIONAL CORRESPONDENCE SCHOOLS

SCRANTON, PA.

FOR FOREIGN SALES, ADDRESS: Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, National Phonograph Co., Ltd., 25 Clerkenwell Rd., London, E.C.

EDISON
Phonograph Monthly

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NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 588 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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WHY THE EDISON BUSINESS GROWS.

"To what do you attribute the unusual growth of your Edison business in the past year," was a question that we put to one of our large Jobbers when visiting in the East recently. This Jobber also handles other makes of talking machines. "Has it been due to the lower price of Edison Records, a greater amount of advertising, the prosperity of the country, or what?" we continued.

"All of these have had an effect, of course," was the reply, "but I think the real reason is the fact that the public are realizing to a greater degree than before the marked superiority of the Edison Phonograph over all other kinds of talking machines. This is not new. The superiority has always existed and this fact has been known to thousands. People, however, are becoming better posted on the talking machine question, and this knowledge is helping Edison goods more and more all the time."

These remarks probably represent the real reason for the phenomenal growth of Edison business in the past year. The efforts of all manufacturers of talking machines to sell goods is causing people to buy, and once the owner of any kind of a machine, no matter how cheap or poor, it becomes a simple matter to discover which are good and which are indifferent. Like the toy camera, the possession of one soon causes a desire for something better. The owner of a cheap talking machine is ready to discard it after a few days and he then begins to look around for another. Before he buys, however, he gathers in all the information he can, and this leads him straight to the Edison Phonograph. So, too, with even the expensive machines of other makes. If he gets one, it is because he has not had an oppor-

(Continued on Page 8.)

THE ADVANCE LIST OF MAY RECORDS APPEARS ON PAGE 2. ORDER FROM IT. NO OTHER ADVANCE LIST WILL BE ISSUED.

NEW EDISON GOLD MOULDED RECORDS.
ADVANCE LIST FOR MAY, 1905.

RECORDS listed below will be ready for shipment as near **April 25th** as possible, at which time Jobbers' stock orders, if **received** prior to **April 20th**, will be shipped. May Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

8978 Always Forward March (*Missud*) Edison Military Band
8979 Tammany (*Edwards*) *Typical Male duet, Orch. accom.* Collins & Harlan
8980 Just Like the Ivy, I'll Cling to You (*Castling*) Harry MacDonough
Descriptive song, Orch. accom.
8981 Selection from Woodland (*Luders*) Edison Symphony Orchestra
Introducing "If You Love Me Lindy," "Dainty Little Ingenue," and "The Tale of a Turtle Dove."
8982 Heinie (*Vaudeville Specialty*) Ada Jones and Len Spencer
With orchestral incidental music.
8983 'Taint de Kind o' Grub I've Been Gettin' Down Home (*Smith & Brown*) Bob Roberts
Coon song, Orch. accom.
8984 Professor and the Musical Tramp (*Vaudeville Musical Act*) Spencer and Hunter
Introducing humorous dialogue, Ocarina duet, Mandolin and Banjo duet, Trombone and Cornet duet, and orchestral incidental music.
8985 Excelsior (*Balfe*) Anthony and Harrison
Tenor and Baritone duet set to Longfellow's poem. Orch. accom.
8986 I've Got My Heart on You (*Von Tilzer*) Byron G. Harlan
Descriptive Waltz song, Orch. accom.
8987 Belle of the Philippines March (*Stone*) Edison Concert Band
8988 Two Rubes and the Tramp Fiddler Harlan and Stanley
Talking and singing male duet.
8989 You Ain't the Man I Thought You Was (*Helf*) Miss Ada Jones
Coon song, Orch. accom.
8990 He's Me Pal Medley Albert Benzler
Xylophone solo, with Orch. accom., introducing "He's Me Pal" "Down at the Baby Store," "Daddy Dear," and "In the Shade of the Old Apple Tree."
8991 I've Got a Little Money and I've Saved It All for You (*Silver*) Murray and Roberts
Coon duet, Orch. accom.
8992 Murphy (*Von Tilzer*) *Serio-comic Irish song, Orch. accom.* Edward M. Favor
8993 Garry Owen Medley Eugene A. Jaudas
Violin solo, Orch. accom., introducing "Garry Owen" Jig, "17th of March" Reel, "Haste to the Wedding" Country Dance, "Reilly's Own Reel," "Champion" Jig, and "Killarney."
8994 Leaf by Leaf the Roses Fall (*Bishop*) Edison Male Quartette
Male quartette, Orch. accom.
8995 Good Night, Little Girl, Good Night (*Macy*) *Song, Orch. accom.* Irving Gillette
8996 Religioso March (*Chambers*) Edison Concert Band
Introducing "Onward Christian Soldiers" and "Adeste Fidelez."
8997 Just My Style (*Stubbell*) Miss Morgan and Mr. Stanley
Contralto and Baritone duet from the musical comedy "Fantana," Orch. accom.
8998 When Father Laid the Carpet on the Stairs *Comic song, Orch. accom.* Billy Murray
8999 Yankee Land (*Hoffman*) Vess L. Ossman
March from "The Rogers Bros. in Paris," Banjo solo, Orch. accom.
9000 Preacher and the Bear (*Arizona*) *Coon song, Orch. accom.* Arthur Collins
9001 Oh, Oh, Sallie Medley Edison Military Band
Introducing "Oh, Oh, Sallie," "Farewell, Mr. Abner Hemingway," "When the Bees Are in the Hive," "Jasper, Don't You Hear Me Calling You," and "Billy."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from Page 1.)

tunity to hear the Phonograph, and before long he realizes that his machine does several things besides reproduce music. He becomes dissatisfied, and even if he cannot afford to discard his machine and buy a Phonograph he is free to advise his friends on the subject. In this way the whole people are becoming better informed on the talking machine question, and thus the demand for Edison Phonographs and Edison Gold Moulded Records grows greater day by day.

Every resource was used at the factory of the National Phonograph Co., Orange, N. J., in the past month to meet the demand for Edison goods, but it was not successful. We turned out more Phonographs and more Records than in any previous month and yet we failed to make much of a gain on orders, the number on file at the close of the month being practically as large as at the beginning. The demand for Edison Phonographs and Records would make it appear as if the whole country had been seized with determination to have a Phonograph, or, having one, to buy a large stock of new Records. The advance orders for April Records again exceeded the advance orders for any month since the organization of the company, being nearly fifty per cent. greater than the combination list for November-December. Nor is there any apparent diminution in the situation, each day bringing its full quota of new orders.

CANNOT MAKE SPECIAL RECORDS.

Requests are occasionally made by Dealers to have special Records made of subjects or songs selected by them. They do not seem to be aware that the moulded process of making records is a much more expensive one than when soft wax originals were made and sold. Under present conditions, it is practically impossible to consider making Records of special subjects. Our Recording Department is always glad to know the opinions of Dealers as to what class of Records are salable in their locality, and will do whatever it can to meet this demand. At the same time the trade does not want to have us make a large number of new selections each month, twenty-five a month, or three hundred a year, with special supplements, being about as many as they care to have added to the Catalogue. With this limitation we are practically compelled to put out only such selections as will be in general demand throughout the entire country. Every Jobber and every Dealer carrying a full stock of our Records would be put to an inconvenience, if not loss, if we listed titles not salable in his territory. Records, for instance, that glorify one city or one small section of the country may seem desirable in those places, but they could not be sold to any extent elsewhere. For this reason, we frequently feel compelled to refuse to list what may seem to the senders as desirable and good selling subjects. Still the business cannot fail to be benefited by an exchange of opinions and we welcome any suggestions from Dealers as to desirable subjects for Records that they may desire to offer.

FIGURE IT OUT.

Judging from the little attention that some Jobbers pay to the jobbing end of their end of their business it would seem as if they did not regard it as profitable. This is possibly because they think the profits small. The difference between Jobbers' and Dealers' discounts may not seem large, and yet they yield an excellent profit upon the capital invested. Any Jobber who has not thought the Jobbing end worth pushing will be surprised if he figures out the average jobbing profits on the entire Edison line. The cost, too, of handling goods on a jobbing basis is much less proportionately than a retail business.

FOR FUTURE GROWTH.

Deeds were recorded in March for a large plot of ground, nearly equal in size to a city block, which has been purchased by the National Phonograph Co., at Orange, N. J. The present factory occupies an entire block bounded by Valley Road, Lakeside Avenue, Alden Street and Watchung Avenue. The new plot is on the opposite side of Alden Street from the present factory and runs from Valley Road nearly to Watchung Avenue. This new plot of ground will be used by the company for future extensions of its business. Its plans in this respect are not ready for publication.

PRICES OF EDISON RECORDS.

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, and in Canada at 40 cents each. The Canadian price is higher because of the duty. Edison Concert Records are sold at 75 cents each in both countries.

NO LONGER A SIDE LINE ONLY.

In the early days of the Phonograph business, few Dealers did more than carry Phonographs as a side line. They bought a few machines, a few Records and made it an incidental part of their business. It was regarded as a filler for dull seasons. Bicycle men took up the line to tide them over the winter months. Musical merchandise firms carried a small stock to help out the volume of their general business for the year and others handled the goods on much the same principles. Within the past year or two, this plan of selling Phonographs has given way to an entirely different method of handling them. Hundreds of Dealers have now made it the most important part of their business, some of them handling nothing else but talking machine goods, and even where other goods are also sold, the Phonograph end is the largest, most profitable and most important. Hundreds of others are finding out that it will pay them to give more attention to pushing the sale of Edison Phonographs, and are rapidly reaching a point where they will follow in the footsteps of their most progressive competitors, and devote most of their time and attention to the Phonograph end of their business. In small towns where the opportunities for sales are limited, it is not, of course, possible for Dealers to devote much of their time to the sale of Phonographs. The opportunities are probably too limited to make it worth while. At the same time there is not a Dealer in Edison Phonographs to-day who could not with advantage give more attention to the sale of these goods. A little more advertising, a little more personal solicitation, and the sending out of a little more printed matter to people likely to be interested, would have an effect that would surprise him at the end of the year. While the sale of Edison Phonographs and Edison Gold Moulded Records is little short of phenomenal at the present time, it is still far from what it will be when the public fully realizes the opportunities for amusement and entertainment afforded by a Phonograph, and when it realizes the difference in quality between the Edison Phonograph and other music reproducing devices. Any Dealer, no matter where located, can go over the names of people in his locality who are in a position to own a Phonograph and he will find that practically only a small proportion of them have a Phonograph. Those who can afford to buy one need only to be convinced of the delightfully entertaining powers of the Phonograph to have one of them in their homes. What proportion of the homes in any locality, whether in city or country, have music of any kind in their homes? A comparatively small percentage may have pianos, but in many cases these instruments are only pieces of furniture, because no one can play them. In such homes and in all others where there are no other musical instruments, the Phonograph would fill every want. In fact, in many ways, it is superior to the piano because of the almost infinite variety of amusement afforded by it. The object of this article is to suggest to Dealers the advisability of giving more attention to pushing Edison goods in their localities, and those who give attention to the subject will thank us for the suggestion within a few months.

APRIL ADVERTISING.

On page 13 of this issue we reprint our full page magazine advertisement for April. This appears in about twenty of the leading publications of the country, publications with an aggregate circulation of several million copies. The feature of this advertisement is the use for the first time of the list of new Records. Since the April publications begin to appear as early as March 15, the March list was incorporated in the advertisement instead of the April. It was considered more advisable to advertise a list of Records that could be had when the publication appeared, rather than to print a list and tell the public that they could be had at some future time.

The special proposition referred to in this advertisement is to suggest to owners of old style Standard, Home and Triumph Phonographs that they get their Dealer to exchange a Model C Reproducer for their Model B on the usual exchange basis for reproducers. This, in most cases, will make their machines work as good as an up-to-date Phonograph.

The present advertising of the National Phonograph Co. is the most adequate we have ever done and shrewd Dealers are supplementing it with advertisements in their local papers and thereby getting a direct return from this magazine advertising. An advertisement in a local paper, a neatly worded circular letter, or one of the folders or cards issued by this company, reaching a man when his interest has been secured by reading our magazine advertising, is very apt to cause him to drop in at a Dealers' store and at least give the Phonograph a trial. The list of new Records will probably be made a feature of our magazine advertising if we find that it has an effect upon the sale of Records.

PRINTED MATTER.

The first copies of the Record Catalogue for April, Form 670, will be sent out bound with the present cover. Having a limited number of these on hand, and the new cover not being quite ready, we have decided to put out the new Catalogue in this way rather than ask the trade to wait for the new cover. Form 670 will not contain any of the titles cut out by the circular letter of February 18, and it will contain all new titles to and including April. The orders already received from Jobbers for this Catalogue will be filled as rapidly as possible, partial shipments being made in most cases in order that no one will be compelled to wait for a supply. We trust, however, that Jobbers will use up their supply of the present edition before sending out the new one.

The little bookmark mailed a month ago has proved to be so popular a Form that the edition is already nearly exhausted. We regret that we did not order a much larger quantity of these.

The omission of two hundred and twenty-one titles from the Catalogue has, naturally, created a demand for a new Numerical Catalogue. The work of getting one out has been begun, but it will probably be several weeks before it is ready for trade use. When ready a copy will be mailed to every one in the trade.

The demand for Record Supplements continues to grow with the increased demand for Records, showing quite clearly that this form is being advantageously used by Jobbers and Dealers in getting business. The plan of getting up mailing lists is being more and more adopted by Dealers, who report that they find it well worth the trouble and expense. Every Dealer should make such a list of people in his locality who own Phonographs or any other style of machine upon which Edison Records can be played, and see that such owners get a list of the new Edison Records each month.

PERSONAL.

J. R. Schermerhorn, Assistant General Manager of the National Phonograph Co., returned on March 20 from a six weeks' tour of the branch offices of the company at London, Paris, Berlin and Brussels.

Edgar W. Dennison, of Orange, has been elected Secretary of the National Phonograph Co.

The National Phonograph Co. will have an exhibit for advertising purposes only at the Lewis & Clark Exposition to be held at Portland, Oregon, June to November. It will be in charge of Peter Bacigalupi, our San Francisco Jobber.

MUST PLACE INITIAL ORDER.

The attention of Jobbers is especially called to the following paragraph printed at the foot of the first page of the Retail Dealers Agreement Form, No. 890.

"Any Dealer desiring to handle our apparatus must place an initial order for at least three machines, each of a different style, and one hundred and fifty (150) Records. In addition, he must have an established store suitable to display and handle our goods, and at all times carry a sufficient stock for exhibition and sale purposes."

This means that before anyone can become a Dealer in Edison goods he must place an initial order for three machines and 150 Records. It does not mean that because he sells other talking machine goods he can get Dealers' discounts on Phonographs and Records. The latter was allowed under the previous Agreement, Form No. 440, but it was changed to the above, when No. 890 went into effect.

DON'T HIDE YOUR LIGHT.

Dealers should understand that the talking machine light should not be hidden under the bushel of indifference. They must advertise so that their wares are intelligently presented to the people in their vicinity. A house that advertises itself persistently is bound to win, and advertising when well constructed and well placed is the best investment that can be made by a live talking machine dealer. It should be particularly emphasized that the new things of to-day will be the old things of to-morrow, for the onward march of progress never halts. There is no business in which all that can be done has been done. When we study the development of this industry, it furnishes evidence of a progressive spirit behind the manufacturing department. The makers of talking machines are marching to the quick-step of progress. They go on from one victory to another; they never step backward.—*Talking Machine World.*

DANCED TO PHONOGRAPH RECORDS.

Wanatah, Ind., Feb. 20, 1904.

I wish to kindly inform you that I tried a Standard Phonograph and some of your Dance Records for dancing in a hall 28x52 feet in size last evening, and it proved a decided success. In fact the dancers, of whom there were twelve couples, were perfectly delighted with the results, saying it was the best music that they ever danced to. This is a place of about 700 population, and it has always been a hard matter to secure good music, as we have not efficient talent in town for such purposes. The Edison Phonograph will hereafter fill the bill. I used only a 36-inch horn and secured excellent results, but will hereafter use a 56-inch horn, which I think will prove even more satisfactory.

WILLIAM F. HUNT.

A GOOD CIRCULAR.

One of the notable bits of advertising literature of the past few months was sent in by the American Phonograph Co., Gloversville, N. Y. It was a four-page folder of large size and was an excellent medium for the sale of Eidson goods. For the benefit of Dealers who may desire material for a similar advertisement we print the following:

EDISON PHONOGRAPHS.

Every lover of music should own a Phonograph. Nearly every one has heard these wonderful sound producing machines, but very few have heard them at their best.

To be able to have in your own home, at your command, the best music, whether it be instrumental, vocal or band, is the pleasure and privilege of a Phonograph owner.

A child can operate the machine as well as a grown person. It does not require an expert; in five minutes you can master it. The Phonograph takes up no room—it stands on the table when playing, and under it when idle.

Many new and distinguishing improvements have appeared on the Edison machines and Records during the past year and a half, which, without a doubt, places them nearer to perfection than any other talking machine or Record made.

The scratching and the shrill notes of the old-time Records and machines have been done away with by the Gold Moulded process by which all Edison Records are now made. A reproducer has been invented that is exactly adapted to these marvelous Records and with which every Edison Standard and Home Phonograph is equipped. This improvement can be fitted to any Phonograph however old, and on which we offer an exchange proposition.

The Phonograph is superior to all other instruments because of its endless variety. It is a tireless entertainer which brings the greatest of all pleasures to the home. It takes the place of a piano where there is none, or no one to play it. Beside, what would be a first installment on a piano will buy the sweetest Phonograph that ever played, with dozens of Records. It will let you dance in your own home, take you to the theatre or the minstrels, play rag-time, sing songs that will touch the heart and play marches that rouse the soul—all between supper and bed time.

One of the greatest pleasures and by far the most entertaining feature of the Phonograph is the making of Records yourself. That song your friend sings so well or the quartette of jolly fellows, or your musical friends with the banjo, violin or other musical instrument. The Phonograph stops at nothing, all are safely stowed away to be played over thousands of times. There is always a chance that some day this will be all you have. Then, how much would that Record be worth?

The Edison Phonograph is the only machine that you can make Records with.

THE PHONOGRAM.

Dealers desiring to get a supply of *Phonograms* to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobbers' orders unless placed with us a similar period in advance. We ran out of April *Phonograms* before they were shipped to the trade, although the edition was 200,000, and were unable to fill several orders received after March 20. We plan to print about 10,000 more than we have orders for when we go to press, five weeks in advance of the month of issue, but frequently these are soon used up with extra orders. Such was the case with the April issue.

Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1000 copies	$2.50
Smaller quantities pro rata.	
Imprinted, per 500 copies	1.50
Imprinted, per 1000 copies	2.75

No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

Most Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ .20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.80
Fifty copies to one address, per year	3.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

LEW FIELDS' FIRST SPEECH MADE WITH THE AID OF A PHONOGRAPH.

Lew Fields made the first speech of his life at the professional matinees given at the Lew Fields Theatre yesterday afternoon. Mr. Fields has been on the stage for twenty-seven years, but never in all that period has he dared address to an audience other than the lines written for him by the librettist. Yesterday, however, when the curtain fell on the first act of "It Happened in Nordland," he apologized for his inability to talk and then said, "My friend on the right will talk for me." Immediately a powerful Phonograph proclaimed to the audience the pleasure which Mr. Fields and his company experienced in playing this special engagement. The Phonograph ended the speech, as do all speakers, by saying, "I thank you, I thank you, I thank you."—*New York Sun*, March 24, 1905.

CIRCULATE PRINTED MATTER.

The ambition of every Jobber in Edison goods should be to sell $2 worth of Phonographs where last year he sold but $1 worth. One of the easiest and yet most effective ways of doing this is to see that Dealers are kept supplied with every new catalogue or other form gotten out by this company. It is not necessary to send large quantities of these and thereby waste them, but every Dealer should be kept up-to-date in this respect. We get letters from Dealers complaining that their latest Record Catalogue is a year old, and that they cannot get printed matter from their Jobbers. If we look into the matter we find that the Jobber who has signed the Dealer is one who does not make a systematic effort to send printed matter to his Dealers, and we also find that he makes no effort to keep up his own stock of advertising literature. We also find under scrutiny that the Jobber is one who is doing a limited business. We find that the largest users of printed matter per Dealer are those who are doing the largest business per Dealer. These Jobbers are careful to see that their Dealers get a share of all new forms. They find that this not only increases the business of these Dealers, but it brings other Dealers whose Jobbers have not taken proper care of them in this respect. That the careful distribution of printed matter brings business to everyone is a matter of history. We know that it does. The quantity of catalogues and other forms printed by this company in the past year far exceeded that of any previous year, and the business increased in the same proportion. Any Jobber who will give this part of his business proper attention will find it profitable beyond his expectation.

THE EXCHANGE PROPOSITION.

The three for one exchange Record proposition terminated on March 15. All Records shipped by Dealers to Jobbers on that day, or by Jobbers to us were accepted for credit. This return proposition was the cause of considerable trouble to Dealers, Jobbers and ourselves, especially ourselves; but it has been voted by the entire trade a most excellent thing for clearing out the stocks of least salable Records. Every Dealer or Jobber who has fully availed himself of the proposition has been able to get rid of his surplus stock and replace it with better selling and more up-to-date selections. In this way it has enabled every one to practically begin his spring business with a brand new stock of Records. The effect of this clearing out of surplus stock will benefit the entire trade. It has been a popular move on the part of this company and has furnished an additional evidence that the trade may always rely upon our taking care of them in the best possible manner.

NEW YEAR'S IN JAMAICA.

[The article printed below was published in "The Message," issued by the First Universalist Church, Worcester, Mass.]

The following is an extract from a recent letter received from Charles M. Harrington, who has been for nearly a year past following his profession of architect in Jamaica. His many friends in our church will be glad to hear again his breezy words:

"Eight hands around—forward and back—right and left,' these are the sounds to-night, for one of the painters who arrived to-day brought a large Phonograph with him, and the men are all gathered in Mr. Mitchell's room, directly over me, to enjoy it. A Record has just been started playing 'Miss McLeod's Reel,' and instantly they formed a set. One is calling off. It is a rollicking dance, I can tell you, and the shuffling of feet on the tile floor, the shouts of laughter, the shrill sound of the piccolo playing the air, form a care-free combination I am glad to hear. Tired muscles, lazy negroes, longings for home are forgotten by the men. They are happy to-night.

"Now it is 'Good Old Summer Time,' and they are simply with the Phonograph. Some of them have very good voices. Every one knows that old melody and sings it with a will.

"Ah! here is one that brings me to my feet, I can hear them rising, too; 'The Star-Spangled Banner.' God bless it. Who says we are 1,500 miles from home? Not while that air is ringing in our ears. There it comes, I expected it. Bert Ray, one of our carpenters, has a beautiful high tenor; he is singing clear and sweet; his voice rings out; now every one is singing with him; and as the last note dies away, Murphy calls for 'three cheers for it, boys, it's ours.' Do they give them? Well!

"And now, is it accident or fate that selects the next tune, 'Lead, Kindly Light.' Twice it is played and then they sing it, softly and reverently.

"The night is dark and I am far from home,
Lead Thou me on."

"Rough, profane, coarse—men may be all of these, but that old hymn, the comfort of so many, will touch a tender responsive chord. No laughter nor jest in this. And then as though to relieve the serious side—a bit away—they all join in 'Bill Bailey.' There goes a rattling Sousa two-step, and again the tiles echo dancing feet. Bless the fellow who brought that Phonograph.

"Oh, Edison, in your wildest dreams you never imagined the pleasure your toy would give. And of the thousands who listen to the Records of voice and instrument, none is enjoying to the full extent like the little group gathered around the one upstairs, with the tropical night around us all and the murmur of the surf sounding from the rocks of coral. And I guess I am enjoying it too."

EDISON GOLD MOULDED RECORDS FOR MAY.

Up to the usual high standard and full of variety is the list of Edison Gold Moulded Records for May. Phonograph owners could buy the entire list with advantage and have at their disposal the means of entertaining a company of guests no matter how varied their tastes might be.

No. 8978, "Always Forward March," by the Edison Military Band, is a good, snappy, bright march composed by Jean M. Missud, Director of the Salem Cadet Band of Salem, Mass., several of whose compositions have already been listed in our Record catalogue.

No. 8979, "Tammany," by Collins and Harlan, is a topical song that deals humorously with New York's famous political organization in a way interesting to the whole country. The waywinops of the "braves" add quite a striking bit of realism to the performance. The music of this composition is full of ginger and in keeping with the character of the words and meaning of the song. The composer is Gus Edwards and the words are by Vincent Bryan. The singers are accompanied by the orchestra.

No. 8980, "Just Like the Ivy, I'll Cling to You," by Harry MacDonough, is a pretty descriptive composition by A. J. Mills and Harry Castling. It is sung with orchestra accompaniment. "Some day you'll be leaving me for a sweetheart,' said Grandad to the young maiden nestling beside him near the ivy-covered old garden wall. "Some day you'll be forgetting me." But with a smile the maid replied, in the chorus:

"Just watch the ivy on the old garden wall,
Clingin' so tightly whate'er may befall;
As you grow older I'll be constant and true;
And just like the Ivy, I'll cling to you."

No. 8981, "Selection from 'Woodland'," by the Edison Symphony Orchestra, is a selection from the musical fantasy "Woodland," introducing "If You Love Me, Lindy," "Dainty Lisle Ingenue" and "The Tale of a Turtle Dove." These compositions are written by Gustav Luders and are among the most popular airs in this operetta. Companies are now playing "Woodland" in New York and throughout the country.

No. 8982, "Heinie," by Ada Jones and Len Spencer, is a Dutch vaudeville specialty introducing the song "Heinie." The scene is in the theatre with orchestra, and all the incidental effects are introduced realistically. The music of this song was written by Ted Snyder and the words by Edward Rose. The Record is cleverly made by Miss Jones and Mr. Spencer and cannot fail to achieve wide popularity.

No. 8983, "Taint de Kind o' Grub I've Been Gettin' Down Home," by Bob Roberts, is a coon song that tells about Sam Green, who just came up from the South and stepped in a small cafe to get a bite to eat. The dainties set before him did not appeal to his appetite. He said: "When I am hungry I likes to get something; dat ain't de kind o' grub I've been gettin' down home. I likes my ham wid de marrow bone; kidney stew or possum sweet. I heard a heap of talk about 'Champion' wine. Fancy food I lets alone, 'cause 'taint de kind o' drub I been gettin' down home.'"

No. 8984, "Professor and the Musical Tramp," by Spencer and Hunter, is a vaudeville musical specialty of a unique character. It introduces an ocarina duet, a mandolin and banjo duet and concludes with a cornet and trombone duet, all accompanied by the orchestra. The scene is laid in a vaudeville theatre. The orchestra plays the opening to the act. The professor's partner has disappointed him. A musical tramp arrives on the scene and helps out the professor in the duets as above. A humorous dialogue between the professor and the tramp adds to the attractiveness of the Record.

No. 8985, "Excelsior," by Anthony and Harrison, is the famous musical setting by M. W. Balfe of Longfellow's poem. It introduces a new team of duetists in Anthony and Harrison, who sing tenor and baritone respectively. This is a remarkably fine Record of "Excelsior," known to the entire world by the refrain:

"The shades of night were falling fast,
As thro' an Alpine village passed," etc.

The singers are accompanied by the orchestra. The Record is one that will be wanted by every lover of high class music.

No. 8986, "I've Set My Heart on You," another delightful Record by Mr. Harlan. It is sung with orchestra accompaniment. The music of this song was written by Albert Von Tilzer, composer of "Tell Me With Your Eyes," (our Record No. 8915), "Teasing," (our Record No. 8881), and numerous other hits of the past season. The words are by Maurice Stonefield.

No. 8987, "Belle of the Philippines March," by the Edison Concert Band, is a characteristic selection with a catchy and tuneful melody. Written by Fred J. S. Stone and played with splendid expression and fine execution.

No. 8988, "Two Rubes and the Tramp Fiddler," by Harlan and Stanley, is described by our Recording Department as "ruralistic pastoralistinos." The two Rubes are discussing topics in their usual way when along comes a tramp fiddler. An amusing controversy takes place between the three. The tramp plays on the fiddle for them and accompanies the two Rubes while they sing "Handsome Eyes." An excellent addition to our series of Rube Records.

No. 8989, "You Ain't the Man I Thought You Was," by Ada Jones, tells of the domestic troubles of a "ruffled" lady whose better half has not provided for her wants to her satisfaction. The verse enumerates her numerous causes for complaint, climaxing in the chorus when she declares, "You ain't the man I thought you was," and "for me soon you won't do." Miss Jones' coon dialect will be found

very entertaining, equalled only by her conception of this class of songs. The rendition throughout shows the trained artist. The orchestra accompanies the singer. A coon dialect by the female voice is something new in our recent supplements. This coon song was written by Fred Helf and Lou Sally.

No. 8990, "He's Me Pal Medley," by Albert Benzler, is a xylophone solo with orchestra accompaniment, introducing "He's Me Pal" (our Record No. 8957), "Down at the Baby Store" (our Record No. 8845), "Daddy Dear" (our Record No. 8923), and "In the Shade of the Old Apple Tree" (our Record No. 8968). The orchestration is very effective in this Record, particularly the variation for cornet in the last song. This same effect was appreciated greatly in our last xylophone solo, Record No. 8931.

No. 8991, "I've Got a Little Money and I've Saved it All for You," by Murray and Roberts, is a coon song by Max Silver (music) and Edward Farrell (words), and sung with orchestra accompaniment. When he came to tell her that "all of his affection goes in her direction," he told her also that he's saved a little money all for her, and how he'd got a job as chambermaid in a livery stable at a salary of four dollars a week. He was very much disconcerted when she replied: "Four dollars a week! Why, ma, that wouldn't pay for the cheese to feed the rat in my pompadour."

No. 8992, "Murphy," by Edward M. Favor, is an Irish sentimental love song, with a very clever and catchy melody and an Irish flavor which comes upon the hearer each time the Record is played. Mr. Favor's special forte is Records of this character, and "Murphy" is up to his usual standard. He is accompanied by the orchestra. Albert Von Tilzer wrote the music of this song and Sam Ehrlich the words. The chorus tells how Mrs. Murphy replied when he asked her to be his:

"Murphy, now I can't resist your eyes,
Murphy, you have got me hypnotized,
Murphy, I'm as proud as I can be,
Mrs. Murphy is the name for me."

No. 8993, "Garry Owen Medley," by Eugene A. Jaudas, is a violin solo with orchestra accompaniment, introducing a medley of Irish jigs and reels. These include "Garry Owen" Jig, "17th of March" reel, "Haste to the Wedding" country dance, "Reilly's Own" reel, "Champion" jig and "Killarney." The popularity of our Record No. 8878, "Pop Goes the Weasel" Medley, violin solo with orchestra accompaniment), prompts us to offer another made on somewhat similar lines. Each Record is made by a different artist, Mr. D'Almaine having played the first, and Mr. Jaudas the present one.

No. 8994, "Leaf by Leaf the Roses Fall," by the Edison Male Quartette, is a very popular old song by T. B. Bishop (music) and Carolina Dana Howe (words). The verse alternates in the arrangement between a duet for first and second tenor and baritone and bass, followed by the chorus with all four voices. The chorus:

"Leaf by leaf the roses fall,
Drop by drop the spring runs dry,
One by one beyond recall,
Summer roses droop and die."

No. 8995, "Good Night, Little Girl, Good Night," by Irving Gillette, is a song of the better grade, being unusually well written both in words and music. Its composer is J. C. Macy. Mr. Gillette's fine tenor voice renders the song in a thoroughly satisfying manner.

"May all the world's gladness be yours, dear,
And ev'ry day glorious and bright;
In the wish that I'm always making,
When I say 'Little girl, good night.'"

No. 8996, "Religioso March," by the Edison Concert Band, introduces "Onward, Christian Soldiers" and "Adeste Fidelis," two favorite religious hymns. The composition as played in this Record is admirably adapted to show off the different instruments in the band. The arrangement of the music is by W. Paris Chambers. This will be found a splendid band Record by those partial to music of a religious character.

No. 8997, "Just My Style," by Miss Morgan and Mr. Stanley, is a contralto and baritone duet with orchestra accompaniment, of this popular song from "Fantana," now being presented by the Jefferson De Angelis Co. This musical comedy had an extensive run in New York city, and is now being presented in the principal cities. Raymond Hubbell wrote the music of this song and Robert B. Smith the words. The characters in the song are Fantana and Sinclair.

SINCLAIR—
"Bless the your radiant eyes met mine,
And passed into their depths so blue,
I could plainly see you were meant for me,
And I was meant for you."

FANTANA—
"I knew at that time by right divine,
As well as I know it now;
That do what I might, I was yours all right,
Yes I can't explain just how."

No. 8998, "When Father Laid the Carpet on the Stairs," by Billy Murray, is an exceedingly ludicrous story of father's difficulties when attempting to lay the stair carpet. It also tells of the amusement of mother and the little ones as father's troubles grew. When father struck his thumb instead of the tack and said frightful things, why "Mother laid the carpet on the stairs." The fun in this Record and Mr. Murray's popularity will make it one of the big sellers of the month.

No. 8999, "Across Land Marsh," by Vess L. Ossman, is an artistic banjo Record, with orchestra accompaniment, of this selection from "The Rogers Brothers in Paris," now on tour throughout the country. Mr. Ossman is to well known as a banjo player of the first rank that his Records are in great demand.

No. 9000, "Preacher and the Bear," by Arthur Collins, is a coon song written by Joe Arzoma and sung with orchestra accompaniment. A colored preacher went hunting on Sunday. Returning he met a grizzly bear. The

preacher climbed a persimmon tree and the bear took up a position underneath. The bear seemed in no hurry to depart so the preacher resorted to prayer, concluding with "Good Lord, if you can't help me, for goodness sake don't help that bear."

No. 9003, "Oh, Oh, Sallie Medley," by the Edison Military Band, introduces "Oh, Oh, Sallie" (our Record No. 8935), "Farewell, Mr. Abner Hemingway" (our Record No. 8963), "When the Bees are in the Hive" (our Record No. 8926), "Jasper, Don't You Hear Me Calling You" (our Record No. 8955), and "Billy" (our Record No. 8964).

RECOGNIZED AS A MUSICAL INDUSTRY.

The Phonograph and talking machine industry has now been regarded by the *Music Trade Review*, of New York City, as of sufficient importance to warrant the publication of a paper entirely devoted to this rapidly growing business. This new publication is called the *Talking Machine World*. It made its first appearance in January and its third issue was published on March 15. It includes twenty-four large pages, full of interesting trade notes, and its modest subscription price of fifty cents a year makes it possible for every dealer to become a subscriber. Its publication office is 1 Madison Avenue, New York City.

The *Music Trades*, one of the most important trade papers of the country, has also deemed the Phonograph business as worth a place in its pages, and has created a new department called "Talking Machine News." *Music Trades* treats of nothing else but musical instruments and musical merchandise.

DOINGS OF THE JOBBERS.

Among the visitors at our New York office during March were: G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; E. J. Heffelman, of Klein & Heffelman, Canton, Ohio.; N. D. Griffin, of the American Phonograph Co., Gloversville, N. Y.; J. A. Rickard, Schenectady, N. Y.; C. J. Andrews, Boston Cycle & Sundry Co., Boston, Mass.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; William Werner, Easton, Pa.; W. D. Andrews, Syracuse, N. Y.; John Rogers, Knoxville Typewriter & Phonograph Co., Knoxville, Tenn.; J. N. Willys, Elmira Arms Co., Elmira, N. Y.; Mr. Pardee and Mr. Ellenberger, of the Pardee-Ellenberger Co., New Haven, Conn.; L. E. McGreal, of M. Greal Bros., Milwaukee, Wis.

New Edison Jobbers for March are the C. E. Osgood Co., Boston; Frank E. Bolway, Oswego, N. Y.; R. L. Penick, Montgomery, Ala., and the Household Furnishing Co., New Bedford, Mass.

The Talking Machine Co., Rochester, N. Y., will remove April 1 from 29 Clinton Avenue S. to 97 Main Street E.

TRADE ADVERTISEMENTS.

Acknowledgment is made of the receipt during March of advertisements from the trade as follows: Judd R. Miller, East Springfield, Pa.; M. B. Willis, Jr., Auburn, Ind.; J. E. Jerd, Randolph, Vt.; Mailloux & Guillot, Thibodaux, La.; A. L. Thompson, Mayville, N. D.; Hartford Phonograph Co., Hartford, Conn.; Harry Jackson, Hartford, Conn.; John P. Dougherty, Chester, Pa.; J. H. Legger; Spratt & Corcoran, Watertown, N. Y.; Texas Phonograph Co., Houston, Texas; J. W. Jenkins Sons Music Co., Kansas City, Mo.; Alonzo Wilkes, Amsterdam, N. Y.; Marlboro Rubber Co., Marlboro, Mass.

A WESTERN DEALER'S ADVERTISEMENT.

SAID MR. A TO MR. B AND B SAID SOMETHING TO MR. A:

Mr. B lives in the country and while in town the other day was urged by Mr. A to come in and hear the band concert and bring his family. "What's the use?" said Mr. B, "I have at home a Standard Edison Phonograph, and every evening Mrs. B and I and the children enjoy a band concert that is far ahead of anything you will hear in an opera house, and we don't have to drive several miles to hear it. When we get tired of band music we can have songs, trios, quartets and everything else that's good."

THIS MAN BOUGHT HIS MACHINE OF M. B. WILLIS, JR., AUBURN, IND.

A PHONOGRAPH AT A FUNERAL.

A well-known merchant belonging to the city of Cork is probably the first man to sing at his own funeral. A Phonograph was placed on the lid of the coffin. When the religious ceremonies were over the Phonograph was turned on, and the mourners in the church listened to the dead man singing the final Requiem of the Absolution. The Record is to be preserved, and it is intended to commemorate each anniversary of his death in a similar manner. The dead man had a fine baritone voice, and gave his services at many a public entertainment in the south of Ireland.—*London daily.*

NATIONAL PHONOGRAPH CO.'S NEW OFFICES.

The National Phonograph Co., who manufacture the Edison Phonographs and Records, have moved their sales department to the new building of the Bank of the Metropolis at No. 31 Union Square, where they occupy the entire fourth floor.

The new offices, besides being very much more advantageous, from a business standpoint, and more convenient to the trade that go there to order goods, are a great relief to those who have to use them. They are modern in every particular and are handsomely furnished. The private offices of the manager and his assistants are in the front, and back of these are the railed, partitioned compartments of the clerical force. The number of employees in this department is larger than it has ever been before, and the amount of business that is transacted there is very great.

"The Edison Phonograph business is at its height," said C. H. Wilson, who is in charge of the Sales Department and head of the new offices that overlook Union Square. "It is simply that we have never since this corporation has been established had so many and such large orders to fill. It would seem that no matter how frequently we enlarge our plant and increase our facilities we cannot keep up with the public demand for Edison Phonographs and Records. We are behind now, and the greatest effort that we can make is not enough to keep up with our orders.

"We find the offices up town to be in every way superior to the old quarters. The light was deficient in our old establishment, and here it is all we could wish. Besides this, the advantage to those who have business with us is very great, and they seem to appreciate it. We are seeing more of our friends, and we are glad of it. Altogether we can say the change has been a success."—*Music Trades.*

A "FOLLOW-UP" LETTER.

The following letter was sent by a Harrisburg Dealer to the address of an inquirer mailed by this company. It is reprinted for the benefit of those who may want to write a letter of the same kind:

We received a letter this morning from the National Phonograph Co., advising us of your inquiry in reference to a Phonograph or Gold Moulded Records. They appreciate the courtesy of your communication and advised us to treat you in a way that would add another happy customer to their long list of patrons throughout the United States and the world. Our store is at 28 South Fourth Street, Harrisburg, Pa., very close to the Pennsylvania depot, also the Chestnut Street Market, so that it is very convenient, should you make a call to our city. Or we shall take great pleasure in sending you an Edison Phonograph and a two or three dozen record case, filled or partly so, with any of the famous Edison Records that may please you, you to send us a list either by name of piece or by number. If you choose to state your preference as to song, spoken pieces or band music, we will be pleased to pick you out a small collection, which we know will give you entire satisfaction. We will send these to the nearest express or railroad depot, not asking you for any money until the goods reach you, so that you may not be deprived of the pleasure which the great singers and bright lights of our country afford you, which is practically an up-to-date theatre at your own home. We don't think anything better could be invested which would afford you and your numerous friends as much pleasure as an Edison outfit, to which you can add the best Records produced by this great company, monthly, as they come out. This you can accomplish by placing an order with us to send you each month a certain number of Records that are in line with your own good taste.

Thanking you for your order in advance, and trusting to be favored with your valued patronage, and a call at our establishment when in our city, we beg to remain.

McKENNA BANK SAFE CO.

BROUGHT BACK SAD MEMORIES.

"Last Friday evening we gave a concert with a Triumph Phonograph at the Grand Lodge of Grangers, P. of H., and something remarkable happened during the entertainment," wrote Dean & Hebert, of Manchester, Vt., under date of March 3. "When we played No. 8872, 'Just Before the Battle, Mother,' a man rose from his seat with tears in his eyes. He said that his father was buried down South on the battlefield and that the song was so realistic it brought back sad memories of the past. It all goes to show that the Edison machine is the best on the market, and with us is increasing our sales right along."

BOTH EQUALLY GOOD.

The following letter was received by Thomas C. Hough, Edison Jobber at Minneapolis, Minn., who sent it to us with the following comment: "Inclosed you will find a letter from the North Star Lodge, I. O. O. F., which explains itself. As I am not a member of the lodge and the letter was unsolicited, it certainly speaks very highly for your machines. However, as they have no equal it would be difficult with any fair minded persons to decide otherwise."

Mr. Thomas C. Hough, Minneapolis:—

As you are the agent for the Edison Phonograph for this city and St. Paul, I thought you would be interested in a contest that was held in our lodge last evening.

Brothers Meyer and Wolcott, both being

owners of Edison Home Phonographs and a number of Edison Gold Moulded Records, entered into a contest as to which of the machines was the best. The N. G. appointed two judges and each contestant was to play six Records, Brothers Crist and Roerkey acting as the judges of the contest. About 100 members of the lodge and a large number of visitors from different parts of the United States were in attendance. After playing the six Records each, the judges were unable to decide, as both machines worked to perfection, and the selections were well chosen by Brothers Meyer and Wolcott. The judges then asked that each play three Records. After the playing of these the judges were still unable to render a decision, and required two more to be played. The judges pronounced both machines perfect in every way, and as they were still unable to render a decision, they declared the contest a draw. This announcement was received with long and loud applause. Every member present voted the Edison machines the best on the market, and every one expressed the wish that the contest would be repeated at some future date. Our lodge room is 40x60 feet, with a ceiling 20 feet high, and the machines could be distinctly heard in all parts of the hall.

A WORLD'S FAIR GRAND PRIZE FOR
I.C.S. LANGUAGE SYSTEM
Awarded to
Thomas A. Edison
PHONOGRAPH

Undoubtedly the highest compliment ever paid to a talking machine was given to the Edison Phonograph when the Grand Prize for a language method was awarded to the I. C. S. Language System at St. Louis. No effort was made with the judges to obtain this recognition; but seven months of language demonstrations to thousands of visitors at the I. C. S. BUILDING brought the success of the method to the attention of Dr. Guido Biagi, of the Educational Committee. It was a surprise to know that Dr. Biagi had examined the Edison Phonograph unannounced, and was prepared to award the Grand Prize, as he afterwards did, to the I. C. S. method.

Every dealer in the Edison trade should have an I. C. S. lesson at hand to prove these qualities of sound reproduction that won the Grand Prize at St. Louis. "Double Service"—Amusement and Language Study—is the latest and best argument for the perfect talking machine in the Edison Phonograph.

QUIT TRYING TO SELL OTHERS.

Edison goods are more in demand every day in this locality. The coming of spring does not seem to lessen the interest, and the tendency is to the larger sized machines, Homes and Triumphs, with some sales of special finish machines. Have sold one Triumph machine with mahogany case and nickled top. Have quit trying to sell anything but Edison goods.

Cerro Gordo, Ill. E. T. GOSSETT.

MOULDED RECORDS.

Another advantage that the moulded, high-speed Records undoubtedly possess over their predecessors is their long wearing qualities. It seems quite impossible to wear them out by ordinary usage. This is because the wax composition contains ingredients that make it very hard. That the high-speed Records are louder than the old style is conceded by everyone. They have driven the large concert Records out of the market. The expectations raised by the invention of the machines with large cylinders, that they would revolutionize the entire talking machine industry, though perhaps in course of partial realization, were shattered completely when the principle of increased surface velocity, which they taught, was applied to record-making on the small stand and cylinders. Thereupon the small cylinder Record jumped further to the front than ever, and, notwithstanding the increasing competition of the disc variety, it remains even yet the leading factor in the consideration of those most familiar with the industry. —*Talking Machine News*, London.

BUSINESS FINE.

Frederick, Md., Feb. 27, 1905.

I sold four Home Phonographs and one Triumph last week, with 150 Records. I thought I would write and let you know that the business is getting fine. I am certainly pleased with the outlook for spring. The Records are all fine, and no end to magnificent comments. People are pleased beyond description with the monthly Records. W. H. DYER.

COME AND SEE US.

We are so proud of our new offices at 31 Union Square, New York, that we hope no Jobber or Dealer visiting New York from a distance will fail to call and inspect them. It matters not if you don't know any of us personally. Just say that you are an Edison Dealer and someone will always find time to show you around and talk shop for a while.

OTHERS NOTHING IN COMPARISON.

Mexico, Feb. 13, 1905.

I am in receipt of the Phonograph, Records, etc., which were ordered a couple of weeks ago. I am glad to make use of this opportunity to show my satisfaction with the Edison Phonograph. I have heard many other talking machines * * * but all those machines are nothing when compared with the Edison Phonograph. The Edison Records have been improved greatly; they are loud enough, and free from that disagreeable noise which is the characteristic of the other machines. EUG. M. OLAGUIBEL.

What Would Make You Want A Phonograph?

DID you ever leave the theatre possessed by a charming air you could not recall? Did the concert ever leave a haunting memory of delight gone forever? Did you ever hear an orchestra play a beautiful melody, that you would like to hear again and again? Did you ever hear a passing band play a striking march, and regret that you could not master it and be able to whistle it at will?

Perhaps you "Don't know music"—"Don't play," and lacking these talents you abandon the gratification of these desires.

Don't give up.

Own an EDISON PHONOGRAPH.

Possessing one, you can have a Record of the lost music, and in the quietness of your home, play it over and over until you have mastered both music and words. The fleeting pleasure is made permanent.

AN EDISON PHONOGRAPH and EDISON GOLD MOULDED RECORDS give this music with all the naturalness and pleasing quality of the original. Thomas A. Edison's many improvements now in his PHONOGRAPH have made it a delightfully entertaining instrument—a treat that asks only trial.

Here are the 25 EDISON GOLD MOULDED RECORDS for March. Edison Dealers throughout the country have them. Whatever your taste you will find some pleasing selections.

Make a choice, go to an Edison Dealer and ask him to play them for you on an EDISON PHONOGRAPH.

If you cannot reach a dealer, fill in the coupon below the list and mail to us, checking the catalogue you want.

If you have an old Phonograph not in use, send us its number. We have a special proposition for you.

NATIONAL PHONOGRAPH CO., Orange, N. J.
New York Chicago San Francisco London
I. C. S. Language Courses Taught by Edison Phonograph.



New Records for MARCH

8508	A Spring of Shillalah	Edison Concert Band
8509	Oh Frisbie No, *Tenor Solo*	Irving Gillette
8510	Dover, Town's Song	Harlan & Stanley
8511	Can't Take a Trip in My Air Ship Medley	Edison Military Band
8512	Dixie Land	Albert Benzler
8513	It Makes Me Think of Home, Sweet Home, *Tenor Solo*	Reese V. Hughes
8514	The Trombone	Edison Concert Band
8515	Oh, Hello, Hello, Central Dear	Steve Porter & Harlan
8516	Hesitation, from "Humpty Dumpty,"	Harry MacDonough
8517	Margarita, *Duet*	MacDonough and Stanley
8518	Margarita, *Duet*	MacDonough and Stanley
8519	The Dinkydink Band, *Comic Song*	Arthur Collins
8520	Dixie Land	Edison Military Band
8521	Have Rheumatism and His Dog Bites at Night	Len Spencer & Ada Jones
8522	Can't You See My Heart Beats All for You	Len Spencer & All Holt
8523	Gem Dead	Murray & Roberts
8524	The Wops Polka, *Piccolo Solo*	Edison Concert Band
8525	Don't Take Me, Cave Girl Dear,	Arthur Collins
8526	Dreaming with Tired Eyes	Edison Male Quartette
8527	Te Amelsera Mandy	Edison Concert Band
8528	Tommy (Tell Me True), *Sentimental Song*	Harlan & Stanley
8529	Sis Caroline Lady, *Sentimental Song*	Albert Benzler
8530	Hillbilly, *Banjo Solo*	Fred Van Eps
8531	When The Harvest Moon is Shining on the River,	Harry Anthony
8532	Tennessee Minstrels	Edison Military Band
8533	There's a Dixie Man Coming With a Bugle Medley	Edison Military Band

Fill out and mail this coupon, checking the catalogue you want.

NATIONAL PHONOGRAPH CO.,
No. 31 Lakeside Avenue, Orange, N. J.

Mail to my Address

Phonograph Catalogue
Complete Catalogue of Edison Records
Sample Copy of the Phonogram

Name.....

Street & No.....

City..... State.....

My Phonograph is No......

SUSPENDED LIST, APRIL 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

COLORADO.

Boulder—BENTLEY & CRAIG.

ILLINOIS.

Ottawa—Edward Hoyne.
Wheaton—E. Irving.

INDIANA.

Marion—BUTLER MUSIC CO.; also Wabash, Ind.
South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 103 North Michigan street.
Wabash—BUTLER MUSIC COMPANY; also Marion, Ind.

IOWA.

Burlington—JOHN P. WEISS, 721 Jefferson street.
Sioux City—HATTENBACH BROS. CO.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.

Biddeford—W. H. FIELD.
*Monmouth—G. H. STETSON.

MASSACHUSETTS.

Boston—T. SINGER, 60 Leverett street.
Lawrence—LORD & CO., 324 Essex street.
H. O. MOSHER, 320 Essex street.
Lynn—ELLA DeYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. F. WINCHESTER, 32 Summit avenue.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. BMENDORFER.
JAMES V. CALAHAN, 217 Genesses st.
TIERNEY BROS., 217 Genesses st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—R. H. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 3031 Arkansas ave.
Bayonne—I. WIGDOR, 456 Avenue D.
Jersey City—W. L. HOFFMAN, 132 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—J. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also New York City.
SLETON N. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONOGRAPH CO., 619 Spring street.

NEW YORK.

Albany—G. LINDE, 353 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Hobart—P. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 Wall street.
BERN BRAKWALD, 177 W. 115th st.
BRONX PHONOGRAPH CO. or DAVID SWITKY, 398 Willis ave.
CENTRAL PHONOGRAPH CO., 160 E. 23d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONOGRAPH CO., or C. M. LOWENTHAL, 83 Nassau street.
EMPIRE PHONOGRAPH CO., 1 W. 125th street.
S. W. FRUCHT, or R. FRUCHT, 7 Barclay street, or 42 Cortlandt street; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
HOLDREX BROS., 330, 401 and 492 West st.
N. HOHN, 128 E. 58th street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 193 Broadway.
J. McELLNNEY, 26 Broadway.
RICHMOND PEASE, 44 W. 125th st.
F. M. PRESCOTT, 41 Broad st.
WINTHROP CYCLE CO., 2272 Seventh avenue.
Rome—CHARLES TUTTLE.
Saratoga—W. J. POTTER.
Saratoga Springs—MARVIN A. COTE.

OHIO.

Cincinnati—J. L. ANDEM.
Coshocton—BURNS & GOSSER.
Springfield—G. S. N. VANDERPOOL.
Uhrichsville—P. A. MASURIE.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 2783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut street, or Oxford and Mascher streets; also New York City.
A. KROUSE, 831 Arch street.
PENN NOVELTY CO., 13 South 9th st.
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 619 Wylie ave.

RHODE ISLAND.

Providence—P. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

*Added Since March 1, 1905.

Jobbers and Dealers are asked to co-operate with us, FOR OUR MUTUAL GOOD, by being careful that they do not supply any of the above named firms with our apparatus, either at addresses given or any other address.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2027 Second ave.
Mobile—W. H. Reynolds, 104 South street.
*Montgomery—R. H. Parish, 112 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 188-198 Mission street.

COLORADO.

*Denver—Denver Dry Goods Co., 404 16th street.

CONNECTICUT.

Middletown—Cushion & Post Co., 506-508 Main street.
Hartford—Elias Jackson, 300 Asylum street.
New Haven—Peck, Bishop & Bontempo Co., 119 Orange st.

DISTRICT OF COLUMBIA.

*Washington—E. F. Droop & Sons Co., 925 Pennsylvania ave.
S. Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.

*Atlanta—Atlanta Phonograph Co., 45 Peachtree St.

ILLINOIS.

*Chicago—James I. Lyons, 19 Fifth avenue.
Siegel, Cooper & Co., 6th State street.
Talking Machine Co., 307 Madison street.
The Vim Co., 68 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 204 Wabash ave.
*Peoria—Peoria Phonograph Co., 122 Bridge street.

INDIANA.

*Indianapolis—Craig, Jay Co., 231 Massachusetts ave.
Kipp Bros. Co., 32 S. Meridian street.
Stewart-Hartman Co., 124 S. Illinois street.
*Lafayette—A. H. Wahl & Co., 324 Main street.

IOWA.

*Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 312 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

*Louisville—C. A. Kay, 640 Fourth street.

LOUISIANA.

New Orleans—William Bailey, 140 Peruchman street.
National Automatic Fire Alarm Co., 611 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 28 Exchange street.
Portland—W. H. Rand & Co., 82 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Machine Co., 131 Tremont st.
Iver Johnson Sprg. Goods Co., 163 Washington street.
*C. E. Osgood Co., 331 Washington street.
Read & Read, 338 Washington street.
Pitchburg—Iver Johnson Sprg. Goods Co., 247 Main st.
Lowell—Perham Bros., 222 Central street.
*New Bedford—Household Furnishing Co., 170 Purchase street.
Worcester—Iver Johnson Sprg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 296 Woodward ave.
Grinnell Bros., 229 Woodward ave.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 324 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
Thomas C. Hough, 324 Hennepin ave.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jackson Music Co., 1031-1033 Walnut street.
St. Louis—Conroy Co., 1111 Olive street.
O. K. Houck Piano Co., 1116 Olive street.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—Nebraska Cycle Co., 1518 and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Rollers Piano Co., Washington st.
Newark—A. G. Pelz, New and Halsey streets.
Paterson—James Heany, 127 Ellison street.
Trenton—Gall Stack Book and Stationery Co., 32 E. State street.

NEW YORK.

Albany—Finch & Hahn, 32 State street.
Brooklyn—Chapman & Co., Fulton and Duffield streets.
F. G. Matthews' Sons, 392 Fulton street.
Talking Machine Co., 1258 Broadway.
Buffalo—P. A. Powers, 359 Main street.
Elmira—Elmira Arms Co., 121-123 East water st.
Gloversville—American Phono. Co., 22 W. Fulton st.
Kingston—Forsyth & Davis, 301 Wall street.
New York City—Battle Music Co., 82 Chambers street.
Bleckman Talking Machine Co., 25 Cortlandt street.
J. F. Blackman & Son, 261-263 3d avenue.
J. Deugen, Jr., 800 Third avenue.
S. R. Dewes, 1-5 E. 14th street.
Douglas Phono. Co., 89 Chambers st.
Harry Finkelstein, 259 Fifth avenue.
Hart Nunn, 21 Bowery.
Jacot Music Box Co., 1 Union Square.
Victor H. Hagen, 1267 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
*Oswego—Frank Conley, 32 Bridge street.
Poughkeepsie—Price Phono. Co., 296 Main st.
Rochester—A. J. Dennings, 32 North street.
Mackie Piano, G. M. Co., 100 State street.
Giles L. Miller, 62 State street.
Talking Machine Co., 37 Main st., E.
Schenectady—Van Vranken & Co., 320 State street.
Fay A. Hinman & Co., 353 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 7 Third street.
Troy Automobile Exchange, 399 Fulton street.
Utica—Arthur Peckham, 45 Genesee street.
Arthur Peckham, 83 Washington street.
William Herring & Co., 59 Genesee street.
Utica Cycle Co., 51 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 108 N. Market street.
Cincinnati—Geo. F. Ackerman & Co.
E. B. Wahl & Co., 89 Vine street.
Rudolph Wurlitzer Co., 120-2 W. 4th st.
Cleveland—W. J. Roberts, Jr., 816 and 818 Union street.
Columbus—Perry B. Whitsit Co., 103 S. High street.
Dayton—Geo. Arnold Printing Co.
East Liverpool—Smith & Pike Music Co.
Newark—Hoover-Ball Co., Inc.
Toledo—Haven Music Co., Liberty street.

PENNSYLVANIA.

Allegheny—Hugo Bilgram, 600 Preferred ave.
Allentown—G. C. Aschbach, 1028 Hamilton street.
Easton—William Werner, 410 Northampton street.
Harrisburg—S. K. Hamberger, 12-14 N. Market sq.
Philadelphia—C. J. Heppe & Son, 1113 Chestnut street.
Lit Bros., Market and 8th streets.
John Wanamaker, Nos. 17 to 26 Arcade.
John Wanamaker, 1218 Chestnut st.
Wells Phonograph Co., 41 N. 9th st.
Western Talking Machine Co., 48 S. 9th st.
H. A. Weymann & Son, 1021 Market st.
Pittsburg—Thos. F. Beisel Co., 129 Liberty street.
Kaufmann Bros., Fifth avenue.
C. C. Mellor Co., 309 Fifth avenue.
C. C. Mellor Co., 719 Penn avenue.
Pittsburg Phono. Co., 937 Liberty street.
Reading—Reading Phonograph Co., 844 Penn street.
Scranton—Ackerman & Co., 131 Wyoming avenue.
Technical Supply Co.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 32 N. Main St.
Providence—J. M. Dean Co., 68-70 Westminster street.
Edwin L. Hall, 1 Exchange place.
Household Furniture Co.
J. Samuels & Bro., 132 Weybosset street.
A. T. Scattergood & Co., 108 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 511 Clinch street.
Memphis—O. K. Houck Piano Co., 82 Main street.
Nashville—Nashville Talking Mach. Co., 320 Church st.

TEXAS.

Dallas—Southern Talking Machine Co., 197 Main st.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—H. M. Holleman Co., 619 Fannin street.

WISCONSIN.

Milwaukee—McGreal Bros., 172 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.

* Added since March 1, 1905.



The Edison Trade are the only merchants allowed to sell I. C. S. Language Outfits. Send $2.00 for Agent's Sample Outfit and Instructions. Call it "Double Service." Including sample moulded records in French, German, Spanish and English. Write today! Address

LANGUAGE DEPARTMENT

INTERNATIONAL CORRESPONDENCE SCHOOLS
SCRANTON, PA.

FOR FOREIGN SALES, ADDRESS | Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, National Phonograph Co., Ltd., 25 Clerkenwell Road, London, E. C.

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Phonograph Monthly

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ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 588 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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BUSINESS STILL INCREASING.

When the Dealers' three-for-one proposition terminated on March 15th, we thought that it would be followed by a falling off in the volume of orders for Phonographs and Records. Although this proposition did not bear in any way upon the sale of Phonographs, we still felt that in some unexplained manner it might have been a factor in the increase of orders for Phonographs. It seemed quite reasonable to suppose that the volume of the Record orders was to a more considerable extent due to this special proposition. Somewhat to our surprise, however, the number of orders received after March 15th were fully as large as at any previous time and the number of advance orders for May Records even exceeded the number for April Records, the advance orders for which were the largest for any single month in the history of the Company. The May list now leads for the greatest total number in one month. This splendid business shows that if the three-for-one proposition had any effect upon the general situation, it was to re-awaken interest throughout the entire trade. We are more inclined to think, however, that the volume of business is due to normal conditions, and these normal conditions are caused by the increasing belief of the American people that Mr. Edison's great invention is still the leader among sound producing machines.

At our factory in Orange, we are turning out as many Records to-day as it is possible to do even with our greatly increased facilities. At no time except Sunday does the Record making force stop work. From Monday morning until Saturday night, one force of hands follows another and the output is continuous. In spite of these efforts we have been unable to make much headway toward catching up with orders on hand. So regularly does the number of new orders continue to equal the output, and at times to exceed it, that we have

(Continued on Page 3.)

THE ADVANCE LIST OF JUNE RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS.
ADVANCE LIST FOR JUNE, 1905.

RECORDS listed below will be ready for shipment as near **June 1st** as possible, at which time Jobbers' stock orders, if **received prior to May 10th**, will be shipped. June Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9002	Rienzi Overture (*Wagner*)	Edison Concert Band
9003	Rose-Marie (*Weatherly*) *Sentimental song, Orch. accom.*	Harry Anthony
9004	Down in Blossom Row (*Wenrich*) *New Summer Waltz song, introducing chorus of Girls and Boys, Orch. accom.*	Byron G. Harlan
9005	Oh, Promise Me (*De Koven*) *Cornet solo, Orch. accom.*	Bohumir Kryl
9006	Her Boy in Blue (*Doty*) *March song, Orch. accom.*	Harry MacDonough
9007	Hey! Mister Joshua (*Keith*) *Rube duet, Orch. accom.*	Collins & Harlan
9008	First Heart Throbs (*Eilenberg*)	Edison Symphony Orchestra
9009	Paddy's Day (*Mullen*) *Irish song, Orch. accom.*	Billy Murray
9010	O Morning Land (*Phelps*) *Sacred Tenor and Baritone duet, Orch. accom.*	Anthony & Harrison
9011	Black Diamond Express March (*Lyon*)	Edison Military Band
9012	Susan Van Dozeen (*Shepherd*) *Comic song, Orch. accom.*	Bob Roberts
9013	You're My Heart's Desire, I Love You, Nellie Denn (*Armstrong*) *Sentimental Tenor and Baritone duet, Orch. accom.*	Harlan & Stanley
9014	An Autumn Evening (*Siegel*) *Mandolin and Guitar duet.*	Siegel & Wolfe
9015	What's the Matter with the Mail (*Wenrich*) *Coon song, Orch. accom.*	Arthur Collins
9016	Ev'ry Little Bit Helps *Vaudeville Specialty with Orchestral incidental music.*	Ada Jones & Len Spencer
9017	La Cascade (*Caprice*) (*Garcia*)	Edison Concert Band
9018	Sweet Maid Divine (*Harris*) *Contralto and Baritone duet, Orch. accom.*	Miss Morgan & Mr. Stanley
9019	Good Night, Beloved, Good Night (*Oliver*) *Orch. accom.*	Edison Male Quartette
9020	Tell Me With Your Eyes Medley *Bell solo, with Orch. accom., introducing "Tell Me With Your Eyes," "Heinie" and "If I Were Only You."*	Albert Benzler
9021	On a Summer Night (*Van Alstyne*) *New Summer Waltz song, male duet, Orch. accom.*	MacDonough & Bieshling
9022	Beautiful Birds Sing On *Whistling and Singing duet, Orch accom.*	Harlan & Belmont
9023	She Waits by the Deep Blue Sea (*Morse*) *Descriptive song, Orch. accom.*	Irving Gillette
9024	South Carolina Minstrels *Introducing end men Len Spencer and Billy Murray, with Coon song by the latter, "It's Allus de Same in Dixie" (Cook), with chorus by Edison Quartette and Orch. accom.*	Minstrels
9025	Bunker Hill Medley *Introducing "Bunker Hill," "I've Got a Little Money and I Saved it All for You," "Tammany," "My Carolina Lady" and "The Preacher and the Bear."*	Edison Military Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

already taken steps toward erecting another Record moulding building. It will, of course, be some months before this can be ready for occupancy and use, and in the meantime we desire the trade to rest assured that nothing will be left undone to meet the demand for Records. At times the demand for Phonographs is heavier than we can keep up with when working our factory regular hours, but by working overtime we can make better headway when necessary. Since the Record Department already works night and day, we do not have such an opportunity to catch up with orders, and, therefore, must get a new building before we can successfully do so.

In planning for a further extension of our factory facilities, we are encouraged by the reports that come to us from Jobbers and Dealers in all parts of the country, to the effect that the demand for Edison Phonographs and Records is constantly on the increase. In fact, they report that it has increased so fast within the past year as to make it impossible to tell how to order or what stock to carry. They, too, are planning to extend their selling facilities, feeling sure that the demand for Phonographs and Records will not only continue as great as at present, but will even increase as the months go by. There can be no better test of the selling powers of Edison Phonographs and Records than the fact that many Jobbers and Dealers who have been handling other lines exclusively are now adding the Edison line, and in some cases they are dropping all others and will hereafter sell Edison goods only.

ABUSE OF SAMPLE RECORD PRIVILEGE.

Due to the abuse of sample Record privilege, we have been reluctantly compelled to refuse to furnish one Jobber with these samples in the future. The cause in this particular instance was that the Jobber in question allowed the sample Records to remain in the possession of one of his Dealers for a period of several days, thereby giving such Dealer an undue advantage over other Dealers in the same city.

Sample Records are furnished with the understanding and for the purpose of enabling Jobbers to determine such quantity as they desire to order for stock. They can also be exhibited by the Jobbers to their Dealers, in order that Dealers may diagram the quantity they desire to order. They must not, however, be disposed of, either directly or indirectly, by the Jobber until his stock order has been received. Neither can they be left with any one Dealer to be exhibited to his customers.

We trust the action we have been compelled to take in the case referred to will be a warning to other Jobbers, and that they will make sure that sample Records will only be handled in the way which we designate.

HOW TO PUT GRAPHITE IN PHONOGRAPH SPRINGS.

Since many Dealers sell Phonographs as a side line, they do not become familiar with the mechanical construction of the machines, and cannot furnish information frequently asked by their customers. One of the things not understood by such Dealers is the method of putting graphite in the springs, and yet it is one that many Phonograph owners want to know about. The proper way to put graphite in the springs of the Phonograph is to allow the machine to run down, remove it from the cabinet, stand it on end and sift dry powdered graphite into the spring barrel through the holes in the end of the same. About two teaspoonfuls will be enough. Then pat plenty of oil on the spring, wind the machine up and allow it to run down two or three times so as to distribute the graphite through all the leaves of the spring. This applies to the Standard, Home and Triumph. The Gem has no spring barrel, and to graphite this spring it is only necessary to remove the base board by taking out the four screws at the bottom, turn the machine upside down and sift graphite directly on the leaves of the spring and then put in oil.

VISITORS AT NEW YORK OFFICE.

Edison Jobbers were too busy in April to visit New York City, and but few called at our offices. Among those who did call were S. K. Hamburger, of Harrisburg, Pa.; William Werner, of Easten, Pa.; Adolph Weiss, of Philadelphia; Charles Schmelzer, of Kansas City, and Mr. Pardee and Ellenberger, of New Haven, Conn.

Dealers who are doing the best business in Edison Gold Moulded Records are those who have made up a list of all Phonograph owners in their territory and are sending them every month a Record Supplement or a copy of the Phonogram. They are also getting people who have not used their Phonographs in the past three years to hear the Edison Gold Moulded Records of today.

NO LOCAL ADVERTISING.

Occasionally a Dealer makes a request to have some special local advertising done for his particular benefit, pointing out that the retail store of some other company is doing business in the same field and is advertising considerably. They seem to feel that we should make an appropriation for their special benefit. They sometimes also get the publisher of a local paper to solicit us to give him a contract for advertising. To all of these requests we have but one reply; namely, that such advertising is too expensive to consider. If we did it for a few we must do it for every Dealer and this means about 5,500 different appropriations. Then, too, local advertising is expensive because the rates are much higher in proportion to circulation than the magazines and other publications of general circulation, in which we are liberal advertisers. If it would pay us to advertise our goods in a town for the benefit of a Dealer in that town, it would pay the Dealer himself equally well. In fact, this is one of the reasons why many Dealers do not make a real success of selling Edison goods. If, in addition to putting in an adequate stock of goods, they would advertise in their local papers, they would find that advertising paid handsomely.

WINDOW DISPLAY PICTURES WANTED.

We would like to publish in the PHONOGRAPH MONTHLY each month, one or two pictures of window displays made by Edison Dealers. Will not some of our enterprising Dealers send us photographs of such window exhibits? To be used in the MONTHLY they must, of course, be exhibits of Edison goods only. In every case that we use such photographs, we will give full credit to the Jobber or Dealer sending them. The publication of such photographs will, we believe, be valuable to other Dealers as furnishing ideas for window displays. The more unique the displays are made, the more valuable will be the photographs. Who will be the first Dealer to see his store in print?

AS GOOD AS A 50 CENT SHOW.

One of our Western salesmen called upon a merchant in Ponca City, Okla., on April 13th and gave a demonstration of the Phonograph. This is the way the local paper commented upon the incident:

"A representative of the Edison Phonograph Co. entertained a crowd this rainy afternoon in Koller's hardware store. He had the finest instrument we ever saw or heard, and his entertainment was better than most fifty cent shows."

FAKE SAPPHIRES.

We take this opportunity of warning Jobbers and Dealers and the public generally, from using imitation sapphires which have recently been surreptitiously put upon the market. These imitations are made by at least two concerns against whom we have complete evidence on which to base actions for infringement of the Edison patents. We have also the names of Jobbers who have dealt extensively in these imitation goods, and propose to proceed against them. The imitation sapphires in question are rough, unpolished, irregular in shape and size, and their use would result in the quick destruction of any Record. In fact, under the microscope, the bearing surface of these sapphires which engages the wax Record has the appearance of emery or sand stone, instead of being perfectly polished, as with a genuine Edison stylus. In one case, we find that sapphire reproducer balls were made of ordinary soft glass, having no durability whatever, and in use quickly wearing out and cutting the Records. Our friends will, of course, realize that the use of these imitation sapphires can only harm the Phonograph business. Genuine Edison sapphires are manufactured for and sold by the National Phonograph Company, and the prices therefor are fixed and definite. Should any sapphires be offered to Jobbers or Dealers at materially lower prices than those quoted by us, they may be reasonably sure that the sapphires in question are fraudulent, and to acquire them would subject the purchaser to the liability of an infringement suit. Should any sapphires be offered to Jobbers or Dealers at special prices, we would be glad to be notified of the fact, in order that the matter can be promptly investigated, as we consider that the continued success of the Phonograph business depends largely upon the presentation to the public of genuine goods, honestly made and of the highest possible standard of excellence.

NATIONAL PHONOGRAPH COMPANY.

"DANCE OF THE HOURS."

One of the features of the new Hippodrome, New York City, is the "Dance of the Hours," an elaborate ballet which is danced to the ballet music from "La Gioconda," by Ponchielli. This music is given on our Record No. 8749. It is remarkable for its sweetness and delightful rhythm. The popularity of this feature of the Hippodrome performance has caused an increased demand in New York and vicinity for our Record of this music.

NEW RECORD SHIPMENTS ABOUT THE FIRST.

In the February issue of the PHONOGRAPH MONTHLY we printed a paragraph to the effect that our manufacturing facilities had made it possible to establish a fixed schedule for Record shipments each month. It was stated that if orders were received by the 10th of the month, we would be able to make shipment about the 25th. This seemed quite possible at that time, but the tremendous increase in business in the past three months has made it practically impossible to live up to such a schedule. The best that we have been able to do is to ship the Records about the 1st of the month. Since the business shows no signs whatever of letting up in volume, it has been decided to advise the trade that shipment of the new Records for the month will not be promised before between the 25th and the 1st of each month hereafter. Fixing the time for shipment at the 25th and not being able to ship until about the 1st has caused have been led to believe that the Records would be shipped from Orange about the 25th of the month and have kept asking why their orders were not filled until the 1st of the month, or later. The trade will, therefore, understand that until there is a decided falling off in business, the Records of the month will not be shipped until as near the 1st of the month as circumstances will permit. This will probably make it nearly the 5th of the month before the Records will be in the hands of the Jobbers and ready for re-shipment to Dealers.

DON'T SEND ORDERS TO FACTORY.

Notwithstanding what has been printed and written from time to time many Jobbers and Dealers still occasionally send orders direct to the factory at Orange. Instead of facilitating the filling of such orders, this causes a delay. Orders sent to Orange and belonging to the New York territory are sent to New York without receiving any attention whatever. In the same way orders received from Chicago territory are sent to the Chicago office. To get the best attention, Jobbers and Dealers should send all orders to the sales offices in the territory in which they are located, that is, either New York, Chicago or San Francisco, and not send direct to the factory. This refers to telegraphic orders as well as mail orders.

The National Phonograph Co. has leased a store at 251 and 253 West Broadway, New York, which will be utilized as a warehouse and shipping depot for its export department. The new premises, ready for occupancy May 1, will greatly facilitate this rapidly-expanding branch of the company's business.

A GOOD TALKING POINT.

The Record-making possibilities of the Edison Phonograph are not given the proper attention by many Dealers. As a result, they often fail to make sales when an explanation of this feature would induce many doubtful persons to become owners of machines. Every Dealer who desires to make a success of the Edison line should study up the matter of making Records in order to be able to demonstrate it to his customers, and he should never lose an opportunity of presenting it as a selling argument. The average owners of Phonographs cannot make Records with the volume and tone of those turned out by this company, for the latter have been the result of years of work and experimentation, but they can make them so successfully as to furnish them with lots of amusement in the making and give them a series of Records that will be fully as interesting to his friends as any that he can buy. Dealers should learn how to make Records, not only to sell the Phonograph itself, but because when used for Record making a sale also includes a recording horn, shaved blanks and other accessories. Then, too, the Dealer who can give his customers points on making Records is going to have more people come to him for information and their coming will be followed by sales. Many Dealers may think that it is a troublesome matter to learn to make Records, but they will be surprised to find how little trouble it really is if they go about it in the right manner.

NO "TRADE" CONTRACTS.

Newspaper publishers frequently ask us to give them a contract for advertising and pay for the same with Edison Phonograph and Records. Our reply is to point to the clause in our Dealers' contract in which we prohibit the trade from making contracts of this character. We state that to be consistent we cannot do it ourselves, and have therefore made it a rule to make no contracts of this character. With all the advertising that we are doing, we have not a single contract on any other than a cash basis.

TRAFFIC MANAGER.

F. A. Voullaire was on April 17th appointed Traffic Manager of the National Phonograph Co. It will be Mr. Voullaire's duty to look after routing, freight rates and freight claims. He has had a long experience in this line of work with other large manufacturing companies and his knowledge of transportation matters will enable us to give the trade much better service in the matter of shipments.

CARRY EVERY EDISON RECORD.

For the benefit of new Dealers and for those who have not been sufficiently impressed by what has already been said on the subject, we would like to again refer to the advisability of Dealers carrying at least one of each domestic Record made by this company. It is the constant effort of our Sales Department to induce Dealers in towns and cities of sufficient size to increase their stock to a point where they can announce to the public that they carry every Edison Record in stock. Where there are two or more Dealers in a town, the one who can honestly make this announcement will in a very short time be the leading Dealer in the place, and will continue to do by far the largest business, unless his competitors do likewise. Our salesmen have induced many Dealers to carry a full stock of Edison Records, instead of a limited number of selections, and they all report that without exception every Dealer who has done this has made a great success in selling Edison goods. If you are a Dealer carrying limited stock, give this matter your careful consideration. To carry every Edison Record does not mean a very large outlay of capital, but it does mean a great deal larger business, and a greatly increased profit.

PRINTED MATTER.

Dealers continue to complain that they do not get printed matter from their Jobbers. Since it is practically impossible to supply them from Orange, N. J., we can only urge them to continue to ask their Jobbers for it. We would also urge Jobbers, so far as possible, to see that their Dealers have at all times a small supply of catalogues, etc. Many Jobbers take great pains in supplying Dealers with literature and we find that they are regarded by their Dealers as Jobbers who give them the best service. When a Dealer finds a Jobber solicitous concerning the increase of his business, he is naturally favorably impressed, and orders follow his impressions.

We have under way several folders and cards for use in liberal quantities by the trade. The first of these will be a four-page folder to take the place of No. 535, which is now out of print.

The edition of the little bookmarks is now entirely exhausted and no further orders can be filled.

Copies of the new Record catalogue, Form No. 670, will be mailed to the entire trade in a few days, although we have been shipping limited quantities of them to such Jobbers as were out of Record catalogues. We are still sending these out as fast as they come from the printer and will continue to do so until all orders have been filled. This catalogue has a new lithographed cover and includes the April Records.

A POSSIBLE NEW DEPARTMENT.

One of the most interesting features of the *Phonogram* is its "Questions and Answers" column, in which we undertake to reply to such questions as owners of Phonographs may desire to ask concerning our goods or ourselves. We believe that such a department, conducted from a trade standpoint, would be a valuable and interesting feature of the PHONOGRAPH MONTHLY. There must be many points about which Dealers are in doubt, and replying to questions furnished by them would furnish useful information to other Dealers throughout the country. We should be glad to hear from Dealers on the subject and to reply to such questions along these lines as they may desire to ask.

TWO IMPORTANT ESSENTIALS.

Our salesmen report that they frequently find Dealers exhibiting machines not run at the correct speed and with the horn suspended improperly. A Phonograph running either too fast or too slow causes an unnatural reproduction of the Record, and is more apt to make an unfavorable impression on the purchaser than it is to induce him to buy. Care should be taken to see that a horn is suspended from the crane or horn support so as to be as nearly balanced as possible. In other words, the little chain connecting the two should hang perpendicularly, otherwise it is apt to cause the reproducer arm to be lifted or crowd so hard against the machine as to interfere with its easy operation.

ALBERT G. WILLIAMS.

Albert G. Williams, Manager of the Phonograph Department of the Stoll Blank Book and Stationery Company, Trenton, N. J., died at his home in Trenton on March 21st. Mr. Williams was formerly connected with the Edison Phonograph Works at Orange, N. J., and left there six years ago to take charge of the Phonograph Department of the above named company. He was thirty-one years of age and left a wife and one child. His death was much regretted by his employees and many friends in the Phonograph trade.

Don't think because summer is coming that trade is going to fall off. The Edison Phonograph sells as well in summer as in winter.

AMONG THE JOBBERS.

The J. F. Schmelzer & Sons Arms Co., of 708-710 Main street, Kansas City, Mo., have become Edison Jobbers during the past month. They intend making an aggressive campaign among the Dealers of the southwest. This company have been handling talking machines, but up to the present time have not handled the Edison line. They are among the latest converts to the general belief that no talking machine business is complete without including Edison Phonographs and Records.

Removals are in order among the New York city Jobbers. The Blackman Talking Machine Co., which has been located at 19 Beekman street for several years, removed on May 1st to 97 Chambers street, where they will have larger quarters and much better facilities for handling their rapidly growing business. The Bettini Phonograph Co., now at 80 Chambers street, will remove soon after May 1st to 156 W. 23d street. This company has recently been re-organized and is planning to do a much larger business than ever before. John F. Blackman & Son removed on May 1st from 2654 Third avenue, New York, to 2737 Third avenue.

George R. Youmans, Waycross, Ga., has become a Jobber for Edison Phonographs and Records. Waycross is one of the railroad centres of the South, and Mr. Youmans expects to do a thriving business in consequence of the excellent shipping facilities afforded him by the railroads.

Our list of New England Jobbers has been increased by the addition of the Flint & Brickett Co., 430 Main street, Springfield, Mass.

Alfred Weiss, who has been one of the largest Edison Dealers in New York city for some time, has now become a Jobber, with headquarters at 1525 First avenue.

The Quincy Phonograph Co., 808 Hampshire street, Quincy, Ill., have signed a Jobber's Agreement to sell Edison goods, and since there is only one other Jobber in Illinois outside of Chicago, they expect to build up an extensive business.

F. M. Atwood, of Memphis, Tenn., who has been a Dealer in Edison goods for some time, became an Edison Jobber in April.

The Talking Machine Co., Rochester, N. Y., have removed from 29 Clinton avenue to 97 Main street, E., where larger and more suitable quarters are secured. The store has been elegantly equipped as to furnishings and attractive stock.

McGreal Brothers, of Milwaukee, are giving an elaborate exhibition of Edison goods in connection with the Merchants' Exposition now being held in that city. A feature of the exhibit is the making of Records on the Phonograph by Arthur Collins and Byron G. Harlan, under the direction of an expert from the recording department of the National Phonograph Company.

E. F. Taft, the manager of the Eastern Talking Machine Co.'s store, at No. 177 Tremont street, says that trade is good for this time of the year, and that it has held up remarkably well. He says that the month of March this year was larger than for any corresponding month in the eleven years of the history of the business. Additional booths are being put in place for the playing of Edison machines, and a balcony will be constructed for the storing of a distinctly retail stock of Edison Records. This will mean an increase of 10,000 Edison Records to the stock carried. Mr. Taft says that he does a large business in packing and shipping machines for his customers, to their summer homes in the mountains and at the beach resorts. They prefer to have the machines packed properly than to take chances of damages from careless packing—*Boston Correspondence to the Music Trades.*

USE ORDER BLANKS.

Dealers will facilitate the work of their Jobbers in handling orders if they will use the Order Blank now being mailed with the PHONOGRAPH MONTHLY for placing their monthly orders for new Records. Write in the quantity you want before each number, fill in the Jobber's name and your own name and mail the blank. Jobbers in turn will make it easier to handle their orders at the Factory by also using the Order Blank in ordering new Records. Only advance Records should be ordered on these blanks.

ONE OF THE BEST EVER

"The writer sent the enclosed letter to over 500 people along with April Supplements, and April *Phonogram*," wrote Thomas Worrell, Edison Jobber at Lowell, Mass., on April 8th. "I have sold over 300 of these Records (No. 8038) to-day. I think it is one of the best Records your company have ever put out, and it shows that a great part of the success of the business is in the hands of the recording department."

Lowell, Mass., April 1st, 1905.

Dear Sir,—Enclosed please find list of Edison Gold Moulded Records for April. I believe that No. 8038 will prove to be one of the best selling Records ever put on the market. I have bought 1,000 Records of this number alone. Call and let us play it over for you.

THOMAS WORRELL,
(The Phonograph Man.)

Buy the Best.
EDISON RECORDS
have stood the test.

If you know of anyone using the old style Reproducer on a Standard, Home, or Triumph Phonograph get him to pay you $3 and exchange it for a Model C.

EDISON GOLD MOULDED RECORDS FOR JUNE.

Many of the titles of the twenty-four Edison Gold Moulded Records for June are suggestive of the coming summer season. At least two of the selections, "Down in the Blossom Row" and "On a Summer Night," are expected by their publishers to be very popular summer songs. The novelty for this month is a mandolin and guitar duet, this being the first Record ever made by these instruments together. The band and orchestra records are unusually well played, and Ada Jones and Len Spencer have another clever vaudeville duet.

No. 9001, "Rienzi Overture," by the Edison Concert Band, is a high class Record of this operatic composition by Richard Wagner. It is a most ambitious bit of recording and thoroughly illustrates the progress made in recent years in the art of producing Phonograph Records. This selection was previously listed in the old wax Records. In making it over it has been rendered in an entirely different manner and much improved.

No. 9002, "Rose-Marie," by Harry Anthony, is a sentimental song by F. E. Weatherly, and very popular among finished artists. Mr. Anthony's rendition of the song cannot fail to please critical Phonograph owners. Particular attention is called to the fine orchestration in the accompaniment to this Record.

No. 9004, "Down in Blossom Row," by Byron G. Harlan, is a new descriptive summer song, the music of which was written by Percy Wenrich and the words by F. J. Hamill. It is written in waltz time and its publishers predict for it wide popularity in the coming season. The song introduces a chorus of boys and girls, giving a fine coloring to as pretty and catchy a little song as has been turned out in recent years. Mr. Harlan is accompanied by the orchestra.

No. 9005, "Oh, Promise Me," is a cornet solo by Benjamin Kyrl, with orchestral accompaniment, that will doubtless be in great demand, because it is played along simple lines and with none of the pyrotechnic playing that artists of Mr. Kyrl's ability are wont to indulge in. "Oh, Promise Me," was written by Reginald De Koven, and it has attained a place in musical ballads that will live for many years. The selection is listed in response to the popular demand that Mr. Kyrl should play something in the melody line. The pure tone with which he plays this beautiful song will find many enthusiastic admirers.

No. 9006, "Her Boy in Blue," by Harry MacDonough, is a descriptive march song written by Chas. W. Doty, and sung by Mr. MacDonough with orchestra accompaniment. A maiden sings of her soldier boy called to duty. She waits for him but he does not return. The song has a tuneful marching melody that has already attained considerable popularity. A feature of the orchestra accompaniment is the pretty effects by the bugle and flutes.

No. 9007, "Hey! Mister Joshua," by Collins and Harlan, is a comic male duet dealing with the adventures of two Rubes in the city. The song is written in a tempo that starts the feet a-going at once with no let up until the finish. It is sung with orchestra accompaniment. The music of this composition was written by Lester W. Keith and the words by John Kemble.

No. 9008, "First Heart Throbs," by the Edison Symphony Orchestra, is a well-known concert number written by R. Eilenberg. It is a gavotte and admirably adapted to bring out various orchestral effects.

No. 9009, "Paddy's Day," by Billy Murray, refers incidentally to St. Patrick's Day, but it is chiefly made up of bits of different Irish melodies, all worked out very cleverly. The words also are written up with reference to a score or more of well-known Irish songs. The music is of a brilliant character, full of jingle and swing, in keeping with the idea of the lyrics. The Record is made with orchestra accompaniment. The music of this song was written by B. Mullen and the words by F. Fogarty.

No. 9010, "O Morning Land," by Anthony and Harrison, is a splendid Record of this well-known sacred composition by Edward H. Phelps. The music is melodious and of a good quality. Messrs. Anthony and Harrison render the song in an artistic manner, the orchestra accompaniment adding much to the attractiveness of the Record.

No. 9011, "Black Diamond Express March," by the Edison Military Band, is a composition by H. A. Lyon that was named for the far-famed railroad express and the character of the music is thoroughly descriptive of the title.

No. 9012, "Susan Van Doozen," by Bob Roberts, refers in a humorous vein to the methods of song writers in getting up their compositions, with plays on words. The story is given in a conversational manner and is novel in form and conception. The waltz time melody gives the Record an attractive musical setting. The Record is made with orchestra accompaniment. Henry Shepherd wrote the music of this composition and Joe Lincoln, the words.

No. 9013, "You're My Heart's Desire, I Love You, Nellie Dean," by Harlan and Stanley, is a new sentimental song, fully described in its title. Sung with orchestra accompaniment. This song was written by Harry Armstrong, and is quite as pretty a ballad as "You're the Flower of My Heart, Sweet Adeline," by the same composer, and listed on our records as No. 8677.

No. 9014, "An Autumn Evening," is a mandolin and guitar duet by Samuel Siegel (who is also the composer of the music) and M. Lamb Webb. This is the first Record ever made by this combination of instruments. It is one that, we think, will please all admirers of both instruments. The music is of a serenade character.

No. 9015, "What's the Matter With the Mail?" by Arthur Collins, is a coon song by Percy Wenrich (music) and Fred J. Hamill (words). Sung with orchestra accompaniment. Long after Liza's salary day, Mr. William Jackson Tagg is anxiously waiting the mail that should bring him part of her salary.

Bill spies the postman coming. Stocks are now up with Bill.

"Are you Mr. William Jackson Tagg?"

"Yes, sah."

"Well, Mr. Tagg, will you kindly deliver this letter to the family on the top floor?"

No. 9016, "Ev'ry Little Bit Helps," by Ada Jones and Len Spencer, is a realistic portrayal of a vaudeville act, introducing theatre surroundings, audience, orchestra and everything incidental to as bright and amusing little act with a story to it as one would see or hear in a first-class vaudeville house. The Record is the May list made by these artists broke all records for the sale of a single selection, and this one will probably be quite as popular. Fred Fischer wrote the music of this composition and George Whiting, the words.

No. 9017, "La Cascade," by the Edison Concert Band, is a brilliant concert number, marked by unusually clear orchestration and delightful phrases by the clarinets. Written in the caprice movement. Its composer is Donald Garcia. It is a fine Record and will be appreciated by all.

No. 9018, "Sweet Maid Divine," by Miss Morgan and Mr. Stanley, is a sentimental serio-comic song by Charles K. Harris. It is written somewhat on the order of the "Floro-dora Sextette" song. It is just as pretty and full of character, and has a sprightly dance played by the orchestra at the finish of the Record.

He—"Come out, my love, in the moonlight,
And take a little stroll with me,
There's something I want to tell you,
For I love you tenderly."

She—"Suppose I were to listen, dare to listen,
Would your heart for me then pine?
And would you buy me diamond rings,
If I'd be thine?"

No 9019, "Good-night, Beloved, Good-night," is another fine Record by the Edison Male Quartette. Records by this Quartette have achieved a new popularity within the last few months, because of the unusually fine character of the songs rendered by them and the artistic manner in which the Records have been made. This song was recently cut from our Catalogue, and is now re-listed as a quartette Record on account of its growing popularity. It is a song of the better grade, and doubtless will be a standard one for a long time to come. James Oliver wrote the music of this song, and Jack Everett Fay, the words. The singers are accompanied by the orchestra.

No. 9020, "Tell Me With Your Eyes Medley," by Arthur Bentzler, is a bell solo with orchestra accompaniment. Medleys by the bells have become very popular. This one introduces "Tell Me With Your Eyes" (our Record No. 8941), "Heinie" (our Record No. 8902) and "If I Were Only You" (our Record No. 8629). These popular songs are given with elaborate orchestration.

No. 9021, "On a Summer Night," by MacDonough and Belding, is a new summer waltz song by Egbert Van Alstyne and Harry Williams, writers of "In the Shade of the Old Apple Tree" (our Record No. 8958) and other hits. The words refer in a pleasant manner to numerous summer songs of the past. The orchestral accompaniment is a feature of the Record.

No. 9022, "Beautiful Birds, Sing On," by Harlan and Belmont, is a whistling and singing male duet with orchestra accompaniment. This beautiful selection, was previously listed by us, but when we desired to make it over with the new style Record, putting the title on the end of the Record, Mr. Belmont was too far away to join with Mr. Harlan in making the Record, and we were compelled to drop it from the catalogue. Mr. Belmont has since returned to New York and has made it possible to re-list the Record. It is made better than before, and will certainly be a greater seller than ever.

No. 9023, "She Waits by the Deep Blue Sea," by Irving Gillette, is a new descriptive ballad by Theodore Morse (music) and Edward Madden (words). Mr. Morse is also well-known as the composer of "Blue Bell," "I've Got a Feeling for You" and several other of the past season's successes. For her sailor sweetheart,' "she waits by the deep blue sea." There's a sob and a tear for each dreary year, As "she waits by the deep blue sea."

No. 9024, "South Carolina Minstrels," by the Edison Minstrels, introduces a comic talk between the end men, Len Spencer and Billy Murray, and also the song "It's Allus de Same in Dixie," by Billy Murray and the Edison Male Quartette. The opening overture by the orchestra is "Beneath the Starry Flag."

No. 9025, "Bunker Hill Medley," by the Edison Military Band, is arranged in march time and introduces five popular songs previously listed as follows: Band No. 8966 (our Record No. 8966). "I've Got a Little Money and I Saved It All for You" (our Record No. 8991), "Tammany" (our Record No. 8979), "My Carolina Lady" (our Record No. 8958) and "The Preacher and the Bear" (our Record No. 9000).

HEARD IT PLAYED AND WAS CONVINCED.

"The other day a man stepped into my store to get a cigar and saw a Phonograph setting on the shelf," wrote Henry Halloway, an Edison Dealer, at Pinconia, Wis. "He asked me to play a piece for him, saying that he had never seen a machine like that. He said he had heard lots of grindstones or discs but wouldn't have one in his house. He said he would like to see if these machines were any better. So I played Record No. 8859. 'If I Were Only You' and No. 10, 'Bells of New York March.' He said, 'Don't play any more, but just pack up that machine and a 48-inch horn and pick out two dozen good Records, your own choice, so I can take them right along with me.' It was only ten minutes before that time. When I told him that the price of the machine was only $30 and the Records fifty-five cents each, he said 'I don't care if the price is twice that; I would have one anyway.' This man is a good musician. He was once the leader of the Darlington band and has a piano and other instruments in his home."

EDISON EULOGIES IN SONG.

Thomas A. Edison was the guest of honor at the Magnetic Club's dinner last night at the Hotel Astor. No amount of persuasion could induce Mr. Edison to make a speech, but he enjoyed himself hugely.

The Magnetic Club is made up of the officers and employees of the telegraph, telephone, electric light and electric manufacturing companies of the city. Mr. Edison's presence nearly swamped the dinner. Covers were laid originally for 200, but when people found that the Wizard was to be there everybody wanted to have a place at table. Considerably more than 300 were present.

Col. A. B. Chandler, formerly president of the Postal Telegraph and Cable Company, president of the club, was toastmaster. His speech was punctuated curiously, in a way that made Mr. Edison blush like a girl and raise his hands deprecatingly.

"I desire," said Col. Chandler, "to call attention to the most noteworthy achievements of this great old telegrapher. First, I shall mention the quadruplex transmitter."

Suddenly a busy instrument in the corner of the room set up a clicking and ticking and gave the orchestra and a strong lunged baritone their cue. To the tune of "Grandfather's Clock" everybody sang:

When they tell their stories now of the way they used to do,
And the exciting work we used to do;
And the way, every day, they would roost the other men—
We are sorry that those happy days are through.

Mr. Edison was plainly delighted at the novelty of the idea, but he was a bit overcome by modesty. Col. Chandler went on: "I think that the telephone should be mentioned next."

There was a furious ringing of 'phone bells and a chorus of hellos. The members sang with much enthusiasm a stirring stanza of "Hello, My Baby."

Col. Chandler mentioned the invention of the Phonograph, and from the cavernous mouth of a megaphone came the roar of a brass band going full power. The biggest bit of the dinner was made a moment later, just after the toastmaster got through saying, "but the greatest of all, perhaps, was electric lighting."

Somebody pressed a button. Every light in the room winked out, leaving the room dimly lit by the pink petticoated candles on the tables. Then this very appropriate parody on the "Yankee Consul" song, "The Olden Days," was sung:

It was just like this in the olden days,
Which have passed beyond recall;
In the rays of, of golden rays
Of the electric light's pale pall.
Then we studied hard by the candle light,
With our visions of future gold,
And some have realized all right
Since the days of old.

Col. Chandler finished his speech by complimenting Mr. Edison upon his recovery from a recent serious illness. The members arose at that point and started to drink a very quiet toast to the guest of honor but their enthusiasm got away with them and cheers broke out and rolled to the ceiling for a few minutes, bringing Mr. Edison to his feet to bow thanks.

Frederick P. Fish, president of the American Telephone and Telegraph Company, had this to say:

"Mr. Edison's greatest invention was never patented. I doubt if there are half a dozen people who know what it is. The fact that Mr. Edison is the inventor has never been disclosed to the world, even. You see, years ago, when the telephone first came into use, people used to ring a bell and then say ponderously over the wire: 'Are you there?' Are you ready to talk?' Well Mr. Edison did away with that awkward, un-American way of doing things. He caught up a receiver one day and yelled into the transmitter one word, a most satisfactory, capable, soul satisfying word, 'Hello!' It has gone clear around the world. The Japs use it. It is heard in Turkey. Russia couldn't do without it. Neither could Patagonia."

Mr. Edison, leaning forward with a hand to his ear, laughed heartily.—*New York Sun*, April 14, 1905.

AN ENGLISH VIEW.

Now it can be said that the voice of the talking machine is heard in the land. The Phonograph, gramophone, or whatever name the marvelous invention of Edison and his imitators may be given, is a product of the age which fulfils many useful purposes. The talking machine does not only talk, it sings, it records, it is a witness. It may be laid under contribution for all sorts of business or private uses. It is a force, and being so, commands the attention of our readers. The recent law case in Paris will be read with interest, but the judgment, though it may for a time disturb the Phonograph trade in France, is scarcely likely to be confirmed by a higher court, although sympathy may be felt with composers and publishers whose works are reproduced without a "by your leave!" or any payment whatsoever.

So far as Great Britain is concerned, any complaint on this score must be ineffectual, the publishers having agreed to the abolition of fees for performing rights. It is a moot point whether the talking machine vulgarizes or helps to popularize a song or piece. It is probably due to the apparatus when a good singer's voice is reproduced gracefully, and due to a bad machine when the singer's voice is unsatisfactory. Our own opinion is that the talking machine is a distinctly valuable invention with infinite potentialities. We have heard the rendering of certain songs by certain singers, by means of a reproducing instrument which opportunities have not been afforded us to hear at first hand.—*Music.*

PRICES OF EDISON RECORDS.

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, and in Canada at 40 cents each. The Canadian price is higher because of the duty. Edison Concert Records are sold at 75 cents in both countries.

AN INTERESTING ARTICLE.

The May issue of *Strand* contained an illustrated article on Mr. Edison, written by Francis Arthur Jones. The article treated of the life of Mr. Edison and his many inventions, and referred to Mr. Edison's work in connection with the Phonograph, as follows:

Perhaps the room having the greatest amount of interest for the general public is that presided over by A. T. E. Wangemann, and known as Room No. 13, or the Phonograph Experimental Department. Everything connected with the "talking machine" is shown here—hundreds of Records, forests of horns, ranging in length from a few inches to eighteen feet, Phonographs of all sizes and shapes, Records, etc. In this room efforts are being constantly made to obtain better all-round results and superior Records.

"All the work done in this room," Mr. Wangemann said, "is of an experimental nature, and all our efforts are centered on obtaining better apparatus for recording and reproducing, better raw materials for cylinders, and better Records, both blank and moulded, etc. In fact it is here that every effort at improving and advancing the present way of Phonograph productions and reproductions is made. We are constantly experimenting with new Records, new moulders, new compositions for blank Records, new horns or funnels, and, in fact, there is nothing we do not try in order to obtain absolute perfection of sound reproduction."

Mr. Edison has spent many weeks and months in this room, often working until two and three o'clock in the morning. He has a small room partitioned off from the experimental department, and here he sits and listens to Records for many hours at a time, scribbling on scraps of paper his opinion of the various Records. No one is allowed in this room under any consideration. Last year Mr. Edison spent the best part of seven months in this room, endeavoring to render the Phonograph more perfect. He spends much of his time finding out the reasons for poor work, for he believes that more can be learned from things going wrong than from things which go well. As readers may be aware there is no substance known which is proof against influence by sound vibrations, or which will not transmit sound at some velocity. If it were possible to find a substance which would be absolutely dead to sound, and yet solid enough to be used in mechanical construction, then one could obtain for superior reproductions of sound-waves, both vocal and instrumental.

The story of how Mr. Edison came to invent the Phonograph has been told many times and with many variations, and it may not, therefore, be without interest to relate exactly how the wonderful "talking machine" came into existence. Briefly, then, the invention of the Phonograph was the result of pure reason based upon very happy inspiration. In his early work with automatic telegraphs operating at high speeds Mr. Edison had occasion to experiment with embossed strips impressed with dashes and dots thereon which were moved rapidly beneath a stylus to vibrate it. It was observed that this stylus in vibrating produced audible sounds. A small thing such as this would pass unnoticed by the ordinary observer as of no interest, but to a mind that is not only intensely alert but highly analytical it was regarded as a curious phenomenon. At this time Mr. Edison was actively working on his telephone experiments, so that his attention was largely absorbed by matters connected with acoustics. Simply as a matter of *supposition* the idea of a talking machine occurred to Mr. Edison, and, remembering his experiences with the automatic telegraph transmitter, he concluded that, if the undulations on the strip could give the proper form and arrangement, a diaphragm could be vibrated so as to reproduce any desired sounds.

The next step was to *form* the proper undulations in the strip, and the idea was then suggested to Mr. Edison's mind that these undulations could be produced by *sounds themselves*, which could be then reproduced. When this complete conception was reached the Phonograph was produced. Obviously, the change from a strip of material capable of being impressed by sound-waves to a cylinder of such material on which the sound-waves could be impressed in a spiral line was a refinement of the original conception which simply involved mechanical considerations. It is, therefore, rather an interesting fact that in the development of the Phonograph the reproduction of the sounds *preceded* the original production of the Record.

Readers may also be interested to learn that the first patent on the Phonograph was filed in the United States on December 24th, 1877, and was granted February 19th, 1878, No. 200,521, in this patent is disclosed the now historic instrument in which the sounds are recorded on a sheet of tinfoil applied to a spiral grooved cylinder. Prior to this, however, in an application filed in Great Britain on July 30th, 1877, No. 2,909, Mr. Edison disclosed not only a cylinder Phonograph, but also an apparatus embodying his original conception of an embossed strip. * * *

There seems to be a generally expressed belief that Mr. Edison dislikes the Phonograph, and some papers have gone so far as to affirm that he will not allow one in his house. Again I asked Mr. Edison to corroborate this, but he could not do so. "I am very fond of the Phonograph," he said, "and can listen to good Records by the hour. I do not, perhaps, like the records that are most popular with the public, for I am not particularly fond of sconic songs or "rag-time" music. My favorite composer is Beethoven, and I never tire of listening to his symphonies."

Mr. Edison has never spoken into a Phonograph for the purpose of making a selling Record, and seemed surprised when I suggested that if he did so it would certainly have an enormous sale. But he shook his head and modestly declared that he did not think so. He might some day speak into the Phonograph the story of how he invented the talking machine, but he did not consider it very likely.

PREACHED HIS OWN FUNERAL SERMON BY PHONOGRAPH.

Probably the strangest funeral ceremony ever witnessed was performed at Ridetost, Ky., on March 9th, when Rev. Henry C. Slade's voice delivered his own funeral sermon, said the *Sunday Press*, of Schenectady, N. Y., on April 23d.

The Baptist Church was thronged with members of the Rev. Mr. Slade's congregation and with the mountaineers of the Jellico district, who came for miles around to hear the minister preach his own funeral service, direct hymns, and call for prayers from certain members of the congregation.

A Phonograph with a large horn attachment stood upon the platform where for eleven years Rev. Mr. Slade stood preaching the gospel of everlasting life to the congregation of mountaineers and miners of the Cumberland Falls district. And where the men and women in homespun and butternut, in the rough attire of miners, bowed their heads, the voice of the dead pastor spoke to them from the machine. The persons who attended the strange funeral ceremony declare it was one of the most solemn and impressive services they ever attended; and even those who came from curiosity remained, awed by the strangeness of the situation and bowed with the members of the congregation.

* * * * * * *

Last September the "missioner" fell sick. His trouble was Bright's disease. He made a trip to Louisville, consulted with eminent physicians, and realized that there was no hope.

When he returned from Louisville he took with him a Phonograph and a lot of Records, which he intended using in church entertainments. The Phonograph brought to that remote spot of the mountains the latest music, the best of oratory, humorous selections, the greatest songs, the greatest music, and the church was crowded when, instead of the regular Wednesday prayer meetings, Rev. Mr. Slade announced a Phonograph entertainment.

His health failed steadily, and he realized that the end was near, and, by the middle of February, he knew that death was a matter of only a few weeks. Already two acute attacks prostrated him.

On the second Sunday in February he announced to his congregation that he had but a few weeks to live. He was unable to enter his pulpit the next Sunday, and, while prostrate in bed, he conceived the idea of preaching his own funeral oration—a sermon which should climax his life's work.

Drawing the Phonograph close to his bed and inserting a blank Record, he began, and during that quiet afternoon, while his lare cabin in the Kentucky hills was silent and the snow lay deep over the mountains after a storm, he raised up his voice and poured into the Phonograph the story of his life and his plea for the mountaineers.

Mr. Slade died on March 7th, and the funeral services were held in the church on Round Knob on March 9th. To his deacons the minister confided his plans, and they sent out the word that Rev. Mr. Slade would preach his own funeral sermon. The superstitious, all too ignorant members of his congregation spread the word, and it became a thing of wonder in the mountains. The church was crowded.

The body of the minister was borne into the church and the coffin laid upon the trestles in front of the altar. Then Deacon Kerens carried the Phonograph to the platform and started it.

The voice of the dead minister spoke, saying:

"The Lord giveth and the Lord taketh away."

The voice of him who lay dead in the coffin gave out the hymn, and, half frightened, the mountaineers arose and sang.

Then the funeral sermon opened.

Plainly, without effort, the voice told of the early struggles of the dead man, of his hopes, his fears, his troubles, his prayers. It told of his coming to the Fine mountains, of his reception, his striving against great odds.

And, as the climax of the sermon, the voice adjured them to be constant in well doing.

Then, suddenly the voice commanded the congregation to rise and sing, and they sang, "Jesus Lover of My Soul."

THE EXPERIENCE OF A "GEM."

"I believe it may interest you to know of the extraordinary experience of one of your Gem Phonographs," wrote William Rost, of Balham, S. W., on April 5th. "I recently had a fire at my private residence, 18 Ryde Vale road, Balham, S. W., almost everything being burnt out. The Gem machine was right in the middle of it, although the cover was badly scorched, I was surprised to find that the machine played as well as ever. I have been thinking that this might be a useful advertisement for you, and you are at liberty to use this letter as you think fit."

AN ODD ERROR.

An error was made in printing the advance list and bulletin of May Records that illustrates how easy it is to overlook mistakes in proof-reading. When the May list was first typewritten, Nos. 9000 and 9001 were printed as Nos. 6900 and 6901. This was given to the printer as copy, and although proofs were read by several different persons, the error was not discovered till after part of the May printing had been done. It is probable, too, that few readers of the PHONOGRAPH MONTHLY detected the error.

FURNISHED MUSIC FOR A DANCE.

Following is a copy of a poster received last month from an Edison Dealer at Covington, Ky.:

SOCIAL DANCE!
To be given by the Young Men of
Fort Covington,
IN FOERSTER'S HALL, ON
FRIDAY, APRIL 28, 1905.
MUSIC FURNISHED BY
FARQUHAR'S EDISON PHONOGRAPH.

Come and bring your ladies and enjoy a grand old time. The music alone is worth the price of admission. A choice selection of New Records just out.
PRICE 50 CENTS A COUPLE.

THE PHONOGRAM.

Dealers desiring to get a supply of *Phonograms* to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobbers' orders unless placed with us a similar period in advance. We again ran out of May *Phonograms* before they were shipped to the trade, although the edition was over 200,000, and were compelled to print an additional supply. We plan to print about 10,000 more than we have orders for when we go to press, five weeks in advance of the month of issue, but frequently these are soon used up with extra orders.

Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITHIN GOODS.

Blank, per 1000 copies	$2.50
Smaller quantities pro rata.	
Imprinted, per 500 copies	1.50
Imprinted, per 100 copies	0.75

No orders filed for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.
Most Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ .20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.80
Fifty copies to one address, per year	3.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

THE PRICE AGREEMENT.

A correspondent in the *Talking Machine News* of London writes as follows:

A large percentage of people do not thoroughly understand the price agreement. Many look upon it as being somewhat dictatorial or as a scheme of the strong manufacturer to coerce the shopkeeper into doing something for the sole gain of the former. I am glad to firely disappeared and the reputable Dealer now sees the price agreement in an entirely different light and knows by practical demonstration that it is an instrument designed primarily for the good of the Dealer and that he is the greater gainer by its protection. As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cutting of prices which ultimately would destroy the reputation of his product that would otherwise be maintained. Where is there a person who doubts that a manufacturer now selling his wares under price agreement principles could sell more goods (and get just as much for them when sold) if he should lay aside the price agreement? And who is the real beneficiary under such a scheme? It must necessarily be the one who sells the article to the retail customer and gets the fair profit that the price agreement guarantees. Where there is no price maintaining agreement covering an article it is most often, if not always, sold by the stores at a reduction in price that the shopkeeper cannot meet and still pay rent. I claim, and history proves, that the price agreement has done more good for the legitimate Dealer than anything else that has ever been discovered since price cutting became popular. Of course the benefit derived from such a measure depends largely, if not wholly, on its rigid maintenance and it is the wise dealer who sticks to the manufacturer whose agreement affords him the greatest protection.

A DEALER'S SOLICITING LETTER.

Yale, Iowa, April 13, 1905.

Dear Friends,—I have secured the agency for the justly celebrated Edison Phonograph. This is certainly the King of all machines of its kind and one that will be an ornament and a source of endless pleasure in any home.

With one of these machines you can not only reproduce selections played by the best artists in the world but you can make records that will reproduce the exact voice of any one in the home and as they last indefinitely you may some day place a value on these records that you little dreamed of when in the fullness of strength you amuse yourself in the making of them.

If you are a lover of good music, come to the store and let us play you a few Records and show you the workings of a perfect machine; one that fills a long-felt want in the home. I shall be glad to play for you any time except Saturday. I have in stock all the latest and most popular Records. Come in and see us. You are always welcome.

W. A. SHEETS.

HEARD HIMSELF AS OTHERS HEAR HIM

An amateur flutist once stopped in at a fair where a talking machine company had an elaborate exhibit, and showed such an interest in the talking machines that the attendant thought a sale was imminent, and worked very hard to effect it.

"I see you have your flute with you," he said, finally. "Suppose you play a brief selection, and I will make a record of it, and you will then be able to hear the machine reproduce it exactly."

The suggestion pleased the amateur musician, and the idea was carried out.

"Is that an exact reproduction of my music?" he asked, when the tune was finished.

"It is," replied the attendant. "Do you wish to buy the talking machine?"

"No," said the other, sadly, as he slowly moved away. "But I'll sell the flute."—*Popular Magazine.*

WILLY NILLY.

"My daughter wants a talking machine," said the man.

"Ah!" said the Dealer, "you want to buy one."—

"No, I don't," interrupted the man hastily, "but it looks as if I'd have to."—*Exchange.*

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 109 Dauphin street.
Montgomery—E. L. Peabody, 110 Dexter ave.

CALIFORNIA.

San Francisco—Peter Inscoglagh, 786-788 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 600 16th street.

CONNECTICUT.

Middletown—Cushing & Post Co., 406-408 Main street.
Hartford—Harry Jackson, 200 Asylum street.
New Haven—Pardee-Ilsenberger Co., 125 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue.
S. Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 25 Peachtree St.
*Waycross—George Ramsden.

ILLINOIS.

Chicago—James I. Lyons, 71 Fifth avenue.
Siegel, Cooper & Co., 181 State street.
Talking Machine Co., 192 Madison street.
The Vim Co., 58 E. Lake street.
Montgomery Ward & Co., 157 Michigan ave.
Rudolph Wurlitzer Co., 394 Wabash ave.
Peoria—Peoria Phonograph Co., 31 Bridge street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Croxton-Jay Co., 132 Massachusetts ave.
Kipp Bros. Co., 32 N. Meridian street.
A. B. Wood & Co., 34 S. Illinois street.
Lafayette—A. B. Wood & Co., 304 Main street.

IOWA.

Des Moines—Harris Bros. Co., 600 Locust street.
Ying Co., 304 West Walnut street.
Fort Dodge—Early Music House, 819 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 640 Fourth street.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
National Automatic Fire Alarm Co., 614 Howard street.

MAINE.

Bangor—S. T. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 997 Commercial street.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Mach. Co., 177 Tremont st.
Iver Johnson Sptg. Goods Co., 165 Washington street.
C. H. Parker Co., 344 Washington street.
Read & Read, 358 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 215 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
*Springfield—Elder & Johnston Co., 230 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 206 Woodward ave.
Grinnell Bros. 259 Woodward ave.;
Saginaw—Mowry Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 715 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 2nd & 3rd floors, 21 West 5th street.
Thomas C. Hough, 715 Hennepin ave.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
*J. P. Lesan, 1000 N. Sons Arms Co., 710 Main street.
St. Louis—Conroy Co., 1101 Olive street.
O. K. Houck Piano Co., 1112 Olive street.

NEBRASKA.

Lincoln—H. E. Eldins Cycle Co., 1317 O street.
Omaha—Nebraska Cycle Co., 1318 and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

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NEW JERSEY.

Hoboken—Edipse Phono. Co., 209 Washington st.
Newark—A. O. Petit, New and Halsey streets.
Paterson—James K. O'Dea, 172 Ellison street.
Trenton—Scott Hanic Book and Stationery Co., 30 E. State street.

NEW YORK.

Albany—Finch & Hahn, 32 State street.
Brooklyn—Chapman & Co., 1 Pillow and Duffield streets.
Frank Matthews' Sons, 1247 Fulton street.
Price Phonograph Co., 1359 Broadway.
Buffalo—C. A. Powers, 623 Main street.
Elmira—Rinkes Arms Co., 117 Main street.
Ilioverville—American Piano Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 321 Wall street.
New York City—Bettini Phonograph Co., 31 Chambers street.
Blackmann Talking Machine Co., 37 Chambers street.
J. F. Blackman & Son, 1737 3d avenue.
I. Davega, Jr., 820 Third avenue.
S. B. Davega, Jr., 1417 Third avenue.
Edison Phonograph Co., 10 Chambers st.
H. C. Gordon, 132 Fifth avenue.
Harry Jackson, 249 Bowery.
Jacot Music Box Co., 32 Union Square.
Victor H. Kapke, 1662 Second avenue.
Siegel Cooper & Co., 6th avenue.
Stern & Wessels, 106 E. 14th street.
Alfred Weiler, 1372 First avenue.
Oswego—Frank H. Dobney, 31 Bridge street.
Poughkeepsie—Price Phonograph Co., 293 Main st.
Rochester—A. J. Deninger, 393 North street.
Finch & Hahn, 32 State street.
Giles B. Miller, 3 State street.
Talking Machine Co., 31 Main st., E.
Schenectady—Finch & Hahn, 32 State street.
Ivy A. Rikkard & Co., 251 State street.
Syracuse—W. D. Andrews, 216 E. Fayette street.
Troy—Finch & Hahn, 32 State street.
Troy Phonograph Co., 266 Fulton street.
Utica—Clark-Horrocks Co., 14 Genesee street.
Arthur F. Percles, 82 Washington street.
William Harrison, 46 Genesee street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 016 N. Market street.
Cincinnati—Elm Co., 15 Fifth street.
A. B. Wall & Co., 824 Vine street.
Rudolph Wurlitzer Co., 120-122 Fifth st.
Cleveland—Geo. W. Stone, 1001 Euclid ave.
Columbus—Perry B. Wilhite Co., 115 S. High street.
Dayton—Niehaus & Dolle, 21 E. 5th street.
East Liverpool—Smith & Phillips Music Co.
Newark—Hoover Bros., Inc.
Toledo—Hayes Music Co., 628 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Braun, 500 Federal street.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 201 Northampton street.
Harrisburg—S. H. Hamm & Co., 223 Market street.
Philadelphia—Blackman Talking Machine Co., 1123 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 17 S. 9th street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 41 N. 4th street.
Western Talking Mach. Co., 19 S. 9th st.
Wm. H. Wise & Co., 1031 Chestnut st.
Pittsburg—Chas. F. Berlin, 614 Liberty street.
Kaufmann Bros., Fifth avenue.
H. Kleber & Bro., 441 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 441 Liberty street.
Reading—Reading Phonograph Co., 45 North 4th street.
Scranton—Ackerman & Co., 129 Wyoming Avenue.
Technical Supply Co.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 79 N. Main St.
Providence—Edison Phonograph Co., 109 Westminster street.
A. Foster Co., 168 Dorset st.
Household Furniture Co.
J. Samuels & Bro., 124 Weybosset st.
A. T. Scatergood & Co., 106 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 311 Gay street.
Memphis—O. K. Houck Piano Co., 359 Main street.
Talking Machine Co., 149 Union Avenue.
Nashville—Nash. Talking Mach. Exc., 319 Church st.
Magruder & Co., 13 Arcade.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TEXAS.

Dallas—Southern Talking Machine Co., 241 Main st.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—H. H. Hadleman Co., 612 Pannin street.

VIRGINIA.

*Richmond—Magruder & Co., 119 E. Main st.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.

*Added since April 1, 1905.

SUSPENDED LIST, MAY 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

ILLINOIS.

Ottawa—Edward Hayes.
Wheaton—E. Irving.

INDIANA.

South Bend—EUGENE HARSH, 116 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebuhl, Prop., 209 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 721 Jefferson street.
Sioux City—HATTENBACH BROS. CO.

KANSAS.

Clay Centre—R. M. GOWENLOCK.
Lawrence—HILL BROS.

MAINE.

Biddeford—W. H. FIELD.
Monmouth—G. H. STETSON.

MASSACHUSETTS.

Boston—T. SINGER, 60 Leverett street.
Lawrence—LORD & CO., 304 Essex street.
H. O. MOSHER, 400 Essex street.
Lynn—ELIAS DEYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR H. TAYLOR.
New Bedford—H. B. DeWOLFF.
Somerville—E. J. WINCHESTER, 70 Summit avenue.
Woburn—OSBORN GILLETTE, or THE BOUTON JEWELRY CO., I. P. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
JAMES V. CALAHAN, 117 Genessee st.
TIERNEY BROS., 117 Genessee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—S. M. BARNES.
Manchester—A. B. DUNAS
Nashua—F. A. MUNSTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.
Bayonne—J. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—L. HURWITZ.
Paterson—CHAS. H. KELLY, 93 N. Main street.

*Added Since April 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Plainfield—S. W. PRUCHT, or R. PRUCHT; also New York City.
ELSTON M. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 609 Spring street.

NEW YORK.

Albany—G. LINDE, 252 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Hobart—P. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 108 Wall street.
BERN BEARWALD, 323 W. 116th st.
BRONX PHONO. CO. or DAVID SWITKY, 306 White ave.
CENTRAL PHONO. CO., 160 E. 23d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONO. CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONO. CO., 3 W. 14th street.
S. W. PRUCHT, or R. PRUCHT, 1 Barclay st., or 60 Chatham st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 197 Broadway; also Philadelphia, Pa.
HOLZBER BROS., 380, 401 and 491 West st.
N. HORN, 148 E. 28th street.
W. L. ISAACS, 124 Fulton street.
S. LESMERG & CO., 192 Broadway.
J. McELLYNNE, 900 Broadway.
RICHMOND PEARL, 2 W. 125th st.
F. M. PRESCOTT, 24 Broad st.
WINTHROP CYCLE CO., 2212 Seventh ave,
Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.

OHIO.

Cincinnati—I. L. ANDES.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—P. A. MADDUX.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1783 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Manchter sts.; also New York City.
A. KROUSE, 831 Arch street.
PENN NOVELTY CO., 12 South 9th st.
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 603 Wylie ave.

RHODE ISLAND.

Providence—F. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZEK.



The Edison Trade are the only merchants allowed to sell I. C. S. Language Outfits. Send $2.00 for Agent's Sample Outfit and free records for reproducing. Double Service, including sample moulded records in French, German, Spanish, and English. *Write today!* Address:

LANGUAGE DEPARTMENT
INTERNATIONAL CORRESPONDENCE SCHOOLS
SCRANTON, PA.

FOR FOREIGN SALES, ADDRESS { Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, National Phonograph Co., Ltd., 25 Clerkenwell Road, London, E. C.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. III. ORANGE, N. J., JUNE, 1905. No. 4.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 586 HOWARD STREET.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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A PROSPEROUS SUMMER ASSURED.

The first of the summer months opens with the National Phonograph Company enjoying a volume of business greatly in excess of any similar time in the history of the company. Despite the near approach of hot weather, when the demand for all goods of an indoor amusement character falls off, there is as yet little indication of a considerable reduction in the talking machine line as represented by Edison Phonographs and Records. The May orders for both were nearly as great as in any of the three previous record-breaking months and the orders for June Records were only ten per cent. less than for May, when they reached the high-water mark for one month's list. Since the June Records will not be fairly on sale until the first week in June this great business shows that Dealers are of the opinion that trade is going to be much better this summer than in any previous year. As a rule they are shrewd buyers and they do not buy what they do not expect to sell. No one expects to sell as many Phonographs and Records in July and August as in the colder months, but every one seems to be counting on a splendid summer business, and when most men count upon doing a thing they generally come close to doing it. Enthusiasm is an important factor in business and Edison Dealers have it to a marked degree this year. An unusually fine list of Edison Records is being put out for July. Its merit will do much to keep up the volume of the business in July and should make many persons want a Phonograph in order that they may have the means of hearing these fine reproductions of instrumental and vocal music. In no previous list has the superior work of our Recording Department been more noticeable, and it is doubtful if twenty-four Records of equal merit have ever been put out in one month. The trade will not agree upon the character of the selections, but there can be no division on the question of quality of recording.

THE ADVANCE LIST OF JULY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR JULY, 1905.

RECORDS listed below will be ready for shipment as near **July 1st as** possible, at which time Jobbers' stock orders, if **received prior to June 10th**, will be shipped. July Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9026 Second Hungarian Rhapsody (*Liszt*) Edison Concert Band
9027 To My First Love (*Löhr*) *Orch. accom.* Irving Gillette
9028 Come Along, Little Girl, Come Along (*Mullen*) Collins and Harlan.
New summer waltz song, Orch. accom.
9029 Summer Night's Dream Overture (*Suppé*) Edison Symphony Orchestra
9030 Courting Malinda *Rube dialect talking selection* "Cyrus Pippins"
9031 The Glory Song (*Great English Revival Hymn*) Anthony and Harrison
Tenor and baritone duet, Orch. accom.
9032 Flag of Victory March (*F. von Blon*) Edison Military Band
9033 Shame on You (*Smith and Larkins*) Tascott
Coon song, Orch. accom., sung by the "White Coon."
9034 Good-bye, Sweet Marie (*Kerry Mills*) Harry MacDonough
New march song, Orch. accom.
9035 Two Little Bullfinches Polka (*Kling*) *Clarinet duet, Orch. accom.* Rubel and Tuson
9036 Antony and Cleopatra Ada Jones and Len Spencer
A Shakespearean travesty, with orchestral incidental music.
9037 Me an' de Minstrel Band (*Vaughan*) Billy Murray
Coon song, Orch. accom., introducing a minstrel band on parade.
9038 Alpine Violets (*André*) *Violin and flute duet, Piano accom.* Jaudas and Rose
9039 He Looks Just Like His Mother (*Thornton*) Byron G. Harlan
Descriptive song, Orch. accom.
9040 I Need Thee Every Hour (*Lowry*) MacDonough and Biehling
Sacred male duet, Orch. accom.
9041 American Fantasie (*Victor Herbert*) Edison Concert Band
9042 The Goose-Bone Man (*Allen*) Arthur Collins
Coon song, Orch. accom., introducing the Goose-Bone Man's prophesied "Storm Scene."
9043 Sambo and Dinah (*Cole and Johnson*) Miss Nelson and Mr. Stanley
Contralto and baritone duet, Orch. accom.
9044 Down in Blossom Row Medley Albert Benzler
Xylophone solo, Orch. accom., introducing "Down in Blossom Row," "Susan Van Doozen" and "On a Summer Night."
9045 Song of the Turnkey (*DeKoven*) Frank C. Stanley
Bezzo song from "Rob Roy." Orch. accom.
9046 Now What d'ye Think of That (*Mullen*) *Comic song, Orch. accom.* Bob Roberts
9047 Songs My Mammy Sang to Me (*J. W. Kelly*) Ada Jones
Descriptive song, Orch. accom.
9048 I Wonder if You Miss Me (*Snyder*) Edison Male Quartette
Male quartette, Orch. accom.
9049 Ev'ry Little Bit Helps Medley Edison Military Band
Introducing "Ev'ry Little Bit Helps," "You're My Heart's Desire, I Love You, Nellie Dean," "Paddy's Day," "Sweet Maid Divine" and "Hey! Mister Joshua."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

NEW EXCHANGE PROPOSITIONS.

On other pages in this issue we print in full copies of the letters that have just been mailed to Jobbers and Dealers with reference to returning cracked, broken and defective Records for credit. These letters have been specially mailed, under sealed cover, to all Jobbers and Dealers. They should be carefully read by their recipients. These exchange propositions have been carefully considered and we believe that their provisions are fair and just to the trade and ourselves. This plan will be operative until further notice.

A LARGE PORTRAIT OF MR. EDISON FOR EVERY DEALER.

We have just had made a quantity of what we consider the most attractive show card ever issued by the National Phonograph Co. It is really a steel sign, for it is made of thirty-two-gauge sheet steel. It is 13x19 inches in size and is lithographed in a handsome manner. In the center is a large and lifelike portrait of Thomas A. Edison with his characteristic signature below the portrait. The background surrounding the portrait is lithographed to imitate mahogany and is so well done as to look like the real article. At the top, above the portrait, are the words "Edison Phonographs and Edison Gold Moulded Records" in red and gold. A quantity of these signs has been shipped to all Jobbers, the number being in proportion to their Dealers. An order has been mailed to every Dealer entitling him to one of these signs upon presentation to his Jobber. We were compelled to again resort to this plan of distribution to prevent extensive duplication owing to the fact that many Dealers sign agreements with several Jobbers. No Dealer should fail to present his order and get one of these signs. They are a work of art and a credit to the Charles W. Shonk Co., of Chicago, who made them.

A PLEASED ENGLISH DEALER.

Following is a letter received by the National Phonograph Co., Ltd., London, from one of its Dealers:

LINCOLN, April 27, 1905.

Your advertisement in the *Daily Mail* is already a success and is increasing our sales of Phonographs and Records. Once we have supplied a customer with your Records he will not have any other make. Last year we stocked 400 of your Records; this year we stock 5,000, and we are contemplating still further increasing our stock. We can say that every customer is a satisfied customer. No one could wish for greater satisfaction than this.

A. C. SMITH.

1804 NEW DEALERS IN SIX MONTHS.

On July 16, 1904, new conditions concerning Edison goods went into effect and all Dealers were required to sign a new agreement. On November 1 the names of those who had not signed were removed from our files. All those who desired to become Edison Dealers after that date were required to sign the new agreement and purchase the initial quantity. Between November 1 and May 1 of this year 1804 firms in the United States and Canada became Dealers in this manner, an average of nearly seventy a week. This is a record to be proud of. We doubt if the history of the talking machine industry has ever seen its equal. And yet the same average continues practically unchanged. To have 1804 different firms take up the Edison line in a period of six months speaks volumes for the merit and popularity of Edison Phonographs and Records. It is a further evidence of the hold that Edison goods have upon the buying public, for most of these firms went into the business because they knew that the demand existed for the Edison product and they wanted to get a share of the profits.

REPRODUCER EXCHANGE PROPOSITION.

Many Jobbers and Dealers seem to have forgotten the exchange proposition with reference to old style Reproducers. When the Model C was put out an exchange proposition was put into effect by which any owner of an old style Reproducer could return it and secure a Model C by the payment of $3. This proposition was accepted by many owners, but for some time past the matter seems to have been overlooked by the trade generally, although old style Reproducers are still occasionally being returned for credit. Jobbers are allowed to return any old style Edison Reproducer to us at $2 each, less usual Jobbers' discounts, and Dealers may return them to Jobbers on the same basis, less Dealers' discounts. The trade should encourage Phonograph owners to make this exchange of Reproducers, for it makes Phonographs more up-to-date and is calculated to increase the purchase of additional Records. It should be borne in mind, however, that the Model C Reproducer cannot be used on the Concert machine.

A BREEZE FROM A BREEZY COUNTRY.

CODY, Wyo., April 27, 1905.

I wish to buy an *Edison* Phonograph and no other. Have written several letters to various firms, all of whom recommend some of those dog-voiced, pie-plate machines, which I d'n't want at any price.

D. F. P.

THE IDEAL JOBBER.

The ideal Jobber in Edison Phonographs and Edison Gold Moulded Records possesses the following good points:

He has a store sufficiently large to carry an ample stock of machines and Records.

He studies the most advantageous and most economical methods of handling his stock so as to know where to find everything with the least loss of time and trouble, and in a way to make it possible to determine in a few minutes just what titles need replenishing.

He carries a large enough stock of every Record in the Edison catalogues and supplements to make him independent of the delays of the factory and the railroads. With such a stock he is always in a position to give his Dealers perfect service.

He makes every effort to look after the requirements of his Dealers. He gets them to carry as complete a stock as possible, and assists them in making proper selections where they cannot carry the complete line. To enable them to order intelligently he invites them to visit his store each month and hear the sample Records, or he ships them from place to place for the same purpose. He fills their orders completely, without substitutions, and as quickly as shipping facilities will permit.

He watches the literature sent him by the National Phonograph Co. and immediately orders such quantities of the various forms as will supply his Dealers. Upon its receipt he sees that some of each are sent to Dealers with their goods.

He makes up a mailing list of owners of cylinder machines and sees that a list of new Records each month and other printed matter are sent them regularly. He encourages his Dealers to do likewise.

He pays the same attention to the Jobbing end of his business as he does to selling at retail, realizing that the greater volume of jobbing orders makes up for the difference in selling profits.

Lastly, or really firstly, he keeps on such good terms with the credit manager as to make the latter look with joy upon his constantly increasing statement.

THEY KNOW A GOOD THING.

CRESCENT CITY, CAL., May 10, 1905.

I have a small stock of several other makes of talking machines, but very seldom sell any of them, because the majority of the people here know a good thing when they see and hear it, and thereby stick to the original—the Edison.

PETER DUFFY.

FOREIGN SELECTIONS DROPPED FROM CATALOGUES.

When Foreign Record Catalogue, Form 555, was superseded by Form 640, sixty-seven titles were cut out. This was done because the moulds were no longer in proper condition for this work, or to other causes which made it impossible to fill orders for these particular selections. No notice of these cut-outs was given the trade, for the reason that it was thought to be not important enough to warrant the issuance of such a notice. Some Jobbers, however, have desired to rearrange their stocks, and for the benefit of them and such Dealers as may carry a complete stock of foreign selections, the list is published as follows:

BRITISH—12833, 12834, 12845, 12851, 12852, 12875, 12921, 12926, 12939, 12953, 12958.

FRENCH—12287, 12290, 12292, 12298, 12301, 12302, 12303, 12314, 12318, 12322, 12327, 12331, 12335, 12336, 12341, 12350, 12351, 12353.

SPANISH—12562, 12563, 12564, 12565, 12566, 12569, 12570, 12573, 12574, 12577, 12578, 12579, 12581, 12582, 12583, 12585, 12586, 12587, 12588, 12589, 12590, 12591, 12592, 12593, 12594, 12595, 12596, 12597, 12598, 12658, 12659, 12660, 12661, 12663, 12689, 12690.

In addition to the above, and for the same reasons, it has been decided to drop from the next edition of the Foreign Record Catalogue, the following titles:

FRENCH.

12289	Romance de l'Etoile	Marechal
12293	Chanson Espagnole	Marechal
12310	La voix des Chênes	Bartel
12324	Tambour! en garde	Bartel

GERMAN.

12223	Sponst Spitch' ich mit Scepter	Porten
12375	Ach, ich hab sie ja nur auf die Schulter geküsst	Porten
12387	Mag der Himmel euch vergeben	Hofmann
12392	Dein gedenk' ich, Margarethe	Schumann
12401	Mein Lied	Reinwart
12608	Vergiss mein nicht	Münch

ITALIAN.

12448	Canzone del Torredor	Rossi
12476	Brindisi—Cavalleria Rusticana	Mislino
12950	Serenata—Don Pasquale	Salla
12654	Dio mi potevi scagliar—Otello	Gambardello

SPANISH.

12159	La Paloma—Cantarela	Vargas
12166	Je tu Patria—Traviata	Vargas
12201	Tango de la Merregida en La Gran Via	Vargas
12202	Olé Jota Expañola	Vargas

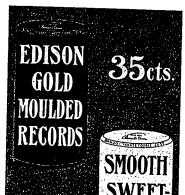
AND ANOTHER

FLAGSTAFF, Me., April 14, 1905.

Here is what a disc machine man recently said to me. He lately bought a disc machine. He came into my store to hear some of the Edison Gold Moulded Records and after hearing two or three said to the people assisting: "That machine is plainer than mine." He wanted to trade his for an Edison, even if he could only get half the price of his own, but I told him that I could not trade. I know I can sell him one as soon as he can dispose of his scratching machine.

JAMES PACKARD.

PRINTED MATTER.



Most Jobbers have ordered a supply of the above placard and will be glad to furnish one to their active Dealers. This placard is 14x22 inches in size and printed in blue ink on cardboard. It has been printed because of a demand for a plain show card giving the price of Edison Records. The card is Form No. 687. Dealers buying direct can have one sent with their next order by asking for it. It cannot be mailed.

With this issue of the PHONOGRAPH MONTHLY we are mailing a copy of a four-page folder, Form No. 675, printed to succeed Form No. 535, the edition of which is exhausted. This folder also shows the Gem, Standard, Home and Triumph machines and should be a useful bit of literature to mail to prospective customers. Dealers interested in using the folder may get a supply from their Jobbers, most of whom have already had a quantity shipped to them.

The phrase "Now Ready" has been added to the heading of the Record Bulletin for June with the idea of having it act as a notification to the public that the Records of the month are on sale.

Another of the colored hangers has just been mailed to the entire trade. It is Form No. 658, and shows a typical American boy playing a Home Phonograph. The caption "Never so Happy" is almost superfluous, for the boy's face fully expresses his pleasure. Jobbers may have an additional quantity sent with goods, although the edition makes it necessary to limit the size of orders.

AMONG THE JOBBERS.

P. A. Powers, Edison Jobber at Buffalo, has moved from 643 Main street to larger and much finer equipped quarters at 613 and 615 Main street.

The new Edison Jobbers for the month of May are W. C. De Forest & Son, of Newcastle and Sharon, Pa.; John Sykes, 105 N. Broad street, Trenton, N. J., and the Western Talking Machine Co., 938 Olive street, St. Louis, Mo. The latter concern has succeeded to the business formerly conducted by the Ray Company as a branch store.

George R. Youmans, Jobber at Waycross, Ga., occupies the unique position of being the only exclusively wholesale Jobber in the country. He does not sell at retail. There are, however, two good retail Dealers in Waycross, a town of 5,000 inhabitants, and they are doing an excellent business.

McGreal Bros., Jobbers at Milwaukee, have opened a retail branch store at 430 National avenue, South Milwaukee.

James K. O'Dea, Jobber at Paterson, N. J., has two unique signs as part of his window display. One is a picture of a Japanese girl, lettered as follows: "Useeda a Phonograph; Weneeda a customer." The other sign shows a goat running an automobile, and is lettered as follows: "You 'auto' have a Phonograph; we 'auto' sell you one." These signs have attracted much attention.

The Eclipse Musical Co. have succeeded W. J. Roberts, Jr., as Edison Jobbers at Erie and Huron streets, Cleveland, Ohio.

R. S. Williams & Son's Co., Ltd., Edison Jobbers at Toronto, have opened a branch Jobbing house at Winnipeg, Manitoba.

"DADDY DEAR."

We take this opportunity of complimenting the National Phonograph Co. on the magnificent Record they made of our song, "Daddy Dear." It is fully admitted by all our customers and the trade, that this is one of the best Records ever shown to an appreciative public.—*Extract from a letter received from W. J. Deane & Son, Sydney, Australia, April 7, 1905.*

POINTS FOR THE TRADE.

The following excellent letter was written by F. L. Fritchey, one of our Western salesmen, in response to a request from the editor of the PHONOGRAPH MONTHLY for some selling suggestions:

The arrangement of stock in a convenient manner, making the best possible display, is I find, the best trade-getter of all—not excepting advertising. However, it certainly pays to advertise also. The Record shelving, or racks, that I have been introducing through my territory have brought lots of business to the dealers who have them. I built two of them to-day, one in Vincennes, Ind., and one in Princeton, Ind. [These racks will be made the subject of an article in the July issue.—*Editor.*]

In talking to a lukewarm Dealer, or a new Dealer, I show them where the *retail customer* can have nine and a half dozen of the Edison Records for the same price that he would have to pay for four dozen of the ten-inch disc records, and also where one Edison 35 cent Record will outwear five of the dollar disc records, or of the cheap cylinder record. No needles to change every reproduction, thus avoiding continual trouble and expense.

Retail buyers have found the Edison Phonograph to be the most economical, as well as the only pure musical tone talking machine. It permits him to have a wider variety, twice over and more, of Records for the amount invested. A Dealer's first sale to a customer is only a beginning of the profits—the following six or nine months bring a big future business, both from the purchaser and from his friends who hear his outfit and see the enthusiasm and pride with which he exhibits it to them. A great many of them in torn purchase outfits, that starting an endless chain of profitable business.

An Edison outfit demonstrated in the home parlor, in contest with any other line, invariably ends in a sale of the Edison goods. This is owing to the agreeable, soft, lifelike tone of the Edison Records when reproduced by the Edison Reproducer. No other line has this tone.

The constant improvement in the Edison apparatus and in the purity of the tone in the Records; the up-to-date monthly lists of Records; the protection of prices afforded by the agreement; the exchange proposition policy which will be repeated at intervals; the elaborate display which can so cheaply be made of both Records and machines, with small stocks as well as large; the *fact* that Edison goods are the only line not found on bargain counters at cut prices and are not offered as prizes to induce the sale of other merchandise, or of newspapers; these facts all go toward making it the most desirable and sought-for line of talking machines.

Better workmanship, material, record quality, etc., because we have but one factory price and one retail price. Other concerns when they manufacture their lines of goods make them cheaply as possible because they don't know what their factory prices are to be on the goods when sold (or consigned). An Edison Dealer who buys $35 worth per month gets the same discounts and is accorded the same treatment as one whose account is $350 per month. A new Dealer cannot do himself, or us, justice with less than the initial order as prescribed in agreement—cannot begin to make a creditable "trade-getter" display. The fact that a Dealer must buy full initial order, have a store and make suitable display of the goods at all times is a protection to him against the "peddler" who has no expense of store, etc., etc. The fact that we are making more Records each week than all other companies combined is pretty good evidence as to which line is the one in demand by the public.

MAKING RECORDS MAKES SALES.

"The hanger 'A Message From the Absent Lover' is quite a hit," writes H. W. Mosier, a Dealer at Stockton, Cal. "Being in a conspicuous place it never fails to attract, and we always make it our business to tell the story and then record the party's voice on the Phonographs. What is the result? The party is highly elated and brings his friends in to hear his voice and in turn we record his friends' voices. It does not take long in making a sale. Always depend upon me for hearty cooperation."

UNITED STATES LAW UPHELD.

On appeal to the High Court of Great Britain, the tribunal of last resort, the decisions of the Supreme Court of the United States relative to the sale of talking machines under restrictive conditions imposed by virtue of the patent was upheld. The decree was handed down about six weeks ago, the case involving the sale of Edison goods. The English court ruled that patentees may prescribe the price and lay down the terms of sale which their licensees shall charge and impose in selling to the general trade and patented articles covered by the patents under which the license is granted.

ELECTROS OF THE MONTHLY LIST.

J. H. Lepper, an Edison Dealer at Mason City, Ia., thinks that Dealers would appreciate it if we would furnish electrotypes of the monthly lists of new Records, for use in newspaper columns, at their cost, about 30 cents each. The list would have to be condensed to get it into a single column. If even a dozen Dealers wanted these we would have them made and mail them at 30 cents each. How many Dealers are interested?

NOTICE TO JOBBERS.

From letters received from various Jobbers, it is quite evident it was not thoroughly understood, that with the expiration of our exchange proposition, which terminated March 16, 1905, we discontinued allowing credit for or taking back in exchange, Records received in a broken or cracked condition. This is made plain by the fact that some Jobbers have returned such Records to us, all of which are being held subject to their order. It has, therefore, been decided that until further notified, this matter will be handled as follows:

BROKEN OR CRACKED RECORDS.—STANDARD SIZE ONLY.

Broken or cracked Records may be returned for credit by Jobbers to us, under the following conditions:

1st.—They must be absolutely new Records that were either broken or cracked when first unpacked, and must be returned in original cartons.

2d.—Return shipments must be made as follows:

a.—If you are dealing through a Jobber they must be returned to such Jobber.

b.—If you are dealing through our Chicago office they must be returned to National Phonograph Company, 31 Union Square, Chicago.

c.—If you are dealing with our New York office they must be returned to National Phonograph Company, Orange, N. J.

In every instance transportation charges must be prepaid.

3d.—Jobbers receiving broken or cracked Records must at the same time forward new order for four (4) times the quantity to whoever the Records are returned, viz, the Jobber, our Chicago office, or our New York office.

4th.—Orders sent prior or subsequent to the return of Records cannot be granted, and unless new order is sent with the notice of return shipment of Records, same will be returned will POSITIVELY not be credited.

5th.—When return shipment is made, notice advising date and quantity returned, also bill-of-lading covering shipment, must be sent in the National Phonograph Company at Union Square, New York City, and new order for four (4) times the quantity must also be enclosed.

6th.—The packing cases containing Records returned must be plainly marked with the name and address of the party returning them; and, as a further identification, each case must contain a packing slip showing by whom shipped and the number of Records packed in that particular case. This is imperative in order to determine where the Records are from and to whom credit should be rendered.

DEFECTIVE RECORDS.—STANDARD SIZE ONLY.

Defective Records, such as develop air holes, or some other defect which beyond question arises in manufacture are returnable for credit, provided an order for an equal number of new Records is sent us at the same time shipment is made.

Notice of return shipment and new order should be sent us in the same manner as with broken Records.

When defective Records are returned, they must be shipped in packages separate from broken or cracked Records, and the case containing same must be plainly marked with the name of the party returning them.

Broken, or cracked and defective Records must not be included in same package. We, of course, we reserve the right to refuse to credit either one.

These propositions do not include surplus stock of Records, nor such Records as have been used or taken in exchange from consumers. If Records of this description are returned, credit for them will not be allowed. Concert Records cannot be returned under this proposition.

Jobbers may accept broken, cracked or defective Records from Dealers on the basis of the enclosed letter to Dealer, a copy of which is being mailed to every Dealer.

In offering these propositions, it is with the distinct understanding that they are subject to withdrawal or change at any time on five days written notice.

C. H. WILSON,
Manager of Sales.

May 25, 1905.

[*Copy of a letter just mailed to all Jobbers.*]

NOTICE TO DEALERS.

From letters received from various Dealers, it is quite evident it was not thoroughly understood, that with the expiration of our exchange proposition, which terminated March 16, 1905, we discontinued allowing credit for or taking back in exchange, Records received in a broken or cracked condition. This is made plain by the fact that some Dealers have returned such Records to us, all of which are being held subject to their order. It has, therefore, been decided that until further notified, this matter will be handled as follows:

BROKEN OR CRACKED RECORDS.—STANDARD SIZE ONLY.

Broken or cracked Records may be returned for credit by Dealers, under the following conditions:

1st.—They must be absolutely new Records that were either broken or cracked when first unpacked, and must be returned in original cartons.

2d.—Return shipments must be made as follows:

a.—If you are dealing through a Jobber they must be returned to such Jobber.

b.—If you are dealing through our Chicago office they must be returned to National Phonograph Company, 31 Union Square, Chicago.

c.—If you are dealing with our New York office they must be returned to National Phonograph Company, Orange, N. J.

In every instance transportation charges must be prepaid.

3d.—Dealers receiving broken or cracked Records must at the same time forward new order for four (4) times the quantity to whoever the Records are returned, viz, the Jobber, our Chicago office, or our New York office.

4th.—Orders sent prior or subsequent to the return of Records cannot be granted, and unless new order is sent with the notice of return shipment of Records, same will be returned will POSITIVELY not be credited.

5th.—When return shipment is made, notice advising date and quantity returned, also bill-of-lading covering shipment, must be sent in the Jobber or the National Phonograph Company, 31 Union Square, Chicago, or the National Phonograph Company, at Orange, N. J., our New York City, as the case may be, and new order for four (4) times the quantity must also be enclosed.

6th.—The packing cases containing Records returned must be plainly marked with the name and address of the party returning them; and, as a further means of identification, each case must contain a packing slip showing by whom shipped and the number of Records packed in that particular case. This is imperative in order to determine where the Records are from and to whom credit should be rendered.

DEFECTIVE RECORDS.—STANDARD SIZE ONLY.

Defective Records, such as develop air holes, or some other defect which beyond question arises in manufacture, are returnable for credit, provided an order for an equal number of new Records is sent us at the same time shipment is made.

Notice of return shipment and new order should be sent us in the same manner as with broken Records.

When defective Records are returned, they must be shipped in packages separate from broken or cracked Records, and the case containing same must be plainly marked with the name of the party returning them; and, as a further means of identification, each case must contain a packing slip showing by whom shipped and the number of Records packed in that particular case. This is imperative in order to determine where the Records are from and to whom credit should be rendered.

Broken, cracked or defective Records must not be included in same package with defective Records. If they are, the right is reserved by Jobbers or ourselves to refuse to credit either one.

These propositions do not include surplus stock of Records, nor such Records as have been used or taken in exchange from consumers. If Records of this description are returned, credit for them will not be allowed. Concert Records cannot be returned under these propositions.

In offering these propositions, it is with the distinct understanding that they are subject to withdrawal or change at any time on five days written notice.

C. H. WILSON,
May 25, 1905. Manager of Sales.
[Copy of a letter just mailed to all Dealers.]

EDISON GOLD MOULDED RECORDS FOR JULY, 1905.

Dealers in Edison Phonographs who pass by the twenty-four selections described in this issue, because summer is at hand and they think that trade is going to fall off in consequence, will regret it when they learn later of the unusually fine quality of the list. Seldom has one month's selections so strongly emphasized the almost phenomenal success of our recording department in making Records of a character vastly superior to anything of the kind on the market. The novelties of the month are Liszt's Second Hungarian Rhapsody, by the Edison Concert Band; Suppe's "Summer Night's Dream Overture" by the Edison Symphony Orchestra; a Rube sketch by "Cyrus Pippins;" a duet by Anthony and Harrison of Charles M. Alexander's famous "Glory Song;" a clarinet duet by Rubel and Tuson; and a Record by Tascott, the widely known vaudeville artist.

No. 9026, "Second Hungarian Rhapsody," by the Edison Concert Band, is one of the most ambitious pieces of recording that we have done in some time. This most popular of Liszt's well-known rhapsodies is a feature of the programmes of the finest musical organizations in the world. Our Record of it shows up the excellent balance of the Edison Concert Band. This Record will be a delight to those who are constantly seeking high-class music.

No. 9027, "To My First Love," by Irving Gillette, is one of Mr. Gillette's most careful renditions. This song was written by Hermann Löhr (music) and Edwin Hamilton (words). It is an encore number very popular with fine artists and their audiences.

No. 9028, "Come Along, Little Girl, Come Along," by Collins and Harlan, is another new summer waltz song that will be much sung and whistled between now and fall. It has a catchy air and is sung in a spirited manner. The music of the song was written by J. R. Mullen and the words by Alfred Bryan. The following chorus is an indication of the character of the song:

Come along, little girl, come along,
Get you Sunday-go-to-meeting-clothes on,
Come along, little girl, let us get in the whirl,
They may all think they're it, but there's none like you, Pearl,
Waist's tied, baby mine, don't decline,
If you think you look nice, you look good and fine,
If you think you look right, why nothing suit,
Come along, little girl, come along.

No. 9029, "Summer Night's Dream Overture," by the Edison Symphony Orchestra, is a beautiful and perfectly recorded selection of Suppe's delightful composition. No collection of Records of high-class music will be complete without this one.

No. 9030, "Courting Malinda," by "Cyrus Pippins," is a Rube dialect talking Record that is full of fun. It is made in genuine "Down East" dialect, accompanied by a laugh that is alone a feature of the Record. No better description of this selection can be given than to quote part of the Record as follows:

"I always love to laugh when I think of how I courted Malinda. I used to call around every evening and help her learn her father's catechism. Her folks used to come as soon as I liked; there was nothing to hinder me. So one night

"Malinda and me went out to a soda fountain place. I called for egg phosphate, she said she would take hers scrambled. Then we went to a theatre. We were sitting up in the gallery, when a fellow came out on the stage and called up a parrot. The boys hollered out 'Swipe,' Malinda said, 'They mean you.' I said, 'Yes, I know they do.' But the secret was so blamed put out in my life. The head man put us both out just as soon as she said it. I took her home as quick as I could.

"I sailed right into the parlor and anchored right onto the sofa. The springs were all busted. The turnstiles all creak was leaky. All of a sudden the old man hollered out upstairs, 'All right, Cyrus.' On the way down I met a pin sticking up. Just then Malinda came in. She said, 'Cyrus, did you find a pin?' I said, 'Yes.' She said, 'Where have you got it?' I said, 'By Gosh, I won't tell you.' She said, 'I want it back.' I said, 'I'll not do it, for that's where I got it.' She said, 'That don't been in your way.' I said, 'Yes, it has been in my way.' She said, 'Well, it has just gotten into our family and it suits me to keep it.' Would you believe it when I got up all that ache I had a new form of 'appendecita.'"

No. 9031, "The Glory Song," by Anthony and Harrison, is at the present time the best known song in Great Britain. For several months past, Charles M. Alexander, of the Torrey-Alexander Mission, has been singing it at religious services throughout England. These services have been of the most popular character and have been largely attended. One of their features has been the singing of "The Glory Song" by Mr. Alexander. The popularity of the song in England has been so great that its fame has reached this country, and promises to be equally popular here. Messrs. Anthony and Harrison have made a splendid Record of the song and the great sale that it will have will do much to make the song well known here. Those who buy the Record because of the fame of the song will be delighted with the song itself and with the manner in which Anthony and Harrison have sung it. The Record is made with an orchestra accompaniment in keeping with the character of the song.

No. 9032, "Flag of Victory March," by the Edison Military Band, is a composition by F. von Blon, and better known to musicians by its German title, "Treue dem Siegbahnner." As a composer Mr. von Blon has a style entirely his own. This is one of his best compositions. It is both musical and stirring.

No. 9033, "Shame on You!" by Tascott, introduces a new artist to Phonograph owners, although one widely known as a vaudeville artist. Mr. Tascott is featured in vaudeville programmes as "Tascott, the shame on you." He is the originator of the "coon shout," and is inimitable in this particular line of work.

"Shame on You" was written by Chris Smith and John Larkins and has this chorus:

"Jawn Johnson! Shame on you!
You can't preach and rob a safe!
You might fool me now and then,
But you don't buy fowl at two a. m.
I know what I'm talking about
And I wants the people here to find you out
So they can all stand up and shout 'Shame on you!'"

No. 9034, "Good Bye, Sweet Marie," by Harry MacDonough, is a new composition by Will D. Cobb, who also wrote "Good-Bye, Dolly Gray," and "Good-Bye, Little Girl, Good-Bye." The music is by Kerry Mills, composer of "Georgia Camp Meeting", and "Fare Thee Well, Molly Darling." It follows that the collaboration of two such well-known men has brought forth a sentimental ballad of unusual merit. This song has been called by many the greatest soldier song ever written. It is finely sung by Mr. MacDonough, and has an orchestra accompaniment.

No. 9035, "Two Little Bullfinches Polka," is a clarinet duet by Rubel and Tuson, and the first one ever made for the Edison Catalogue. The selection is of an entertaining character and exceptionally well rendered. Our orchestra furnishes a fine background to the soloists. This composition was written by H. Kling.

No. 9036 "Antony and Cleopatra," by Ada Jones and Len Spencer, is a talking and singing selection with orchestral incidental music and other descriptive effects. "Antony and Cleopatra" is a Shakespearian travesty. This style of humorous entertainment has been made popular by Ross and Fenton, the well-known vaudeville artists. Miss Jones and Mr. Spencer give a decidedly amusing rendition of the subject. It is entirely different from either of the two previously listed selections by these artists, and no collection of Records will be complete without it.

No. 9037, "Me an' de Minstrel Ban'," by Billy Murray, is a coon song by James Vaughan and Alexander Rogers. It sings of the darkey boy's ambitions for the minstrel band and parade. A novel effect is the introduction of a regular minstrel band and parade of the minstrel troupe. Taken as a whole, the Record is quite different from other Records made by Mr. Murray.

No. 9038, "Alpine Violets," by Jaudas and Rose, with piano accompaniment, is a violin and flute duet. Something similar in character to previously listed duets by these artists and just as sweet and pretty. The steady progress of our Recording Department is evidenced in the tone and quality attained in this selection. Ludwig André is the composer.

No. 9039, "He Looks Just Like His Mother," by Byron G. Harlan, is a song by James Thornton that is full of human interest and written in the vein which Mr. Harlan has been so successful in interpreting. Mr. Thornton has written numerous successes, "When You Were Sweet Sixteen" being among the most noted. The song has this chorus:

"He looks just like his mother,
The same soft silky hair,
And when I look into his eyes,
I see her image there.
It seems as if she's watching,
The touch comes me a tear,
He looks just like his mother dear
When she was living here."

No. 9040, "I Need Thee Every Hour," by MacDonough and Belding, is a fine Record of this standard sacred selection and one that will always be in demand. The music of this hymn was written by Robert Lowry and the words by Anne S. Hawkes. It is sung with orchestra accompaniment and is an excellent addition to the Records previously made by these artists.

No. 9041, "American Fantasie," by the Edison Concert Band, is a composition by Victor Herbert that is too well known among those familiar with band music to need description. It is one of Mr. Herbert's best appreciated compositions. The music is patriotic in character.

No. 9042, "The Goose-Bone Man," by Arthur Collins, has been styled "a coon white." The goose-bone man is a prophet. In this Record he prophesies everything down to when to lay in your winter's coal" Mr. Collins makes much of the subject and introduces a stormy scene prepositioned by the goose-bone, which for fury gives the real thing cards and spades. Thomas S. Allen, who wrote this song, will be remembered as the writer of "Any Rags," and other hits.

No. 9043, "Sambo and Dinah," by Miss Nelson and Mr. Stanley, is a contralto and baritone duet with orchestra accompaniment of very catchy and tuneful duet. Miss Nelson and Mr. Stanley give a finished rendition to the song, the orchestra contributing its full share. It is something on the order of "Deed I Do" (our Record No. 8133) and ought to be equally popular.

No. 9044, "Down in Blossom Row Medley," by Albert Benzler, is a xylophone solo, with orchestra accompaniment, introducing "Down in Blossom Row" (our Record No. 9001), "Susan Van Dozen" (our Record No. 9012) and "On a Summer Night" (our Record No. 9021). Particular attention is called to the orchestral accompaniment, which is embellished to a high degree.

No. 9045, "Song of the Turnkey," by Frank C. Stanley, is a very fine Record of the well-known hasso song from the comic opera "Rob Roy," written by Reginald De Koven. This is the first hasso solo by Mr. Stanley in some time,—a line of work for which he is well fitted in both voice and style.

No. 9046, "Now What Do You Think of That?" by Bob Roberts, is a rollicking comic song written in six-eight tempo, particularly appropriate to the jingly lyrics. It has a catchy swinging tune. J. R. Mullen and Frank Fogerty are responsible for the music and words. The Record gives four verses and four choruses, the tropical character of which are shown by the first verse and chorus as follows:

"A fellow sat upon a bench, his sweetheart by his side,
He asked her if she wouldn't like to be his little bride,

"Oh, don't get snarky," she replied, "it grates upon my ear,
Be nice, and I will always be a sister to you, dear."
Cho.—Now what d'ye think of that?
What d'ye think of that?
"I'll have myself," he said, "if you refuse."
She said, "Don't do it on our ground."
For ya don't want you hanging round."
So he went down a block.
Now what d'ye think of that?

No. 9047, "Songs My Mammy Sang to Me," by Ada Jones, is a song that has been considerably used by Andrew Mack and J. W. Kelly, and is always very popular with their audiences. It has a charming, pathetic air. Miss Jones sings it in perhaps the most artistic manner of any Record that she has made for the Edison Phonograph. It is a Record that must be heard to be fully appreciated. It is made with orchestra accompaniment.

No. 9048, "I Wonder if You Miss Me," is another fine Record by the Edison Male Quartette. The Records by these artists increase in popularity every month. This new one will be quite as popular as those previously made. The first and second tenor sing the verse as a duet and then the quartette takes up the chorus. The singers are accompanied by the orchestra. This composition was written by Ted Snyder.

No. 9049, "Ev'ry Little Bit Helps Medley," by the Edison Military Band, introduces five popular songs previously listed: "Every Little Bit Helps" (our Record No. 9016); "You're My Heart's Desire, I Love You, Nellie Dear" (our Record No. 9013); "Paddy's Day" (our Record No. 9009); "Sweet Maid Divine" (our Record No. 9018) and "Hey! Mister Joshua" (our Record No. 9007).

160 NEW MEXICAN SELECTIONS.

Listed below are the remaining 160 of the 303 Mexican Records, the masters for which were made by our experts in Mexico more than a year ago. These titles will appear in the next editions of the Foreign and Numerical Record catalogues. They will also appear in a special catalogue of Mexican selections. This catalogue has been prepared especially for use in Mexico and Cuba, but a small additional supply has been printed for use in the States bordering on Mexico, which have a considerable Mexican population.

MUSICA INSTRUMENTAL

BANDAS MILITARES DE ESTADO MAYOR Y ZAPADORES DE MEXICO

AIRES NACIONALES.

18757	Primer Fragmento	E. Mayor
18756	Segundo Fragmento	Zapadores
18755	Tercer Fragmento	

DANZAS.

18575	Alcalá, dos danzas de	E. Mayor
18711	Esperanza y Margot, (*Lucchesi Secret*) dos danzas	E. Mayor
18729	Emily, Esperanza é Irene, (*D. Vergara*) tres danzas	Zapadores
18735	Flor Mexicana, (*Serradell*)	E. Mayor
18766	Julia, (*D. Vergara*)	E. Mayor
18734	La Paloma, (*Iradier*)	Zapadores
18730	Tres Damas de Viñerique	Zapadores

DANZONES YUCATECOS.

18797	"Anil y Blanco" y "María Emilia"	E. Mayor
18760	"María" y "Leoncicita" (*U. Cuevas*)	E. Mayor

MARCHAS.

18618	Bernardo Reyes, (*Arreola*)	E. Mayor
18611	Colegio Militar, (*F. M. Perez*)	Zapadores
18754	Emblema de la Paz, (*D. Pacheco*)	Zapadores
18709	En La Campaña, (*A. Martinez*)	Zapadores
18702	Gran Marcha Porfirio Diaz, (*J. Austri*)	Zapadores
18595	Porfirio Diaz, (*Cadena*)	Zapadores
18621	Zentenca, (*G. Cadena*)	E. Mayor
18565	El Zapador, (*Toledano*)	Zapadores

MAZURKAS.

18762	Señales de Oro, (*M. G. Manzanarez*)	E. Mayor
18758	Felicidad, (*J. Martinez*)	Zapadores
18759	Perla de Rosas, (*J. Cervin*)	Zapadores
18761	Flores Felices, (*A. Garcia*)	E. Mayor

PASOS DOBLES.

18700	A los Toros, (*Juarranz*)	Zapadores
18738	La Giralda, (*Juarranz*)	E. Mayor
18740	Triunfal, (*Juarranz*)	E. Mayor
18620	Mexicano, (*Iordi Cabre*)	Zapadores
18706	El Progreso, (*J. Garcia*)	E. Mayor
18708	Puerto Real, (*Juarranz*)	Zapadores
18704	Quinteto y Requiebros, (*Garcia*)	E. Mayor
18619	San Juan Hill, (*U. B. Fuentes*)	Zapadores

POLKAS.

18565	Entre Jazmines, (*D. Alvarez*)	E. Mayor
18739	Ojos Azules, (*P. M. Dell'Oro*)	E. Mayor
18764	Olimpico, (*G. Rivas*)	E. Mayor
18710	Los Parranderos, (*M. Herrera*)	E. Mayor

SCHOTTISCH.

18733	Elvira, (*M. G. Manzanarez*)	Zapadores
18572	En Alas de la Brisa, (*Lozada*)	E. Mayor
18707	Lucy, (*Juana Vergara*)	Zapadores
18737	Mi Ensueño	E. Mayor

VALSES.

18797	Los Insectos, (*Herrerias*)	E. Mayor
18800	Loreley, (*G. Cadena*)	E. Mayor
18731	Noche Apacible, (*A. Martinez*)	Zapadores
18726	Onda Cristalina, (*A. Martinez*)	Zapadores
18728	Penela, (*J. Balart*)	E. Mayor
18713	Souvenir de Chopin	E. Mayor
18614	Tus Ojos, (*R. Correa*)	Zapadores
18732	Vuyo Hasta la Muerte, (*M. D. Varela*)	E. Mayor

MISCELANEA.

18563	Danza Húngara No. 5, (*J. Brahms*)	E. Mayor
18562	Danza Húngara No. 6, (*J. Brahms*)	E. Mayor
18726	Hasta Otra Vista, aubada humorística, (*Gonzalez*)	Zapadores
18752	Mazulka, intermezzo, (*E. Rosales*)	Zapadores
18721	Mozamala, baile peruano	E. Mayor
18582	Segunditas de la parranda "El Chaleco," (*Gonzalez*)	E. Mayor
18724	Tamalera, (*Gonzalez*)	Zapadores
18712	Variaciones de la czarda "Los Sobrinos del Capitán Grant", (*Caballero*)	E. Mayor

TRIO ARRIAGA

Mandolinas con acompañamiento de guitarra

18770	Angelitos, danza, (*Lozano*)	
18772	Bolero de la zarzuela "La Cuarta Plana", (*C. Curti*)	
18771	Guarrita, vals-jota, (*L. Cota*)	
18768	Hamburgo, mazurka, (*Grenado*)	
18769	Jota de la Seca "La Alcarreña," (*Bretón*)	
18749	La Linda Cubana, danzón, (*A. Perez Rioja*)	
18746	Mexicanos, capricho español, (*G. de los Monteros*)	

SEÑORES ARRIAGA Y OBSCURA

Bandurria con acompañamiento de guitarra

18748	A Media Noche, danza (*J. Avila*)	

SEÑOR JOAQUIN J. ARRIAGA

Schottisch para mandolina, (*C. Curti*)
Solos de mandolina

18744	Souvenir de Haydn, (*Leonard*)	

ORQUESTA TIPICA LERDO

18587	Amada, vals, (*Lerdo de Tejada*)	

QUINTEO JORDA

18782	A Flor di Labra, mazurka, (*Arditi*)	

18580	El Amor es la Vida, danza, (*Ettenart*)	
18583	Capricheuse, danza núm. 2, (*Llerdey*)	
18577	Célebre Mandolinata, pizzicato, (*Desormes*)	
18573	Danzas Tropicales, núm. 1, (*Llerdey*)	
18575	Danzas Tropicales, núm. 2, (*Llerdey*)	
18574	Danzas Tropicales, núm. 3, (*Llerdey*)	
18578	La Sorolla, serenata, (*Bretón*)	
18581	Monte Cristo, vals, (*Cotlar*)	
18582	Nuevas Rosas, vals, (*Bergier*)	
18776	Vals Poético, (*Villanueva*)	

MUSICA VOCAL

CANCIONES POPULARES MEXICANAS

SEÑORES ARREGO Y PICAZO
acompañamiento de guitarra

18728	Acordeón de Mi	
18722	(Amiec, Amigo)	
18573	Los Amores de un Manezanera	
18742	Consejos de una Vieja	
18736	Copla de Don Simón	
18737	Copla en un Pongarón, pieza lastitiva	
18725	Pensé en una Cara de Verdad, pieza lastimera	
18674	El Ranchero de Tajimaroa	
18727	La Trigochita	
18723	Un Paseo en Santa Anita, pieza imitativa	
18726	El Zenzontle	

SEÑOR R. HERRERA ROBINSON
acompañamiento de guitarra

18506	A María la del Cielo, invocación	
18535	Los Amores de un Charro, danza tapatía	
18536	Carmen Cornela, danza	
18538	El Cielito Lindo, de Mejo, danza	
18711	Danza del Pollo Ilustrado	
18750	El Desprecio, corrido de tierra caliente	
18541	Las Horas de Luto, danza	
18542	Horas Negras ó Penas del Alma, danza	
18540	El Indefinto	
18516	La Inundación de León, corrido	
18539	La Mujer Ideal	
18543	Mi Dulce Amor Ideal, danza	
18528	Morir Soñando, vals	
18525	El Pajarillo, Errante, danza	
18509	Suspiros de los Angeles	
18510	Suspiros y Rosas, schottisch	
18527	Un Recuerdo á mi Madre	

SEÑORES HERRERA ROBINSON Y PICAZO
acompañamiento de guitarra

12637	El Canto del Cisne, danza	
18528	Mazurca Romero, corrido	

Sr. HERRERA ROBINSON Y Sra. ZAMUDIO
acompañamiento de guitarra

18715	En Alas de los Vientos	
18561	Glorea del Pasado	
18717	Jurgenetes, vals	
18716	La Morena, danza	

SEÑOR FELIPE LLERA
acompañamiento de guitarra

18689	El Amigo	
18686	Las Comadres	
18687	Los Cuicos	
18685	Las Hilachas	
18688	Los Pelones	
18688	Pachita la del Puente	
18690	La Soja	

SEÑORA MODESTA ZAMUDIO
acompañamiento de guitarra

18718	La Consejera de Cuadro	

CANCIONES POPULARES ESPAGNOLAS

SEÑOR JOSE MARIA PALMA
acompañamiento de guitarra

18681	Guajiras Españolas	
18679	Jota Bailadora	
18680	Tango Cadiz	
18682	Tango de los Tientos	
18683	Malagueña	

DANZAS, ROMANZAS L. MELODIAS

COROS
acompañamiento de piano

18698	Himno Nacional Mexicano, (*U. Nuñez*) coro mixto	

SENORITA BEATRIZ FRANCO, (Mezzo-soprano.)
acompañamiento de orquesta

18557	El Paje (*Verdi*) vals	

SEÑOR FELIPE LLERA, (Baritono)
acompañamiento de piano

18692	El Canello, danza	
18691	Señor Conliga, danza	

SELECCIONES DE OPERA Y ZARZUELA

acompañamiento de orquesta

AGUA, AZUCARILLOS Y AGUARDIENTE. (*F. Chueca*)		
18696	Cuarteto, (piano)	Cuarteto Mixto
BOCCACCIO. (*Suppé*)		
18686	La Niña Flores:	Herrera, Secbona y Berenud
EL CABO PRIMERO. (*Caballero*)		Sres.
18642	Romanza.	Goyzueta
CAMPANONE. (*Mazza*)		
18641	Romanza.	Goyzueta
CHIHUAHUAN. (*L. G. Jordá*)		
18651	Mazurca.	Rosete y Coro
LOS COCINEROS. (*Tyfaerrie y Torregrosa*)		
18660	Dos del Pelotón	Franco y Llera
LA ENSEÑANZA LIBRE. (*G. Florence*)		
18649	Tango del Mor.	
18668	Terceto de los Tangos.	Herrera, Secbona y Berenud
GIGANTES Y CABEZUDOS. (*Caballero*)		Sres.
18642	Romanza.	Goyzueta
LAS HIJAS DE EVA. (*Guetambide*)		
18641	Romanza.	Franco
JUGAR CON FUEGO. (*Barbieri*)		
18643	Romanza.	Goyzueta
LA MOCITA. (*Caballero*)		
18661	Dúo de Los Faroles.	Franco y Llera
PICHOLA Y SU COMPAÑIA. (*Mangiagalli*)		
18662	Dúo.	Rosete
EL REY QUE RABIO. (*Chapí*)		
18663	Coro de Los Doctores.	Coro
18641	Romanza.	Goyzueta
EL TAMBOR DE GRANADEROS. (*Chapí*)		
18662	Coplas del Tambor.	Herreros
VIVA MI NOVIA. (*Caballero*)		
18656	Habanera.	Franco

MUSICA RELIGIOSA

ORFEONES

18800	O Santissima (*Arbo*)	
18801	Salve Regina, canto gregoriano	
18798	Tantum Ergo (*J. Meler*)	

RECITACIONES

Composiciones del célebre Poeta Mexicano

JUAN DE DIOS PEZA

Recitadas por el mismo

18788	El Fandango	
18786	Fragmento de la poesía "Reir Llorando"	
18789	Mi Padre	
18785	Los Niños Héroes de Chapultepec	
18802	No Puede Decirse, melancolía	
18787	Tres poesías del libro "Hojas de Margarita"	

PINZAS IMITATIVAS

CORRIDAS DE TOROS

18752	Gran Corrida de Toros en la plaza "Mexico"	
18753	Gran Corrida de Muchapata y Minitas, en la Plaza de Durango por la Cuadrilla de Avendio Ramirez (2) Reverte Mexicano.	

TAPADAS DE GALLOS

18721	Gran Tapada de Gallos en la Ciudad de Aguascalientes.	
18720	Gran Tapada de Gallos en la Ciudad de León.	
18719	Gran Tapada de Gallos en la Ciudad de México.	

QUICK WORK.

ALBANY, N. Y., May 1, 1905.

Opened my new store Saturday to fine business. Sold out stock of Edison Phonographs before 8 P. M., including Triumphs, Homes and Standards.

W. J. KELLEA,
103 South Pearl street.

THE PHONOGRAM.

Dealers desiring to get a supply of *Phonograms* to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobbers' orders unless placed with us a similar period in advance. We plan to print about 10,000 more than we have orders for when we go to press, five weeks in advance of the month of issue, but frequently these are soon used up with extra orders.

Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

Blank, per 100 copies.....$ .25

Imprinting, 25 cents additional for *each imprint*, without regard to quantity. On this basis 500 copies cost $1.50 and 1,000 copies cost $2.75.

No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

Most Jobbers will be glad to supply Dealers on the above basis.

By Mail.

Single copies, per year.....$ .20
Five copies to one address, per year..... .90
Twenty-five copies to one address, per year..... 1.80
Fifty copies to one address, per year.... 3.60

Unless Jobbers open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

IN CUBA ALSO.

A representative of our Foreign Department now traveling in Cuba and Porto Rico, recently wrote concerning an incident of his travels as follows:

Our customer in one of the interior towns has a ——— machine, which he won in a raffle, and he wanted some friends to judge as to the merits of the two machines. So we arranged to have a little concert at his store in the evening. The disc machine and the Standard Phonograph were placed several feet apart on the counter, both facing the door, and pieces were played on each alternately. Among his friends was a gentleman who desired to purchase a machine, but was undecided as to which he preferred. After playing the machines quite a while, during which a large crowd had congregated in front of the store, reaching almost to the middle of the street, several pieces were played successively on the disc machine, when some one in the crowd outside said: "Now play some on the other machine," this demand being seconded by a little shaver who had secured a position of advantage by climbing a nearby lamp-post, who said: "Yes, that's ours—the one that says 'Edisonian.'" Both the crowd outside and those within the store had a laugh at the little fellow's expense, but the encore given the Record played in obedience to his wish, as well as the fact that the party who was undecided ordered a Standard Phonograph, which was added to our customer's initial order, showed the little fellow's opinion to be about the sanest as that of the other's present."

FOR TUNING PHONOGRAPH RECORDS.

W. H. Miller, manager of the Recording Department of the National Phonograph Co., has been granted a patent for a method of tuning Phonograph Records, described as follows:

In making talking machine records for sale it is important that the masters from which duplicates are obtained should be secured at a standard surface speed, which at the present time with Edison Records is about one hundred and sixty-four revolutions per minute. In this way when the reproducing machine is properly adjusted musical selections can be reproduced in the exact key in which the original music was played in order that the best effects may be secured. If there is a relatively small difference in the surface speed of the masters, a perceptible variation in the key of the reproduction is observed, and to secure the best effect therefore a separate adjustment of the reproducing machine would be required for each selection. Consequently it is commercially important that the masters should be obtained at the same surface speed, and it is therefore necessary that some effective way should be suggested by which the tuning of any Phonograph or other talking machines can be readily effected, whether for the taking of the masters or for the reproduction of the complete record.

The present invention presents a method of this character which has been successfully used in practice for some time.

In carrying the invention into effect take a standard talking machine, for example, and adjusts its regulating mechanism so that its mandrel will turn at the desired speed. This adjustment may be effected by timing the mandrel shaft in the usual way, and by carefully adjusting the regulating mechanism until the desired speed is obtained. Now place on this standard machine as so regulated an ordinary blank and record thereon a certain selected sustained note—for instance, B flat—which may be produced by a simple reed or in any other way. This note as so recorded is preferably sustained at a continuous volume and for a considerable time, and may occupy substantially the entire record in the record at any point to sound the standard note. The record so formed constitutes a key by which the tuning of other talking machines can be effected, and, if desired, it may be duplicated in any suitable way to obtain a large number of copies. When a talking machine has to be tuned, whether for recording or reproducing, one of the key records or duplicates thereof is placed on the Phonograph and a reproducer engaged therewith, so as to sound a single continuous note. A reed keyed to the same pitch—for example, B flat—is now sounded, and the adjusting mechanism of the machine is so regulated as to bring the note sounded by the talking machine in exact equality with the note sounded by the reed. When these two notes are exactly the same, the speed of the talking machine will correspond exactly to the standard speed of the original machine. This tuning can be effected with great accuracy, owing to the delicacy of the ear, and with great rapidity. Prior to this invention the tuning of talking machines was effected by counting the revolutions of the mandrel; but such an operation was tedious and relatively uncertain.

COLLINS AND HARLAN AT MILWAUKEE.

In its report of the Merchants and Manufacturers Exposition at Milwaukee, the *Music Trades* said:

One of the most interesting features of the exposition is the making of Phonograph Records, in connection with the exhibit of the McGreal Bros., agents for the Edison line. It is an unusual opportunity to see two men whose voices have been made familiar through the medium of the Phonograph, while the men themselves were in New York, and were the original producers of the darkey laugh and negro dialect. Consequently, a large crowd surrounded Arthur Collins and Byron G. Harlan, who, with heads close together, sang into the mouth of an octagonal horn, and then stood by while the Records were placed in a Phonograph and reproduced. Both are men of splendid physique and strong voices, and their work is a practical demonstration of the statement that the Phonograph "listens as well as talks." Mr. Harlan and Mr. Collins are both employed in the Edison Laboratory of New York, and are two of the most successful makers of Phonograph Records in the country. Their duets and solos are reproduced throughout the country. Mr. Harlan having a tenor voice and Mr. Collins a baritone.

Mr. Collins, when asked how many Records he and Mr. Harlan had made, replied: "Millions of them. I have been in the business eight years and Mr. Harlan has been at it five or six. There are not many people who make a success of it, owing to the fact that it requires an iron throat, powerful lungs and a peculiar singing voice. Then, care must be given to the most minute details and every word has to be pronounced distinctly, with every vowel and consonant accurately enunciated.

"Naturally, the work which we do here is crude. In New York we have an orchestra assisting and no Record is sent out unless it is absolutely perfect. A mispronounced word or a blast throws the Record out."

THE OLD STORY.

Under date of May 13, the H. M. Holleman Co., Jobbers at Houston, Tex., wrote:

"Sometime ago you sent us address of H———, Houston, Tex. We communicated with him, and also sent representative to interview him, but without success. He purchased a ——— outfit for $45. Yesterday we played a Home in competition with his machine, rendering some of the same selections he had purchased with his disc machine, with the result that he made us a proposition to exchange. We finally traded him a $55 Edison outfit, allowing him $20 for his machine. As a rule, we do not care to trade, and this is our first acceptance of a disc machine, but we were very anxious to take up this sale, inasmuch as the disc dealer had not given us a fair deal in handing the first sale."



STORE OF I. F. EASTMAN, LEWISTON, ME.

The above illustration shows part of the store of I. F. Eastman, Edison Dealer, at Lewiston, Me. The rack shown in this picture contains every Edison Record in the domestic list.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.
Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 29 Dauphin street.
Montgomery—R. L. Perrice, 122 Dexter ave.

CALIFORNIA.
San Francisco—Peter Bacigalupi, 166-182 Mission street.

COLORADO.
Denver—Denver Dry Goods Co., 619 16th street.

CONNECTICUT.
Middletown—Caulkins & Post Co., 206-208 Main street.
New Haven—Pardee-Ellenberger Co., 155 Orange st.

DISTRICT OF COLUMBIA.
Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.
Atlanta—Atlanta Phonograph Co., 69 Peachtree St.
Waycross—George R. Youmans.

ILLINOIS.
Chicago—James I. Lyons, 23 Fifth avenue.
Talking Machine Co., 143 State street.
Talking Machine Co., 181 Madison street.
The Vim Co., 56 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 319 Wabash ave.
Peoria—Peoria Phonograph Co., 322 Fulton street.
Quincy—Quincy Phonograph Co., 822 Hampshire st.

INDIANA.
Indianapolis—Craig, Jay Co., 234 Massachusetts ave.
Kipp, Coy, 72 N. Meridian street.
Wulf, H. Wahl & Co., 115 S. Illinois street.
La Fayette—A. H. Wahl & Co., 304 Main street.

IOWA.
Des Moines—Hopkins Bros. Co., 620 Locust street.
Iowa Co., 518 1/2 Walnut street.
Port Dodge—Early Music House, 811 Central ave.

KENTUCKY.
Louisville—C. A. Hay, 640 Fourth street.

LOUISIANA.
New Orleans—Wilkes, Boley, 600 Frenchmen street.
National Automatic Fire Alarm Co., 24 Greyer street.

MAINE.
Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 997 Commercial street.

MASSACHUSETTS.
Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Mach. Co., 177 Tremont st.
Edison Phonograph Co., 257 Washington street.
C. Hisham Sons, 146 Washington street.
Kent & Read Co., 124 Washington street.
Pitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 127 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Co., 1439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.
Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros., 224 Woodward ave.;
Saginaw—Morley Bros.

MINNESOTA.
Minneapolis—Thomas C. Hough, 714 Hennepin ave.
St. Paul—J. Ivers & Bro., 41-43 West 4th street.
Thomas C. Hough, 320 Wabasha street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.
Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. P. Schmeltzer & Sons Arms Co., 310 Delaware street.
St. Louis—Conroy Co., 1107 Olive street.
D. S. Houck Piano Co., 1118 Olive street.
Western Talking Machine Co., 923 Olive st.

NEBRASKA.
Lincoln—H. E. Sildes Cycle Co., 1117 O street.
Omaha—Nebraska Cycle Co., 14th and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

Continued on page 15.

NEW JERSEY.
Hoboken—Eclipse Phono. Co., 205 Washington st.
Newark—A. O. Pelz, New and Halsey streets.
Paterson—James K. O'Dea, 122 Ellison street.
Trenton—Groff Blank Book and Stationery Co., 39 E. State street.
*John Sykes, 103 N. Broad street.

NEW YORK.
Albany—Finch & Hahn, 49 State street.
Brooklyn—Chapman & Co., 1 Fulton and Duffield streets.
Edison Phonograph Co., 31 Union street.
Price Phonograph Co., 1048 Broadway.
Buffalo—P. A. Powers, 843 Main street.
Elmira—Elmira Arms Co., 142 Main street.
Gloversville—American Phono. Co., 29 W. Fulton st.
Kingston—Forsyth Bros., 323 Fair street.
New York City—Bristol Phono. Co., 11 W. 42d street.
Blackman Talking Machine Co., 97 Chambers street.
F. Blackman & Son, 1231 2d avenue.
Davega, Jr., 801 Third avenue.
S. D. Davega, 32 E. 125th street.
Douglas Phono. Co., 26 Chambers st.
H. K. Gordon, 1780 Fifth avenue.
Harry Jackson, 129 Bowery.
Kent Music Box Co., 29 Union Square.
Victor H. Rapke, 1061 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1251 First avenue.
Dawego—Frank S. Bonney, 32 Bridge street.
Poughkeepsie—Price Phonograph Co., 293 Main st.
Rochester—A. J. Dettinger, 98 North street.
Gennett, Henry, 16 State street.
Hine & Miller, 63 State street.
Talking Machine Co., 32 Main st., E.
Schenectady—Finch & Hahn, 426 State street.
Perry & Rickard & Co., 253 State street.
Syracuse—W. O. Andrews, 228 E. Fayette street.
Troy—Finch & Hahn, 251 River street.
Utica—Clark-Horrocks Co., 14 Genesee street.
Arthur F. Ferriss, 82 Washington street.
Utica Phonograph Co., 55 Columbia street.
Utica Cycle Co., 31 Columbia street.

OHIO.
Canton—Klein & McEelman Co., 216 N. Market street.
Cincinnati—Rees & Co., 25 W. 4th st.
Rudolph Wurlitzer Co., 120-22 W. 4th st.
Cleveland—The Cleveland Talking Machine Co., 1367 Tuttle ave.
Columbus—Perry B. Whitsit Co., 1 Main street.
Dayton—Niehaus & Dohse, 32 E. 4th street.
East Liverpool—South & Phillips Co.
Newark—Iliover-Ball Co., Inc.
Toledo—Hayes Music Co., 606 Cherry street.

PENNSYLVANIA.
Allegheny—Henry Braun, 426 Federal street.
Allentown—H. C. Aschbach, 139 Hamilton street.
Harrisburg—Miller, Metzler & Co., 15 Market ss.
Hazleton—H. L. Hunsicker, 11 N. Market ss.
New Castle—DeForrest & Son.
Philadelphia—C. J. Heppe & Son, 1115 Chestnut street.
Lit Bros., Market and 6th streets.
Penn Phonograph Co., 1518 Chestnut st.
John Wanamaker, 13th and Market sts.
Rudolph Wurlitzer Co., 12 N. 9th street.
Western Talking Mach. Co., 46 S. 9th st.
H. A. Weymann & Son, 925 Market st.
Pittsburg—Theo. P. Beutel Co., Inc., 630 Liberty street.
Kaufmann Bros., Fifth avenue.
C. C. Mellor Co., 937 Penn avenue.
C. C. Mellor Co., 965 Fifth avenue.
Pittsburg Phono. Co., 932 Liberty street.
Reading—Reading Phonograph Co., 824 Penn street.
Scranton—Ackerman & Co., 130 Wyoming avenue.
Thomas & Co.
*Sharon—W. C. DeForrest & Son.

RHODE ISLAND.
*Pawtucket—Pawtucket Furniture Co., 76 N. Main St.
Providence—H. Dean Co., 76-80 Westminster street.
C. A. Heller & Co., 99 Point street.
Household Furniture Co.
Samuels & Bro., 134 Weybosset street.
A. T. Scattergood & Co., 106 N. Main st.

TENNESSEE.
Knoxville—Knoxville Typewriter and Phonograph Co., 311 Gay street.
Memphis—D. S. Houck Piano Co., 359 Main street.
C. M. Atwood, Lyceum Building.
Nashville—Nashville Talking Mach. Co., 310 Church st.
Hagrudor & Co., 13 Arcade.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TEXAS.
Dallas—Southern Talking Machine Co., 317 Main st.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—H. M. Holloway Co., 612 Pannin street.

VIRGINIA.
Richmond—Magruder & Co., 709 E. Main st.

WISCONSIN.
Milwaukee—McGreal Bros., 172 3d street.

CANADA.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 211 Princess street.

*Added since May 1, 1905.

SUSPENDED LIST, JUNE 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

ILLINOIS.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.
South Bend—EUGENIE MARSH, 106 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street.

IOWA.
Burlington—JOHN P. WEISS, 121 Jefferson street.
Sioux City—HAFTENBNACH BROS. CO.

KANSAS.
Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.
Biddeford—W. H. FIELD.
Monmouth—G. H. STETSON.

MASSACHUSETTS.
Boston—T. SINGER, 60 Leverett street.
Lawrence—LORD & CO., 324 Essex street.
E. O. MOSHER, 226 Essex street.
Lynn—ELIAS DEYOUNG.
Malden—A. T. PULLEN.
Nantucket—ARTHUR N. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 30 Summit avenue.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. P. Maloney, Manager.

MICHIGAN.
Detroit—P. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMMENDORFER.
JAMES V. CALAHAN, 127 Genessee st.
VIENNEY BROS., 127 Genessee st.

MISSOURI.
Kansas City—THE WITTMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.
Hillsboro Bridge—E. N. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. CHALESTER & CO.

NEW JERSEY.
Atlantic City—SAMUEL D. WOLF, 29-31 Arkansas ave.
Bayonne—I. WIDDOR, 252 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—S. L. COWEN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.

*Added Since May 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

PHILADELPHIA—S. W. PRUCHT, or R. PRUCHT; also New York City.
ELSTON M. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 619 Spring street.

NEW YORK.
Albany—G. LINDE, 323 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Hobart—F. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 108 Wall street.
*AUTOMATIC EITHER CO., M. Cohen, Prop., 38 Second avenue.
BERK BEARWALD, 353 W. 125th st.
BRONX PHONO. CO. or DAVID SWITKY, 396 Willis ave.
CENTRAL PHONO. CO., 260 E. 42d street.
S. L. COKWIN; also Newark, N. J.
EAGLE PHONO. CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONO. CO., 2 W. 14th street.
S. W. PRUCHT, or R. PRUCHT, 1 Bartlay st., or 62 Cortlandt st.; also Plainfield, N. J.
O. HACKEL.
HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
HOLDHER BROS., 360, 411 and 491 West st.
N. HORN, 148 E. 58th street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 194 Broadway.
J. McELLYNNE, 102 Broadway.
RICHMOND PEASE, 42 W. 125th st.
F. M. PRESCOTT, 24 Broad st.
WINTHROP CYCLE CO., 1022 Seventh ave.
Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.

OHIO.
Cincinnati—I. L. ANDES.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—A. A. MADDUX.

PENNSYLVANIA.
Philadelphia—A. R. CASSIDY, 1985 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Manchester sts.; also New York City.
A. KROUSE, 820 Arch street.
PENN NOVELTY CO., 19 South 9th st.
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 603 Wylie ave.

RHODE ISLAND.
Providence—F. P. MOORE.

WISCONSIN.
Milwaukee—J. C. BLATZEK.



LANGUAGE STUDY AMUSEMENT

The Edison Trade are the only merchants allowed to sell I. C. S. Language Outfits. Send $2.00 for Agent's Demonstrating Outfit including sample moulded records in French, German, Spanish, and English, and instructions for representing "Double Service." *Write today!* Address:

LANGUAGE DEPARTMENT
INTERNATIONAL CORRESPONDENCE SCHOOLS
SCRANTON, PA.

FOR FOREIGN SALES, ADDRESS | Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, National Phonograph Co., Ltd., 25 Clerkenwell Road, London, E. C.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. III. ORANGE, N. J., JULY, 1905. No. 5.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

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NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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A BANNER JULY.

From all sides come reports of the biggest business in Edison Phonographs and Records ever known at this season of the year. The trade everywhere states that the demand for Edison goods has continued brisk, the advent of hot weather having nothing like its usual effect upon business. Dealers who usually set aside their Phonograph and Record trade in summer and devote their time to pushing goods of an out-door character, such as bicycles, sporting goods, etc., write that the demand for Phonographs and Records has been so constant they have not found it necessary or desirable to give so much attention to other lines. Orders received at our factory bear out these reports of Jobbers and Dealers. It would be idle to assert that orders are as heavy as in cooler weather, for they are not, but the falling off is nothing like that of past years, at the same season. The present volume would have been considered large business at the busiest period two years ago. The advance orders for July Records were ninety per cent. of the June orders, and the latter month has only been exceeded twice since the Phonograph was invented. The quality of the August list will do much to insure a heavy demand and the advance orders will probably equal those for July. Every selection on the list is good, and even if their patrons are away on vacations just now or will be later, no Dealer can afford to be without his usual stock of new Records. Just as soon as his people get back they will certainly want a lot of them.

It is a little early to place orders for fall goods, but it is not too early to think over the general situation and decide just how you intend pushing the business when cooler weather comes. It is just as well, too, to remember that those who place their fall orders early get better service than those who put it off later, when everybody wants goods.

THE ADVANCE LIST OF JULY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR AUGUST, 1905.

RECORDS listed below will be ready for shipment as near **August 1st** as possible, at which time Jobbers' stock orders, if **received prior to July 10th**, will be shipped. August Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9050 Oberon Overture (*Weber*) — Edison Concert Band

9051 Mariar (*Gumble*) *A Farmer's Serenade—Song with Orch. accom.* — Miss Clarice Vance

9052 The Rosary (*Nevin*) *Male Quintette, unaccompanied* — Knickerbocker Quintette

9053 Jim Bludsoe (*Hay*) — Edgar L. Davenport
Recitation of Secretary John Hay's descriptive poem.

9054 Dearie (*Kummer*) — Harry MacDonough
Sentimental song, with Orch. accom., from Frank Daniels' musical farce "Sergeant Brue."

9055 Take a Car (*Rose and Snyder*) *Comic male duet, Orch. accom.* — Collins and Harlan

9056 Bewitching Beauty—Caprice (*Herd*) — Edison Symphony Orchestra

9057 Who's There? (*Brown*) *Coon song, Orch. accom.* — Arthur Collins

9058 Saved by Grace (*Stebbins*) *Sacred male duet, Orch. accom.* — MacDonough and Biehling

9059 Cleopatra Finnegan (*Marcel*) *An Afro-Celtic Intermezzo* — Edison Military Band

9060 Keep a Little Cosey Corner in Your Heart for Me (*Morse*) *Sentimental song, Orch. accom.* — Miss Ada Jones

9061 Violette (*Mullen*) — Harlan and Stanley
Soldier song, male duet with Orch. accom., introducing Miss Daisy Boulais as "Violette."

9062 Peter Piper (*Henry*) *Xylophone solo, Orch. accom* — Albert Benzler

9063 My Irish Molly O (*Schwartz*) — Billy Murray
Song hit from Frank Daniels' musical farce "Sergeant Brue." Orch. accom.

9064 Louis and Lena at Luna Park — Ada Jones and Len Spencer
A Coney Island scene with all the incidental effects.

9065 Pearl of California (*Christie*) *Bell solo, Orch. accom.* — Albert Benzler

9066 Just Across the Bridge of Gold (*Von Tilzer*) — Byron G. Harlan
Descriptive song, Orch. accom.

9067 Every Dollar Carries Trouble of Its Own (*Leighton*) — Bob Roberts
Coon song, Orch. accom.

9068 Presentation March (*Doring*) — Edison Military Band

9069 In the Evening by the Moonlight (*Bland*) — Edison Male Quartette
Male Quartette, Orch. accom.

9070 Would You Care (*Harris*) — Irving Gillette
Chas. K. Harris' new love ballad, Orch. accom.

9071 Message of the Old Church Bell (*Leighton*) — Harry Anthony
Descriptive song, Orch. accom.

9072 Mississippi Minstrels — Minstrels
Introducing the End Men Billy Murray and Len Spencer and "There's a Light in the Window," with Orch. accom., sung by Harry MacDonough.

9073 Now What D'ye Think of That Medley — Edison Military Band
Introducing "Now What D'ye Think of That," "Samba and Dinah," "Good-bye Sweet Marie" and "Shame on You."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

SPECIAL ADVANCE LIST. EDISON GOLD MOULDED RECORDS. SWEDISH SELECTIONS.

THESE twenty-five Swedish selections will be ready for shipment about **July 15th.** All orders received prior to that date will be shipped at the one time. A limited edition of Supplements, Form No. 713, has been printed of these Records and will be supplied in small quantities to Jobbers ordering Swedish Records.

18828 Finska Rytteriets Marsch — Edison militär-musikkår

18829 Mandom mod — Arvid Asplund
Tenorsång med orkesterackompanjemang från Oras i Dalarne

18830 Här är gudagolt att vara (*Wennerberg*) — Asplund och Arveschoug
Tenor och baritonduett med orkesterackompanjemang.

18831 Fägelns visa (*Söderberg*) *Sopransång med orkesterackompanjemang* — Magda E. Dahl

18832 Sångaren på Vandring (*Neumann*) — Arvid Asplund
Tenorsång med orkesterackompanjemang

18833 Drick ur ditt glas (*Bellman*) *Tenorsång med orkesterackompanjemang* — Arvid Asplund

18834 Björneborgarnes Marsch — Edison militär-musikkår

18835 Se Movitz, hvi står du och gråter (*Bellman*) — Arvid Asplund
Tenorsång med orkesterackompanjemang

18836 Portervisan fran Martha (*Flotow*) — Albert Arveschoug
Baritonsång med orkesterackompanjemang

18837 Längtan (*Geuser*) *Tenorsång med orkesterackompanjemang* — Arvid Asplund

18838 Du är min ro (*Collan*) *Tenorsång med orkesterackompanjemang* — Arvid Asplund

18839 Rhenvinets lof (*Peters*) *Tenorsång med orkesterackompanjemang* — Arvid Asplund

18840 Polka öfver Svenska Folkmelodier — Edison militär-musikkår

18841 Fäfäng Önskan (*Collan*) *Tenorsång med orkesterackompanjemang* — Arvid Asplund

18842 Nattmarschen i St. Eriks grönd — Asplund och Arveschoug
Tenor och baritonduett med orkesterackompanjemang

18843 Soldatgossen (*Patsiuz*) *Tenorsång med orkesterackompanjemang* — Arvid Asplund

18844 Du gamla, du friska *Tenorsång med orkesterackompanjemang* — Arvid Asplund

18845 Truhadurens Dödssång (*Fogelberg*) — Arvid Asplund
Tenorsång med orkesterackompanjemang

18846 Svenska Kungssången (*Lindeé*) — Edison militär-musikkår

18847 Spinn Spinn *Tenorsång med orkesterackompanjemang* — Arvid Asplund

18848 Bland fjellen (*Heland*) *Baritonsång med orkesterackompanjemang* — Albert Arveschoug

18849 Som i ungdomens år (*Durand*) — Arvid Asplund
Tenorsång med orkesterackompanjemang

18850 Wermlands-Polska *Tenorsång med orkesterackompanjemang.* — Arvid Asplund

18851 Rose-Marie (*Collan*) *Tenorsång med orkesterackompanjemang* — Arvid Asplund

8641 Swedish Garde Marsch — Edison militär-musikkår

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

RETURN PROPOSITION TO BE WITHDRAWN JULY 5th, 1905.

The following letter has just been mailed to the entire trade in the United States:

NOTICE TO DEALERS.

New York, June 27, 1905.

We hereby notify you that on July 5th, 1905, the offer contained in our letter of May 25th, Form 702, relating to RETURNS OR EXCHANGE, CRACKED OR DEFECTIVE RECORDS will be withdrawn. After that date WE WILL NOT TAKE BACK, OR ACCEPT FOR CREDIT OR EXCHANGE, RECORDS OF ANY DESCRIPTION WHATEVER, unless it be such as are mechanically defective; and, they must not be returned until you have first written us advising the quantity to be returned, also the nature of the defects, and obtained our permission to return them.

Yours very truly,

C. H. WILSON,
Manager of Sales.

In explanation of this notice we would say that it has been found necessary because of the unwillingness of the trade to comply with the provisions laid down in our letter of May 25th for the control and regulation of the matter. A return proposition is always troublesome to handle satisfactorily, and without the co-operation of all parties it is impossible. We had hoped that the plan would be a material benefit to the trade and regret that circumstances make its repeal necessary.

RECORD SHIPPING MEMORANDUM.

With every shipment of Records now made from our factory is included a memorandum, showing what numbers and how many of each make up the shipment. The advantage of this plan is apparent to every consignee. If he keeps a list of Records on order with the factory he has but to check his shipping memorandum against this list to know just what Records are due him, should his order have been shipped short.

MEDIOCRITY NO LONGER SATISFIES.

One of the encouraging signs of the times is the popular demand for good entertainment. We use the term good comprehensively. The mediocrity that has sometimes prevailed no longer satisfies. Take for instance the rapid improvement that has been made in the Edison Phonograph. Instruments can now be had as low as ten or fifteen dollars that outclass for parlor or porch amusement anything known a few years ago for ten times the price. The Gold Moulded Records can now be procured for the astounding low price of 35c. each. They reproduce all the beauties of the voice or orchestra, for which opera houses charge prices almost forbidding, if you wish to hear the same pieces rendered by the artists themselves.—*National Magazine for July.*

25 SWEDISH RECORDS.

On page 3 of this issue are listed 25 Edison Gold Moulded Records of Swedish songs and Swedish instrumental music. There are 18 solos, 3 duets and 5 band selections. During the past two years we have had many requests from all parts of the country for a list of Swedish selections. Our Recording Department has been continually searching for artists of the right ability to make such a list of Records, and the opportunity came recently, when they secured Magda E. Dahl, soprano, Arvid Asplund, tenor, and Albert Arvesehoug, baritone, all Swedish singers of the first rank. The instrumental selections were made by the Edison Military Band, especial care being taken to play them in the characteristic Swedish style. All of the singers were accompanied by the Edison Symphony Orchestra. The trade may offer these Records to their Swedish patrons with the assurance that they are made by splendid talent and with the usual care of our Recording Department. Shipments of Jobbers' orders will be made about July 15th. Dealers having Swedish patrons should place advance orders with their Jobbers.

Jobbers will be supplied upon request with a limited number of special supplements of these Records, which will be shipped with the Records. The edition being printed is one-tenth the edition of regular supplements and Jobbers should order in about the same proportion.

ELECTROS OF MONTHLY LIST.

A number of Jobbers and Dealers asked us to get out electros of the monthly list of Edison Records as suggested by J. H. Lepper last month, and we have had a quantity made. One will be mailed to any Dealer upon receipt of thirty cents in stamps. Those having open accounts need not remit. These electros will be made each month as long as the trade desire them.

NO. 8274 ALSO CUT FROM CATALOGUE.

Through an oversight Record No. 8274, "L'Enfante March," banjo solo by Van Eps, was not included in the list of cut out selections issued February 17, 1905, Form No. 663. It has been dropped from all catalogues and the trade is asked to accept this paragraph as a notice of the fact.

While on your summer vacation, Mr. Dealer, make up your mind to stock up early for fall business.

TO AGAIN ASSURE THE TRADE.

The following letter and copy of the stay of injunction in the case of the New York Phonograph Co. against the National Phonograph Co. have just been mailed to the trade in the United States. They explain themselves.

THE LETTER.

Orange, N. J., June 9, 1905.

Dear Sir:—

We have had our attention called to a notice which the New York Phonograph Company has sent to Jobbers and Dealers in the State of New York in reference to the suit brought by them to enjoin this company from dealing in Phonographs and supplies in that State. The notice in question has also been disseminated by other companies claiming similar rights in other localities.

The order for the injunction referred to in said notice was stayed by an order of the court, as appears from the copy which follows. An appeal having been taken from the decision of the lower court, *the stay is continued and all other proceedings are suspended*, pending final disposition of the case by the Circuit Court of Appeals. If the Court of Appeals should finally hold that the New York Company is entitled to an accounting, that will be a matter for the National Company to settle, and Jobbers and Dealers throughout the State of New York and elsewhere cannot be held accountable to the New York Company, or any other parties claiming similar rights, for the obvious reason that damages cannot be exacted twice for the same cause of action. So far as concerns other companies outside the State of New York claiming similar rights, it is sufficient to say that no suit has progressed beyond the mere formality of filing the usual bill of complaint. In any event, we repeat the assurance which we have always cheerfully given, that we stand back of our Jobbers and Dealers to the fullest extent, and that we hold ourselves ready to defend, at our expense, any action which may be brought against them for violation of any patent, or similar rights, in connection with our goods, and to pay any damages which may be assessed therein, provided that in the event of such a suit, the matter be immediately turned over to us, to be handled by our own attorney.

Yours very truly,

NATIONAL PHONOGRAPH COMPANY,
W. E. GILMORE, *President.*

THE STAY.

In the Circuit Court of the United States for the Southern District of New York, held in the court room in the Post Office Building in the County of New York, on the second day of May, 1905.

Present: Honorable John R. Hazel,
U. S. Judge.

New York Phonograph Co., Complainant,
vs.
Thomas A. Edison, Edison Phonograph Company, Edison Phonograph Works, and the National Phonograph Company, Defendants.

Order Staying injunction.

A decree for an injunction in favor of the complainant, New York Phonograph Company, and against defendant, National Phonograph Company, in the above entitled suit in equity having been made and filed herewith, it is

Ordered, Adjudged and Decreed that the said injunction against the said defendant, National Phonograph Company, be and the same hereby is stayed till the first day of July, 1905; that if on or before the said first day of July, 1905, said defendant, National Phonograph Company, shall have perfected an appeal to the United States Circuit Court of Appeals for the Second Circuit, from said decree for an injunction and shall on or before that date have filed a bond in the office of the clerk of this court in an amount, and with surety approved by the complainant's counsel or fixed and approved by this court, *and bond to be conditioned upon the payment to complainant by defendant, National Phonograph Company, in case the said decree shall be affirmed by the said United States Circuit Court of Appeals of all profits which shall be made by or which accrue to said defendant*, National Phonograph Company, and of all damages which shall be sustained by complainant, New York Phonograph Company, by reason of this stay of the said injunction, then this stay is continued till the first day of the next term of said United States Circuit Court of Appeals; that if then said appeal is docketed and noticed for hearing by defendant, National Phonograph Company, as a preferred cause, this stay is continued till the hearing, decision and mandate of said United States Circuit Court of Appeals.

It is further ordered that the bond *hereinbefore referred to be in the amount of $20,000.*

JOHN R. HAZEL,
U. S. J.

BEGINS ITS SECOND YEAR.

With the July issue the *New Phonogram* begins its second year. Notwithstanding its diminutive size, its first year has been most successful. The edition of the first issue in July, 1904, was 90,000 copies. The edition has increased every month, 230,000 copies being printed for July, 1905. We believe that the *Phonogram* has been an important factor in the remarkable increase of the demand for Edison Phonographs and Records in the past year. Its three principal features—the descriptions of new Records, its "Questions and Answers" department and the pictures of the artists who make Edison Records—have caused it to be eagerly sought by the public. These features will be continued without change through at least another volume.

Dealers who have put in the entire list of Edison Records, (domestic selections) report that it has been a profitable move. It is worth the consideration of every enterprising Edison Dealer.

RECORDS MADE OVER UNDER NEW CONDITIONS.

The new edition of the catalogue of domestic selections will show that since the issuance of the April edition, Form No. 670, a considerable number of titles have been made over under new conditions. The old moulds of these selections were either worn out or were not up to the standard. The new moulds have been made in the most up-to-date manner by our Recording Department, and Records made from them will be found equal to any made for the Monthly Supplement. Some of the new moulds are already in use and after July 15th all orders for these numbers will be filled under the new conditions. The new Record Catalogue will show the changes but the attention of the public will not be specially called to them. This will give the trade time to dispose of the stock they have on hand. This announcement will only appear in the PHONOGRAPH MONTHLY. The trade will do well to carry an increased stock of these selections and point out to their customers that they are equal to those shown on the Monthly Supplement.

BAND SELECTIONS.

Made over by the Edison Military Band instead of the Edison Concert Band.

63 Russian Hymn.
91 Star Spangled Banner.
142 Sabbies in the Park March.
2323 Dare Devil March.
8054 Our Director March.
8117 Bismarck March.

BANJO SOLOS.

Made over by same talent and orchestra accompaniment.

2608 Darkey Tickle.
2610 By Capitan March.
2611 Edison Patrol.
2632 Dixieland.
2635 Yankee Doodle.
7955 Hey State Quickstep.
8143 Overture to William Tell.

Made over by Fay Epps instead of Brooks and with orchestra accompaniment.

2609 Darkies Dream.
2617 In Old Madrid.
2632 Stars and Stripes Forever March.

BUGLE CALLS.

Made over by John Hazel instead of A. L. Sweet.

8057 U. S. Cavalry Calls.
8134 Infantry Calls.

CLARINET SOLOS.

Made over by same talent but with orchestra accompaniment.

7253 Polonaise Brilliant.

CORNET SOLOS.

Made over by same talent but with orchestra accompaniment.

8262 Therese Polka.
8416 Sing, Smile, Slumber.
8486 National Fanfare.

FIELD MUSIC.

Made over by U. S. Marine F. and D. Corps instead of Sr. G. N. J. Field Music.

8058 Foehet Farewell.

PIANO SOLO.

Made over by Albert Benzler instead of Frank P. Banta.

8394 Violeta.

WHISTLING SOLOS.

Made over by same talent but with orchestra accompaniment.

2324 Bobolink.
2326 Anvil Chorus.
2330 Independentia March.
2597 Over the Waves Waltz.
2682 Who's Your Wife Song.
8612 American Flag March.

XYLOPHONE SOLOS.

Made over by Albert Benzler instead of J. P. Hopkins.

8027 Messenger Boy March.
8333 Turkish Patrol.

SONGS.

Made over under new conditions.

1523 Little Alabama Coon.
By Miss Ada Jones instead of Collins and with Orchestra accompaniment.
4909 Warrior Bold.
By Harrison instead of Hooley.
4914 Heart Bowed Down.
By Harrison instead of Hooley.
5710 Bedelia.
By Anthony instead of Campbell.
6948 Way to Kiss a Girl.
By Collins instead of Quinn, and with Orchestra accompaniment.
7001 All Hail the Power of Jesus' Name.
By Harrison instead of Fisher.
7007 In the Days of Old.
By Harrison instead of Fisher.
7014 What a Friend We Have in Jesus.
By Harrison instead of Fisher.
7118 Just as the Sun Went Down.
By Harrison instead of Fisher.
7163 Gypsy Love Song.
By Harrison instead of Hooley.
7307 School Days Reminds.
By Harrison instead of Hooley.
7484 Old Black Joe.
By Collins and Harlan instead of Collins.
7665 Nora: Recollections.
By Collins and Harlan instead of Collins.
7839 Bedelia.
By John H. Duffy instead of Myers.
7871 I'm Going Back to Old Virginia for You, Louise.
By Anthony instead of Stanley.
8010 The Bridge.
By John H. Duffy instead of Myers and with Orchestra accompaniment.
8014 Down Where the Blue Bells Grow.
By Miss Susanne Baker instead of Miss Roberts and with Orchestra accompaniment.
8118 In the Shade of the Old Apple Tree.
By Murray instead of Redmond and with Orchestra accompaniment.
8517 Down on the Farm.
By Anthony instead of Wallace and with
8680 In the Days of Old.
By Roberts instead of MacDonough.
Made over by same talent but with orchestra accompaniment.

1559 Where is My Wandering Boy To-Night.
4905 Laughing Coon.
4904 Laughing Song.
4903 Sunerkenat is Bully.
4930 Bonnie Dear is Your Mother.
4921 Alpine Specialty.
4922 Dutch Lumberjack.
4923 Original Rastercoon.
4924 Yankee Volunteer.
8156 I Get Married This Morning.
8165 Stay in Your Own Backyard.
8193 Please Let Me Sleep.
8270 Santa Claus Song.
8361 Then I'd Be Satisfied With Life.
8381 Beer That Made Milwaukee Famous.
8438 Sweet Rose.

TRIO.

Made over by the Edison Trio instead of the Metropolitan Mixed Trio.

8503 Praise Ye.

MALE QUARTETTES.

Made over by same talent but with orchestra accompaniment.

2222 I've Gwine Back to Dixie.
7351 Mandy Lee.

DUETS.

Made over by same talent but with orchestra accompaniment.

7382 While the Leaves Came Drifting Down.
7478 When the Sweet Magnolias Bloom.
7840 Baby's Dream.
7907 When Baby
8198 Face Thee Well, Molly Darling.
8202 Watching and Waiting.
8292 Tell Me.
8325 Enchanted Watch.
8328 When the Autumn Leaves Are Falling.
8388 Tell Me.
8468 There's a Mother Always Waiting You at Home, Sweet Home.
8473 Parody on Hiawatha.

Made over under new conditions.

8068 McManus and the Parrot.
By Collins and Harlan instead of Collins and Nanus, and with Orchestra accompaniment.

DUO-LOGUES.

Made over by Spencer and Hoh instead of Spencer and Girard.

8034 Playbreak at Stanley Farm.
8061 Bummer at the Hotel.
8077 Auction Sale of a Bird and Animal Store.

IRISH WITTICISMS.

Made over by John Kaiser instead of James H. White.

8069 Casey at the Telephone.
8075 Casey Taking the Census.
8103 Casey Courting His Girl.
8360 Casey and His Gang of Irish Laborers.

PRINTED MATTER.

In addition to the usual number of Record supplements for July we are sending every Jobber an equal quantity of a circular referring to the July list and intended for general distribution in channels not covered by the supplements. The edition of these circulars is 3 million, and we hope that by July 10th they will be in a million homes in the United States, silently asking their readers who own Phonographs to hear the July list and offering an argument to non-owners why they should join the vast army who find in the Phonographs their greatest source of entertainment. A copy of this circular has just been mailed to all Dealers. Jobbers are asked to distribute the supply sent them where they will do the most good, giving their Dealers a proper share. Getting out these circulars is something of an experiment, and if they prove the assistance to the trade that we anticipate a similar one will be printed for August.

The lithographed steel sign, showing the portrait of Mr. Edison, has been received by the trade with many expressions of pleasure and numerous complimentary letters have been written concerning it.

The July Record Bulletin appears with a new design at the head, printed in black and red. The words "Now Ready" are the most striking features of the head and are intended to notify the passerby that the Records for the month are on sale.

After many delays we can now definitely promise that the new numerical catalogue, Form 720, will be mailed to the trade within the next two weeks. This will include every Edison Record now catalogued to and including July and also including the complete Mexican list and the Swedish list printed in this issue. From it will be omitted all cut out selections. We may now explain that the principal reason for deferring the issuance of this catalogue was to get in it the entire Mexican list and the Swedish list, both of which have been in preparation for some time.

AMONG THE JOBBERS.

For the third time in three years the Price Phonograph Company, Brooklyn, has been obliged to move its Broadway store to larger quarters. The new store at 1260 Broadway, one door above the present store at 1258 Broadway, is fifty feet longer than the old store and will be the largest store of its kind in the city. There will be eight private Record testing rooms fitted up in the most luxurious manner with electric lights and fans, besides a large general testing room. Other improvements include a private office where the details of business may be transacted quietly; a large display and stock room where at least fifty machines and over 100 different styles of horns of every description are kept constantly on hand. In the wholesale department 50,000 Edison Gold Moulded Records will be kept. This is the sixth store the Price Company has fitted up and is the finest of the lot. Their other stores are at 5318 Third avenue; 600 Grand street, Brooklyn, and 203 Main street, Poughkeepsie, N. Y. Mr. Price recently sold his sporting goods store in Jamaica to the J. B. Cooper Phonograph Co.

The H. M. Holleman Co., Houston, Texas, has been succeeded by the Texas Phonograph Co.

E. F. Droop & Sons Co., Washington, D. C., has opened a branch jobbing agency at 109 North Charles street, Baltimore.

The Conroy Company, of St. Louis, Mo., has changed the style of its name to the Conroy Piano Co.

TALKING EDISON ALL THE TIME.

SELMA, N. C., June 3, 1905.

You can at all times rest assured that your product will be well pushed and your interest carefully guarded in my hands. I have tried them all; I am yet holding on to the Edison, and talking Edison all the time. What reason would I have not to do so? Again promising you my local support, and that I will thoroughly keep your goods before the public,

ROBERT E. SNIPES,

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR AUGUST, 1908.

A notable feature of the August list is the fact that it introduces some very clever talent to the many thousands of Phonograph owners. The statement that Miss Clarice Vance has been induced to sing some of her song hits for the Phonograph will delight all patrons of the leading vaudeville houses. Her first presentation is "Mariar," in which she has scored a great success. The Knickerbocker Quintette will be heard with great pleasure. Their singing of "The Rosary," in which they make their initial appearance, is delightful. Edgar L. Davenport, whose first Edison Record is given in the August list, is well known from Maine to California as a comedy actor of the first rank. His work in "The College Widow" during the past season will be recalled with pleasure by all who saw that jolly comedy. Much more might be said of the ability of all of this new Edison talent than we have space to give to it. For quality and variety the August list has never been excelled.

No. 9050, "Oberon Overture," by the Edison Concert Band, is a selection of the better class of music and a composition found on all first-class musical programmes. It was written by Weber. The Edison Concert Band has transferred the composition to our Record in an unusually fine manner.

No. 9051, "Mariar," by Miss Clarice Vance, introduces to the Phonograph public a new singer in the person of Miss Vance, who is one of the most widely known artistes in vaudeville. She is a top line feature in all vaudeville theatres, and is one of their most popular performers. Her work is always finished and never boisterous. While this Record is not as loud as many others, we feel sure that it will find many admirers. The Record shows Miss Vance in one of her big successes, and the song is given in her characteristic style. "Mariar" is a farmer's serenade. The music is by Moss Gumble and the words by Harry Williams. The Record is made with orchestra accompaniment.

No. 9052, "The Rosary," is made by the Knickerbocker Quintette, a new organization. This is its first Edison Record. It is probably the only time that a quintette Record has been made of Nevin's beautiful song "The Rosary." The Knickerbocker Quintette is known throughout the realm of vaudeville as the "Original Spook Minstrels." It is composed of: Parvin White, first tenor; Charles H. Bates, second tenor; G. de V. O'Hara, first baritone; Wallace C. White, second baritone; Leon Parmet, basso. The singing of this Quintette is quite different from the work of the ordinary groups of singers. It is of a character that will be found very pleasing. The music of "The Rosary" was written by Ethelbert Nevin, and the words by Robert Cameron Rogers.

No. 9053 "Jim Bludsoe" is by Edgar L. Davenport, another late addition to the talent making Edison Records. His first Record will show to the Phonograph public that he is a most valuable acquisition. "Jim Bludsoe" is a descriptive Mississippi poem written by the Hon. John Hay, Secretary of State. It is rendered by Mr. Davenport in a manner that shows he is a finished elocutionist. It has been many months since we put out a Record of this character, and we believe that the public will agree with us that we have been most fortunate in securing the service of Mr. Davenport to make it. Mr. Davenport is an actor of wide repute, having played leading parts in many plays during the past few years. His last appearance in the "legitimate" was in the "College Widow." During the summer season he is playing in vaudeville. He opened at the Empire Theatre, Boston, on May 29th, and has since been a prominent feature of the best vaudeville houses.

No. 9054, "Dearie," by Harry MacDonough, is one of the most popular numbers in Frank Daniels' musical farce, "Sergeant Brue," in which it is sung by Miss Sallie Fisher. It is a ballad of the sentimental order and is successfully sung by Mr. MacDonough with orchestra accompaniment. "Dearie" is the work of Clare Kummer.

No. 9055, "Take a Car," by Collins and Harlan, is a comic waltz song suitable to the summer season. It is sung in the usual clever manner of Messrs. Collins and Harlan, and introduces various characteristic effects which must be heard to be appreciated. This song was produced by Rose and Snyder. It is sung with orchestra accompaniment.

No. 9056, "Bewitching Beauty," by the Edison Symphony Orchestra, is a new composition by J. C. Heed. It is a light summery number, melodious, and with catchy light figures for all the instruments.

No. 9057, "Who's There," by Arthur Collins, is a new coon song by Smith and Brown, writers of "Shame on You." It tells a funny story and gives Mr. Collins a good opportunity for his particular line of work. The orchestra accompaniment adds to the attractiveness of the Record.

No. 9058, "Saved By Grace," by MacDonough and Biebling, is a Record of this well-known sacred hymn by George C. Stebbins and Fanny J. Crosby. It is given with excellent effect by these duettists. It is listed in response to many requests. Chimes are introduced into the interlude and the orchestra accompanies the Record throughout.

No. 9059, "Cleopatra Finnegan," by the Edison Military Band, was written by Neil Moret, composer of "Hiawatha" and other well-known selections, who styles his latest effort as "an Afro-Celtic Intermezzo." It is a sparkling number and with a vein of humor running through it. The oboe is very effective in the beginning.

No. 9060, "Keep a Little Cosey Corner in Your Heart for Me," by Miss Ada Jones, is a sentimental song by Theodore Morse and Jack Drislane. A pretty melody and story by these writers of numerous songs that have hit the popular fancy. Miss Jones, always interesting and entertaining, gives an especially fine version of the song, assisted by the orchestra.

No. 9061, "Violette," by Harlan and Stanley, is a new soldier march song that has made rapid progress in public favor during the past three months. It introduces Miss Daisy Donlin as "Violette," something new and novel in this style of selection and adding much to the effectiveness of the story, which Messrs. Harlan and Stanley tell in their usual interesting manner. This song is written by J. B. Mullen and Dolly Jardon.

No. 9062, "Peter Piper," is a xylophone solo by Albert Benzler, with orchestra accompaniment. It is one of Mr. Benzler's best efforts. Xylophone solos are always popular and "Peter Piper" is an excellent addition to those listed in our catalogue. The music is by S. R. Henry.

No. 9063, "My Irish Molly O," by Billy Murray, is another popular hit from Frank Daniels' musical farce, "Sergeant Brue." It is Murray's voice is well fitted to this character of song and he renders it in good style. Jean Schwartz and William Jerome are the writers of this composition.

No. 9064, "Louis and Lena at Luna Park," by Ada Jones and Len Spencer, is a talking and singing duet which will equal if it does not exceed the popularity achieved by "Heinie," made by the same artists. It has all the attractive catchiness of "Heinie" and besides has descriptive effects of its own. As its title indicates, the scene is laid at Luna Park, Coney Island. Miss Jones and Mr. Spencer are excellent in this bit of acting and singing. Miss Jones sings "Meet Me Down at Luna Park," and Mr. Spencer joins in the chorus. The singers are accompanied by the orchestra.

No. 9065, "Pearl of California" is a bells solo by Albert Benzler, with orchestra accompaniment. The music is written in song and dance tempo, the same as the most popular of Mr. Benzler's bells solos, and the Record is made with orchestra accompaniment. The composer is Edwin Ortelle.

No. 9066, "Just Across the Bridge of Gold," by Byron G. Harlan, is a ballad that has rapidly risen into popularity, and for which we have had a big demand. The writers, Harry Von Tilzer and Andrew Sterling, are identified with many successes in this and past seasons. Mr. Harlan gives the pathetic story, with its appealing musical setting, in a manner to win favor at once. He is accompanied by the orchestra.

No. 9067, "Every Dollar Carries Troubles of Its Own," is by Bob Roberts, and as usual, Mr. Roberts makes a lot of this coon selection, which tells a comic story. It is topical in a way, referring to a number of well-known people, on topics familiar to the public. Those familiar with Mr. Roberts' Records will realize how cleverly he can sing one with the above title. The orchestra accompanies the singer. Leighton and Leighton wrote the words and the music.

No. 9068, "Presentation March," by the Edison Military Band, is a first-class march with good swing and melody. Its composer is E. Doring.

No. 9069, "In the Evening by the Moonlight," by Edison Male Quartette, is a popular standard old number, much called for, and one that is always heard with pleasure. It is splendidly sung by the Edison Male Quartette. The words and music of this song were written by James Bland.

No. 9070, "Would You Care?" by Irving Gillette, is Charles K. Harris's latest love ballad, and one that will probably be one of his biggest successes. It has already achieved a wide popularity and will be much sung in the coming fall and winter. Mr. Gillette makes the Record in his usual fine manner and is accompanied by the orchestra.

No. 9071, "Message of the Old Church Bell," by Harry Anthony, is a beautiful descriptive song rendered in Mr. Anthony's best vein; one that will be attractive for a long time to come. It is made with orchestra accompaniment. The music of the song was written by Manuel Romain and the words by Leighton and Leighton.

No. 9072, "Mississippi Minstrels," by the Edison Minstrels, introduces the end men, Billy Murray and Len Spencer, and a descriptive song by Harry MacDonough, "There is a Light in the Window," with quartette chorus and orchestra accompaniment.

No. 9073, "Now What D'ye Think of That Medley," by the Edison Military Band, includes four recent popular songs as follows: "Now What D'ye Think of That," (our Record No. 9046); "Samba and Dinah" (our Record No. 9013); Good Bye, Sweet Marie" (our Record No. 9034); "Shame on You" (our Record No. 9033).

JULY RECORDS.

We wish to compliment you on the July Records. They are fine, and each month seems to be better and better.—*J. G. Piper, Manager for Magruder & Co., Nashville, Tenn.*

While we are only one of the small "fish", still we have ordered about twice as many as we generally do from the advanced samples, and if the National Phonograph Co. would list 24 Records every month like these samples, it would not be necessary for them to do any advertising at all. I can say right here that I have been in the Phonograph business for ten years but never before did I bear an assortment of 24 Records that could compare with those listed for the coming month.—*Thomas Clancy, Manager Phonograph Department of the Conroy Piano Co., St. Louis.*

WON OVER ALL COMPETITORS.

PORTLAND, ORE., June 6, 1905.

It gives me pleasure to write to you concerning a competition deal that I have just closed which goes to show that merit will always win out. The members of the line new firehouse, of whom there are eighteen, decided they wanted a Phonograph, and so sent on a committee to make the rounds. They happened to call upon me first and last Friday evening I proceeded over there with a fine Edison outfit. I gave them a real enjoyable entertainment, in the meantime acquainting them with the many superior qualities and talking points positively not to be found in any other talking machine. However, after the whole affair was over they were undecided, as a few thought they might prefer something else. I did not want to take my instrument away so told them I would leave it there and for them to give it a thorough test.

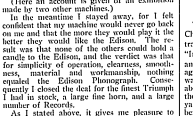
(Here an account is given of an exhibition made by two other machines.)

In the meantime I stayed away, for I felt confident that my machine would never go back on me and that the more they would play it the better they would like the Edison. The result was that none of the others could hold a candle to the Edison, and the verdict was that for simplicity of operation, clearness, smoothness, masterful and workmanship, nothing equaled the Edison Phonograph. Consequently I closed the deal for the finest Triumph I had in stock, a large fine horn, and a large number of Records.

As I stated above, it gives me pleasure to write to you concerning this deal, for it shows that it is an indisputable fact that there is positively nothing that can equal an Edison Phonograph when each kind of a machine is put to a severe test before the others. From the fact that there were eighteen purchasing the outfit and the opinion was virtually unanimous concerning the Edison is itself conclusive evidence that the Edison has no equal.

E. B. HYATT,
Portland Phonograph Agency.

KAISER'S TRANSPARENT SIGNS.



The above is a representation of an attractive illustrated transparent sign now being gotten out for trade use by L. Kaiser, of 32 East 14th street, New York City. Its wording tells its purpose. The signs are sold in sets of twelve—one for each month—for $1.20, carriage prepaid. Each sign is 15x25 inches in size and can be placed in position on glass doors or windows with small gum stickers. Being transparent, they can be read from either side, day or night. The first and last lines of the signs have white letters, the second and fourth lines are red and the middle line is gold color.

MR. COLLINS IS NOT A NEGRO.

Possibly because of his great success in singing coon and rag-time songs for the Edison Phonograph some people seem to have gained the impression that Arthur Collins is a colored man. Such an impression is naturally amusing to Mr. Collins. It is complimentary, however, to imitate the colored race so closely as to be mistaken for the real article.

WHO DID IT?

"We had a lot of fun on a train going to Chicago from Minneapolis last week," said a traveling man at the Coates House yesterday. "In the Pullman were a vaudeville performer and his wife and they had with them a Phonograph. When they retired the Phonograph was played in the upper berth. Next morning about 6.30 o'clock I heard a Phonograph, I thought. It sounded like one of those barn-yard selections. I stuck my head out of the berth and could see no one. Presently I heard the porter come down the aisle and stop at the berth of the vaudeville performer. "Who's running that Phonograph of mine?" asked the actor sharply, "they ain't nobody dat Ah knows of, sah," replied the porter. "Well, I heard it," said the actor. Then he got out of bed and looked into the upper berth. The Phonograph was there. The news that there was someone on the car who could imitate a Phonograph spread when all the berths were closed up, but no one acknowledged that it was he. As I left the car, however, I heard the Phonograph again, and, turning, discovered that the noise was coming from an old gray-haired Methodist minister who had the berth across from the actor and his wife. Now, who would have thought it?"

A SUGGESTION.

HOUSTON, TEXAS, June 3, 1905.

We tried demonstrating in a store 25x40 feet, wood floor and ceiling, but brick walls. During our entire stay therein we were unable to get satisfactory results, the density of walls evidently deadening the sounds, hence deteriorating musical quality. We have recently moved into a store T shape, with entrance on two streets, covering three times the space, yet the Phonograph sounds excellent, the acoustic properties being superb. The new store has a stone floor, but plank ceiling and walls. If other dealers are having bad results in demonstrating, they should investigate their locations.

H. M. HOLLEMAN CO.

SOLD WITHOUT TRYING.

As illustrating the ease with which a Edison Phonograph may be sold, one of our salesmen, who has just returned from the South, relates an interesting incident of his recent trip. He was exhibiting a "Standard" machine with a large-sized horn, in the store of a merchant in one of the Southern towns for the purpose of inducing the merchant to become a Dealer in Edison goods. While he was playing the Phonograph, a darkey strolled into the store, attracted by the music, and silently listened while the demonstration was being made. In a quiet moment, he broke in "That's pretty good, Boss, how much is that machine worth?" He was told that the price of the outfit was $25. He immediately left the store and in a short time returned. Handing $25 to our salesman he said, "I'll take that machine, Boss." He was told that that particular machine was not for sale, but that one like it would be furnished him in a week. Upon the merchant agreeing to put in the line, the darkey's money was turned over to him to make delivery when his stock was received. The ability of the Phonograph to sell itself to an apparently poor negro had much to do with inducing the merchant to become a Dealer.

EXPORT BUSINESS.

Big developments may be looked for this year in the export demand for Phonographs, according to the manager of the Export Department of the National Phonograph Co., New York. "Until a year ago," he said, "we paid little attention to export possibilities, as our home demand was about all we could attend to. Nevertheless we received quite a few orders from abroad through export commission houses and from our general advertising. During the past year we have sent agents to various foreign countries to introduce our machines, and their success has been wonderful. We are going ahead on the plan of giving our foreign customers just what they want and have introduced 'local color' where possible by having Records made by foreign bands and singers right in the countries where we expect to sell the Records. We have sold thousands of machines in Mexico and Cuba and have an agent out now who is making a grand tour of South America. The Spanish speaking people in those countries are great lovers of music, consequently we sell more band Records and such than any other kind. We now have orchestras and singers in all parts of the world turning our Records so that we are prepared to handle any foreign demand that may arise. We expect this year's foreign business to be three or four times greater than that of last year, which in turn was more than twice as great as that of the year before."—*Talking Machine World.*

A GOOD LETTER.

The following is an excellent form letter used by an Edison Dealer in the West:

We are informed that you are interested in the Phonograph matter. So is every family. In no other way can you so easily and successfully entertain your friends, family and your neighbors as with an Edison outfit. A wonderful variety is possible: band marches, songs, whistlers, orchestra pieces, banjo, mandolin, bagpipe, bells, xylophone, bugles, chimes, clarinet, cornet, trombone, violins, flute, piano, piccolo, violin, zither, singing, talking, whistling, etc. One can never become weary of such a change of programs. You can have whatever you want whenever you want it. We have not yet seen the person who became tired of an Edison outfit. Once in your home you, would never be without it. Even the youngest child can operate it. It is a great educator of mould in the home. Every one who hears the late improved Phonographs pronounces it perfect in tone and reproduction, as well as mechanically. Every person expects to own an outfit sooner or later. Here is where we come in with our liberal proposition whereby you can own a machine at once for a very little.

We are doing the talking machine business of this part of the State. There is a reason for this. We carry the goods in stock all the time—the machines, the Records, the horns, the stands, the carrying cases, etc. The Phonographs run in price from $10 to $50, according to the style you choose. The $30 type is one of the most popular. Records are 35 cents each, cash. Horns run from $1 up to $5 is the popular sizes for home use.

TERMS—To any responsible adult person we will sell a machine at $1 per week without interest until paid in full. We also permit reliable parties to take an outfit out on a week's trial free of charge. We pay all freight charges on machines, also on Records when bought in quantities of 12 at a dozen at a time. We allow a customer when he first purchases a machine to select an assortment of Records from with him from us to make his selections among the people directly interested with the distinct advantage of hearing them on your own machine. Such assortments may be taken out for a week or two until your first choices have been made. After that there is absolutely no exchange permissible, nor do we allow Records to be taken out on approval, nor under no circumstances will we issue Records for any occasion. We do not rent outfits for any consideration; it is cheaper for you to buy than to rent. The Edison Records are made only in the Phonograph, but not to the Records, horns, stands and other accessories. Before any purchase is asked to sign a chattel lease showing that you are the owners of the machine until paid for in full by yourself. This is required of us by the terms of our agreement with the factory. No Records are given with the machine. For the small 12-inch fees that comes with the machine we allow you $1 in exchange for a Record, which you may select. Defective Records are returned, but one at a time. There is positively no discount permitted on Records. Please do not mention all these little matters, because we can answers to questions that are asked us every day. We are glad to answer any queries. Correspondence is earnestly solicited and will be fully and promptly attended to by the proprietor personally.

Wherever possible we like to have the intending purchaser call at the store. It will pay you well here for himself the best there is in the world of entertaining your wife and children along if you are fortunate enough to possess any. If not, bring your friends with you. Come anyway; whether you are in the market for an outfit just at present or not. You will enjoy the concerts just the same. Again we invite you to call and favor the perfect talking machines. You will be convinced that there is but one good machine—the Edison.

It pays to make up a list of Phonograph owners and mail them a Record supplement each month.

THE SUCCESS OF THE O. K. HOUCK PIANO CO.

In May a large music house in a Western city wrote to the O. K. Houck Piano Co., at Memphis, Tenn., asking their advice in the matter of jobbing Edison goods. The letter of inquiry and the reply of the O K. Houck Piano Co. are printed in full, with the cordial consent of the latter.

THE INQUIRY.

We are thinking of becoming a jobber of Edison Phonographs and Records. Have you increased your business since you took on the line, and from your experience would you advise us to take it up?

THE REPLY.

Gentlemen:—Answering your letter of the 9th inst., would state that a little over a year ago we put in a Dealer's stock of Edison Phonographs.

Our first order was very small, and if we remember aright, it did not come to over $600. We had at that time no idea of the possibilities of the business and put in the small line mentioned purely as an experiment. Upon getting our stock arranged we inserted a small advertisement in the papers acquainting the public with the fact that we had put in a stock of the Edison goods and invited them to visit our store and hear new Records, etc. We also made a small display of the goods in one of our front windows. We were simply astonished at the way the goods sold and immediately telegraphed for more machines and sent mail orders for additional Records.

We soon began to appreciate the possibilities of the business if worked on a large scale, so our next move was to build an exclusive talking machine room with special fixtures for the accommodation of Edison Records. We put a young man in charge of the Record stock, his business being to do nothing but try over Records for either intending purchasers or patrons of our house. Up to this time we had been handling the goods only as dealers, but the demand for the Edison goods had then increased to such a point that we felt justified in becoming Jobbers in the goods, and some six months ago we took on the jobbing agency.

Our business in the Edison product has gradually grown to such proportions that a little over a month ago we leased a store at No. 160 South Second street, about two blocks from our Main street establishment, for the exclusive purpose of selling talking machines at wholesale. This wholesale department will be run entirely separate from our retail department. It will have its own office force, will find all wholesale orders and handle its own correspondence independently of our Main street house. This is what we have done in Memphis alone.

Last December we moved into our new St. Louis house, having five floors and a basement. We have devoted the entire third floor and most of the basement there to our talking machine business and carry a very large stock of the Edison product. Our St. Louis business in this line has exceeded our most sanguine expectation.

At our Little Rock house we have a large portion of one floor devoted to our talking machine department. Our Edison business at this point is proving very satisfactory.

We opened our Nashville house on March 6th last, and carry there a complete line of the Edison goods. Although the Nashville department has been running only a trifle over two months, still our talking machine business there has already reached a figure that we would have deemed satisfactory if the business had been established a year.

We have gone into this matter at considerable length and in detail because it is a part of our business over which we are all particularly enthusiastic.

We believe that there is a great future for the talking machine business and the possibilities appear to us as practically unlimited.

We would advise you most strongly to take on the jobbing agency for the Edison line, as you cannot make a mistake in doing so.

We cannot think of anything else that would interest you particularly, unless that it might be to emphasize the necessity of specializing this branch of your business. It is absolutely essential that you conduct it as a separate and distinct department, that the business be watched closely, that you see that sufficient quantities of the popular Records are always on hand, also that your advance orders for Records are large enough to supply the demands of your business.

Our experience has been that when first going into the talking machine business there is a disposition to order too sparingly of Records. While, of course, good judgment should be used not to overstock yourself, still we believe that we would rather err on the side of too much stock than not to have enough to meet the demands of our customers.

We trust that the information given will encourage you to take on the Edison line, and are confident that if you will go at it in the right way you will never regret making the move.

If we can give you any further information on the subject do not hesitate to call on us.

O. K. Houck Piano Co.

THE CONSENT.

National Phonograph Co. June 8, 1905.

Gentlemen:—Replying to your favor of 31st ult., beg to state that you have our cordial permission to make any use you desire of our recent letter to the ——— Co. We have no objection whatever to your using our firm name in connection with it.

In writing the ——— Co. we stated only facts, and as we ourselves are enthusiastic

over the commercial possibilities of the Edison machines and Records, we shall never fail to endeavor to impress our views on other dealers throughout the United States whenever the opportunity presents itself.

If our letter to the ——— Co. in any way influences them to take up the line, we shall consider that we have done them the favor rather than yourselves. We are not unmindful of the many courtesies shown us by your esteemed firm, and feel that the very least we can do is to say a good word for the Edison product whenever possible.

While our firm is young in the talking machine business, still we are greatly encouraged as to the future of same and intend to devote a goodly part of our energies in this direction.

We also take this opportunity of expressing our appreciation of the splendid protection you give to legitimate Dealers against price cutting.

We have already gotten far enough into the Phonograph business to see that the absolute one price system is the great safeguard of the business, and that without it the Jobbers' and Dealers' legitimate profits would be entirely dissipated, and besides, the pleasure of handling a business of this character would be greatly marred.

O. K. Houck Piano Co.

NEW ELECTROTYPES FOR TRADE USE



No. 482. 18c.



No. 484. (Half Tone.) 26c.



No. 483. 23c.



No. 485. (Half Tone.) 33c.

Nos. 484 and 485 cannot be used in ordinary newspapers.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 113 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 166-168 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 6th-16th street.

CONNECTICUT.

Middletown—Caulkins & Post Co., 466-468 Main street.
New Haven—Pardee-Isenberger Co., 135 Crompact.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 49 Peachtree St.
Waycross—George T. Jacobus.

ILLINOIS.

Chicago—James I. Lyons, 71 Fifth avenue.
Siegel, Cooper & Co., 251 State street.
Talking Machine Co., 109 Madison street.
The Hub, 69 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 243 Wabash ave.
Peoria—Peoria Phonograph Co., 307 Bridge street.
Quincy—Quincy Phonograph Co., 808 Hampshire St.

INDIANA.

Indianapolis—Craig, Jay Co., 234 Massachusetts ave.
Talking Mch. Co., 37 E. Maryland street.
A. H. Wahl & Co., 119 S. Illinois street
Lafayette—A. B. Wahl & Co., 301 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 305 West Walnut street.
Fort Dodge—Smith Music House, 820 Central ave.

KENTUCKY.

Louisville—C. A. Key, 640 Fourth street.

LOUISIANA.

New Orleans—William Bailey, 1031 Frenchman street.
National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 307 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 28 Hanover street.
Eastern Talking Mach. Co., 219 Tremont st.
Iver Johnson Sptg. Goods Co., 165 Washington st.
C. H. Osgood Co., 344 Washington street.
Read & Read, 31 Washington St., 147 Hanover st.
Fitchburg—Iver Johnson Sptg. Goods Co., 249 Main st.
Lawrence—Rudolph Wurlitzer, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 206 Woodward ave.
Grinnell Bros., 219 Woodward ave.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 234 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 106-108 West 3d street.
Minnesota Phonograph Co., 106 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. P. Schmeiser & Sons Arms Co., 710 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1112 Olive street.
Western Talking Machine Co., 915 Olive st.

NEBRASKA.

Lincoln—H. E. Gibbons, Cycle Co., 1107 O street.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
Omaha Bicycle Co., 18th & Chicago sts.

Continued on page 15.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 101 Washington st.
Newark—A. Dodd, New and Halsey streets.
Paterson—James Heddon's Sons, 111 Market st.
Trenton—Hall Black Book and Stationery Co., 30 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 92 State street.
Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 361 Fulton street.
Price Phonograph Co., 1370 Broadway.
Buffalo—F. Loeffler, 1 Seneca street.
Elmira—Elmira Arms Co., 109 Main street.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 302 Wall street.
New York City—Bettini Phono. Co., 156 W. 23d street
Blackman Talking Mach. Co., 47 Chambers street.
J. F. Blackman & Son, 2132 3d avenue
Otto Bloem, New Amsterdam Theatre Building.
I. Davega, Jr., 89 Third avenue.
I. Davega, Jr., & Co., 14th street.
Douglas Phono. Co., 35 Chambers st.
H. B. Gerard, 124 Fifth avenue.
Harry Jackson, 259 Bowery.
Jones' Music Box Co., 29 Union Square.
Victor H. Kepler, 1061 Second avenue.
Edison Phonograph Co.
Edison Warehouse.
Alfred Weiss, 1431 First avenue.
Oswego—Frank E. Salisbury, 78 West street.
Poughkeepsie—Price Phonograph Co., 302 Main st.
Rochester—C. J. Heisinger & Co., 18 State st.
Talking Machine Co., 38 Franklin street.
Silas B. Miller, 62 State street.
Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 228 State street.
Jay A. Rickard & Co., 393 State street.
Syracuse—W. D. Andrews, 216 E. Fulford street.
Troy—Finch & Hahn, 253 River st.
Utica—Clark, Horrocks Co., 9 Genesee street.
Arthur F. Perrine, 82 Washington street.
William Scheirich, 47 Columbia street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 206 N. Market street.
Cincinnati—Lyon & Healy, 66, 68 and 70 E. 4th st.
Rudolph Wurlitzer Co., 120-122 W. 4th st.
Cleveland—The Cable Co., 6 Euclid and Huron sts.
Columbus—Phono. Co., 1268 High street.
Dayton—Nicholas & Dolson, 34 E. 4th street.
East Liverpool—Smith & Phillips Music Co.
Newark—Hoover-Null Co., Inc.
Toledo—Hayes Music Co., 602 Cherry street.

PENNSYLVANIA.

Allegheny—Harry Brown, 729 Ferry street.
Allentown—G. C. Aschbach, 136 Hamilton street.
Harrisburg—Edison Phono. Jobbing Agency, 1 Market Square.
Hummelstown—S. Hamburger, 10-14 N. Market st.
New Castle—W. C. DePorest & Son.
Philadelphia—L. B. Heppe & Son, 1125 Chestnut street
Lit Bros., Market and 11th street.
Penn Phonograph Co., 1518 Market st.
Talking Machine Co., 1216 Market st.
Wells Phonograph Co., 41 N. 9th street.
Western Talking Mach. Co., 41 S. 9th st.
H. A. Weymann & Son, 1211 Market st.
Pittsburg—Thos. F. Beckel Co., Inc., 631 Liberty street.
Kaufmann Bros., Fifth avenue.
C. C. Mellor Co., 537 Penn avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phono. Co., 937 Liberty street.
Reading—Reading Phonograph Co., 609 Penn street.
Scranton—Ackerman & Co., 130 Wyoming avenue.
Technical Supply Co.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 32 N. Main St.
Providence—J. Samuels & Bro., 199 Weybosset street.
A. D. Smith & Co., 109 Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 199 Weybosset street.
A. T. Scatergood & Co., 106 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 711 Gay street.
Memphis—O. K. Houck Piano Co., 82 Main street.
P. N. Atwood, Jewett Building.
Nashville—Nashville Talking Mach. Co., 316 Church st.
Stagruder & Co., 13 Arcade.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
Fort Worth—Cummings, Shepherd & Co., 300 Houston st.
Houston Texas Phono. Co., Capitol and Pannin Sts.

VIRGINIA.

Richmond—Stagruder & Co., 719 E. Main st.

WISCONSIN.

Milwaukee—McGreal Bros., 172-38 street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge st.
Winnipeg—R. S. Williams & Sons Co., Ltd., 221 Princess street.

*Added since June 1, 1905.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

SUSPENDED LIST, JULY 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

ILLINOIS.

Chicago—*H. E. Everett, 634 S. Halsted street.
*Ansley Heeis, 727 W. 69st street.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.

South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lobelt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 711 Jefferson street.
Sioux City—HARTMAN BROS. CO.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.

Biddeford—W. H. PIELD.
Monmouth—G. H. STETSON.

MASSACHUSETTS.

Boston—T. SINGER, 80 Leverett street.
Lawrence—LORD & CO., 314 Essex street.
E. O. OSGOOD, 420 Essex street.
Lynn—ELIAS DeYOUNG.
Malden—A. T. DEAN.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFE.
Somerville—E. J. WINCHESTER, 31 Summit avenue.
Woburn—OSBORN GILLETTE, or THE HOLTON JEWELRY CO., L. F. Holoney, Manager.

MICHIGAN.

Detroit—P. J. SCHWANKOVSKY.
Saginaw—GEO. W. SHENDORFER.
JAMES V. CALAHAN, 107 Genesee st.
TIERNEY BROS., 413 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DINSMORE.
Nashua—P. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 3034 Arkansas ave.
Bayonne—J. WIGDOR, 430 Avenue D.
Jersey City—W. L. HOPFMAN, 131 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—L. RUEWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.

Plainfield—S. W. PRUCHT, or R. PRUCHT; also New York City.
ELSTON N. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 629 Spring street.

NEW YORK.

Albany—G. LINDE, 232 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Hobart—F. H. HARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 106 Wall street.
AUTOMATIC SUPPLIER CO., M. Cohen, Prop., 58 Second avenue.
BERN BEARWALD, 139 W. 125th st.
BRONX PHONO. CO. or DAVID SWITKY, 906 Willis ave.
CENTRAL PHONO. CO., 169 E. 23d street.
K. L. CORWIN; also Newark, N. J.
EAGLE PHONO. CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONO. CO., 4 W. 125th street.
S. W. PRUCHT, or R. PRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 292 Bowery; also Philadelphia, Pa.
HOLOBER BROS., 930, 401 and 940 West st.
N. HORN, 145 E. 58th street.
W. L. ISAACS, 114 Fulton street.
S. LEMBURG & CO., 191 Broadway
J. McELLYNNE, 200 Broadway.
RICHMOND PHASE, 24 W. 125d st.
P. M. PRESCOTT, 41 Broad st.
WINTHROP CYCLE CO., 1212 Seventh ave.

Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.

OHIO.

Cincinnati—L. ANDEN.
Coshocton—JOHNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Ulrichsville—P. A. BAZURIE.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1283 Emerald street.
HAWTHORNE & SHEBLE, 603 Chestnut st., or Oxford and Mascher sts.; also New York City.
A. KRUSE, 80 Arch street.
PENN NOVELTY CO., 15 South 9th st.
Pleasantville—EBINARD BROS.
Pittsburg—A. LIPPARD, 619 Wylie ave.

RHODE ISLAND.

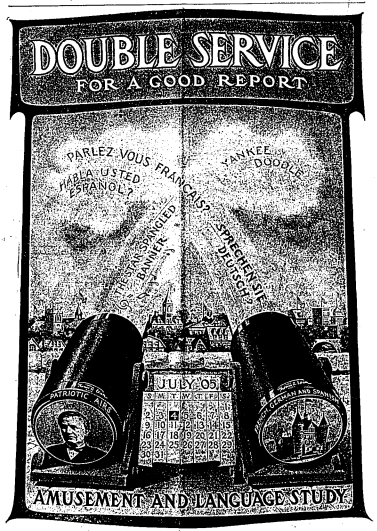
Providence—P. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZER.

*Added Since June 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.



Send Fifty Cents for the new I. C. S. Sample Language Record, containing extracts from lessons in French, German, Spanish, and English, *on one cylinder.* Delivered by express prepaid in the United States or Canada. Send today for sample record, prices, and literature. Address:

LANGUAGE DEPARTMENT
INTERNATIONAL CORRESPONDENCE SCHOOLS
SCRANTON, PA.

FOR FOREIGN SALES, ADDRESS | Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, National Phonograph Co., Ltd., 25 Clerkenwell Road, London, E. C.

EDISON
Phonograph Monthly

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THE NATIONAL PHONOGRAPH CO.

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NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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DON'T PUT IT OFF; DO IT NOW.

Every individual or firm that has been selling Edison Phonographs and Records for any length of time and in a progressive manner, must look back over the business done in the first half of this year with much satisfaction. If such individuals or firms have carried a proper stock of goods and given their sale the attention necessary to the success of any business, then they must feel that elation and gratification which comes from doing anything successfully. Dealers in Edison goods have had in the past six months the most prosperous period since the invention of the Phonograph. Most of the business came to them with little effort on their part. Those who advertised and hustled in other ways got a larger share than a majority of Dealers, but most of them bought and sold to meet the demands of the public. This demand was caused by the quality of Edison goods and the methods being employed by the National Phonograph Company to exploit them. These features of quality and effort have caused the usual dull midsummer season to be practically eliminated. No one is selling as many Phonographs and Records now as in the first four months of this year, but every Jobber and Dealer is doing a larger business at the present time than in any month of last year. This statement is borne out by the output of our factory and by the orders that are being received with remarkable steadiness and uniformity.

With the experience of the past few months before him, and with his knowledge of the present state of trade, every Jobber and Dealer should now be revolving in his mind this question, "What shall I do to get even a greater share of this 'easy-money' business in the months to come?" The question may be answered thus: Carry a proper stock and let the people know that you have it. Call to mind the business you lost in the past six

THE ADVANCE LIST OF SEPTEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR SEPTEMBER, 1905.

RECORDS listed below will be ready for shipment as near **September** 20th as possible, at which time Jobbers' stock orders, if **received prior to August 10th,** will be shipped. September Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9074 Pique Dame Overture (*Suppe*) *Introducing flute and clarinet duet* Edison Concert Band
9075 Down Where the Silv'ry Mohawk Flows (*Heinzman*) Harry Anthony
Descriptive song, Orch. accom.
9076 Making Eyes (*Von Tilzer*) *Male duet, Orch. accom.* Collins and Harlan
9077 Swiss Boy (*Benl*) Herbert L. Clarke and John Hazel
Cornet duet, air and variations, Orch. accom.
9078 Waltzing with the Girl You Love (*Evans and Shields*) Harry MacDonough
Waltz song, Orch. accom.
9079 Chimmie and Maggie at the Hippodrome Ada Jones and Len Spencer
Descriptive talking and singing selection with Orchestra incidental music.
9080 Melody in F (*Rubinstein*) *'Cello solo, Piano accom.* Hans Kronold
9081 Killarney (*Balfe*) *Irish ballad, Orch. accom.* Miss Marie Narelle
9082 Crucifix (*Faure*) *Tenor and baritone sacred duet, Orch. accom.* Anthony and Harrison
9083 Washington Greys March (*Grafulla*) Edison Military Band
9084 Nobody (*Williams*) *Coon song, Orch. accom.* Arthur Collins
9085 Just Plain Folks (*Stanchfil*) *Descriptive song, Orch. accom.* Ada Jones
9086 Waltz of the Swallows (*Valverde*) (*Vals de las Golondrinas*)
Edison Symphony Orchestra
9087 Lasca (*Desprez*) *Recitation.* Edgar L. Davenport
9088 Just Because I'm from Missouri (*Wenrich*) *Coon song, Orch. accom.* Bob Roberts
9089 Through Battle to Victory March (*c. Blon*) Edison Concert Band
9090 Two Little Girls Loved One Little Boy (*Mullen*) Byron G. Harlan
Descriptive song, Orch. accom.
9091 You Must Think I'm Santa Claus (*Silver*) *Coon song, Orch. accom.* Tascott
9092 The Adieu (*Nicolai*) Miss Narelle and Mr. Anthony
Soprano and tenor sentimental duet, Orch. accom.
9093 The Bells (*Mora*) *Bells solo, Orch. accom.* Albert Benzler
9094 Little Girl You'll Do (*Solman*) *Sentimental song, orch. accom.* Irving Gillette
9095 Give My Regards to Broadway (*Cohan*) Billy Murray
Song hit from "Little Johnny Jones." Orch. accom.
9096 Sing Me the Songs of Dixie Land (*Casey*) Edison Male Quartette
Descriptive quartette, Orch. accom.
9097 Keep a Little Cosey Corner in Your Heart for Me Medley Edison Military Band
Introducing "Keep a Little Cosey Corner in Your Heart for Me," "The Message of the Old Church Bell," "Would You Care" and "Violette."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

months because you did not have the stock, and make up your mind to guard against such losses by carrying a larger and more complete stock. If you have had trouble in handling your stock and have lost time when waiting upon customers because you could not find Records when you wanted them, spend a little extra time in planning a better way of carrying Records. If you don't know how, ask your Jobber for some assistance. If you have not been carrying the full line of Edison domestic selections, ask your Jobber about the success of the Dealers who have done so and follow their example. It is worth many dollars to an Edison Dealer to be able to announce to the public that he carries every Edison Record.

Don't wait till cool weather brings customers to your store. Get ready now. It is only August, of course, but by the time you make up your order, pass it along and get your goods, it will be from September 1st to 15th and the fall season will be at hand. Edison goods are going to be better advertised than ever before, and the demand will be proportionately greater. Then, too, there will be improvement in quality that will be a potent factor in inducing the public to fall in under the Edison banner. We know that the fall business in Edison goods will be the greatest in the history of the Phonograph, and those Dealers who do not early prepare for it will soon find that they have made a mistake.

NO DULL SUMMER.

The officials of the National Phonograph Co. looked forward to the advance orders for August Records with considerable interest. The July orders had shown no marked falling off with the advent of summer, but it was thought that August, with its discomforts and the absence of people on vacations, might tell a different story. Consequently, there was rejoicing when the August orders were footed up and the total found to equal those for July. It was then realized that the Phonograph business was not to have a dull summer season and that there was to be no break in the record of the year.

EDISON COMMERCIAL SYSTEM.

The Edison Commercial System for installing the Edison Business Phonograph was formally announced to the public on July 1st, 1905. The work of perfecting the Edison Business Phonograph has been in hand for the past three years. It was thought to be completed a year ago, but it was decided to give it a thorough and practical business trial before putting it on the market. One hundred machines were installed in the offices of a number of firms in New York city and vicinity, conducting various kinds of business, and a most complete trial was given them. These trials lasted nearly a year and the reports from each justified this company in announcing the formation of a special department, to be known as the Commercial Department, for the installation and sale of the Edison Business Phonographs.

The department is in charge of Nelson C. Durand as manager, and Charles L. Hibbard as general superintendent. Offices have been leased on the third floor of the Bank of the Metropolis building, 31 Union Square, New York, immediately under the general offices of the National Phonograph Company. This will be the headquarters of the selling force, and as fast as practicable branches will be established in other large cities. Believing that the success of the Business Phonograph depends upon the most careful installation and supervision, it has been decided not to sell machines through the trade in the same manner as the Phonograph used for amusement purposes. That many more could be sold in the first year, if sold through the trade, is not doubted, but Jobbers and Dealers could not afford the time and expense necessary to instruct them and look after their operation until their patrons had themselves become accustomed to them and needed no further assistance. We have decided, therefore, to handle the business in a manner that will ensure the certain success of the system, even though it may take a much longer time in which to get the same volume of business.

The Commercial Department has issued a special catalogue, in which appears the following announcement:

TO THE BUSINESS WORLD.

Mr. Edison's genius and his many successful inventions should warrant a careful investigation of the Edison Commercial System, which employs the Business Phonograph for commercial work.

The business man who gives his attention to the subject should carefully distinguish between the mere purchase of a Phonograph and the installation of the Edison Commercial System. Purchasing a "machine" is often, only a step in the direction of the installation of the Edison Commercial System, which is the responsible action of a company guided by the advice of commercial experts and backed by Mr. Edison's wide experience.

The Edison Commercial System makes it practicable and advisable to centralize the dictating machines in any office—a fact that alone should recommend it to managers as a genuine economy and an economy of space for dictating machines. Less apparatus, perhaps, but of still greater value, is the convenience to the "brains that direct." The Phonograph makes the department heads independent of office routine, and enables them to privately give greater concentration, conclusions

and freedom of thought to business correspondence.

The necessity for a separate department to install and maintain the Edison Commercial System has been impressed upon the undersigned company, operating under Mr. Edison's patents. To that end the "Commercial Department" has been established, which will be the only distributing business centers in this country and abroad to carry out its plans, for which the company will be fully responsible. All business, therefore, relating to this subject should be conducted with branch offices bearing the undersigned firm name, or direct with the main office at Orange, N. J.

This catalogue has been written simply and directly for business men, avoiding technical terms and descriptions. Its mission will be accomplished if the reader is prompted to ask for a practical demonstration of the system and our prices for installation.

A copy of this catalogue will be mailed upon request to any one interested. It will not, however, be furnished in quantities.

"JIM BLUDSO."

The death of Secretary John Hay lends a peculiar interest to the Edison Record in the August list of "Bludso," one of Mr. Hay's earliest literary efforts and one that has been widely published and read. Our Record is made by Edgar L. Davenport in a manner that brings out the full meaning of the poem. If Jobbers and Dealers call the attention of their patrons to these facts this Record will have a large sale.

PRINTED MATTER.

With their August Records we are sending to all Jobbers a quantity of another special circular bearing upon the August list, which we hope will prove of material assistance in aiding Jobbers and Dealers in quickly disposing of their first orders and compelling them to come back for a new stock of Records. Copies have been mailed to the entire trade. Dealers may get a supply of them from their Jobbers should the latter fail to include a quantity with their August Records. The quantity shipped to each Jobber is the same as his standing order for supplements. Additional quantities of July and August may still be supplied upon request.

A new Foreign Record Catalogue, Form No. 720, will be issued this month. Copies will be mailed in a few days and all orders now on hand will be filled with the new edition. This catalogue will contain every foreign selection for which we have moulds at Orange, including the recently-listed Hebrew and Swedish titles and the complete Mexican list.

Because of the disappointment expressed by many Phonograph owners at their inability to get copies of the first issue of the NEW PHONOGRAM, July, 1901, we have just reprinted a small edition of that issue and will mail copies at two cents each. Dealers having customers anxious to get copies should inform them of this fact. We cannot fill orders for quantities of this issue.

Copies of the new Record catalogue, domestic selections, are mailed herewith. It is Form No. 725 and includes all titles listed to July. This catalogue will be current until October 1st at least.

The new Numerical Catalogue of Records, Form No. 700, was mailed to the trade last month. It gives all titles listed to and including July, 1901, both domestic and foreign, and corresponds with the new Record catalogue, Form 725. By attaching a new supplement each month, Dealers may keep the catalogue up to date.

The steel lithographed sign showing a portrait of Mr. Edison, and sent out some weeks ago, was for trade use only. In order that the public might also have a photograph of Mr. Edison we have had one lithographed on card and have just mailed copies to the entire trade. Jobbers may place orders for a quantity, both for their own and their Dealers' use. This card bears no form number. It may be ordered as No. 746.

Our printer promises delivery of the first copies of a new Phonograph Catalogue, Form No. 740, in a few days, and in two weeks we shall be filling orders for machine catalogues out of this edition. This catalogue is practically a reprint of the present catalogue, but the illustrations of the machines will be treated in a different manner and it will have a colored cover.

AMONG THE JOBBERS.

The Conroy Piano Co., of St. Louis, Mo., have opened a branch store at Dallas, Texas.

The Hoover-Ball Co., Edison Jobbers at Newark, Ohio, have been succeeded by the Ball-Fintze Co. The capital stock has been increased to $100,000. This company has had a phenomenal success with Edison Phonographs and Records since they became Jobbers less than a year ago.

W. G. Walz & Co., of El Paso, Texas, became Edison Jobbers last month. They have been selling Edison goods for some time as Dealers and their success has warranted them in taking up this line as Jobbers. They intend making an aggressive campaign in that part of Texas and in the adjoining States.

James I. Lyons, of Chicago, has moved from 73 Fifth avenue to 194 Van Buren street.

CONVENIENT, ECONOMICAL AND INEXPENSIVE RECORD SHELVING.

One of the problems of the Dealer in Edison goods is to find a compact and economical method of carrying his stock of Records, and one, too, that will make an attractive display showing the value of his stock. The Dealer who has had no opportunity of seeing how others carry their stocks and who must depend upon his own ingenuity, is often puzzled to know just how to solve the problem. As a result, if he is busy, he puts them on ordinary shelves, losing an opportunity to make an attractive display and putting himself to much trouble all the time in endeavoring to find Records which are generally somewhere else.

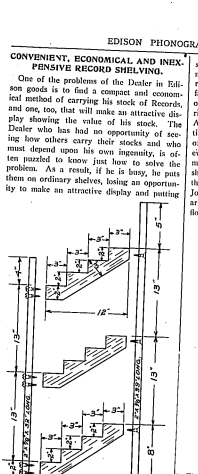

3"
3"
3"



Fig. 1. Shows front view of shelving, with 3-inch slat shelves and 2 inches rules from shelf face to surface. The front rows are 8 inches apart, as shown, giving space to lift out back row of Records.

to support the slat shelves at each end. This style is shown in Figs. 3 and 7. Figs. 1 and 2 show the dimensions for shelving with four

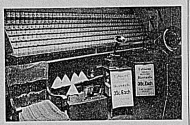


Fig. 4. Step shelving in store of J. B. Burling, Delphi, Ind. Capacity, 400 Records (50 in peg boxes in front and 350 arranged in 7 steps shelves).

steps and furnish details by which almost any Dealer will be able to put up a set of these shelves. These drawings show a raise of 2

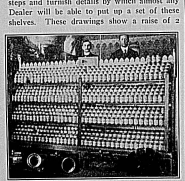


Fig. 5. Step shelving 3 feet 3 inches long in store of George E. Cook, Anderson, Ind. Capacity, 225 Records.

inches in the steps and a depth of 3 inches. Allowance of 13 inches is made between the front shelves, and the dimensions of material to be used are given.

When these shelves are built with open ends, it is necessary to have a wire stretched from front to rear upright so as to prevent the Records from falling off. (See D, Fig. 2.) Or a strip of wood may be nailed from front to rear upright to answer the same purpose. (See A, Fig. 2).



Fig. 6. Step shelving in store of Bisker Music Co., Lafayette, Ind. Capacity, 1,500 Records. Note how completely the empty spaces are, showing how easy it is to ascertain what numbers are out on hand, when stock is arranged numerically.

If the shelving is built away from the wall, it is also necessary to have wire stretched across the back or a strip (D) nailed to the back to keep the boxes from falling off. The uprights can be extended upwards to hold more sets of steps if desired. Steps can also be made with more shelf surfaces. (See Figs. 4 and 8.) Illustration No. 6 shows four-



Fig. 7. Step shelving in store of the Wabash Music Co., Ft. Wayne, Ind. (Capacity, 2,750 Edison Records (and always filled).

step shelving with the uprights six feet apart. A stretch of more than six feet for 3 inch shelves is prohibitive on account of sagging. An extra skeleton rack of steps is required for each additional six feet of shelving desired.

A section six feet long, with three tiers of



Fig. 8. Part of the Records removed to show construction of Record rack. 7 steps deep, 2 sections high, built in corner. Capacity, 588 Records. The two long glass side fronts are now raised as high as they will go.

shelving, each having four steps, will hold about 300 Records.

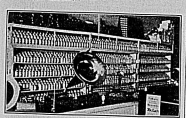


Fig. 9. Step shelving in Grinnell Bros.' branch store at Kalamazoo, Mich. Capacity, 2,000 Records. (They carry several hundred surplus also).

AN IMPORTANT CHANGE.

The following notice was on June 30 mailed to all Edison Jobbers:

TO ALL JOBBERS

Notice of change in Delivery Clause of Jobber's Agreement, Form No. 86, dated July 18th, 1901.

To take effect July 1st, 1905.

All shipments are made F. o. b. Orange, N. J., at purchaser's risk.

On shipments of one hundred pounds or more from Edison Factory, Orange, N. J., VIA ROUTE THAT SHALL CARRY LESS freight will be allowed to any city in the United States in which a Jobber is located. If routing is dictated by Jobber, any increase in charges caused thereby will have to be paid by the Jobber.

No allowance for freight charges will be made on receipt of paid freight bills.

Yours very truly,

W. E. GILMORE,

President.

June 30, 1905.

This is one of the most important announcements ever made by the National Phonograph Co., its effect upon the trade will be far-reaching. It means that every Jobber and Dealer in Edison goods, no matter where located in the United States, will pay the same price for Phonographs and Records and will be able to realize the same profit on them. It means that the East will have no advantage over the West. It means the removal of a cause of much dissatisfaction and trouble. It means the opening up of new territory, and it means, as a whole, a greater success for all making or selling Edison goods. The cost to us of this change will be heavy, but we believe that it will in the end be profitable.

THE EDISON ON TOP.

San Angelo, Texas, July 15, 1905.

Accept my thanks for the Phonograph Monthly, which I find very interesting and of service in keeping me posted. The pie-plate machine man has been here, but has not done anything, as the town has gone wild on Edison machines, because they are so much more clear, don't scratch, and have no needles to change with every record. When I heard this agent was in town, I invited him to bring in his machine and set it up along side of our Edison Standard, but he said, "No; your Edison is very fine and clear." He then said: "Won't you play for me that clarinet solo 'Nellie Grey'" I heard you play a few minutes ago, for it's a beauty, the finest thing I ever heard." Then turning to the audience he said: "That music is wonderful, and the man who invented that machine is the greatest man living to-day." To all of which I said amen. You would be surprised to see the interest manifested by the cowboys, teamsters, clerks, boys, merchants, stockmen and others when we give an Edison concert. It is certainly wonderful to notice the facial expressions, and the interest displayed. Why, a cowboy will climb up on the table, sit down on his heels, or cross his legs like a tailor, and gaze intently into the horn, while his associate cowboys gather on either side of the table in a continuous line and look into the horn for the singer. The Edison Phonograph is certainly on top out here, and every one sold helps to sell another.

S. L. S. Smith.

FOREIGN CUT OUTS.

Notice is hereby given to the trade that we have no moulds or masters of the following foreign selections, and orders for them cannot be filled. These numbers appear in the Foreign Catalogue, Form 720, to appear this month, but they will be cut out with the next edition:

1339	O Paradies Africans (Italian) ..... Sala
1280	Wacht am Rhein (German) ..... Wenck

In the June issue of the Phonograph Monthly we printed a list of selections dropped from the Foreign Record Catalogue. This list included No. 12933, "Bravo Dublin Fusiliers," by the British Military Band. We have since discovered that this should not have been cut out, for we still have moulds of the selection and it will be restored to the Foreign Catalogue when again printed.

EFFECTIVE WINDOW DISPLAY.

"The old axiom, that Goods well displayed are half sold,' was never so applicable as it is in the case of Edison Records and machines," writes W. J. Killen, a Dealer in Albany, N. Y., who carries the full line of Edison domestic and foreign Records. "For some time I have noticed people coming in my store and asking, 'Have you got German Records?' I hit upon a window display scheme which certainly is a perfect illustration of the Edison phrase 'Edison Records Echo All Over the World.'

"All that is necessary is about thirty-five cents worth of silk ribbon about a quarter of an inch wide, (you can buy it for about one and a half cents a yard) and a map of the world. Hang the map in the window about a yard above the window flooring and about a foot back from the glass front.

"If you have the stock, the window display will sell them, if you have any kind of a location. Take, for instance, the German Records. Locate Germany on the map and cut a slit in the map at this point just large enough to pass the ribbon through it. Then take a German Record, preferably "Der Watch Am Rhein," with the name marked on the Record. Lead the ribbon down from the map inside the Record. Then place in front of the Record a small card inscribed 'RECORD FROM GERMANY.' The Record, of course, must be placed so near the window front as possible, so passersby can read the name on the Record and see that it really is a German Record. With these foreign Records stretched along the front of the window and the ribbons leading down from the map, it makes a very pretty and effective display.

"In the center of the window may be placed a half-dozen Edison domestic Records with a card inscribed, 'A Bunch of American Beauties.' Have three ribbons lead from the United States on the map down into this group of American Records. The ribbons should be red, white and blue. Records for this group should be Nos. 4, 8818, 52, 5, 8971, 8135 and 8227.

"My most effective window display was an exhibit of the Edison gold moulding process. I showed a model of the Edison vacuum process and the electrotyping bath, together with a perfect copy of an Edison gold mould. As this exhibit was the result of considerable experimenting on my part I do not care to explain how all the details were worked out. However, anybody who will go into the matter and find out how to do it will certainly find that it will pay them for their trouble. I brought the people from miles to see that Edison gold mould, which I advertised as a free exhibit in my window.

"As a backing for the foreign Record display, described above, a pyramid built to hold on each step a specimen of each type of the Edison Phonograph makes the display doubly effective in that it sells them both machines and Records."

JUST THE THING FOR DANCING.

"We have organized a dancing club here called the Sorin Few, which has a private dance two nights a month," writes Will Barden, a Dealer at Edgertown, Wis. "We have the complete list of dance Records, made only by you, and the time we have is a topic talked of by the whole crowd, and all say it is the finest dance music they ever heard. Our hall is 40 x 80 feet, and the Phonograph is just the thing. We use a Home with a 56-inch horn. I have sold several machines and not a fault is found in any of them. Also lots of Records. You see by heading of letter I am in the photographic business also. Well, when we get a restless child we start the machine and every thing is smooth sailing. It also livens up the older people, and we get better expressions while the machine is going."

ABOUT PREMIUM MACHINES.

J. H. Lepper, an Edison Dealer at Mason City, Iowa, sends the following interesting letter concerning the manner in which he routed the company which gives away a cheap talking machine and sells records at fifty cents each:

My first advertisement sent the local manager to Chicago to try and beat me off. I got thunderstruck from his first letter. I wrote answer, but the bluff did not work and I kept selling "Edison" machines and Records. My dealer's ink and pencil were worked overtime, and I got no matter to all people who had Edison machines. As a consequence I sold several Edison standard outfits, taking in the premium machines at $10 a piece, so I soon showed such a low value on the premium machines that I could not be deceived further. I thought I could play a big card myself, and came to investigate my Edison Phonograph and Records. I also saw the scheme whereby I furnish those owners of the premium machines with Records at fifty cents each. I found that I could have it with several factories, sending them to all parts of the country in the section of the State where these machines are used. I have had the pleasure of a call this week from the manager of the concern in Chicago, and he says plump out to my own self that I am ruining their business in this State. He says they sell their goods from Maine to California but have never had as much trouble as I have caused them. He said he was having trouble with his local men in Chicago, and that I was the cause of it. Now worth it just on account of what I had done.

"This premium machine concern guaranteed the local man protection in his field, saying no one else could get the machines or records, but at the same time I have bought their customers' lists and have already changed their customers (who wished to buy) 50 cents each for records.

"The local man has thrown up the whole deal and Mr. Chicago man has been obliged to take his outfit and go, for none of the other local dealers will have anything to do with it.

"Now, gentlemen, I am sorry that this have premium machines in their town and want to get rid of them, I will give them full particulars if they will write me.

"I wish to say another word in behalf of the Edison Phonograph and Records. I have had a large number of buyers who have had a large sum to lay store and say they could buy a machine or a Record for less just as they pleased and I have never sold a single Record or machine at one cent less than list price. On one machine I have the largest profit on record to-day. I have the only machine on the market and the prices are cut all to pieces on them all over the country. The goods are quoted to me by prospective buyers at prices from wholesale prices up to list. I am thoroughly convinced that I can supply any dealer with any customer will trade at me. Owing to the lack of protection this concern has given me, I have lost $200 worth of business by having jobbers and others selling consumers at wholesale prices for single machines. From the other machines which I sell I realize from 10 to 15 per cent. Oh, by the protection they have given me and by following up inquiries they have had from this section of the country.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR SEPTEMBER, 1905.

Two new artists make their first Edison Records in this September list. Herbert L. Clarke, principal cornet soloist in Sousa's Band, plays a cornet duet with John Hazel, cornet soloist of the Edison Military Band. Miss Marie Narelle, the Australian soprano, sings that favorite Irish ballad, "Killarney." Besides these, all the old favorites, Collins, Harlan, Roberts, Murray, Tasoni and the others, have selections suited to their particular talents. Edgar L. Davenport has another fine recitation and Hans Kronold is again heard in one of his artistic 'cello solos. The list as a whole is well balanced and contains one or more selections for all tastes.

No. 9072, "Pique Dame Overture," by the Edison Concert Band, is one of Suppe's best and most popular compositions. The flute and clarinet duet introduced is one of the features of the Record, which as a whole is strictly high-class in every respect.

No. 9073, "Down Where the Silv'ry Mohawk Flows," by Harry Anthony, is already a popular hit, having sprung into popularity with the same rapidity as have most of the sectional songs of this kind. The music is written by John and Otto Heinman and the words by Monroe H. Rosenfeld. It is most effectively sung by Mr. Anthony, who is accompanied by the orchestra. The selection has a pretty melody and the story is the ever-appealing one of

"Be the sheeves of the river she is waiting,
And I'm longing to see my Mountain Rose;
I am going home once more to the lov'd one I adore,
Down where the silv'ry Mohawk flows."

No. 9076, "Making Eyes," by Collins and Harlan, is a new song by Harry Von Tilzer and Andrew B. Sterling, who are well known as the writers of many big song successes. Its music is of a jingling character and the words are interspersed with a witty dialogue in Collins and Harlan's best vein. This composition is bound to be a big hit in the coming season. The singers are accompanied by the orchestra.

No. 9077, "Swiss Boy," is a cornet duet by Herbert L. Clarke and John Hazel with orchestra accompaniment. This selection gives the theme of the old song, together with the famous variations composed by the late B. C. Bent, the celebrated cornet virtuoso, who was cornet soloist of the late P. S. Gilmore's great band. Mr. Clarke, who plays the duet with Mr. Hazel, is the principal cornet soloist of Sousa's Band. Mr. Hazel is the principal cornet soloist of the Edison Military Band, and will be well remembered as the composer and performer of the cornet solo "Le Secret Polka," (our Record No. 8546).

No. 9078, "Waltzing with the Girl You Love," by Harry MacDonough, is a well-rendered Record of a descriptive waltz song by Evans and Shields, and is sung with orchestra accompaniment. It is a very popular selection, and one for which we have had many calls.

No. 9079, "Chimmie and Maggie at the Hippodrome," by Ada Jones and Len Spencer, describes Chimmie and Maggie's first visit to the New York Hippodrome. Their characteristic comments during the progress of the performance are highly amusing. Chimmie and Maggie are from the Bowery, of course, as their style of conversation plainly indicates. A number of the features of the Hippodrome are given, among them being the "Dance of the Hours" ballet and the battle scene of the "Raiders." The music of the orchestra lends much realism to the portrayal, as does also other incidental effects.

No. 9080, "Melody in F," is a 'cello solo by Hans Kronold, with piano accompaniment, of this most delightful composition by Rubinstein. Mr. Kronold plays it with the same care and artistic interpretation characteristic of all his work. No collection of high-class Phonograph Records will be complete without this one.

No. 9081, "Killarney," by Miss Marie Narelle, introduces a new singer to the admirers of the Phonograph. Miss Narelle comes from Australia. She is a well-known concert singer, having taken part in concerts with the best vocal and instrumental artists in her own country, Great Britain, Europe and America. She has a powerful, well-trained soprano voice of adequate range and agreeable quality. Her rendition for our Record of "Killarney" will be recognized as the work of a finished artist. Her singing is accompanied by the orchestra. The music of "Killarney" was written by M. W. Balfe and the words by S. Falconer.

No. 9082, "The Crucifix" ("Come Ye That Weep"), by Anthony and Harrison, is a tenor and baritone sacred duet too well known to call for description here. It was written by J. Faure and the translation is by F. W. Rosier. This composition is sung by the best church choir soloists. Messrs. Anthony and Harrison have sung it for our Record in a most satisfactory manner. The orchestra accompanies as in an effective fixture.

No. 9083, "Washington Grays March," by the Edison Military Band, is a stirring old-time march composed by C. S. Grafulla, of wide fame as a composer and band leader. It was previously listed by us in the old style wax Records and is made over for the Moulded Records in response to many calls for it.

No. 9084, "Nobody," by Arthur Collins, is a coon song that is quite a departure from those recently written, introducing a number of comical situations. The song fits Mr. Collins like a glove. The story is of a coon for whom nobody does anything, and who does nothing for nobody. Nobody told him that the tobasco sauce wasn't catchup, in fact "nobody" told him "nothing," causing him lots of trouble. Mr. Collins brings out the ludicrous points in the song to perfection. He is accompanied by the orchestra. The music of this song is by Bert A. Williams and the words by Alexander Rogers.

No. 9085, "Just Plain Folks," by Ada Jones, is a descriptive song of great human interest and is handled with that finish which characterizes all of Miss Jones' offerings. The

orchestra accompaniment is fit and appropriate, and enhances not only the beauty of the melody and story, but enables Miss Jones to impart to the sentiment of the piece its full scope and meaning. The music and words of this composition were written by Maurice Stonehill.

No. 9936, "Waltz of the Swallows," by the Edison Symphony Orchestra, is a delightful waltz selection, very effectively featuring the oboe. It is a Mexican composition by Chavez and Valverde, and is known to many under its Spanish title "Vals de las Golondrinas."

No. 9982, "Lasca," by Edgar L. Davenport, is a pathetic poem by F. Desprez. It tells of the affection of Lasca for her lover of the plains. She was ever at his side and ever seeking to protect him. She would hunger that he might eat; she would take the bitter and leave him the sweet. One day the herd stampeded on the Rio Grande with Lasca and her lover right in the path of the maddened cattle. They mounted a mustang and endeavored to escape. The herd gained on them and the cowboy left word to shoot the mustang and crouch under his body. A shot, and this was done. As the pair fell, Lasca protected the body of her lover so that she bore all the blows of the surging cattle. When the stems had passed, Lasca was dead but her lover lived. Those who have heard Mr. Davenport's recitation of "Jim Bludso," listed last month, will realize how effectively he has made this Record of "Lasca." Chopin's Funeral March is introduced at the close of the selection.

No. 9988, "Just Because: I'm from Missouri," by Bob Roberts, is a new coon song describing the love of a colored gentleman's woes just because he was born in Missouri. It is rendered in Mr. Roberts's inimitable style, with the same clear articulation that has been so much admired. He is accompanied by the orchestra. Percy Wenrich wrote the words and music of this song.

No. 9989, "Through Battle to Victory March," by the Edison Concert Band, is a splendid march by F. v. Blon, composer of "Flag of Victory March" (our Record No. 9032.) "Through Battle to Victory March" was previously listed in the old style Records. It was a popular selection and many Phonograph enthusiasts have regretted that it was not before made by the moulded process. It is listed here because of a general demand for it. This composition is known also by its German title, "Durch Kampf zum Sieg."

No. 9990, "Two Little Girls Loved One Little Boy," by Byron G. Harlan, is a sentimental ballad that is fully described by its title. The story is a new idea, and the melody has a very catchy waltz movement. Mr. Harlan sings it in the careful manner characteristic of his solos and he is accompanied by the orchestra. The music of this song was written by J. B. Mullen and the words by Estelle Hillman. It has only just been published.

No. 9991, "You Must Think I'm Santa Claus," is made by Tiscott. The success of Tiscott in our Record No. 9033, "Shame on You," listed in July, leads us to put out "You Must Think I'm Santa Claus," another coon song in which this artist has made more than a hit throughout the country. The Record is made with orchestra accompaniment. The music is by Maxwell Silver and the words by Irving Jones. The character of the selection is shown in the chorus as follows:

You must think I'm Santa Claus,
Because I drive my reindeer team,
I guess you hear sleigh-bells ringing, babe,
When I crosse 'round the way.
If you think I'm a human Christmas tree,
You have cer-tain-ly made a frost;
Because I drive you presents, babe,
Does in-sulate, don't think I'm Santa Claus.

No. 9992, "The Adieu," by Marie Narelle and Harry Anthony, is a soprano and tenor duet with orchestra accompaniment. This is a sentimental composition of the better class and one of the so-called standard kind that live and are always well liked. Miss Narelle's success in making a Record of "Killarney" (No. 9781), referred to above, warranted the b-lief that she would also be appreciated in duets with an artist of Mr. Anthony's calibre. We are sure that the public will agree with this opinion. The music of "The Adieu" was written by O. Nicolai and the English version of the words by H. Hilliard.

No. 9993, "The Bells," by Albert Benzler, is a bells solo with orchestra accompaniment. It is a particularly appropriate selection for orchestra bells, both in title and character of music. It differs considerably from b-lls selections previously listed and has a delightful orchestra accompaniment. That it will increase rather than diminish in popular favor is confidently expected. The music is of a favorite character and was written by Carlos Moro.

No. 9994, "Little Girl You'll Do," by Irving Gillette, is a sentimental ballad with orchestra accompaniment. This is assuredly one of Mr. Gillette's best efforts. It is a favorite song of this artist, a fact made apparent to the listener of the Record by the extreme care with which it is rendered. It is said that one of next season's biggest drawing attractions is to feature it by having it sung by one of its principal artists, which will add much to the favor in which it is already held. The music is by Alfred Solman and the words by Benjamin H. Burt.

No. 9995, "Give My Regards to Broadway," by Billy Murray, is one of the biggest successes in the musical farce, "Little Johnny Jones," in which it is sung by its composer, George M. Cohan. The song always makes a hit whether sung in or out of the play. We made a Record of it last January, but it was not considered up to our usual standard and was not listed. This will explain why we are apparently late in putting it out. Nothing has been lost, however, by the delay, for the song is now so widely popular that it will be in greater demand than it would have been eight months ago. The song describes the parting of two Yankees in a foreign country. One is coming back to New York and is enjoined by the other to:

Give my regards to Broadway, remember me to Herald Square;
Tell all the gang at Forty-second street that I will soon be there;
Whisper of how I'm yearning, to mingle with the old time throng,
Give my regards to old Broadway and say that I'll be there ere long.

No. 9996, "Sing Me the Songs of Dixie Land," by the Edison Male Quartette, is another splendid quartette Record with orchestra accompaniment. It is a descriptive composition and tells of the dying soldier boy's desire to have his comrades sing him songs of Dixie land. The verse is done in solo and quartette alternating and the chorus is all in the quartette form. The music and words are by James W. Casey. The chorus is as follows:

Sing me songs of Dixie land, my southern home,
Let me hear the clear old tunes, as far away I roam,
Sing of my Kentucky home, and sing of old Black Joe;
Way down upon the Suwannee River, Dixie's songs of long ago.

No. 9997, "Keep a Little Cosey Corner in Your Heart for Me Medley," by the Edison Military Band, introduces four popular selections from the August list as follows: "Keep a Little Cosey Corner in Your Heart for Me," (our Record No. 9060); "The Message of the Old Church Bell," (our Record No. 9071); "Would You Care," (our Record No. 9070), and "Violette," (our Record No. 9061).

"THE MODERN PROFESSION OF INVENTING."

The World's Work for June contained an interesting article on "The Modern Profession of Inventing." Part of the article referred to Mr. Edison and his work, as follows:

The best-known example of the independent inventor is Mr. Thomas A. Edison. This strange man, so simple in personal appearance and manner, so extraordinary in his habits of life and methods of work, moves among his complicated series of shops and experiments with such mental precision and constructive energy, yet appearing to do so without any sense of order or system—a sort of volcanic intellectual chaos—that he is the despair of all the men who try to analyze him. But he has no sentimental notions about an invention. When an idea occurs to him his first question is, "If it can be done, is it worth anything?" If it will not pay, he has no use for it. Inventing is his business; the things he invents must be worth money.

The instant he decides that the idea is worth while, he sets in motion his extraordinary method of developing it. Some time ago, for example, he needed a chemical mixture that should have two properties that are rarely found together in the same compound. He might have set a chemist to work to figure out from the known science of chemistry what would be most likely to fill the requirements, and so narrow the problem down to one of trying a few chemicals. What he did was to take Watts's Chemical Dictionary, in several ponderous volumes, and have his assistants make every chemical mixture in it that could even conceivably serve his purpose, and try every one of the thousands.

"Out of the lot, I found about seven compounds that worked," said Mr. Edison, "but when I finished the experiments I knew beyond a doubt that those seven were the only ones that could be made for that purpose."

He became interested in radium. The scientists had described certain substances as being those in which the presence of radium could be detected by sensitive photographic plates. Mr. Edison was not satisfied. He took 7,000 plates, put a sample of fifty different substances on each plate, and locked them up for seven weeks in a dark room. At the end of that time he had the plates developed and found that practically every one of the 350,000 specimens showed traces of the presence of radium.

This, then, is his method—to take nothing for granted, to believe that anything may be possible, and then to try everything conceivable in the hope of hitting on what he needs. To see him moving through his great laboratories, head bowed, hands in pockets, his face set in an expression of intense mental preoccupation, his hair carelessly combed which



Courtesy of The World's Work.

THOMAS A. EDISON.

ever way it may decide to fall, his eyes focussed miles away except when he flashes into some one else's a look of instant understanding, his whole appearance except for the eyes and the humorous yet grim mouth, is that of a dreamer rather than of a tireless worker. Yet this is the man who, eating practically nothing and exercising not at all, works often for thirty-six hours without sleep, falls unconscious from exhaustion on bench or desk, and wakes to work again, sometimes for a week without undressing; electrical with mental energy; marvelous in the power of his inventive imagination. That is the popular idea of what an inventor is—a man of dreams and action in one, possessed by an idea that

harasses him until it be delivered in finished form.

Mr. Edison has very definite ideas about inventing as a profession. When asked to describe the personal qualifications and the type of mind necessary for an inventor, Mr. Edison said:

"The point in which I am different from most inventors is that I have, besides the usual inventor's make-up, the bump of practicality as a sort of appendix, the sense of the business, money value of an invention. Oh, no, I didn't have it naturally. It was pounded into me by some pretty hard knocks. Most business, money value of an invention. Oh, think whether their invention will be salable when they get it made. Unless a man has plenty of money to throw away, he will find that making inventions is about the costliest amusement he can find. Commercial availability is the first thing to consider.

"In working out an invention, the most important quality is persistence. Nearly every man who develops a new idea works it up to a point where it looks impossible, and then he gets discouraged. That's not the place to get discouraged, that's the place to get int-rested. Hard work and forever sticking to a thing till it's done, are the main things an inventor needs. I can't recall a single problem in my life, of any sort, that I ever started on that I didn't solve, or prove that I couldn't solve it. I never let up until I had done everything that I could think of, no matter how absurd it might seem as a means to the end I was after. Take the problem of the best material for Phonograph Records. We started out using wax. That was too soft. Then we tried every kind of wax that is made, and every possible mixture of wax with hardening substances. We invented new waxes. There was something objectionable about all of them. Then somebody said something about soap. So we tried every kind of soap. That worked better, but it wasn't what we wanted. I had seven men scouring India, China, Africa, everywhere, for new vegetable bases for new soaps. After five years we got what we wanted, and worked out the Records that are in use to-day. They are made of soap—too hard to wash with and unlike any other in use, but soap just the same.

"The second quality of an inventor is imagination, because invention is a leap of the imagination from what is known to what has never been before.

"The third essential is a logical mind that see analogies. No! No! not mathematical. No man of a mathematical habit of mind ever invented anything that amounted to much. He hasn't the imaginaties to do it. He sticks too close to the rules, and to the things he is mathematically sure he knows, to create anything new. I don't know anything about mathematics; can't even do proportion. But I can hire all the good mathematicians I need for $15 a week."

This last point is illustrated by an incident that occurred in his laboratory. He needed to know the exact capacity of a vessel of very irregular shape. He called in two of his mathematicians to work it out. They made innumerable careful measurements with various finely graduated instruments, and after an hour's work went away with a mass of figures to work out the capacity. As soon as they had left, Mr. Edison filled the vessel with water, poured the water out into a measure, and noted how many cubic inches it held. Two days later the mathematicians brought in the result of their complicated figuring, and it tallied exactly with Mr. Edison's five-minute measurement.

In the practice of his profession Mr. Edison has to save time. There is a pretty well developed suspicion among his assistants that his deafness is largely a ruse to avoid hearing things that he does not care to pay attention to. When Mr. Edison sat for the photograph at the front of this magazine, in one of the poses his eyes were dropped, looking at his hands. It was a time exposure, and the instant the shutter of the camera closed with a click he looked up and exclaimed "Overexposed." His attorney shouted to him:

"Did you hear that click?"

"Eh?"

"How did you know that he had finished that exposure?"

"Oh, I had an intuition."

To Mr. Edison, time is so valuable that he does not waste it even by taking account of it. Time to him is only the chance to get things done; and no matter how long it takes, they must be got done. In his office safe there is carefully locked away a $2,700 Swiss watch, given him by a European scientific society. It is never used. He buys a stem-winder costing a dollar and a half, breaks the chain ring off, squirts oil under the cap of the stem, thrusts it into his trousers pocket, and never looks at it. When it gets too clogged with dirt to run, he buys it on a laboratory table, hits it with a hammer and buys another.

Where a man in the profession of law or of medicine has a suite of offices, Mr. Edison's Time to him is only the chance to get things many laboratories. In this building are many rooms set apart for different kinds of experiments. In one, an assistant who came to him in 1889 from the laboratory of the German scientist, Helmholtz, works alone, or with his sub-assistants, on Phonograph improvements. Mr. Edison may not see him for two weeks at a stretch, but when he does come, he is full of enough ideas to keep the room busy for a month. In another room is his chief chemist, himself an inventor of proved merit, working out Mr. Edison's ideas on some new chemical compound. Across the hall, in a room filled with batteries, each of a different composition, two men and a boy are taking records of how the batteries work. In another room, improvements are being worked out on Mr. Edison's new storage battery. There are often a dozen inventions under way at once, each requiring the work of an expert; and through the great laboratory Mr. Edison moves: from room to room, keeping check on the progress of each, suggesting radical changes in the work, always full of ideas, and impressing so profoundly on his men his own mental curiosity, and eagerness and energy that they, as they say themselves, work much harder for him than they would on their own ideas.

Mr. Edison's power of rapid assimilation of the most in any point discussed is one of the most valuable parts of his professional equipment. An instance, chosen from many of the kind, illustrates how it serves him. On one occasion he started to study a part of the mechanism of typewriters.

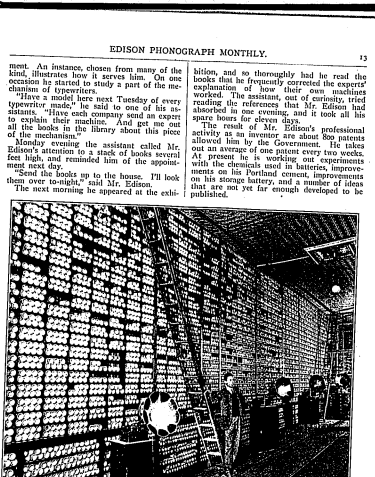
"Have a model here next Tuesday of every typewriter made," he said to one of his assistants, "Have each company send an expert to explain their machine. And get me out all the books in the library about this piece of the mechanism."

Monday evening the assistant called Mr. Edison's attention to a stack of books several feet high, and reminded him of the appointment next day.

Send the books up to the house. I'll look them over to-night," said Mr. Edison.

The next morning he appeared at the exhibition, and so thoroughly had he read the books that he frequently corrected the experts' explanation of how their own machines worked. The assistant, out of curiosity, tried reading the references that Mr. Edison had absorbed in one evening, and it took all his spare hours for eleven days.

The result of Mr. Edison's professional activity as an inventor are about 800 patents allowed him by the Government. He takes out an average of one patent every two weeks. At present he is working out experiments with the chemicals used in batteries, improvements on his Portland cement, improvements on his storage battery, and a number of ideas that are not yet far enough developed to be published.



PHONOGRAPH DEPARTMENT OF THE THEO. F. BENTEL CO., PITTSBURG.

At our request the Theo. F. Bentel Co. sent us the following description of the above department:

"We believe we can say without any hesitancy that we show the largest stock of Edison Records for retail exclusively in this section. Traveling men in the trade say that our retail department is the largest they visit. We give you the dimensions as follows: Length of shelving, 96 feet; height, 14 feet; capacity of each bin, 12 Records. According to estimate, from the ceiling down to the base, which is arranged numerically, the capacity is 28,800 Records. Capacity of latter space, 4,600, from which you will see we show over 30,000 Records in the retail department.

"In our wholesale department, which occupies the second floor, the racks are arranged largely on the same basis and will hold 50,000 Edison Records. At the present writing we believe our stock of Edison Records alone will average about 70,000. It is our aim to carry not less than twenty-five in the wholesale. From this you will see that we are in a position to give the best service possible. Our almost nine years' experience in the talking machine business enables us to appreciate the wants of the trade and we believe we are in a position to do so.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 1902 Second ave.
Mobile—W. H. Reynolds, 113 Dauphin street.
Montgomery—R. L. Daniel, 11 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 286-288 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 810 16th street.

CONNECTICUT.

Middletown—Cauldkin & Post Co., 456-458 Main street.
New Haven—Purdee-Ellenberger Co., 193 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 49 Peachtree St.
Waycross—George N. Lemmon.

ILLINOIS.

Chicago—James I. Lyons, 192 Van Buren street.
Siegel, Cooper & Co., 181 State street.
The Talking Machine Co., 144 Madison street.
The Vim Co., 68 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 394 Wabash ave.
Peoria—Peoria Phonograph Co., 122 Bridge street.
Quincy—Quincy Phonograph Co., 548 Hampshire st.

INDIANA.

Indianapolis—Craig Jay Co., 134 Massachusetts ave.
Kipp Bros. Co., 32 S. Meridian street.
Talking Machine Co., 37 Illinois street.
Lafayette—A. B. Wahl & Co., 504 Main street.

IOWA.

Des Moines—Douglas Dru Bros. Co., 610 Locust street.
Vim Co., 304 West Walnut street.
Fort Dodge—Early Music House, 810 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 620 Fourth street.

LOUISIANA.

New Orleans—William Bubley, 29 Pressburan street.
National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 181 Exchange street.
Portland—W. H. Reed & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Mach. Co., 122 Tremont st.
Iver Johnson Sptg. Goods Co., 163 Washington street.
C. E. Osgood Co., 594 Washington street.
Read & Read, 358 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 24 Central street.
New Bedford—Hoosinger Publishing Co., 170 Purchase street.
Springfield—Flint & Bridgett Co., 239 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros., 229 Woodward ave.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 712 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 41-43 West 4th street.
Thomas C. Hough, 390 Wabasha street.
Minnesota Phonograph Co., 32 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. F. Schmelzer & Sons Arms Co., 710 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive street.
Western Talking Machine Co., 923 Olive st.

NEBRASKA.

Lincoln—H. R. Sidles Cycle Co., 1310 O street.
Omaha—Nebraska Cycle Co., 1518 and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

Continued on page 15.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 1215 Washington st.
Newark—A. O. Petit, New and Halsey streets.
Paterson—James K. Urlins, 115 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
John Sykes, 125 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 30 State street.
Brooklyn—Clausen & Hoffman, 1010 and Bedford streets.
C. H. Huttleyer' Sons, 594 Fulton street.
Price Phonograph Co., 1060 Broadway.
Buffalo—F. A. Powers, 613 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—Amos Arkenburgh, 18 Fulton st.
Kingston—Forsyth & Dwyer, 322 Wall street.
New York City—Bettini Phono. Co., 156 W. 125th street.
Blackmann Talking Machine Co., 67 Chambers street.
J. F. Blackwell & Co., 2737 3d avenue.
Sol Bloom, 1040 Amsterdam Theatre building.
I. Davegh, Jr., 80 Third avenue.
S. H. Davegh, 31 E. 14th street.
Douglas Phono. Co., 83 Chambers st.
H. S. Gordon, 139 Fifth avenue.
Hawthorne & Sheble, 817 Arch st.
Isaac Vosak Ice Co., 19 Union Square.
Victor H. Kepke, 1661 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Rudolph Wurlitzer, 21 First avenue.
Owego—Frank Gridley, 110 Lake street.
Poughkeepsie—Price Phonograph Co., 293 Main st.
Rochester—A. L. Denison, 343 North street.
Mackie Piano, G. M. Co., 100 State street.
Giles B. Miller, 63 State street.
Talking Machine Co., 32 Main st., E.
Schenectady—Mohawk Valley Phonograph Co., 319 State street.
Jay A. Rickard & Co., 243 State street.
Syracuse—W. H. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.
Utica—Clark-Horrocks Co., 24 Genesee street.
Arthur F. Dunn, 59 Genesee street.
William Harrison, Consolidated.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 208 N. Market street.
Cincinnati—Ingram & Co., 6th street.
Rudolph Wurlitzer Co., 262-264 W. 4th st.
Cleveland—Cleveland Musical Co., 47 and 49 Euclid ave.
Columbus—Perry B. Whitsit Co., 292 S. High street.
Dayton—Niemann & Schaefer, 21 E. 3d st.
Hamilton—Hamilton Phillips Music Co.
Newark—Bell Piano Co.
Toledo—Haven Music Co., 28 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Brasch, 100 Federal street.
Allentown—G. C. Aschbach, 139 Hamilton street.
Easton—William Werner, 401 Northampton street.
Harrisburg—S. K. Hamburger, 1310 N. Market sq.
New Castle—W. C. Heppenstall & Son.
Philadelphia—C. J. Heppe & Son, 1300 Chestnut street.
H. Heppe, 1811 Market, and 5th streets.
Penn Phonograph Co., 12 S. 9th street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 41 N. 9th street.
Western Talking Mach. Co., 24 S. 9th st.
C. J. Whitaker, 1020 Chestnut st.
Pittsburg—Thos. F. Beardsley, 84 Liberty street.
Kaufmann Bros., Fifth avenue.
H. Kleber & Bro., 221 Fifth avenue.
C. C. Meller Co., 319 Fifth avenue.
Pittsburg Phono. Co., 242 Liberty street.
Reading—Reading Phonograph Co., 624 Penn street.
Scranton—Weichel & Co., 1120 Lackawanna avenue.
Technology Supply Co.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. H. Dean Co., 185-191 Westminster street.
J. A. Foster Co., Weybosset st.
Household Furniture Co.
J. H. Sherman & Co., 1 Weybosset street.
A. St. Westermann & Co., 108 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 311 Clinch street.
Memphis—O. K. Houck Piano Co., 326 Main street.
P. M. Atwood, Lyceum Building.
Nashville—Nashville Talking Mach. Co., 200 Church st.
Magruder & Co., 23 Arcade.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TEXAS.

Dallas—Southern Talking Machine Co., 197 Main st
El Paso—W. G. Walz Co., 102 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 200 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.

VIRGINIA.

Richmond—Magruder & Co., 219 E. Main st.

WISCONSIN.

Milwaukee—McGreal Bros., 123 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 232 Princess street.

*Added since July 1, 1905.

SUSPENDED LIST, JULY 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

ILLINOIS.

Chicago—H. E. Everett, 6134 S. Halsted street.
Ottawa—Edward Hayes.
Wheaton—E. Irving.

INDIANA.

South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Letsoli, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 521 Jefferson street.
Sioux City—WETHERACH BROS. CO.
*A. V. LARIMORE, 516 Fifth street.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.

Biddeford—W. H. FIELD.
Monmouth—G. H. STETSON.

MASSACHUSETTS.

Boston—T. SINGER, 60 Leverett street.
Lawrence—LOMD & CO., 314 Essex street.
E. O. MOSHER, 410 Essex street.
Lynn—ELIAS DeYOUNG.
Malden—C. FULLER.
Nantucket—ARTHUR N. TAYLOR.
New Bedford—H. D. DWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Woburn—OSBORN GILLETTE, or THE HOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—P. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
JAMES V. CALAHAN, 227 Genesee st.
TIERNEY BROS., 1131 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAMUL D. WOLF, 2013 Arkansas ave.
Bayonne—I. WEDOK, 229 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 23 N. Main street.

*Added Since July 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

PLAINFIELD—J. W. PRUCHT, or R. PRUCHT; also New York City.
ELSTON M. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 629 Spring street.

NEW YORK.

Albany—G. LINDE, 293 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—*WM. ALBRECHT, 1036 Knickerbocker ave.
*L. BENDERMANN, BUSHWICK PHONOGRAPH EXCHANGE, 1292 Myrtle avenue.
Hobart—F. H. MARSHALL.
New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 100 Wall street.
AUTOMATIC MUSIC CO., M. Cohen, Prop., 38 Second avenue.
BEHN BEARWALD, 372 W. 125th st.
BRONX PHONO. CO. or DAVID SWITKY, 206 Wilkins ave.
CENTRAL PHONO. CO., 260 E. 42d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONO. CO., or C. LOWENTHAL, 85 Nassau street.
EMPIRE PHONO. CO., 2 W. 14th street.
S. W. FRUCHT, or J. FRUCHT, 1 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
G. HACKER, 1 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
HOLOSER BROS., 258, 401 and 491 West st.
N. HONIK, 128 E. 58th street.
W. L. ISRAELS, 112, Fulton street.
S. LEHBERG & CO., 104 Broadway.
LYRIC PHONE CO., 220 Broadway.
J. RAUH, 1 Murray street, 44 W. 23d st.
P. M. SACCONE, 2 Canal st.
WINTHROP CYCLE CO., 1210 Seventh ave.
Rome—CHARLES TUTTLE.
Saratoga—W. J. TUTTLE.
Saratoga Springs—MARVIN A. COTE.

OHIO.

Cincinnati—J. L. ANDEM.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—P. A. HAZURIS.

PENNSYLVANIA.

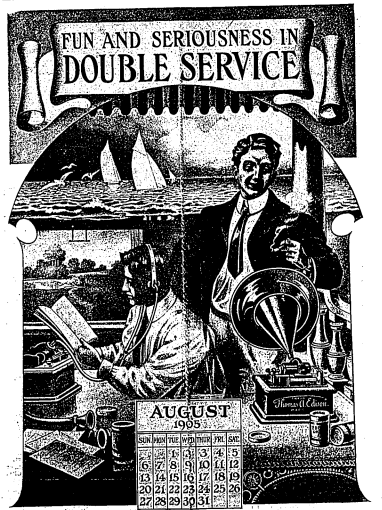
Philadelphia—A. R. CASSIDY, 1083 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Manchester sts.; also New York City.
PENN PHONOGRAPH CO., 1216 Arch street.
PENN MUSIC CO., 15 South 9th st.
Phoenixville—EDINARD BROS.
Pittsburg—A. LIPPARD, 625 Wylie ave.

RHODE ISLAND.

Providence—F. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZEK.



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DEPARTMENT OF LANGUAGES

INTERNATIONAL CORRESPONDENCE SCHOOLS

SCRANTON, PA.

FOR FOREIGN SALES, ADDRESS: Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, Stall-ind Phonograph Co., Ltd., 25 Clerkenwell Road, London, E. C.

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EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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BE READY WHEN BUSINESS COMES.

Every Jobber and Dealer in Edison Phonographs and Records who sincerely desires to get a fair share of the business in these goods in the coming fall and winter must at once give careful and serious consideration to the subject, if he has not already done so. So far as the thermometer is concerned, it is still summer, but fall is but a few days away, and when it comes it is going to bring a demand for Edison goods that will astonish even the most optimistic. Aside from the efforts being made by this company to exploit its product, the Edison Phonograph and Edison Gold Moulded Records have jumped into a popularity that has amazed the entire trade. The peculiar merits of both have swept aside much of the prejudices of the past and have caused the public to realize that the Edison Phonograph is infinitely better than they deemed it possible for a "talking machine" to be. This awakening to the improvements in the Phonograph made by Mr. Edison in the past few years is responsible for much of the present phenomenal demand for Edison goods, and this demand is going to continue with added strength as the weeks pass by. The installation of an Edison Phonograph in a home is almost invariably followed by the sale of others in the same neighborhood. It is so much better than the kind the neighbors had previously heard that they cannot resist the desire to own one. Every Dealer has seen this happen. Every Dealer knows that his greatest difficulty is to get a prospective customer to hear the Phonograph, for once heard it will sell itself and it is a most active salesman for all time.

These remarks are simply to point the way and arouse the slumbering Dealer to the necessity for immediate action. Edison Dealers who are in the business to make money should foot up the biggest month that they have had this year and add fifteen per cent. to it as a

THE ADVANCE LIST OF OCTOBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR OCTOBER, 1905.

RECORDS listed below will be ready for shipment as near **October 1st** as possible, at which time Jobbers' stock orders, if **received prior to September 10th**, will be shipped. October Supplements will be forwarded to Jobbers with their stock order for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9098	Selection from Chimes of Normandy (*Planquette*)	Edison Concert Band
9099	In Dear Old Georgia (*Van Alstyne*) *Descriptive song by the composer of "In the Shade of the Old Apple Tree," Orch. accom.*	Irving Gillette
9100	Everybody Works But Father (*Havez*) *Low Dockstader's big comic song hit, Orch. accom.*	Bob Roberts
9101	Robin Adair (*Old Scotch air*) *Cornet and trombone duet, Orch. accom.*	Herbert L. Clarke and Leo Zimmerman
9102	I Wait for Thee (*Hawley*) *Sentimental song, Orch. accom.*	Theo. Van Yorx
9103	The Village Seamstress (*Adaptation—Wiggin*) *Humorous monologue*	Miss Elene Foster
9104	Making Eyes Medley *Xylophone solo, Orch. accom., introducing "Making Eyes," "Waltzing With the Girl You Love," "Come Along, Little Girl, Come Along," and "Give My Regards to Broadway"*	Albert Benzler
9105	A Picnic for Two (*Albert Von Tilzer*) *Serio-comic song, Orch. accom.*	Harry MacDonough
9106	Fishing (*Vaudeville Sketch*) *A summer resort flirtation scene with Orchestra incidental music and effects*	Ada Jones and Len Spencer
9107	The Whistler and His Dog (*Pryor*) *Arthur Pryor's new caprice*	Edison Military Band
9108	I'll be Waiting in the Gloaming, Sweet Genevieve (*Helf*) *Sentimental song from Dockstader's Minstrels, Orch. accom.*	Byron G. Harlan
9109	When the Mists Have Rolled Away (*Sankey*) *Tenor and baritone sacred duet, Orch. accom.*	Anthony and Harrison
9110	New Era Overture (*Hicel*)	Edison Symphony Orchestra
9111	What You Goin' To Do When the Rent Comes 'Round (*Von Tilzer*) *Coon song, Orch. accom.*	Arthur Collins
9112	Angelena (*O'Connor*) *Male duet, Orch. accom.*	MacDonough and Biehling
9113	Evening on the Plaza (*Siegel*) *Mandolin solo (unaccompanied)*	Samuel Siegel
9114	My Word (*Stubbolf*) *Comic song from the musical comedy "Fantana," Orch. accom.*	Miss Ada Jones
9115	Leader of the German Band (*Morse*) *Comic male duet, Orch. accom.*	Collins and Harlan
9116	Yankee Grit March (*Holzmann*) *By the composer of "Uncle Sammy" March*	Edison Concert Band
9117	Wearing of the Green (*old Irish song*) *Soprano song, Orch. accom.*	Miss Marie Narelle
9118	Hiram Green, Good-Bye (*Chapel*) *Comic song hit from the musical oddity "Kafoozelum," Orch. accom.*	Billy Murray
9119	Musical Yankee (*Vaudeville specialty*) *A musical act introducing witty dialogue and solos by sleighbells, xylophone, violin, ocarina and cornet, Orch accom.*	Len Spencer
9120	Hard Times Come Again No More (*Foster*) *Male quartette, Orch. accom.*	Edison Male Quartette.
9121	My Maryland March (*Mygrant*) *Introducing "Maryland, My Maryland"*	Edison Military Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

basis for their October business. Another fifteen per cent. for November and still another for December. Many Dealers will do better, but every one should at least do as well as this. Dealers should then take account of stock and determine how many more Phonographs and Records are needed to do a business of this size and get busy with their order books. It is equally important to order early. At our factory in Orange we are already arranging to run night and day in order to keep pace, if possible, with the demand that we know is coming. We shall soon be pushing the factory to its utmost capacity, but we know that as the season advances even this will not keep up with orders. Therefore our injunction to order early.

It is not necessary for a Dealer to order at one time enough goods to carry him to the end of the year. He can decide on what he needs for that period and give an order to his Jobber to make a part delivery each month. This will insure the delivery of goods when wanted and will enable the Jobber to place his order upon us with a better knowledge of the situation. Most Jobbers order of us in this way every fall and find that it works most advantageously. Those who do follow this plan will find it profitable to adopt it.

Too much stress cannot be laid upon the importance of carrying a full stock of goods, especially Records. Dealers lose much business every year because they do not have the titles asked for by their patrons. Aside from our selfish desire to sell goods, we cannot too strongly urge Dealers in large towns and cities to carry the complete line of domestic titles. The cost is small compared with its value in getting and keeping business. Where this is not possible, Dealers should arrange to keep in close touch with a Jobber so as to get Records promptly and fill orders without delay.

Prepare for a great fall and winter business and order early.

NEW RECORD BOX.

The September Records were packed in a new style carton, which we think is the best box of the kind ever put out by this or any other company. It is slightly smaller in diameter than the cartons recently used and is lined with felt, which fits snugly around the Record, holding it firmly in place, without scratching the surface. The box has no spindle such as held the Record in place in the old carton, but it has the conventional cover and bottom peculiar to the latter. All Records hereafter made will be packed in this new box.

AN ATTRACTIVE FOLDER.

We have just mailed to the trade a copy of one of the most attractive folders yet issued by this company. It is Form No. 690, and is entitled "The Slave of the Ring." It is an adaptation of the "Arabian Nights" tale of that name. The title page shows a most charming slave rising from an Edison Record. On the other pages is an Edison Phonograph and the following ingeniously worded matter:

BEHOLD THE SLAVE OF THE RING!

I am the Genii of Entertainment, created by the Great Wizard of the New World to delight him who possesses the Ring.

Wouldst thou have melody?

Place the Ring upon thy finger and I will sing for thee a tender song of love.

Or wouldst prefer merry tales and joyous laughter? Then can I give thee until thy heart shall swell with happiness.

Or wouldst thou wouldst yield thy members to the rhythmic dance?

Then can I sound the harmonies that will float thy form through space even as the thistledown rides on the breeze of the breeze.

Or, if thou wouldst take to sweet repose, or waken in the land bland with memories of youthful days. At thy command, the Slave of the Ring will softly sweep, and the cares that invest the day will flee like their tents like the Arabs, and as silently steal away.

Speak thy will, O Prince!

I am the Slave of the Ring!

I am the Slave of the Ring! I come from The Arabian Nights Entertainments, but I am a marvellous reality of today! The American Nights Entertainments.

The great Wizard of the New World is none other than Thomas A. Edison.

The Ring I wear for me is the Edison Phonograph.

The Ring is the Edison Gold Moulded Record.

You are the favored Prince, if you own a Phonograph, and your name is the Realm of Pleasure.

No matter what may be your mood, the Phonograph stands ready to entertain you. When you have finished your day's grind, and want to forget your business, you need only don your comfy old coat your sitting-room, your pipe and your smoking jacket, to go to the theatre or opera.

The slave of the Ring can growl—when and where you wish—grand opera, comic opera, or vaudeville. He can render any selection (vocal music) bands, orchestras, or instrumental soloists, or vocal quartettes, solos, duets, trios, or minstrel choruses; political speeches, sermons, impersonations.

When your wife is wearied after a day's housework, she can call the children free of their boisterous play, this charming entertainer can rest the one and delight the others.

Should you have unexpected visitors, an otherwise dull evening can be made an enjoyable occasion by summoning the Slave of the Ring.

Once you have heard you never tire of it, because it has ever something new to delight you.

It gives pure pleasure to all, young or old.

It is always willing, and will go where you please; on the back porch or verandah to brighten the long summer evenings; in the bedroom to cheer the sick; or take your summer home to heighten the vacation pleasures.

You cannot realize what a pleasure it will be to own a Phonograph until you have heard some of the new Edison Gold Moulded Records.

Go to the nearest dealer and ask him to bid the Slave of the Ring prove his skill as an entertainer.

DEALERS SHOULD ADVERTISE.

Next in importance to keeping an adequate stock of Edison goods is to advertise so that the public will know that you have them. Our magazine advertising is arousing great interest in the Edison Phonograph, and when Dealers advertise locally they get the greatest possible benefit from this advertising. Try it, Mr. Dealer.

DEALERS MUST GET PRINTED MATTER FROM JOBBERS.

We must once more point out to Dealers the necessity of getting catalogues and printed matter from or through their Jobbers. If the latter cannot supply it they can at least forward the Dealers' order, with some statement to show that he should have the quantities asked for and a guarantee to pay transportation charges if the Dealer will not. We will not supply Dealers with printed matter direct and pay charges on it, whether ordered by a Jobber or Dealer. When Dealers order printed matter direct much unnecessary correspondence is caused. As an instance, we frequently get a request from a Dealer for a thousand each of Phonograph and Record catalogues. To use these quantities properly a Dealer must do a large business in Edison goods. Having no knowledge of the Dealer's business, we must either refer the Dealer to his Jobber, or find out whom he buys through and ask by mail whether the Dealer's business requires the quantities ordered. If the Dealer wrote direct to his Jobber he might not get catalogues by the thousands, but he would get what his business warranted. Jobbers may get back at us by saying that they do not get enough printed matter to fill orders. For the most part we send all that is ordered. If it is not enough let us know and we will in turn order more largely. The demand of the past year has upset most liberal plans and at times made it hard to print catalogues fast enough. We will overcome this as quickly as possible until no one can find fault.

AMONG THE JOBBERS.

The H. C. Rees Optical Co., of San Antonio, Texas, have become Jobbers of Edison goods. They have been Dealers for some time.

The Douglas Phonograph Co., of 89 Chambers street, New York, have bought the business of E. S. Oliver, 20 New street, Newark, and will conduct it as a branch store.

The statement last month that the Conroy Piano Co., of St. Louis, had opened a branch store at Dallas, Texas, was premature. A representative of the company was sent to Dallas for that purpose, but after a stay of three weeks was unable to find a suitable location. The company has, therefore, given up the project.

Read & Read, Boston Jobbers, have removed from No. 558 Washington street to No. 630 on the same street.

PRINTED MATTER.

A new colored hanger, Form No. 657, was mailed to the trade with the Record bulletins, supplements, etc. It shows the heads of a family of four grouped around an Edison Phonograph and bears the phrase, "It Amuses the Whole Family." One has been mailed to every Dealer but small additional quantities will be furnished to Jobbers on request.

Copies of the new Phonograph catalogue, Form No. 740, are mailed to all Jobbers and Dealers herewith. As stated last month, there are but few changes in the descriptive matter. The cost of special equipments has been added, and the new prices of business blanks are given. The first nine pages are devoted to a "talk" on the merits of the Edison Phonograph and to several suggested programmes for evening entertainments. We believe that the latter features will make the catalogue much more useful as a means of selling Phonographs. The various illustrations are treated in a new and attractive manner. The cover is lithographed in several colors and gold, and shows a picture of Mr. Edison on the front.

MUSIC DEALERS INJURING THEMSELVES.

While music dealers are regarded as one of the natural agencies for the distribution and sale of talking machine products, still they do not take hold of the business with that vim and activity so characteristic of other lines handling these goods. The music trades people have every facility for demonstrating and marketing the line, with store room ready at hand and customers who regard these dealers as the legitimate representatives and sellers of everything pertaining to music and kindred merchandise. A talking machine department is held to be a profitable addition to the business, and the only drawback to a better understanding of this inviting prospect is the prejudice of music dealers themselves.

A great many, much to the credit of their judgment, have recognized this fact and take pleasure in maintaining this branch of their establishment at the highest pitch of efficiency, according it ample room and suitable equipment. These are the wise ones. Another portion of the trade look askance at the proposition, arguing that the talking machine is in no sense musical, hence should be ignored entirely as being outside the pale. No greater mistake was ever made if the commercial side of the business is taken into consideration. It is a splendid line of goods to have, and in the hands of men entirely progressive there is "big money" in it. Besides, a talking machine department worthy the name is a drawing attraction to the distinctly musical end not to be despised, as many live dealers have cheerfully testified.—*Music Trade Review.*

RECORDS AND COPYRIGHTS.

When Judge Hazel, United States Circuit Court, New York City, recently handed down his decision in the White-Smith Music Publishing Co. against Apollo Co., in which he declared perforated music rolls were not "writings" within the meaning of the copyright statute, and therefore did not infringe or invade the rights of copyrighted music, he placed the talking machine record in the same category by approving the previous rulings of both American and English courts. That portion of his opinion dealing with this matter follows:

"In the Kennedy against McTammany case (33 Fed. Rep., 584), which was decided in 1888, Judge Colt held that perforated music rolls or strips of paper are not infringements of copyright sheets of music; and that such perforated sheets are designed not to occupy the field of sheet music, but are a mechanical invention to mechanically perform tunes. . . . In the Stern against Rosey case (17 App. D. C., 562), decided in 1901, it was held . . . that the ordinary meaning of the words 'copying, publishing,' etc., cannot be enlarged to include 'the reproduction through the agency of the phonograph of the sounds of musical instruments playing the music composed and published by the complainants.' There appears to be little difference between the facts of the Stern case and the facts here, except that in that case the alleged infringing record consisted of a disk or cylinder for reproducing music by means of the phonograph. The court further said: 'It is not pretended that the markings upon waxed cylinders can be made out by the eye, or that they can be utilized in any other way than as parts of the mechanism of the phonograph.'"

A FOLLOW-UP LETTER.

E. B. Rhodes, of Groesbeck, Texas, sends out the following letter to the names of inquirers sent him by this company:

DEAR SIR:—Your letter to the National Phonograph Co. has been referred to me for attention, as I am their agent at this place. I would be pleased to sell you a Phonograph, or any Records, or, in fact, anything you may need. I have been handling talking machines for a number of years, and have sold several different makes, but find the Edison Phonograph is the most satisfactory in every respect. The machine is finely and correctly built, on the most improved and handsome plans. The Records are just as fine as can be made, the music and songs being much superior to other than records for any other machines as well as much more lasting; many of the other machines wearing the Records out in a few times. After a record begins to wear, it loses its beauty very rapidly, and soon becomes worthless. Edison Records stand continuous use without showing wear, when properly handled. You can see and hear the Edison Phonograph and machines, where I have recently opened a line of music and supplies in connection with which I will handle Phonographs and Records. Would be pleased to have you call and see me. Can furnish the machines at same price you would have to pay in Chicago, or St. Louis, thereby saving the freight for you. The Phonograph is a little cheaper than the catalogue price; nothing at retail trade, and we can sell the Records at the catalogue price. Thanking you for the inquiry, and hoping to be able to sell you a machine and outfit, I remain,

MEXICAN RECORDS.

Walter Stevens, manager of the Foreign Department of the National Phonograph Co., was interviewed recently by a representative of *The Music Trades* and furnished some interesting details in reference to their successful efforts to obtain in Mexico some 300 Records, made by their special representative in Mexico City. He said:

"Mexico is a land of music and song, and as a market for the talking machine is excellent. We have been met with great success in Mexico City, and for us not expert 300 Records, including the national airs and dances, marches, etc., as rendered by the Bandas Militares de Estado Mayor, which is a military band used solely for State occasions and functions where many officers of the government and the army are present. In English we would call it the staff band. And also the Zapadores de Mexico. This band, while it is used also for large functions, is called upon to take part in the festivities of the soldiers themselves. Both of these bands are maintained by the government and are composed entirely of native Mexicans.

"There is one peculiarity about the musical balance of Mexican bands, and that is that they run largely to reed instruments, or to such branches as produce to a great extent reed tones.

"We also obtained some selections rendered by the Arriaga Trio, consisting of two mandolins and one guitar. The mandolin players in this trio are reputed to be the finest in Mexico. We were fortunate in obtaining the services of Señores Arbego and Picazo, Americans by a noted tenor and Picazo a well and favorably known baritone. These selections are the popular songs of Mexico sung with guitar accompaniment.

"One of the most interesting lot of Records which we obtained in Mexico were some recitations by Juan de Dios Peza, who is the celebrated poet of Mexico. Another set of Records which have taken exceptionally well are the descriptions of bull fights and cock fights, the bull fight in Mexico being a very attractive sport and very popular. Records for these descriptions were obtained by securing the services of quite a number of the well-known patrons of the bull fights, and any one who knows anything at all about bull fighting, as practiced in Mexico City, can readily follow the different stages of the battle."

Mr. Stevens says that business in the Foreign Department is excellent; that Mexico is one of the best talking-machine countries there is; that Cuba is also very good, and that they have recently entered into Jamaica as a field for their machines with fair success.

In an entertainment recently given by a lodge at Kansas City, Mo., the entire programme was furnished by A. L. Trester, of that city, with his Edison Phonograph. Selections were also played for dancing.

THE PHONOGRAPH.

[The following is a composition written by Edw T. Connolly, a pupil in the San Francisco schools.]

The Phonograph was invented by Mr. T. A. Edison in 1877 at his Menlo Park Laboratory, New Jersey, and it came into existence to afford pleasure and amusement to thousands of hearts.

Thomas Alva Edison, the most noted electrician of the age, was born at Milan, Ohio, February 11, 1847. His father was of Dutch and his mother of Scotch descent. His mother having been a teacher, gave him a fair education.

Edison was a great reader. At the age of twelve he became a newsboy on the Grand Trunk line running into Detroit; he then began to study chemistry.

Having gained the right to sell papers on this line he purchased old type and with a few companions printed and issued the "Grand Trunk Herald," the first newspaper printed on a railway train.

He then learned telegraphy from a station master and thereafter his mind was chiefly taken up with electrical studies.

His fame as an inventor was world-wide in 1876. He had taken out over fifty patents in connection with improvements in telegraphy alone. Thence also emanated his Phonograph, a machine for recording and then transmitting human or any other sound.

The Phonograph was discovered by accident. Mr. Edison was at work on a telegraphic apparatus, which by reason of indentations made on paper would transfer a message from one circuit to another automatically by means of a tracing point connected with a circuit-closing device.

Upon revolving with rapidity the cylinder that carried the indented paper, Mr. Edison found that the indentations could be reproduced with great rapidity through the vibration of the tracing point. Immediately he was sure that he could vibrate a diaphragm, by the sound-waves of the human voice.

He reasoned that he could attach a stylus to the diaphragm, and make these sounds record themselves upon an impressionable substance adjusted on a revolving cylinder. He began to experiment with parafined paper and afterwards with tinfoil as the receiving apparatus.

Although the apparatus was crude the result was a remarkable success, and in 1878 Mr. Edison made a number of Phonographs, which were exhibited in America and Europe.

The perfected Phonograph of to-day is a metal cylinder covered with a layer of wax on which a pointed pen inscribes tracings corresponding to the vibrations caught by a membrane placed on the top of the pen.

An electric battery causes the cylinder to revolve and as one speaks in front of the membrane the cylinder advances slowly in a horizontal position and at the same time revolves rapidly.

The Phonograph is now very common. Many thousands are distributed in American business offices, where they facilitate correspondence in a variety of ways. They are also employed by stenographers as a help in the transcription of their shorthand notes, which are frequently read off to a Phonograph and then written out when time affords. Direct stenographic work may be reported verbatim by the Phonograph.

It reported a discussion of 10,000 words at a Presidential convention held in 1890, the words being quietly repeated into the machine by the reporter as quickly as they were uttered by the various speakers.

THE PHONOGRAM.

Dealers desiring to get a supply of *Phonograms* to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobbers' orders unless placed with us a similar period in advance. We plan to print about 10,000 more than we have orders for when we go to press, five weeks in advance of the month of issue, but frequently these are soon used up with extra orders.

Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.	
Blank, per 1000 copies.....	$2.50
Smaller quantities pro rata.	
Imprinted, per 500 copies.....	1.50
Imprinted, per 1000 copies.....	2.75
BY MAIL.	
Blank orders must be mailed in same envelope as imprinted orders and all imprinting orders must be for multiples of 500 copies.	
Jobbers will be glad to supply Dealers on the above basis.	
BY MAIL.	
Single copies, per year.....	.50
Five copies to one address, per year.....	2.00
Twenty-five copies to one address, per year.....	7.80
Fifty copies to one address, per year.....	7.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

"SONG THE HAND ORGAN PLAYED."

The H. M. Holleman Co., of Houston, Texas, recently sent a programme of a vaudeville theatre in that city, in which mention was made of a special record made by that company, and used in connection with a song by Willis Fessenden, entitled "Song the Old Hand Organ Played." The Holleman Co. wrote the following explanation of the matter:

Willis Fessenden, an actor called on our Mr. Holleman and together they arranged a novel effect, making some first-class records of "hand organ songs," which were put on a Gem Phonograph, wound up and installed in a box, painted to imitate a hand organ, such as they use in connection with a monkey. At the proper time in the act the hand organ effect was started, mystifying the audience. It is rather hard to adequately describe the act unless one could hear it, but much favorable comment was made upon the novelty at its first performance.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR OCTOBER, 1905.

The October list of Edison Records has been made up with especial attention to variety, and it will be found to contain something for all tastes, whether it be for high class music or rag-time coon songs. It is this variation that makes these monthly lists so popular. We are frequently criticised by lovers of good music for not cutting out the rag-time and kindred selections, but such critics are selfish and can only see one side of the situation. They do not realize that thousands of others prefer the songs and music of a light and seemingly silly character. We know the wants of both, and as far as is possible with twenty-four selections each month we endeavor, to furnish something to suit all. Dealers should point out to the public that now is the time to prepare for entertaining their families and friends in the coming indoor season and that they cannot do better than make a generous selection from this list for that purpose:

No. 9098, "Selection from Chimes of Normandy," by the Edison Concert Band, introduces the most popular airs from this ever-favorite opera by Planquette. The number of different airs given make the Record one of exceptional interest. The work of the band is fully up to the high standard of the Records already made by this organization.

No. 9099, "In the Days of Chivalry," by Irving Gillette, is another descriptive song by Egbert Van Alstyne and Harry Williams, composers of that phenomonal success, "In the Shade of the Old Apple Tree," our Record No. 8958, which was also sung by Mr. Gillette. These facts will lend much interest to this new song. The subject and melody differ greatly from the "Apple Tree" song, as it properly should to be a success. The chorus has a melody that lingers in the mind of the hearer and the more it is heard the better it is liked. It is one of those songs that wears well and never tires. The publishers expect it to be quite as popular as the "Apple Tree," as the song is generally known. Mr. Gillette sings "In Dear Old Georgia" with much feeling, and his fine voice makes a notably fine Record. He is accompanied by the orchestra.

No. 9100, "Everybody Works but Father," by Bob Roberts, is now being sung by Lew Dockstader in performances by his minstrel organization. This is one of the biggest hits that Mr. Dockstader has had in years, being repeatedly encored wherever he sings it. The song humorously tells how the various members of the family work with the exception of father, who sits on the front porch all day. Mr. Roberts's unusually clear articulation makes every word clearly understood. The Record will be found one of his best efforts and will be one of the best sellers on the October list. Mr. Roberts is accompanied by the orchestra. "Everybody Works but Father" was written by Hart and Hager.

No. 9101, "Robin Adair," by Herbert L. Clarke and Leo Zimmermann, is a cornet and trombone duet with orchestra accompaniment. This is an original arrangement as a duet by Clarke and Zimmermann are respectively the principal cornet and trombone soloists of Sousa's Band, and have played this selection all over the world, responding to nightly encores with it, so great has been its success. Our Record is a splendid reproduction of these artists' performance.

No. 9102, "I Wait for Thee," by Theodore Van Yorx, is a sentimental song by C. B. Hawley and Ida Whipple Benham, which introduces to the Phonograph clientele a new singer in Mr. Van Yorx, who is one of America's best oratorio and concert tenors, and is tenor soloist of St. Thomas's Church, New York City. The ballad that Mr. Van Yorx has chosen for his initial performance is a splendid composition and one that displays his well-trained voice to perfection. The usual orchestra accompaniment stands back of the singer.

No. 9103, "The Village Seamstress," by Miss Elene Foster, is something entirely new in the way of a Phonograph Record. Miss Foster, who makes it, is a well-known elocutionist, having given readings and recitations before many of the leading clubs and at select entertainments in various parts of the country. She is an unusually clever mimic, as those who hear this Record will admit, and her portrayal of the garrulous village seamstress, with the latter's characteristic repetition of the gossip of the day, will be readily recognized as lifelike by all familiar with country life.

No. 9104, "Making Eyes Dooley," by Albert Benzler, is a xylophone Record with orchestra accompaniment that cannot fail to be in great demand, including as it does four popular songs, as follows: "Making Eyes," (our Record No. 9076); "Waltzing With the Girl You Love," (our Record No. 9078); "Come Along, Little Girl, Come Along," (our Record No. 9038), and "Give My Regards to Broadway," (our Record No. 9093). The orchestration is very effectively arranged with a cornet variation on "Waltzing With the Girl Your Love," which is a feature of the Record. The orchestra accompanies the xylophone.

No. 9105, "A Picnic for Two," by Harry MacDonough, is a serio-comic song and one of the most popular hits of the present season. It was written by Albert Von Tilzer (music) and Arthur J. Lamb (words), and sung in good style by Mr. MacDonough, with orchestra accompaniment. Messrs. Von Tilzer and Lamb also wrote "Teasing," our Record No. 8892. This new song is written on an entirely different theme, both words and music, but it is quite as catchy.

No. 9106, "Fishing," by Ada Jones and Len Spencer, is a vaudeville sketch, with orchestra incidental music, introducing a summer resort flirtation scene, with a witty dialogue by Miss Jones and Mr. Spencer and concluding with Pay Templeton's song "Fishing," sung by Miss Jones. This is one of the best Records that these artists have made. It will be a favorite with everybody and especially with those who

spend a vacation at any of the numerous summer resorts of the country.

No. 9107, "The Whistler and His Dog," by the Edison Military Band, will bring back pleasant memories to those who visited Asbury Park, N. J., in the past summer. "The Whistler and His Dog" was composed by Arthur Pryor. It was played with great success by the band under his leadership at Asbury Park during the season ending in September. If the piece did not appear on the regular programme it was demanded as an encore, no concert being permitted to end without it being rendered. It is written in the caprice movement and includes some effects quite new in band compositions. Our Record will be recognized as a splendid rendition of this selection.

No. 9108, "I'll Be Waiting in the Gloaming, Sweet Genevieve," by Byron G. Harlan, is a sentimental ballad that is being sung with great success in Dockstader's Minstrels by Manuel Romain. It has a tuneful melody and effectively introduces a bit of the old song "Genevieve." It squite certain to achieve a wide popularity. The song is well fitted to Mr. Harlan's style of ballad singing. He is accompanied by the orchestra. J. Fred Hall wrote the words and music of this composition.

No. 9109, "When the Mists Have Rolled Away," by Anthony and Harrison, is a sacred selection, the words of which were written by Annie Herbert and the music by Ira D. Sankey. It makes a splendid duet Record. As Messrs. Anthony and Harrison are both choir singers in one of the principal New York City churches they are able to give the hymn a perfect interpretation. Our recording department has had many calls for this selection. The singers are accompanied by the orchestra.

No. 9110, "New Era Overture," by the Edison Symphony Orchestra, is a beautiful orchestral selection by J. C. Heed. It features the different instruments interestingly and is a Record that will please all who are partial to the work of our orchestras.

No. 9111, "What You Goin' to Do When the Rent Comes 'Round," is a new coon song, sung by Arthur Collins. Rufus Rastus Johnson Brown has a fondness for gambling. Bad luck has been his on this particular occasion. When he returns home Mrs. Brown won't let him in and shouts to him despairingly, "What you goin' to do when the rent comes 'round? Rufus, I love you, but this serves you right. Guess that's sufficient; good night." This song was written by Harry Von Tilzer (music) and Andrew B. Sterling (words). It is extremely funny and its melodious swing will lend it wide popularity. The orchestra accompanies the singer.

No. 9112, "Angelena," by MacDonough and Bielding, is a descriptive love song by Lawrence B. O'Connor (music) and C. E. Bielding (words), and sung with orchestra accompaniment. This is unquestionably one of the best duet Records ever made by Messrs. MacDonough and Bielding. The success of the selection is largely due to its delightful melody and swinging movement. The humming of male voices in the chorus is a new and attractive feature.

No. 9113, "Evening on the Plaza," by Samuel Siegel, is an unaccompanied mandolin solo. The selection was composed by Mr. Siegel and has been played by him on his various tours throughout the country. There is no greater artist on the mandolin than Mr. Siegel, and his selection is one of his most taking numbers, being nightly received with generous applause by discriminating audiences.

No. 9114, "My Word," by Ada Jones, furnishes another evidence of the great versatility of Miss Jones. She has been heard in coon songs, German dialect, Irish ballads, vaudeville sketches, and now she fairly outdoes previous efforts by the clever manner in which she renders Katie Barry's great success in "Fantana." The English dialect employed by Miss Jones in this song is very refreshing. The music of "My Word" was written by Raymond Hubbell and the words by Robert B. Smith. The orchestra accompanies the singer.

No. 9115, "Leader of the German Band," by Collins and Harlan, is a new comic march song by Thomas Morse (music) and Edward Madden (words), who have a number of big hits to their credit in the past season. It has a catchy swing to it and is a duet it makes a fine number. Messrs. Collins and Harlan, as usual, bring out the fun and melody in an excellent manner. They are accompanied by the orchestra.

No. 9116, "Yankee Grit March," by the Edison Concert Band, is Abe Holzmann's contribution in competition to his "Uncle Sammy March," four Record No. 8632) Mr. Holzmann's marches are famous throughout the world, and no composer's works spring into such sudden and lasting popularity as his.

No. 9117, "Wearing of the Green," is by Miss Marie Narelle. Even better than Miss Narelle's Record of "Killarney" in September is her rendition of this song, so dear to the heart of every true son and daughter of old Ireland. The sentiment of the song will appeal strongly to them, but Miss Narelle's artistic singing will cause the Record to be sought by all classes. Unusually good is the work of the orchestra in playing the accompaniment.

No. 9118, "Hiram Green, Good Bye," by Billy Murray, is a comic song being sung by Dave Lewis in the musical oddity "Kafoozelum." The music is by Clarence M. Chapel and the words by Henry A. Gillespie. It is cleverly sung by Mr. Murray with orchestra accompaniment. Hiram is a country lad who wants to see the city, and his friends sorrowfully bid him good bye, knowing well what his finish will be. That Hiram is verdant may be seen by the following bit of introduced dialogue: *Bunco Man*—"Hello, Hiram, come with me and I'll show you the Tenderloin." *Hiram*—"Tenderloin! Gee, that's my favorite kind of steak."

No. 9119, "The Musical Yankee," by Len Spencer, is a vaudeville musical specialty in which are introduced music by sleighbells, xylophone, violin, ocarina and cornet. The conversation between the musical Yankee and

the leader of the orchestra is decidedly humorous and gives a flavor of theatre realism seldom attained in a record performance. Because of its unusual variety this Record will be a large seller.

No. 9120, "Hard Times Come Again no More," by the Edison Male Quartette. A better quartette Record is seldom heard. The verse is given in the form of solo, duet, trio and quartette and the chorus by the quartette. It is beautifully sung and extremely interesting from the fact of its consistant change in tone color. The orchestral background lends an added charm.

No. 9121, "My Maryland March," by the Edison Military Band, is a delightful march by W. S. Mygrant and played in splendid style by our Military Band. "Maryland, My Maryland," is introduced into the composition in a most attractive manner.

THOMAS ALVA EDISON.

[An interview by Francis Arthur Jones, published in *Strand*, May, 1905.]

Probably no man living has ever been the subject of more remarkable newspaper stories than Thomas Alva Edison. The very rarely grants interviews to journalists, and consequently, the hard-pressed reporter has considerable scope given to his gifts of imagination when he calls on Edison for a new "story" respecting the inventor of the incandescent lamp. It is very seldom, however, that Edison takes the trouble to contradict these tales, though a short time ago he issued a statement with reference to a certain American publication attributing a weekly interview with him and attributing to it a long and circumstantial set of so extraordinary a character as to call forth a letter from Mr. Edison's legal adviser, in which he denied that there was any truth whatever in the alleged interviews. Remarkable as the statement may appear, there is no exaggeration in it. Edison's own work is among the marvels of the whole world, and no composer's works spring into such sudden and lasting popularity as his.

The present writer has paid many visits to the Edison laboratory at Orange, N. J., and had the honor of being granted more than one interview with the inventor, a fact for which he had special permission and approval that is specially set forth in the *Strand Magazine* and the various articles written in the laboratory were photographed. During these visits to Orange much interesting information was obtained from Edison himself, who are in the inventor's confidence, though much of the published which has not been sanctioned by Mr. Edison himself.

"If you have any full revelations," he said, "to come here when you please, gather all the information you require, and photograph the laboratory from end to end. But this was certainly a generous invitation, of which the reader, it is scarcely necessary to say, took full advantage.

The Edison laboratory consists of a group of buildings of impressive proportions, erected in the midst of green meadows and shady trees, and is probably more picturesquely situated than any other place of the kind in the world. The main building is two hundred feet long by one hundred and three stories high, while the four smaller buildings are by a hundred feet by twenty-five feet and one story high. The laboratory is constantly added to, and each year sees some improvement or enlargement.

On first entering, one is ushered into a fine library a handsomely furnished and fully forty feet high. It has many interesting features, including a magnificent collection of minerals and geological specimens purchased in Paris many years ago. The collection is scientifically classified, and has been gathered together in this spacious room number close upon sixty thousand specimens, and includes every examples and variety of geology, with scientific research published throughout the world in connection with the subject.

It may be remarked here that Mr. Edison seldom replies personally to a letter, and, indeed, rarely even signs one, and it is not a fact, as too often been stated, that he speaks his replies into a Phonograph, which are afterwards submitted in paper by his secretary. He simply glances at those letters which are of sufficient importance to be placed before him, and scribbles a few words on the margin, after which his secretary takes it. Mr. Edison's writing is not a polite one-hand, for he has no particular dislike to writing, and could, if necessary, do the chief through some correspondence day after day, but, to be at one of the quickest longhand writers in the world, having cultivated the art when a telegraphist many years ago.

Near Mr. Edison's desk is an alcove containing a small table and a chair, and here the inventor occasionally takes his modest lunch, in the midst of the plainest description, for he suffers at times from indigestion and has to be careful. The lunch is brought to him in a little basket each day by Mrs. Edison, who packs the little basket herself.

Near the library are the stock rooms, where everything necessary for scientific experimenting may be found, and its quantities which would fill a shop many years. The room is long and narrow, but of exceptionable height, and contains thousands of small drawers, numbered and from the floor to the roof, labelled with a hundred quaner titles, such as ores, needles, shells, rosewood, fibres, inks, tools, borers, gums, resins, feathers, etc.

One of the most interesting sections of the laboratory is the galvanometer building, presided over by Messrs. Robert Hollis and N. Trasbolt, both young men of considerable clever scientists. This building is of heroic size and excellently lighted by a dozen large windows. The great height is made from the fact that a great deal of cement was used in its construction, everything being of brick and stone. Its practicality, was great, but subsequently proved to be a needless money wasted, for it had not been erected more than a few months when electric cars were put on a line very near to it, thus rendering futile Mr. Edison's costly endowment in this "magnetic influence." Near this galvanometer is a room which contains nothing but a very big safe and a big writing table, and here Mr. Edison, after a hundred quiet titles, such as ores, needles, shells, rosewood, fibres, inks, tools, borers, gums, resins, feathers, etc.

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it made. The latter is presided over by Mr. John F. Ott, and it is here where all the small models are made. In the heavy machine shop, in charge of Mr. Robert A. Backman, is turned out the big machinery used in the cement works and elsewhere, as well as the large Phonograph parts.

Another interesting room is known as the Precision Room, where all the instruments are perfected. This room is also in charge of Mr. Ott. Here all the most delicate parts of the machinery used in the construction of the various inventions are made. There are also the automatic machines in this room, all of an automatic nature, and the tool room, in charge of which the body of a Phonograph is made in one operation. The metal box on which the Phonograph is mounted is placed on the machine, and simultaneously eight holes are drilled, the box is milled, and the corners are sawed to size. This takes but a few minutes, and one man is able to turn out a hundred a day.

Perhaps the room having the greatest amount of interest for the general public is that presided over by Mr. W. T. Wangemann, and known as Room No. 13, or the Phonograph Experimental Department. Here Mr. Wangemann has a large library, in which he shows here—hundreds of records, forms of horns ranging in length from a few inches to eighteen feet, Phonographs of all sizes and shapes, Records, etc. In this room efforts are being constantly made to obtain better sound results and superior Records.

"All the work done in this room," Mr. Wangemann said, "is of a purely experimental nature. Many efforts are considered on obtaining better apparatus for recording and reproducing, better raw materials for cylinders, and better Records, both blank and moulded, etc. In fact, it is here that every effort at improving and advancing the present way of Phonograph production and reproduction is made. We are constantly experimenting with different kinds of materials, new compounds for blank Records, new shapes or formels, and, in fact, there is nothing we do not try in order to obtain perfection of sound reproduction."

Mr. Wangemann has spent many weeks and months in this room, and has put in not two and three in the morning. He has a small cot in the corner, and when the experiments are most interesting here he sits and listens to Records for many hours at a time, scribbling on scraps of paper his opinions of the various Records. No one is allowed in this room under any circumstances, and the Edison agent who has every part of every Record in this room, endeavoring to render the Phonograph perfect, has given up much of his time finding out the reasons for poor work, for he believes that more can be learned from things going wrong than from things which go well. As readers may be aware, there is no substance known to the Phonograph industry—moulded wax excepted—of which will not recognize sound waves vitally. If it were possible to find a substance which would be absolutely dead to sound, and yet solid enough to be used in mechanical construction, then one could obtain for superior reproductions of sound waves, both vocal and instrumental.

The Chemical Department of the Edison laboratory is under the charge of Mr. Frank L. Dyer, who employs a numerous staff, and who is, perhaps, one of the hardest worked individuals in the building. Although a member of a prominent firm of patent lawyers in New York, he spends practically his entire time in the laboratory, and there is little in regard to Mr. Edison's many inventions with which he is not connected. The writer had an interesting conversation with Mr. Dyer regarding his department in the course of which he said:

"Mr. Edison's work being based almost entirely on such investigations, many of my work has to do with Mr. Edisons and suits based thereon. Not only has Mr. Edison numerous suits for alleged profits in vestor and interest charge thus, having filed more than one thousand one hundred applications for patents, since, for which over seven hundred patents have so far been granted, and more than two hundred applications for foreign patents in most of the countries in the world, but numerous and frequent applications for reissues of the basic Edison experiments and workers connected with them. The coal companies that are identified with the Edison Interests, such as the Standard Phonograph Co., the Edison Manufacturing Co., the Edison Storage Battery Co., the Edison Portland Cement Co., and about twenty others. Consequently there are always several hundred active applications pending, according to this country and abroad, the special details of which have to be remembered in order that they may be properly prosecuted.

"It is, of course, physically impossible for me or my department to attend personally in the many suits against infringers of the Edison patents all over the world, although they are conducted under my own direction and some by me personally. In this work, however, I have the assistance of Mr. Frederick Ives in New York, Chicago, Washington, London, Paris and elsewhere. In addition to the patent suits, there are many other legal actions of which this department has charge and many of which it directly conducts, such as the many damage suits for personal injuries, actions based on contracts, matters of insurance, etc.

"Mr. Edison's work as an inventor," continued Mr. Dyer, "as shown by the records in my office, extends over a most varied field. In addition to his better-known patents granted in connection with the development of the electric lamp, the Phonograph, telegraph, telephone, ore-milling machinery, and storage battery, there are his patents relating to fire extinguishers, typewriters, electric pens, voting machines, addressing machines, methods of preserving fruit, cast-iron manufacture, wire-drawing, electric incandescence, moving picture machines, the making of plate glass, concentration apparatus, and many others. In the line of Phonographic art he has secured a hundred and one patents on Phonographs and Graphophones, on electric motors twenty patents, on telegraphs a hundred and forty-seven patents, on telephones thirty-two patents, on electric lights a hundred and sixty-nine patents, on dynamos ninety-seven patents, and on 'miscellaneous' one hundred and seventy patents. What it is remarkable in Mr. Edison's inventions is that they consist simply of a carbon filament in an exhausted glass bulb, and that practically nothing in developing the lamp—apart from different patentable modifications and improvements on such device appears really novel.

Mr. Edison being a proverbially modest man and "shunning the limelight as much as he can," Mr. Dyer himself, took the opportunity of asking Mr. Edison if he would give me some of the results of his observations of the great inventor during the many years with which he had been connected with him, and which were necessarily by no means valueless and are more than any journalistic interview. Mr. Dyer was kind enough to write the following, which together in full fashion, he similarly signed:

"I presume the commonly accepted idea of Mr. Edison is that by brilliant flashes of intellect inventions spring fully developed from his brain, or else that he has had the singular good fortune to acquire the instrument to whom Nature communicates her discoveries. The fact is that he has had the ordinary education to start with, a good grasp of the successive monthly distributions of a battery.

"Neither of these views is correct, and Mr. Edison draws a very broad line between 'discovery' and 'invention.' In his estimate a discovery is a 'scratch'—something that might be disclosed to any one and give no indication of possible value, while an invention, on the other hand, is the result of disciplined mental faculty which perceives the application of some phenomenon or action in a new way. As an inventor, therefore, Mr. Edison possesses two qualifications preeminently that, the inventive faculty, and the mental insistence by which the adaptability of some observed fact is developed. He is constantly asking himself the physical energy and patience necessary for the investigation by which that result shall be ascertained.

"Although capable of flashes of great genius, his mind is necessarily analytical, and when a problem is presented to his attention it may be safely presumed that he will not abandon it until he has mastered it, and the more intricate and obscure the problem, requiring this mental equipment, his success has depended, with every fresh effort, largely on his physical as well as upon a certain acidity of his nervous system that has taken no account of fatigue or mental. In other words, day after day, with only a few hours' sleep, he has kept his mind concentrated on the one question, and the physical energy and patience necessary for this would drive most men into nervous prostration.

"In a recent argument in a suit on one of Mr. Edison's patents opposing counsel sought to show that Edison was more an inventor than a discoverer, and in this the remark made was entirely complimentary. Mr. Edison's inventions have very largely consisted in the following new mechanical appliances, until to-day the Edison Laboratory is a vast museum of the most perfect *tools*, very popular conception of Mr. Edison is that of a man who accomplishes startling results by instantaneous flashes of intellect. The real Edison is a man of indefatigable industry, who attains his ends by concentrated effort intelligently applied.

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discoveries have been made by him. In one of these, experiments were being made in the early days with automatic telegraphy where the effect of the current was to produce chemical changes in moving paper strips with various substances. In conducting these experiments Mr. Edison held in his hand a pen, through which the current passed, and which touched the paper. It was found that, with some chemicals, the presence of the current increased the friction between the pen and the paper, so as to subject the pen to slight pulls. Later, when experimenting with the telephone, these earlier ideas were applied to this, and as a result the 'telegraph,' or 'talking telephone receiver,' was invented, wherein the same phenomenon is employed. Although this work Mr. Edison regards as a 'scratch,' it serves to see that very few men had ever had the inventive faculty to foresee that using a new telephone."

A very good example of the inventor's methods may be found in the perfected Edison storage battery. Here, however, the details of this development would require a book of much human nature, of intense interest, of bitter disappointments, of many disappointments, and of final successful realization. In the first place, the defects of the old battery, as used for electric motive power purposes, or to telegraphs a hundred and forty-seven patents, on telephones thirty-two patents, on electric lights a hundred and sixty-nine patents, on dynamos ninety-seven patents, and on 'miscellaneous' one hundred and seventy patents. What it is remarkable in Mr. Edison's inventions is that they consist simply of a carbon filament in an exhausted glass bulb, and that practically nothing in developing the lamp—apart from different patentable modifications and improvements on such device appears really novel.

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It is one of the inventor's greatest achievements, but from all that I can find there may be very few people who are not directly or indirectly interested in the automobile. The storage battery might be held of its very least of Mr. Edison's inventions, for it is an unalterable rule with him never to allow any invention issue from his laboratory until it is absolutely perfect. Everyone knows how, when he was at work on the Phonograph, he would not, so as to subject the pen to slight pulls. Later, when experimenting with the telephone, these earlier ideas were applied to this, and as a result the 'telegraph,' or 'talking telephone receiver,' was invented, wherein the same phenomenon is employed. Although this work Mr. Edison regards as a 'scratch,' serves to see that very few men had ever had the inventive faculty to foresee that using a new telephone."

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I have dwelt somewhat at length on this story of the perfecting of the Edison battery, not only because

Readers may also be interested to learn that the first patent on the Phonograph was granted to the United States on February 19, 1878, and was dated February 19, 1878, No. 200,521. "In this patent is disclosed the new blanket instrument in which the sounds are recorded on a sheet of tinfoil applied to the surface of a cylinder. The patent also discloses in an application filed December 24, 1877, and dated January 30, 1877, No. 2,900, Mr. Edison's original Phonograph or cylinder Phonograph, but also an apparatus embodying his original conception of an embossed strip.

I have left all reference to the chemical department until the last for two reasons. First, because it is the most interesting department to the ordinary layman, and secondly, because it was there that I first saw Mr. Edison. The room is a large one, with numerous benches and tables, and is divided into sections, the outer and larger being presided over by Mr. Fred Ott, while the inner and smaller is Mr. Edison's own private sanctum. Very few people are allowed entrance to this room, and those who are are closely connected with the experimental work—although when the "old man," as his assistants love to call him in full reverence, is engaged in endeavoring to solve some scientific conundrum, he is so absorbed as to be perfectly unconscious of any one's presence.

Mr. Edison has spent many days and nights in this room, without taking any sleep, and often is engrossed in his experiments as to even forget to eat. Latterly, however, Mrs. Edison, with characteristic wifely privilege, has insisted on her husband returning home in reasonable time, and, in order that he should not have the excuse of being able to say that he had no food there, she has had the laboratory built on to their beautiful home in Llewellyn Park, where the inventor may prosecute his favorite investigations undisturbed.

The chemical department at the Edison laboratory

differs very little in appearance from those belonging to other noted scientists and inventors, though it is probably larger than the majority. It is, of course, littered with every contrivance necessary to scientific experimenting, and replete with philtres, stills, "surprise" jars, batteries, carbonizing, or reducing chemicals, fume chambers, test-tubes (for testing the solution of his storage battery), every kind of chemical, numerous clocks, etc.

On entering the chemical department I found Mr. Edison seated at his table chatting to half-a-dozen of his "boys," as he always calls his assistants, and apparently enjoying a rest. I did not like to disturb or examine his features without his being aware of the fact. Most readers doubtless know Edison from the portrait of him published many years ago, and which shows him listening to the Phonograph. Although taken almost twenty years ago, the inventor still resembles this photograph to a remarkable degree. The broad, high forehead, the deep, penetrating and youthful expression which will, without doubt, always be its chief characteristic, whatever age he may reach.

He is of medium height, powerfully and compactly built, and on the day I saw him, was wearing a well worn coat of dark-grey material, pants, and an old pair of trousers, spotless linen and collar and tie. His head is massive, the forehead high, eyes deeply set, brows overhanging, and the expression extraordinarily keen. His eyes are wonderfully luminous and, when he is interested, light up his entire face. His hair is plentiful and brushed back from the temples. He is somewhat deaf in the right ear, and, though constantly placing his hand behind his left ear in order to catch what is being said, the organ has been pressed slightly forward. He was speaking in a very quiet voice, and was watching the lips of those who were answering him, in order the more readily to catch their remarks.

Suddenly he became conscious that there was a stranger to the room, and, jumping from the table with the agility of a boy, welcomed me in hearty American fashion, and was about to lead the way into his own room when he paused and asked me if I ever wrote a moment while he read the "boys" a few letters which had arrived by the morning mail. Therefore, he took from a drawer a sheet of paper out of his pocket, on which was typed a humorous paragraph, which he read to the young men who were crowding round him, and I joined in the hearty laugh which followed the recital. Like Lincoln, Edison loves a good story.

Then he led the way into his sanctum, and seating himself at his table, where he has evolved so many wonders, motioned me to a chair beside him and expressed a desire to know what he could do for me. I almost felt inclined to request him to invent some machine which would write my interviews, but, instead, I asked him to tell me of his latest. Such when he printed and published the *Weekly Herald* on board the cutters running between Port Huron and Detroit.

There was not much to tell, he declared. He was a boy of fourteen at the time, and the idea of publishing a newspaper had come to him one day, and at times before he was able to put it in actual operation. Early in 1862 he bought some old type and "wiezers" of the Detroit *Free Press*, obtained the use of a smoking car on his paddleling and printing office, and founded the *Weekly Herald*. He did all the work himself; set up the type, wrote the editorials, gathered the news, and, when the paper was printed, he sold the papers himself, and in a very short time had no fewer than four hundred subscribers. The paper ran for several months, and then, in an unfortunate moment, the "staff" began to combine chemistry with journalism. As a journalistic enterprise, set fire to the office with a stink bottle, and was summarily ejected from his "office."

"In this way," laughed Mr. Edison, "the *Weekly Herald* came to an end. But I had got quite finished with journalism, for soon after I issued a 'society' paper called *Paul Pry*, which, however, only ran a few numbers."

One copy only of the *Weekly Herald* appears to have been preserved, and that was rescued from destruction by Mrs. Edison, who kept it as a memento of her husband's early days. It is a most interesting little sheet, and though stained and creased, probably from being carried in the pocket, is very well printed, and contains a number of pages of features. Edison was keenly alive to the last item of attracting new subscribers. "In a few weeks," announces the editor, "each subscriber will have his name printed on his paper."

One of the stories most frequently related regarding Edison's earlier days tells how, when he was working in a certain factory, he was called upon to evolve some means whereby the hordes of cockroaches which infested the place might be got rid of. For the special benefit of these insects he constructed a trap and charged it with electricity, so that each insect on touching it received a shock which effectually settled it. Mr. Edison laughingly told me that not if this story was true, and he acknowledged that it was.

There seems to be a generally expressed belief that Mr. Edison dislikes the Phonograph, and some papers have gone so far as to affirm that he will not allow one to be in his house. I asked Mr. Edison to corroborate this, but he could not do so. "I am very fond of the Phonograph," he said, "and can listen to good Records by the hour. I do not, perhaps, like the Records that are most popular with the public, for I am not particularly fond of so-called comic songs, or ragtime music. My favorite music is Beethoven, and I never tire listening to his symphonies."

Mr. Edison has never spoken into a Phonograph for the purpose of making a selling Record, and seemed surprised when I suggested that if he did so it would certainly have an enormous sale. But he has made Records for his own amusement, and I can think so. He might some day speak into the Phonograph the story of how he invented the talking machine, but he did not consider it very likely, as we let it go at that, and I asked him what was the longest time he ever spent over an invention without leaving it.

"Four days and five nights," he replied. "During that time I had no sleep and had most of my meals standing. I did not find it a great hardship, and put so accustomed to doing without sleep that, had I wished to do so, I could have gone on for another two days. I have met men who work with me here in this laboratory who are accustomed over a few days and nights to go without sleep, and who will work for three and four days and nights with me before I turn my ideas. Every inventor must possess unceasing energy if he is desirous of achieving anything. Without it he will certainly fall in his objects."

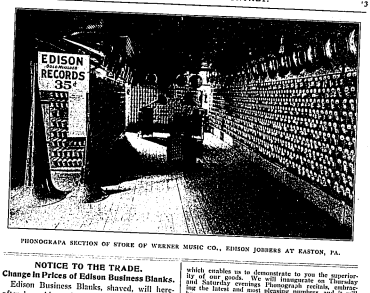
What do I consider the greatest invention of the 19th century? Why, America, of course. She probably has more need of inventions, for labor is dear, and so some means must be found to reduce the times short. My greatest invention? Well, I am not sure on which I consider has been the greatest benefit to mankind, but undoubtedly my incandescent light system is, as it is certainly the one of which I am most proud."

It seemed superfluous, when one considered how tenaciously Mr. Edison sticks to his work, to ask the inventor if he had any "hobbys," but I did so, and he at once declared that he had. "Chemistry and mechanics are my chief hobbys," he answered, "and I find myself as much at home in the laboratory as a fond of driving, and, of course, deeply interested in automobiling."

Mr. Edison looked affectionately at a glass tube containing some kind of solution suspended over an electric spark, and as the liquid began to bubble I remembered that I had heard that the famous inventor spends by naked him if he contemplated a visit to England, and he replied that in the course of a year or two he might give himself that pleasure. He had already made two visits to Great Britain, and on each occasion his reception had been so warm and sincere that he felt very much inclined to repeat the experience. Then, as I rose to depart, he took with some scarlety the building already, and as I looked back from the laboratory door I knew that his mind was once more absorbed in some experiment, or experiment, and that everything else was forgotten.

JULY, 1904, PHONOGRAM REPRINTED.

Owing to the hundreds of requests for copies of the first issue of the new *Phonogram* (July, 1904), we have reprinted a limited edition, and will mail copies at two cents each. It is our intention to later reprint the pictures of Messrs. Collins and Harlan, which appeared in the first issue, but many correspondents were anxious to get a complete file.



PHONOGRAPH SECTION OF STORE OF WERNER MUSIC CO., EDISON JOBBERS AT EASTON, PA.

NOTICE TO THE TRADE.

Change in Prices of Edison Business Blanks.

Edison Business Blanks, hereafter to sold to the trade and the consumer at the following net prices:

Singly and up to 100	$ .30 each net
100 to 500	.25 each net
500 to 1000	.22½ each net
1000 or more	.20 each net

We will not hereafter list or quote prices on rough Business Blanks.

NATIONAL PHONOGRAPH CO.,
July 14, 1905. Orange, N. J.

SOUTHERN DEALER'S ANNOUNCEMENT.

The following is part of a letter sent by the Southern Phonograph Co., of Birmingham, Ala., to its patrons, announcing its removal to larger quarters to 116 North 21st street:

Our list of Edison Records is replete with all the elegant and latest numbers of those famous Records, which are unequalled and which are recognized the world over as the acme of excellence in the art of reproduction of sound. There is but one perfect instrument for the reproduction of sound, in its full value of beautiful tone, and that instrument is the Phonograph, and that is the Edison Phonograph, in connection with the Edison Gold Moulded Record. This instrument faithfully reproduces every musical instrument and all the peculiarities of tone incident thereto, and the Records can be played over without sensible diminution of volume or tone.

We will occupy the entire building, and in the arrangement of our parlors have an eye single to the comfort and convenience of our patrons. One of the greatest benefits accruing to our removal to the new quarters is the freedom from noise and other disturbing influences we were forced to endure in the old location. We will be all to ourselves, too, all of which enables us to demonstrate to you the superiority of our goods. We will inaugurate on Thursday and Saturday evenings Phonograph recitals, rendering the latest and most pleasing numbers, and it will be our constant aim to please in your pleasures, not only during these entertainments, but at all times to the best of our ability.

We take pleasure in inviting your attention to the fact that we are the original introducers in Birmingham of this famous instrument, the Phonograph, which have furnished so much delight to thousands.

Thanking you for past patronage, and taking this occasion to state that we will endeavor to merit to the fullest extent a continuance of same, we beg to remain, SOUTHERN PHONOGRAPH CO.

VISITORS FROM INDIA.

Messrs. Rustanji Jamseiji Noorkoy and S. J. Noorkhoy, of Khetwady, Bombay, India, representing the Standard Trading Agency, called at the Laboratory on Wednesday, August 9th, with Senor Cabanas, of the Foreign Department. They have been on a tour through Europe and America since May 1st last. They will reach home again about November 1st, after having visited thirty cities in Europe and America, and traveling over 25,000 miles.

The J. F. Schmelzer & Sons' Arms Co., of Kansas City, who became Jobbers in Edison goods a few months ago, recently wrote:

"We find a greater demand for these machines than any others. We are pleased to state that our business in Edison goods is far better than we anticipated. We are getting up circular matter and send it out broadcast, and we are satisfied that it will have the desired effect."

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2003 Second ave.
Mobile—W. H. Reynolds, 161 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 766-768 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 614-618 street.

CONNECTICUT.

Middletown—Castle & Post Co., 106-240 Main street.
New Haven—Pardee-Bloomfield Co., 125 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue.
S. Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 41 Peachtree St.
Waycross—George R. Venerable.

ILLINOIS.

Chicago—James L. Lyons, 190 Van Buren street.
Siegel, Cooper & Co., 251 State street.
Talking Machine Co., 107 Madison street.
The Vim Co., 68 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 394 Wabash ave.
Peoria—Peoria Phonograph Co., 216 Bridge street.
Quincy—Quincy Phonograph Co., 622 Hampshire st.

INDIANA.

Indianapolis—Cable Co., 29 Massachusetts ave.
Talking Machine Co., 37 S. Meridian street.
A. M. Wahl & Co., 113 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 522 West Walnut street.
Fort Dodge—Early Music House, 812 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 620 Fourth street.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchmen street.
National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 180 Exchange street.
Portland—W. H. Ross & Son, 107 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 148 Hanover street.
Eastern Talking Mach. Co., 170 Tremont st.
Iver Johnson Sprg. Goods Co., 165 Washington street.
C. C. Osgood Co., 344 Washington street.
Reed & Read, 629 Washington street.
Pittsburg—Pittsburg Phonograph Co., 1209 Main st.
Lowell—Tremont Phonograph Co., 31 E. 5th street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Pfaff & Birkett Co., 439 Main st.
Worcester—Iver Johnson Sprg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Piano Co., 106 Woodward ave.
Grinnell Bros. 219 Woodward ave.
Saginaw—Morley Bros.

MINNESOTA.

Minneapolis—Thomas C. Hough, 1313 Hennepin ave.
St. Paul—Ivers & Pond, 376-378 Jackson street.
Minnesota Phonograph Co., 31 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. P. Schmelzer & Sons Arms Co., 720 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1112 Olive street.
Western Talking Machine Co., 103 Olive st.

NEBRASKA.

Lincoln—H. S. Silden, 1230 O street.
Omaha—Nebraska Cycle Co., 1118 and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

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NEW JERSEY.

Hoboken—Eclipse Piano Co., 200 Washington st.
Newark—A. G. Pelts, New and Halsey streets.
Paterson—James K. O'Dea, 119 Ellison street.
Trenton—Scudder, Gum and Stationery Co., 30 E. State street.
John Sykes, 125 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 32 State street.
Brooklyn—Chapman & Co., Fulton and Duffield streets.
A. D. Matthews' Sons, 392 Fulton street.
Price Phonograph Co., 1262 Broadway.
Buffalo—E. A. Powers, 603 Main street.
Elmira—Arnold Piano Co., 112 Lake street.
Gloversville—Adolphus Piano Co., 66 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Hattiri Piano Co., 158 W. 23d street.
Blackmun Talking Machine Co., 37 E. Fourteenth street.
C. Hinkelmann & Sons, 1033 2d avenue.
Sol. Bloom, New Amsterdam Theatre Building.
I. Davegan, Jr., 810 Third avenue.
S. B. Davega, Jr., 1482 3d avenue.
Douglas Piano Co., 82 Chambers st.
E. J. Gerhard, 1107 Lexington ave.
Harry Jackson, 230 Bowery.
Jacot Music Box Co., 39 Union Square.
Victor H. Kapps, 1061 Second avenue.
Siegel-Cooper Co.
Talking Machine Co.
Alfred Weiss, 1399 First avenue.
Olewego—Frank E. Holway, 32 Bridge street.
Poughkeepsie—Price Phonograph Co., 294 Main st.
Rochester—A. J. Deninger, 151 North street.
Finch & Hahn, 7 & 9 Main, 100 State street.
Talking Machine Co., 45 Main st.
Talking Machine Co., 21 Main st., E.
Schenectady—Finch & Hahn, 231 State street.
Jay A. Rickard & Co., 353 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 7 Third street.
Utica—Arthur Jones Piano Co., 222 Genesee street.
Arthur Pfaff & Washington street.
William Harrison, 41 Columbus street.
Utica Cycle Co., 31 Columbus street.

OHIO.

Canton—Klein & Heffner Co., 221 N. Market street.
Cincinnati—Ilsen & Co., 32 W. 6th street.
Rudolph Wurlitzer Co., 120 E. 4th st.
Cleveland—Eclipse Musical Co., pr. Erie and Huron sts.
Columbus—Columbus Phonograph Co., 141 High street.
Dayton—Niehaus & Johns, 31-33 E. 3d street.
East Liverpool—Smith & Phillips Music Co.
Newark—Hall-Pinter Co.
Toledo—Hayes Music Co., 608 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Braun, 200 Federal street.
Allentown—C. C. Aschbach, 431 Hamilton street.
Easton—William Werner, 201 Northampton street.
Harrisburg—C. T. Hoppe & Son, 214 N. Market st.
New Castle—S. C. Hufford & Son.
Philadelphia—C. T. Hoppe & Son, 1711 Chestnut street.
Ed Rose, Market and 8th streets.
Penn Phonograph Co., 12 S. 9th street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 42 N. 9th street.
Wm. Wilson & Co., 1107 Chestnut st.
H. A. Weymann & Son, 1325 Market st.
Pittsburg—Chas. F. Bentel Co., Inc., 632 Liberty street.
Kaufmann Bros., Fifth avenue.
H. Kleber & Bro., 221 Fifth avenue.
Pittsburg Phonograph Co., 339 Fifth avenue.
Pittsburg Piano Co., 323 Liberty street.
Reading—Reading Phonograph Co., 609 Penn street.
Scranton—Ackerman & Co., 130 Wyoming avenue.
Technical Supply Co.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. M. Dean Co., 64-66 Westminster street.
J. A. Foster & Co., 160 Westminster st.
Gladding, Strafford & Co.
J. Samuels & Bro., 124 Weybosset street.
A. T. Scattergood & Co., 106 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 311 Gay street.
Memphis—O. K. Houck Piano Co., 359 Main street.
Talking Machine Building.
Nashville—Nashville Talking Mach. Co., 320 Church st.
Magruder & Co., 13 Arcade.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Walz Co., 310 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Piano Co., Capitol and Pinnin Sts.
San Antonio—H. C. Enos Optical Co., 242 West Commerce St.

VIRGINIA.

Richmond—Magruder & Co., 201 E. Main st.

WISCONSIN.

Milwaukee—McGreal Bros., 273 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited.

Winnipeg—R. S. Williams & Sons Co., Ltd., 232 Princess street.

*Added since August 1, 1905.

SUSPENDED LIST, SEPTEMBER 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

ILLINOIS.

Chicago—H. E. Everest, 6031 S. Halsted street.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.

South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 211 Jefferson street.
Sioux City—H. HOFFMAN BROS. CO.
A. V. LARIMORE, 518 Fifth street.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.

MAINE.

Biddeford—W. H. FIELD.
Monmouth—G. H. STETSON.

MASSACHUSETTS.

Boston—T. SINGER, 60 Leverett street.
Lawrence—LORD & CO., 314 Essex street.
E. O. MORSE, 226 Essex street.
Lynn—ELIAS DEYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR N. TAYLOR.
New Bedford—H. B. DAWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. F. Mahoney, Manager.

MICHIGAN.

Detroit—P. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMERSON ESTATE.
JAMES V. CALAHAN, 107 Genesee st.
TIERNEY BROS., 107 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. B. CAMPBELL.
Nashua—P. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAML D. WOLF, 39-34 Arkansas ave.
Bayonne—L. WIGDOR, 250 Avenue D.
Jersey City—W. L. HOFFMAN, 131 Montgomery st.
Newark—E. L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 23 N. Main street.

*Added Since August 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Plainfield—S. W. PRUCHT, or R. PRUCHT; also New York City.
RLSTON M. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 609 Spring street.

NEW YORK.

Albany—G. LINDE, 323 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—WM. ALBRECHT, 1092 Knickerbocker ave.
C. HINKELMANN, HESELWICK PHONOGRAPH EXCHANGE, 1251 Myrtle avenue.
Hobart—P. H. MASSARA.
New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 126 Wall street.
AUTOMATIC ZITHER CO., M. Cohen, Prop., 35 Union square.
BENJ. BEARWALD, 373 W. 125th st.
BRONX PHONO. CO. or DAVID SWITKY, 926 Wilkins ave.
CENTRAL PHONO. CO., 160 E. 2d street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONO. CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONO. CO., 2 W. 14th street.
S. W. PRUCHT, or R. PRUCHT, 3 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHERLE, 209 Broadway; also Philadelphia, Pa.
HOLCOMB BROS., 191, 421 and 491 West st.
N. HORN, 148 E. 86th street.
W. J. ISAACS, 214 Fulton street.
S. LEMBURG & CO., 1292 Broadway.
MAJESTIC PHONO. CO., 1358 Broadway.
RICHMOND PHONO. CO., 1740 st.
P. M. PRESCOTT, 1 Broad st.
WINTHROP CYCLE CO., 1202 Seventh ave.
Rome—CHARLES TUTTLE.
Saratoga—W. J. TUTTLE.
Saratoga Springs—MARVIN A. COTE.

OHIO.

Cincinnati—J. L. ANDEN.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—P. A. MAZURIE.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1785 Emerald street.
HAWTHORNE & SHERLE, 604 Chestnut st., or 1 Keystone Market stall; also New York City.
A. LINDLAND, 1420 Arch street.
PENN NOVELTY CO., 13 South 9th st.
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 624 Wylie ave.

RHODE ISLAND.

Providence—P. P. MOSES.

WISCONSIN.

Milwaukee—J. C. BLATTER.

AMUSEMENT ~ AND LANGUAGE ~ STUDY



DOUBLE SERVICE

September will open the Fall demand for Phonographs. *Demonstrate "DOUBLE SERVICE"—Amusement and Language Study.* Send fifty cents and we will deliver the new I. C. S. Sample Language Record, containing interesting lessons in French, German, Spanish, and English. Prices and literature on application. Address

LANGUAGE DEPARTMENT
INTERNATIONAL CORRESPONDENCE SCHOOLS
SCRANTON, PA.

FOR FOREIGN SALES, ADDRESS { Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, National Phonograph Co., Ltd., 25 Clerkenwell Road, London, E. C

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. III. ORANGE, N. J., OCTOBER, 1905. No. 8.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
SAN FRANCISCO: 186 MISSION STREET.
NATIONAL PHONOGRAPH CO., LTD.: 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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A GREAT SEASON AT HAND.

From the manner in which orders for Phonographs and Records have been received in the past month it is evident that the Jobbers are amply anticipating their wants and are preparing for a great fall and winter season in Edison goods. Every order for both machines and Records shows a large increase over orders placed by the same firms at the same time a year ago. This makes it certain that our factory facilities will be strained to the last degree to meet the demand. Hundreds of hands have been added to the working force and many departments are working nights as well as days, with two shifts of hands. This will be continued for the remainder of the year at least and as much longer as the demand makes it necessary.

Many of the orders placed by Jobbers cover a period of four months and provide for shipments at a given time each month or as near as circumstances will make it possible. This plan enables our factory force to plan for some months in advance and it ensures Jobbers getting goods nearer on time than would be possible if orders were placed from month to month. Dealers would act wisely if they would adopt a similar policy and give their Jobbers orders covering the remainder of the year, with shipments of a certain quantity each month. Jobbers would appreciate this and Dealers would be in better shape to supply the wants of their patrons than if they waited till their stocks were nearly depleted before they placed their orders. Every Dealer who is making an earnest effort to sell Edison goods can safely count upon an increase of from twenty-five to fifty per cent. over his business in the fall of last year and can order accordingly.

The advertising that we are doing this fall is double what it was in the same months last year and the expenditures for November and

(Continued on Page 2.

THE ADVANCE LIST OF NOVEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR NOVEMBER, 1905.

RECORDS listed below will be ready for shipment as near **November 1st** as possible, at which time Jobbers' stock orders, if **received prior to October 10th**, will be shipped. November Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9122	Hungarian Fantasia *(Tobani)*	Edison Concert Band
9123	Mother o' Mine *(Kipling-Tours)* *Song with Orch. accom.*	Theo. Van Yorx
9124	On the Banks of the Rhine With a Stein *(Von Tilzer)* *Comic male duet, by the composer of "Under the Anheuser Bush," Orch. accom.*	Collins and Harlan
9125	Friendly Rivals *(Godfrey)* *Cornet duet, Orch. accom.*	Herbert L. Clarke and John Hazel
9126	Honeymoon Hall *(Bratton)* *Waltz song from "The Pearl and the Pumpkin Orch. accom.,*	Harry MacDonough
9127	In Timbuctoo *(Morse)* *A Monkey ditty, Orch. accom.*	Billy Murray
9128	Jesus, Saviour, Pilot Me *(Gould)* *Sacred male duet, Orch. accom.*	Anthony and Harrison
9129	Bold Front March *(Seltzer)*	Edison Military Band
9130	Wait 'Till the Sun Shines, Nellie *(Von Tilzer)* *Descriptive song, Orch. accom.*	Byron G. Harlan
9131	And the World Goes On *(Sutton)* *Song hit, as sung by Raymond Hitchcock in "Easy Dawson," Orch. accom.,*	Bob Roberts
9132	Betty *(Taylor)* *Sentimental male duet, Orch. accom.*	MacDonough and Bieshling
9133	Roses and Thorns *(Ridenour)* *Mexican Dance*	Edison Symphony Orchestra
9134	We'll be Together When the Clouds Roll By *(Mills)* *Descriptive song, Orch. accom.*	Irving Gillette
9135	I'm the Only Star that Twinkles on Broadway *(Von Tilzer)* *Comic song, Orch. accom.*	Ada Jones
9136	Pretty Mary *(Mills)* *Sentimental male duet, Orch. accom.*	Harlan and Stanley
9137	Dancing in the Starlight *(Ellis)*	Edison Concert Band
9138	Sweetest Flower That Blows *(Hawley)* *Soprano sentimental song, Orch. accom.*	Marie Narelle
9139	Have You Seen My Henry Brown? *(Albert Von Tilzer)* *Coon song, Orch. accom.*	Arthur Collins
9140	The Irish Girl I Love *(Hoffman)* *Tenor sentimental song, from "Rogers Brothers in Ireland," Orch. accom.,*	Edward Barrow
9141	Sweet Little Daisies *(Seltzer)* *Bells solo, Orch. accom.*	Albert Benzler
9142	Fol-the-rol-lol *(Limerick)* *Comic song, Orch. accom.*	Edward M. Favor
9143	Courtship of Barney and Eileen *(Vaudeville)* *Comic dialect sketch, Orch. incidental music*	Ada Jones and Len Spencer
9144	When the Evening Breeze is Sighing Home, Sweet Home *(Solman)* *Descriptive male quartette, Orch. accom.*	Edison Male Quartette
9145	Everybody Works but Father Medley *Introducing "Everybody Works but Father," "Leader of the German Band," "Angelena," "In Dear Old Georgia" and "Hiram Green, Good-Bye"*	Edison Military Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from Page 1.)

December will be the largest in the history of the company. It is certain to create an unprecedented demand for Edison Phonographs and Records, and the Dealers who do not carry a sufficient stock to meet the demand will learn of their mistake when too late to remedy it. Dealers will also find it profitable to do an extra amount of advertising in their local papers, so that the public after reading our general advertisements in the magazines will know where to buy the goods in their own cities and towns.

MUST GET ORDERS IN BY THE 10th.

The following letter was sent to our Jobbers in the latter part of August, just too late for publication in the September PHONOGRAPH MONTHLY:

NEW YORK, AUG. 26, 1905.

For the reason that some Jobbers are not complying with our instructions and request, that their stock orders for advance Records be sent us not later than the 10th of the month following receipt of lists, we again beg to notify you that unless such orders are sent us by the 10th of the month, we cannot promise shipment of them at same time shipment is made to such Jobbers as send their orders by that time.

This month there are some Jobbers who have not sent in their orders for September Records and for that reason shipment of same, if order is received, cannot be made at same time as to other Jobbers, which will be some time next week.

As we believe it is very important, if not absolutely imperative, that each and every Jobber receive their stock of advance Records at the same time, we trust any who have heretofore been delinquent in getting their orders in on time, as above requested, will hereafter see that delays of so serious a nature do not occur again.

C. H. WILSON,
Manager of Sales.

There is little to add to this notice, except to say that the greatly increased demand for Records makes it absolutely necessary to get orders in by the 10th. If shipments are to be made between the 25th and the 1st of the month we must have the co-operation of Jobbers.

QUESTIONS AND ANSWERS FOR THE TRADE.

Lovejoy Novelty Works, Laramie, Wyo.—Are the words "Gold Moulded" copyrighted as applied to Edison Records? There is a party here that is advertising another make of records as "Gold Moulded." Now, the word "Gold Moulded" is misleading, as it would make people think that they were the same as the Edison Records.

[It is not copyrighted. It was, however, originally used by this company to describe Mr. Edison's original process of using gold in making moulds for Phonograph Records. The value of the phrase was not recognized till it was too late to copyright it.]

A SURE WAY TO INCREASE SALES.

Every month we spend thousands of dollars advertising the Edison Phonograph. Did you ever think that this advertising is done for *your* benefit, Mr. Dealer?—to send you *new* customers? Most Dealers appreciate this great help. Others apparently think it is nothing because it costs them nothing. They will not take care of the business we send them. Our advertising produces inquiries about the Phonograph from prospective buyers all over the country. They want to know just what a Phonograph will do for them in the home, and how much it will cost.

We send them a booklet, and write them that we have sent their names to the nearest Dealer, who will call or write and give them full particulars. Then we send the Dealer a Home Office Reference giving the name and address of the inquirers and asking him to report to us the result of his call or letter. And here's where we find out whether the Dealer appreciates the free advertising or not. Most Dealers call or write promptly, and in a large percentage of cases, make a sale. Others apparently throw this valuable information in the waste basket and neglect a good prospect of a sale, because a little effort is required to handle it.

Of course we know that every prospective does not buy, but a large percentage do, if properly followed up by the Dealer. But whether they buy or not we want to know. We want every Dealer to give Home Office References prompt and careful attention, and then report to us. This information is important. It tells us how much our advertising accomplishes, where it is weak, how it can be improved, how we can help the Dealer to close sales, and whether it will pay to increase the advertising.

Won't you help us help you? Designate some one in your office to take care of these references and report to us. Progressive Dealers find that it pays, and so will you if you have not heretofore given this matter the attention it deserves. Now is a good time to start handling references systematically. Our advertising is heavier this fall than ever before, and if Dealers want us to keep up this expenditure, they should work with a will to make it pay.

Owing to a typographical error the title of No. 9116, "Yankee Grit March," is given in the October Supplement as "Yankee *Girl* March." Dealers whose patrons call attention to it will please explain the matter. But for the large edition we would have had the supplement reprinted.

WESTERN SALES FORCE VISIT THE ORANGE FACTORY.

George M. Nisbett, Manager of our Chicago office, and his seven salesmen, paid a visit to the factory at Orange, N. J., during the week of August 28. They reached New York on August 28 and spent the two following days inspecting Mr. Edison's laboratory and the various buildings which comprise the factory of the National Phonograph Co. It was the first visit to Orange of most of the salesmen, and they obtained a much better idea of how Phonographs and Records are made than they had before known. They also found the plant a much larger proposition than they had anticipated. Mr. Edison met the party at the laboratory and gave each a cordial hand shake and a pleasant greeting. The occasion was the first time that the Western salesmen had ever met together, and on the second day the wish was expressed that they might be photographed in a group. A happy combination of circumstances made it possible to get Mr. Edison, Mr. William E. Gilmore, President of the company, and Mr. C. H. Wilson, General Manager of Sales, to join the group. The picture is reproduced herewith. Mr. Nisbett was detained in New York and to the regret of his faithful co-workers could not be included in the picture. This will explain why his photograph is here given separately.



WESTERN SALESMEN AT THE EDISON LABORATORY.

The seven salesmen are standing in the back row and reading from right to left they are: W. C. Patrick, L. R. Chandler, F. L. Fritsley, W. Hoos, A. H. Kloehr, M. C. Kreusch and A. B. Chandler. In the center of the front row are Mr. Edison and Mr. W. E. Gilmore, President of the company. Mr. Wilson, General Sales Manager, sits at the right and L. C. McChesney, Advertising Manager, at the left.



GEORGE M. NISBETT,
Western Manager.

Thursday and Friday were spent in seeing New York and its nearby resorts. On Thursday night President Gilmore gave a dinner in honor of the party in New York. When the party left for Chicago Friday night they had absorbed enough material to tell interesting stories to the trade for some weeks to come.

AMONG THE JOBBERS.

Finch & Hahn, of Albany, have moved their Troy branch from 7 Third street to 3 Third street, and their Schenectady branch from 496 State street to 504 State street.

The Eclipse Phonograph Company, of Cleveland, O., have removed to 162 Prospect street.

The Knoxville Typewriter and Phonograph Co., of Knoxville, Tenn., have moved from 311 Clinch street to 421 Gay street.

The American Phonograph Co., of Gloversville, N. Y., opened a branch jobbing agency at 34 Church street, Burlington, Vt., on October 2.

New Edison Jobbers during the past month were the Hext Music Co., Denver, Colo., the Talking Machine Co., Pittsburg, and W. A. Meyers, Williamsport, Pa.

W. E. Henry, formerly manager of the Pittsburg branch of the Columbia Phonograph Co., in connection with P. A. Powers, of Buffalo, has opened a large wholesale and retail talking machine store at 619 Penn avenue, Pittsburg, under the title of the Talking Machine Co. They have already become Edison Jobbers. They have fitted up their large store in handsome style.

The Eastern Talking Machine Co., Boston, Mass., is one of the very prosperous concerns of the country. Last year it declared a dividend of over 30 per cent., and perhaps this will be exceeded for the current fiscal period. Starting with a capital of $7,500, it is now rambling along cheerfully and contentedly, with its financial standing rated at $75,000 and not owing a dollar.—*Music Trade Review.*

ABOUT OURSELVES.

John R. Schermerhorn, Assistant General Manager of the National Phonograph Co., sailed on September 26 on the Kronprinz Wilhelm to spend several months at our branch offices in London, Paris, Berlin and Brussels, and also to look into the matter of establishing branches in other European cities.

C. H. Wilson, General Manager of Sales, is making a trip to the Pacific Coast with a view of establishing new trade relations in several of the large cities west of the Rocky Mountains. He is accompanied by Mrs. Wilson, and will visit several Jobbers between Chicago and San Francisco before he returns.

Edgar W. Dennison resigned on September 16 as Secretary of the National Phonograph Co. A. Westee, General Auditor, who has been with the company almost since its organization, has been appointed Secretary in place of Mr. Dennison.

Walter H. Miller, Manager of our Recording Department, returned in the latter part of August from a tour of the recording plants at London, Paris, Berlin and Brussels. Mrs. Miller made the trip with him.

Charles N. Wurth, of the Edison Laboratory, returned recently from Europe, where he spent the past two years installing Record moulding plants at Paris, Berlin and Brussels.

A WORD TO DEALERS ABOUT ORDERS FOR PARTS, ETC.

We would like to impress upon sub-Dealers the desirability of having Reproducers and Recorders repaired and ordering small parts through their Jobbers. When Dealers who are buying goods from Jobbers send such orders to us it causes a lot of needless trouble. Before we can receive the order we must get the Dealer to sign agreement, because we do not allow a Jobber to sell goods to a Dealer who has not signed through him and to be consistent we cannot do it ourselves. This done the order is put through. When the work is done or the parts ready for shipment we must put through a *pro forma* bill, having no knowledge of the Dealer's financial standing. When the bill is paid shipment is made. All of this trouble would be saved if orders were placed through Jobbers and the Dealer would get much better service. Should Jobbers decline to handle these small orders, we shall be glad to have the Dealer send us the Jobber's refusal. We doubt, however, if any Jobbers would refuse to handle them.

PHONOGRAM CHANGES.

The Advertising Department would appreciate it if the Jobbers who order *Phonograms* each month would give us notice at least a month in advance of any change in quantity or imprints. This will enable us to order a sufficient quantity printed each month and properly fill orders for imprinted copies. By the time this paragraph is read we shall have the November *Phonograms* largely printed and some of them will be packed for shipment. *Phonograms* are packed with Records of the month and as the demand for the latter has grown to such an enormous extent we are compelled to begin packing early in the month so as to get the work completed by the 25th. After the *Phonograms* are packed with Records it is difficult to increase or decrease the standing order. By sending in changes before the first of the month, Jobbers will materially assist the handling of orders for *Phonograms* and Records.

CURRENT ADVERTISING FORMS.

Following is a list of numbers of current catalogues and other forms; no other forms can be supplied at the present time:

378—Order Book.
400—Chinese Supplement.
464—Japanese Supplement.
511—Catalogue of Parts.
551—Shaving Machine Folder.
608—Jobbers' Discount Sheets.
609—Dealers' Discount Sheets.
618—Hanger on Prices of Machines, etc.
619—Catalogue of Accessories.
635—Dance Record Supplement.
641G—Price Cards for Gem.
641S—Price Cards for Standard.
641H—Price Cards for Home.
641T—Price Cards for Triumph.
649—Hebrew Record Order Blank.
650—Record Order Blanks.
655—Steel Portrait of Mr. Edison.
657—Family Poster.
658—Boy Poster.
660—Mexican Record Catalogue.
675—Music in Every Home Folder.
686—Record Placard (35c.).
713—Swedish Record Supplement.
720—Foreign Record Catalogue.
725—Domestic Record Catalogue.
728—August Record Supplement.
740—Machine Catalogue.
741—September Record Supplement.
752—October Record Supplement.
No form number—Celluloid Card.
No form number—Absent Lover Poster.

PRINTED MATTER.

We have gotten out a special booklet, printed in two colors, for use only in replying to inquiries for our catalogues resulting from our magazine advertising. It is called "Home Entertainments with the Edison Phonograph." It is not intended to supply this form to the trade. The edition printed would not make it possible, even if we felt disposed to send it out for general distribution. It will be useless, therefore, for Jobbers or Dealers to request quantities of it.

Until we can reprint them, it will not be possible to fill any further orders for Folder No. 690, entitled "Slave of the Ring," or Card No. 746, showing the picture of Mr. Edison. It will require from four to six weeks' time to print a further edition of these forms.

For the benefit of those who do not seem to have read previous notices in the PHONOGRAPH MONTHLY, we beg to say that Forms 535, 540 and 550 are now out of print and cannot be supplied. They will not be reprinted. The same is true of the little book marks, Form 205.

In order to have a more up-to-date catalogue for the holiday trade and avoid as far as possible the use of supplements, it has been decided not to get out a new catalogue of Domestic Records until November 1. This will include November Records. Jobbers should bear these facts in mind and not get too heavily stocked up with the present catalogue. None of the November 1 edition will be shipped till the November Records have gone out.

Form No. 409, the card in colors, showing a boy with a hatchet "Looking for the Band," is out of print and cannot be supplied to the trade.

We would again advise the trade that the booklet on the "Art of Making Phonograph Records" is out of print. A new edition is in preparation, but will not be ready for several weeks.

The numbers on Record order sheet C will run out with the December Records. Sheet D will be ready for use in December.

One of the handsomest and most effective show-cards that we have had sent us is that recently published by the National Phonograph Co, Ltd. It is an oval portrait of Edison, with the famous trade mark signature underneath, and at top the words "Edison Phonographs and Edison Gold Moulded Records." The background of the card is apparently of mahogany, and the graining of the wood is really wonderfully well imitated. The card is actually of steel, and is nineteen inches by thirteen.—*Talking Machine News, London.*

LOOK OUT FOR BOGUS PARTS.

Dealers are cautioned against buying bogus parts for Edison Phonographs, reproducers and records. Order Edison parts and insist upon having them. The difference in cost between Edison parts and imitations is trifling but the difference in quality makes the latter much more expensive in the end, to say nothing of the dissatisfaction of customers who get the inferior parts.

STOLEN PHONOGRAPH.

F. H. Van Duzer, a Dealer at Port Richmond, Staten Island, N. Y., had a Home Phonograph No. 144854 stolen from his store on the night of September 14. If any Dealer is asked to buy it he should hold the machine and notify Mr. Van Duzer.

READ THE MONTHLY.

It is to be regretted that many Jobbers and Dealers do not pay sufficient attention to the information given them in these columns. This is especially true of printed matter. Much correspondence could be saved if they would read and remember the information given them, especially that concerning the issuance of new forms of printed matter and also of forms, the editions of which become exhausted.

HOW FATHER OUTDID EDISON.



"I'll bet you that I'm not kep awake until midnight by that gabby Clarence."



And he wasn't.

Courtesy of Talking Machine World.

COULDN'T RESIST ITS CHARMS.

I sold a Home outfit recently to a man that said he would not have a talking machine in his home. I said to him, "Yes you would if you heard an Edison Phonograph." He said, "No I would not have one." "Well," I said, "you let me bring an Edison Home machine up to your home and you will be delighted so much, and so surprised, that you will buy one at once." So he consented to let me bring it to his home. I took it with the latest Records and I sold him the Home machine, a large horn and stand and three dozen Records, and he is now one of my best customers. I won him over to the Phonograph completely. He told me that he was delighted with it and would not part with it for anything.

W. H. DYER,
Frederick, Md.

BOUGHT THE WHOLE LIST.

As it may be interesting to you to note the value of your methods of advertising, we relate an instance that was quite interesting to us, which happened a few days ago. A gentleman came in with a full page from *McClure's Magazine* containing the Edison advertisement, wherein any one interested was requested to call upon the nearest dealer and hear several select numbers. After hearing two or three pieces, he requested that we wrap up the entire list without exception. This is rather unusual, but quite satisfactory.

SOUTHERN PHONOGRAPH CO.
Birmingham, Ala.

GREAT AID IN MISSIONARY WORK.

The following is an extract from a letter received from the Rev. J. H. Pettee, for twenty-seven years a missionary in Japan:

"I am constantly using my Edison Phonograph to the great delight of foreigners and Japanese, civilians and soldiers, missionaries and merchants, adults and children, Russian prisoners and Japanese wounded soldiers, Buddhists and Christians, and the public generally. It is a great aid to my missionary work."

DEALERS WHO ADVERTISE.

Interesting advertisments setting forth the merits of Edison Phonographs and Records have recently been received from the following: Merrill Bowers, Le Roy, Minn.; Ball-Pintze & Co., Inc., Newark, Ohio; Buckeye Music Co., Rudolph, Ohio; Bennett & Co., Cloyuet, Minn.; Theo. F. Bentel Co., Pittsburg, Pa.; Peter Bacigalupi, San Francisco, Cal.; Christianson Bros. Co., Racine, Wis.; T. B. Davis, Logan, Utah; E. F. Droop & Sons Co., Washington, D. C.; Eastern Talking Machine Co., Boston, Mass.; Foster & Foster, Spokane, Wash.; Finch & Hahn, Albany, N. Y.; W. P. Herms, Hemstead, Texas; Household Furniture Co, Providence, R. I.; J. E. Harding & Son, Norfolk, Va.; Dan Irick, Rushsylvania, Ohio; Kramer's Music House, Allentown, Pa.; F. I. Lamson, Rockland, Me.; J. B. Lawton, Phenix, R. I.; H. L. Miller, Galveston, Texas; J. B. Meller & Son, Dayton, Ohio; C. C. Mellor Co., Pittsburg, Pa.; Fred C. Morgan, Pine Plains, N. Y.; McGreal Bros., Milwaukee, Wis.; C. E. Osgood Co., Boston, Mass.; R. L. Penick, Montgomery, Ala.; J. F. Schreiner & Sons Alma Co., Kansas City, Mo.; Aaron A. Snow, Orleans, Mass.; Springfield Music Rooms, Springfield, Vt.; Shadow Town Co., Baraboo, Wis.; E. P. Sisad, Jacksonville, Fla.; Spratt & Corcoran, Watertown, N. Y.; J. Samuels & Bro., Providence, R. I.; Superior Phonograph Co., Superior, Wis.; R. E. Snipes, Selma, N. C.; Simons Music Store, Ottawa, Ill.; Texas Phono. Co., Houston, Texas; Thos. Wardell, Lowell, Mass.; H. O. Wiles, Sidney, Ohio; N. G. Woodward, Defiance, Ohio.

A FINE BUSINESS SHOWING.

Spratt & Corcoran, of Watertown, N. Y., became Dealers in Edison goods on December 3, 1901, with three machines and 150 Records. At that time there were several other Edison Dealers in Watertown. They at once saw the possibilities in the business and began to push the line in a most aggressive manner, becoming large advertisers in local mediums and using other up-to-date methods. On July 19 they reported that their business for less than eight months was as follows:

1328 Edison Records.
2 Gem Phonographs.
198 Standard Phonographs.
54 Home Phonographs.
2 Triumph Phonographs.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR NOVEMBER 1905.

With the advance of the amusement season and the development of song hits by the various music publishers, there comes such a variety of material suitable for Record making that it is quite a task to know what to put out first. We feel that in making up this November list our Recording Department has shown excellent judgment. It has produced twenty-four Records of unusual merit and sufficiently diversified in character to meet the approval of all. From a recording standpoint they are also fine.

No. 9122, "Hungarian Fantasia," by the Edison Concert Band, is a well-known composition by Theodore M. Tobani, written in Hungarian style and made up of Hungarian selections. It has all the characteristic snap of Hungarian music, and our Concert Band has interpreted it in a manner only obtained by a thoroughly efficient organization.

No. 9123, "Mother O' Mine," sung by Theodore Van Yorx, is by Rudyard Kipling and it has been set to music by Frank E. Tours. The music is of a dramatic character in the climaxes, which are well brought out by Mr. Van Yorx. Mr. Van Yorx's fine voice is winning him a host of Phonographic friends. The words of "Mother O' Mine" are:

If I were hanged on the highest hill,
Mother O' Mine,
I know whose love would follow me still,
Mother O' Mine.

If I were drowned in the deepest sea,
I know whose tears would come down to me,
Mother O' Mine.

If I were dumb'd, of body and soul,
I know whose prayers would make me whole,
Mother O' Mine.

No. 9124, "On the Banks of the Rhine with a Stein," by Collins and Harlan, is a waltz song by Harry Von Tilzer and Andrew B. Sterling, writers of "Under the Anheuser Bush," (our Record No. 8575). The music is of the same general character and fully as attractive. The song tells of the pleasures of a chat with the boys alongside of the well-filled stein. It is a new composition and is sung with much spirit by Collins and Harlan, with orchestra accompaniment.

No. 9125, "Friendly Rivals," is another splendid concert duet by Herbert L. Clarke and John Hazel. Mr. Clarke is the principal cornet soloist of Sousa's Band, and Mr. Hazel is principal cornet soloist of the Edison Military Band. The music is of a polka character. Its writer is Carl Fischer.

No. 9126, "Honeymoon Hall," by Harry MacDonough, is a waltz song from "The Pearl and the Pumpkin," which had such a run at the Broadway Theatre, New York. Its music was written by John W. Bratton, and the words by Paul West. It is of a serio-comic order. It is finely sung by Mr. MacDonough, who is accompanied by the orchestra. The chorus follows:

Honeymoon, Honeymoon Hall!
O, the rent there is nothing at all,
'Tis in Bill and Coo street,
All the rooms are "sensize,"
And upon you no creditors call.
Down in Honeymoon, Honeymoon Hall!
It is crowded in springtime and fall;
There you find many by wedding march
Down in Honeymoon, Honeymoon Hall.

No. 9127, "In Timbuctoo," by Billy Murray, is a monkey ditty, not unlike "Come Down from the Big Fig Tree," by the same composers (Theodore Morse and Ed. Madden), except that "In Timbuctoo" will be judged more tuneful and interesting. We predict a big success for this song and for our Record of it. Mr. Murray has the assistance of the orchestra in his excellent rendition of this song.

No. 9128, "Jesus, Saviour, Pilot Me," by Anthony and Harrison, is a well-known gospel hymn by J. E. Gould and the Rev. Edward Hopper, and much requested by users of the Edison Phonograph. It is one of those selections that are as staple as the necessities. It will probable be a permanent selection in our catalogue. The Record is made with orchestra accompaniment.

No. 9129, "Bold Front March," by the Edison Military Band, was composed by F. E. Seltzer, who wrote "American Standard March." The Record is made by the Edison Military Band, under the direction of Mr. Seltzer, who is its leader. It is played with a vim and dash in keeping with its attractive title.

No. 9130, "Wait 'Till the Sun Shines, Nellie," by Byron G. Harlan, is a descriptive song with a march tempo chorus. It is one of the popular ballads of the present season. Harry Von Tilzer and Andrew B. Sterling, who wrote this song, seem to be always in touch with the wants of the public and to give it just what it wants in the song line. Mr. Harlan's sympathetic voice and style are admirably suited to this selection. It is sung with orchestra accompaniment.

No. 9131, "And the World Goes On," by Bob Roberts, is the song hit sung by Raymond Hitchcock in his new comedy drama "Easy Dawson." Mr. Roberts makes the Record with such a perfect imitation of Mr. Hitchcock's manner of singing that it is hard to realize that Mr. Hitchcock is not singing himself. All who are familiar with this actor's style will appreciate the imitation. The singer is accompanied by the orchestra. The song is written by Harry O. Sutton (music) and Jean Lenox (words).

No. 9132, "Betty," by MacDonough and Biebling, is a swingy rhythmical schottische tempo melody, set to a sentimental story and sung in good style by these popular duettists, with orchestra accompaniment. The chorus follows:

Betty, my sweetest little fairy,
Betty I love you true.
Tell me just when we are to marry,
Give me your answer, do.
Betty, just tell me what's to hinder,
Betty, with dainty form so slender,
Betty, with eyes of blue so tender,
I love you.

No. 9133, "Roses and Thorns," by the Edison Symphony Orchestra, is a Mexican dance previously listed in the old style Record catalogue. It is brought forward again on account of its beautiful melody and the fact that it is well adapted to our present methods of recording orchestra selections.

No. 9134, "We'll Be Together When the Clouds Roll By," is a sentimental ballad by Irving Gillette. A monthly supplement that did not include a selection by Mr. Gillette would now be regarded as incomplete by thousands of Phonograph owners. By many he is regarded as one of the best tenor singers we have ever had. This song by Kerry Mills and Alfred Bryan is well suited to Mr. Gillette's voice and cannot fail to be widely sought. The Record is made with orchestra accompaniment. The words follow:

We'll be together, sweetheart, when the clouds roll by,
Let your heart be cheery, dearie, don't, you cry!
When the merry days are o'er, in the spring time,
Wait be together when the clouds roll by.

No. 9135, "I'm the Only Star that Twinkles on Broadway," by Ada Jones, was written by Harry Von Tilzer and Andrew B. Sterling and is sung in Miss Jones' usual attractive style with orchestra accompaniment. The following words tell how the "star twinkles":

Now I am a Broadway star all right,
I'm the star that twinkles on Broadway,
All the others are not only shining they say,
I'm a public favorite you can plainly see,
Why I'm making Leslie Carter's boy look gray;
I remember when Belasco saw me play,
Richard Carle by the hand and fainted died away,
'Cause I signed with Hill for a season,
I'm the only star that twinkles on Broadway.

No. 9136, "Pretty Mary," by Harlan and Stanley, is a beautiful sentimental ballad of the old time "Sweet Mary" order. It is just as tuneful and singable, and en its merits, both vocal and music, ought to be just as popular. The blending of the voices of Mr. Harlan and Mr. Stanley is in perfect sympathy with the old but ever new and interesting story and the charming melody to which it is set. It is sung with orchestra accompaniment. The music is by Kerry Mills and the words by A. B. Sterling.

No. 9137, "Dancing in the Starlight," by the Edison Concert Band, is a delightful light number of the caprice-gavotte order and well worth a place in the most exclusive collection of Records. J. Henry Ellis is the composer.

No. 9138, "The Sweetest Flower that Blows," by Marie Narelle, is a sentimental song by Charles B. Hawley (music) and Frederick Peterson (words). Splendidly sung by Miss Narelle with orchestra accompaniment. The words follow:

The sweetest flow'r that blows,
I give you as we part,
For you it is a rose,
For me it is my heart;
The fragrance of my love,
Ah, dear, is only yours,
And in dying fails,
It is my love for you.

No. 9139, "Have You Seen My Henry Brown?" by Arthur Collins, is a new coon song that fits Mr. Collins' voice and style as if it were written especially for him. Sung with orchestra accompaniment. Henry Brown has left his loved ones who stakes her desire to find him in the following words:

Have you seen my Henry Brown,
Any place a-hanging 'round?
I'm a-looking for him, he was found.
I'm going to hunt all over town,
For that scamp that threw me down;
On my knees I ask you please, have you seen my Henry Brown?

No. 9140, "The Irish Girl I Love," is sung by Edward Barrow a well-known English tenor, who here makes his first Record for the Edison Phonograph. Mr. Barrow commenced his musical studies when but a youth. Going to London he entered the Royal Academy of Music, placing himself under Arthur Thompson, an eminent professor at the Conservatory, and later under Signor Alberto Randegger, and graduated with the highest honors. Coming to this country he continued his studies with Victor Harris. He now makes New York City his home. He is solo tenor at the Central Congregational Church, New York City, and he has appeared in concerts with the most prominent singers of the country. His first Edison selection is from "Rogers Brothers in Ireland," which opened at the Liberty Theatre, New York, in August. The song is one of the gems of the play. It has a slow waltz movement. It was written by Max Hoffman (music) and George V. Hobart (words), and the orchestra accompanies the singer.

No. 9141, "Sweet Little Daisies," by Albert Benzler, is a bells solo with orchestra accompaniment. It is one of those pretty song and dance movements that have been so well received as bells numbers and which admit of splendid orchestral embellishment in the accompaniment. The Record will rank among the best of Mr. Benzler's solos. "Sweet Little Daisies" was composed by Frank R. Seltzer, director of our Military Band.

No. 9142, "Fol-the-rol-lol," by Edward M. Favor, comprises eight unrestricted verses to the old Fol-the-rol-lol tune. Four choruses are also introduced, both male and male voices. The Record is one that will be very popular because of its extremely ludicrous character.

No. 9143, "Courtship of Barney and Eileen," by Ada Jones and Len Spencer, is another clever vaudeville specialty with orchestra accompaniment. This is quite unlike the specialties heretofore made by Miss Jones and Mr. Spencer, but is just as clever. It tells in Irish dialect of how Barney courted Eileen.

No. 9144, "When the Evening Breeze is Sighing 'Home, Sweet Home,'" by the Edison Male Quartette, is a charming descriptive ballad given in quartette form, effectively arranged, and sung with orchestra accompaniment with the same blending of voices and artistic style that have made the Records of this quartette so popular. The words of the refrain follow:

And the breezes still are sighing as they sighed that
morning
When through the world I started forth to roam;
And it seems that I can hear the Mother's voice in
me so clear,
When the evening breeze is sighing "Home, Sweet
Home."

No. 9145, "Everybody Works But Father Medley," by the Edison Military Band, introduces five popular songs as follows: "Everybody Works But Father," our Record No. 9000; "Leader of the German Band," our Record No. 9115; "Anvelena," our Record No. 9112; "In Dear Old Georgia," our Record No. 9099, and Hiram Green, Good Bye," our Record No. 9118.

A COMFORTABLE ENGLISH ORDER.

Our London office sends us a copy of an order placed with them on July 12 by John G. Murdock & Co., Ltd., 91 and 93 Farringdon road, London, calling for the delivery of 3,160 Phonographs during August to November, inclusive. It was as follows:

Please supply the following:			
1400 "Gem" Phonographs	@	42s.	less 20%
1000 "Standard"	@	84s.	less 20%
360 "Home"	@	168s.	less 20%

To be sent us direct from the States.
Delivery to be made as follows:

	STAND-ARDS.	GEMS.	HOMES.
To be shipped on August 1st...	250	250	90
" " " " September 1st...	250	250	90
" " " " October 1st.....	250	250	90
" " " " November 1st...	250	250	90
	1,000	1,000	360

SLOT PHONOGRAPHS IN GREAT FAVOR.

The advantage of the Phonograph to the public at large is being greatly appreciated by all classes. Take, for instance, the amusement parlors found in the shopping districts of all of the large cities, where for a cent one is able to hear many of the great singers sing their favorite songs and ballads and operatic selections. Then, again, the National Phonograph Co. have their own orchestras and bands, and every day these orchestras and bands are playing for the purpose of making Records of all the latest popular music, particularly marches and operatic selections. The Records which are manufactured for this purpose often cost large sums of money, and evidently there has been no expense spared on the part of the manufacturer to obtain for the public the very finest material at hand. In all sections of the country these penny arcades, as they are popularly styled, are meeting with great success. This not only opens up a field for the manufacturer in the arcade business itself but increases the popularity and demand for the Phonograph, because in many instances where the Phonograph is unknown comparatively, in the rural districts particularly, folks visiting the city are attracted by the glamor and glare of these places and visit them, immediately becoming imbued with the idea that they must have a Phonograph for their own home. The price at which they are sold places them within the reach of nearly every one.

The American Phonograph Co., of Detroit, recently received the following letter from a customer to whom they had sold an Edison Standard Phonograph, allowing him $7 for his disc outfit which had cost him $35:

"I received the Standard Phonograph yesterday all right and notice that it is put in a fine quarter-sawed dark golden oak finished cabinet. After using a ——— machine for two or three years the difference is so great that I don't think I would have been better pleased if you had sent me a deed for a half interest in your business."

THE PHONOGRAM.

Dealers desiring to get a supply of *Phonograms* to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobbers' orders unless placed with us a similar period in advance. We plan to print about 10,000 more than we have orders for when we go to press, five weeks in advance of the month of issue, but frequently these are soon used up with extra orders. Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1000 copies.....	$2.50
Smaller quantities pro rata.	
Imprinted, per 500 copies.....	1.50
Imprinted, per 1000 copies.....	2.75

Imprinted, per 1000 copies..... 2.75
Imprinted orders require three days' extra time in receiving imprint, and all imprinting orders must be for multiples of 500.....
Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year.....	$ .20
Five copies to one address, per year.....	.90
Twenty-five copies to one address, per year.....	3.60
Fifty copies to one address, per year.....	5.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

A HEARING CONVERTED HIM.

Walter Rolfe, a Dealer in Edison Phonographs and Records at Hartford, Conn., Me., relates the following incident "While in my store a few days ago I was engaged in conversation with a gentleman of considerable musical ability and he inquired, 'How is business?' When I informed him that the Phonograph business was especially good, he laughed and remarked that he could not understand how intelligent people could be induced to invest their money in such 'mincry boxes.' Upon this I started my Home Phonograph with a late, high-class orchestra Record. When I finished playing it there was a look of surprise on his face. 'Why,' he remarked, 'that is beautiful. It beats anything I ever heard on a talking machine. That must be a better machine than the average.' I replied that it was no better than any of the late model Edison Phonographs and I entertained him for a solid half-hour with some of the late Gold Moulded Records. When he left the store he was glad to take back his remark regarding the Phonograph and said it was the best concert he had listened to for many months and was a wonderful improvement on the cheap scratchy machines he had been accustomed to hearing."

WHAT AN ILL WIND DID.

Last week a large touring car stopped here for repairs. One of the party fell in love with the Phonograph. I had one running while they were waiting. I sold him a Standard and three dozen Records and they left for Olean, N. Y., with the Edison playing No. 9017.

G. C. COE,
East Aurora, N. Y.

A PHONOGRAPH CLUB.

ROCKDALE, TEXAS, SEPT. 6, 1905.

Here is a selling scheme that might be of interest to the trade. I have a Phonograph Club consisting of twenty members. Each member pays $1 per week for twenty weeks and the club buys one machine a week. Then they draw to see which member gets the machine that week, and the member who gets the machine does not draw again but pays his dollar every week till he has paid $20. The club takes a mortgage on the machine for balance due. You see, I sell a Standard machine a week to this club. I get cash for the machine and the club gets twenty weeks' time. You see this gives me a chance on selling twenty Standard machines, and the members believe they have twenty weeks to pay for their Phonograph, but there is only one goes out every week till every member has a machine. The beauty of this plan is when a member draws for eight or nine weeks without getting a machine he will come in and pay the balance and get his machine. The way I manage the drawing is this: I write each man's name on a slip of paper and put it in a small envelope and seal it up. I draw one out each week and open it and the name inclosed gets the machine that week. I think when I get these twenty machines out, and others I sell to parties who do not belong to the club, I will have a fine Record business. I have handled other machines here but did not make a success of it as the price of the records was too high. I have got every one Phonograph crazy here now and I am expecting a large trade.

J. B. ASHBY.

500 EDISONS TO ONE OF ALL OTHERS.

ALBANY, N. Y., AUG. 31, 1905.

Your letter enclosing a reference to a prospective purchaser received. I appreciate your favor very much, and commend the adoption of your follow-up system. I think it will prove a great benefit to Dealers and Jobbers as well as to the National Phonograph Co. I have received many favorable comments on the fine list of records for September, both in regard to the tone and quality and the artists in general. While I handle other records besides Edison Gold Moulded Records, I sell but few of them, for the Edison Records excell them all. I sell 500 Edison Records to every one of the other makes. Many of my patrons say, give me the Edison Record or none at all, even if the selection wanted is made by other companies and not on the Edison Record. When I first started in business, my store was small, but before long I had to get a larger place, thereby increasing my trade. I look for a prosperous fall and winter business.

MARK A. OBY,
1722 Broadway.

WANT NONE BUT EDISON MAKE.

BLUFFTON, INDIANA, AUG. 21, 1905.

I formerly handled disc goods exclusively, but since I put in the Edison line my talking machine business has doubled many times over and I find it almost impossible to sell any other make. In fact, I have sold but one disc machine in seven months. The people don't want them after they hear the Edison.

Your Records as you are now making them, are simply wonderful and outclass every other line. I find that it pays to carry a complete assortment prominently displayed. The arrangement of record stock which you illustrated in your August PHONOGRAPH MONTHLY, has been in use by me for some time. It is certainly fine and establishes the confidence and enthusiasm of customers the moment they enter my store.

GEORGE D. SHIGLEY.

A FINE PHONOGRAPH STORE.

Foster & Foster, Edison Dealers at Spokane, Wash., send the following description of their new store:

"We recently have the sweetest Phonograph store in the Pacific Northwest, having our whole store, where heretofore we occupied but a part of it. The size of our store now is 21 x 64. It has two large display windows. The interior decorations and woodwork are in dark golden oak, both sides of the store being alcoved and numbered from 1 to 12,000, numerically consecutive, 1 to 6 in the back of store we have arranged a sleeping room and a very pretty Phonograph parlor, where we can show a customer to hear and show him what a machine will do in a home similar to one in his home. The store is very light, and we have a balcony over three rooms which we will finish off later, and by double-decking the front portion will have four rooms.

"The new Records from month to month are getting better and better, and we wonder if the company will ever quit improving."

A STRONG ENDORSEMENT.

Brown Brothers, of Great Eastern street, London, in a recent advertisement of their business used this unusually strong phrase: "Worth Handling: Genuine Edison Phonographs and Gold Moulded Records; *absolutely the most perfect talking machines* and Records yet introduced." The italics are ours. It is significant when a firm with the standing of Brown Brothers, without solicitation, prints such a sweeping and unqualified endorsement of the Edison product.

WHY HE IS SUCCESSFUL.

SALEM, INDIANA, AUG. 18, 1905.

Having noticed in this month's PHONOGRAPH MONTHLY a description of F. L. Fritchey's "step" shelving as applied and used by some of the large Dealers of Edison goods, we thought possibly the readers of the MONTHLY might be interested in the application of the plan to the needs of the smaller Dealer in a town of 2,000 people. Our initial order for Edison goods was received some four months ago. Since that time we have done a very fine business and we attribute it to the method of showing the goods, judicious advertising, and, last but not least, the superiority of Edison Phonographs and Records. In this section of the country we find that the price of the Edison Record as compared with the dollar records of the other kind, is a point to be emphasized in our advertising, and then, after the possible purchaser hears them and the musical tone produced, it is a trouble to sell him an outfit. This may appeal to other small Dealers. There are other machines on sale in this town, but so far as we can learn, not one of them has been sold since we have been selling Edison goods.

H. H. ROUTH & SON.

CONTRAST MADE A QUICK SALE.

I am delighted with the Phonograph business. It is on the increase. I am putting out twice as many machines as last year. My clerk was conducting a free concert a few days ago when a gentleman came into the store and asked if it was possible for the Home Phonograph to record and reproduce all the Records advertised. I overheard the remark and replied that it would record the voice of a mule as well as the beautiful songs we had played. We played Record No. 8071, "Yankee Patrol," and then No. 8721, "The Mule Song." He at once said, "I want the machine." In one hour I had his outfit loaded on my auto car and delivered three miles in the country. I don't sell any other make of machines and my customers are all delighted and have the best.

G. R. Wasser,
Slatington, Pa.

ORANGE BLOSSOMS AND THE PHONOGRAPH.

This is the way J. A. Leissy, a Dealer at Richmond, Cal., recently sent an order to Peter Bacigalupi, Edison Jobber at San Francisco:

"Send by next mail to S. C. Dale, Richmond, Cal., Record No. 152, 'Mendelssohn's Wedding March.' Party is so enthused over the Phonograph just purchased that the wedding march is to be played on it at their daughter's wedding."

A BETTER ONE NOT SOLD.

Here's the way Thomas Wardell, Edison Jobber at Lowell, Mass., put it in a circular letter sent to his patrons recently:

The undersigned has had eleven years' experience in the talking-machine business. In that time I have heard, handled and sold all makes of records. I am now as pro and anti, handling Edison Phonographs through the conviction that they are the best for severing qualities, and ESPECIALLY IN QUALITY OF TONE, consequently they are THE CHEAPEST RECORD IN THE MARKET.

When I find a better Record than the Edison, I shall gladly advertise it.

Edison Records advertise themselves.

THE YOUNGSTER KNEW THE DIFFERENCE.

"Here is a little incident you can make use of," writes T. L. Thomas, a Dealer at Hazleton, Pa. "A customer came in this week to buy Records. I have a half-dozen of another make which I don't sell. I have them here for comparison only. I went to put one on the machine for comparison when a little boy six years old, who was with the lady, when he saw the box, begged me not to put it on the machine, and asked that I should take one out of the box that had Mr. Edison's picture on, as Mr. So and So, their neighbor, had the other kind and they did not play as loud as the ones that had Mr. Edison's picture on. Of course I complied for the time being, but I hunted the neighbor up and got him to my place, allowed him $2.50 for his old machine and sold him a Standard, horn and stand and forty-two Records. So you see the children know the difference between the real and the imitation."

CERTAIN TALKING MACHINES TOO MUCH FOR PEOPLE OF MARION, O.

Marion, O., Sept. 9, 1905.

Citizens of Marion are up in arms against "talking machines." They have stood for the piano practice and the girl taking lessons in voice culture, *but the disc concerns are the limit.* The chief complaint seems to be that the machines disturb their nightly slumbers, though some assert that they get tiresome through the daytime, especially as they are forced to hear the same old tune many times a day. A long petition has been presented to the police protesting that a certain machine was becoming a public nuisance. An investigation will be made.—*Hamilton, O., Evening Democrat.*

In sending the above clipping a Dealer notes: "Recently a show exhibiting in a large tent made a week's stand in this city. They had a disc machine which they used throughout the show. It was awful—both show and disc."

A DEALER'S WAY OF ADVERTISING RECORDS.

Turner's Falls, Mass., Sept. 7, 1905.

I have an advertising sheet that I am sending out every month. This has proven very profitable to me. I am getting mail orders from Vermont and New Hampshire. If I get hold of a party who has never even told his friend or neighbor that he was going to get a Phonograph sometime I enter his name on my list and send him the circulars, together with a Phonogram each month. I have got enough sales from this sheet so far to pay for its cost for years. It will help others as it helps me.

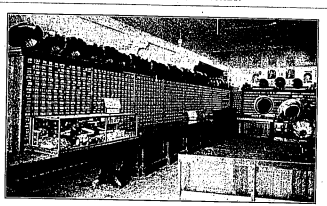
G. A. Gove.

The sheet referred to was a circular 8½ x 11 inches in size. At the top was printed Mr. Gove's letter head. Below it were the words "Edison September Records Received Today." Then followed a brief description of about a dozen of what Mr. Gore considered the best in the September list. The descriptions were condensed from those in the August Phonograph Monthly.

IN THE REALM OF MUSIC AND SONG.

Robert M. Reese, of Hamilton, Ohio, sends a show bill and programme of a Phonograph entertainment given by him recently. It was announced as a "Grand Double Phonograph Entertainment by the Edison Concert Co. One hundred and twenty minutes in the realm of music and song. The prince of entertainers—The Phonograph—will delight its hearers with: Exquisite operatic selections, charming melodies, famous band and orchestral productions, comic and sentimental songs, recitations—comic and dramatic; and everything in the way of pleasures that appeals to the sense of hearing."

The programme included forty-eight specially selected Edison Records.



SECTION OF STORE OF TEXAS PHONOGRAPH CO., HOUSTON, TEXAS.

BEAT OUT THE "ROASTERS."

"The enclosed letter explains itself, coming as it does from a man of pronounced," wrote the Santa Fe Watch Co., of Topeka, Kan., recently. "The Saturday Night Club has never before been known to allow a man to finish his speech. This time the speech was finished, not by a man, but by the Edison Home Phonograph and in a voice loud and plain enough to be heard anywhere in the hall. We heard the Records in our store and they were as loud and clear as any made in the factory."

The letter referred to was written by Judge R. A. Burch, of the Supreme Court, Topeka, Kan., and was as follows:

"I beg pardon for the long delay in expressing my thanks for the use of the Edison Phonograph at the Saturday Night Club banquet. Without ever before attempting the feat, I made a perfect Record of my speech at the first trial, and the reproduction was such that the 'joshers' and 'roasters' of the club could do nothing but wait until the machine had finished delivering the speech.

R. A. Burch."

SIMPLY GRAND.

Accept my congratulations and thanks for your "Hungarian Rhapsody" and "Summer Night's Dream" just issued. They are *simply grand.* I consider them the most wonderful of anything you have yet *produced.* I cannot half tell you what the Phonograph is to me. It has opened up a field of pleasure and knowledge that has heretofore been almost inaccessible to me. Wishing you success for your high-grade machines and your most wonderful Records of *natural* tone.

Paul R. Stevens,
Portland, Me.

A SIDE LINE BUT PROFITABLE.

I have more orders on hand now for Edison goods than I have ever had since I have been in business. My books call for one Home, a Standard and four Gems, all cash sales. They are growing more popular every day. Wish I had $500 to spare. I would invest it all in Edison goods. Your goods paid my rent through the winter. I hope to largely increase sales this winter.

Canaan, Conn. George W. Ford.

A LITTLE EDISON EXPERIENCE.

Two ladies came into my store and wanted to buy two machines, one each. I was loaded with disc machines and tried to run off a couple of them, so played the best records I had on the disc machine. Then they asked to hear the Edison. What did they do? Not a thing but take the two Edison machines. Moral—Keep a full line of Edison goods and do business.

C. V. Yonz,
Carroll, Ia.



INTERIOR OF STORE OF HENRY L. SCHALL TALKING MACHINE CO., DECATUR, ILL.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 161 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 766-782 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th street.
*Hext Music Co., 1certh and California streets

CONNECTICUT.

Middletown—Cauldon & Post Co., 408-408 Main street.
New Haven—Ferdee Slamberger Co., 132 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 47 Peachtree St.
Waycross—George N. Youmans.

ILLINOIS.

Chicago—James I. Lyons, 192 Van Buren street.
Talking Machine Co., 192 Madison street.
The Vim Co., 66 E. Lake street.
Montgomery Ward & Co., 115 Michigan ave.
Rudolph Wurlitzer Co., 394 South ave.
Peoria—Peoria Phonograph Co., 308 Hedge street.
Quincy—Quincy Phonograph Co., 242 Hampshire st.

INDIANA.

Indianapolis—Croxton, Jay Co., 102 Massachusetts ave.
Kipp Bros. Co., 32 S. Meridian street.
A. B. Wahl & Co., 124 Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 702 Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 620 Fourth street.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchmen street.
National Automatic Fire Alarm Co., 624 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Rose & Son, 107 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Mach. Co., 177 Tremont st.
Iver Johnson Sptg. Goods Co., 165 Washington street.
C. H. Osgood Co., 222 Washington street.
Oliver Ditson Co., 150 Washington street.
Read & Read, 362 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 204 Main st.
Lowell—Thomas Worden, 127 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Pitts & Brickett Co., 435 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward Ave.
Grinnell Bros., 229 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 704 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 107-109 Wabasha street.
Thomas C. Hough, 332 Wabasha street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. P. Schmelzer & Sons Arms Co., 710 Main street.

St. Louis—Conroy Piano Co., 12th and Olive streets.
D. E. Hough Piano Co., 1118 Olive street.
Western Talking Machine Co., 503 Olive st.

NEBRASKA.

Lincoln—H. B. Sidles Cycle Co., 1317 O street.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

Continued on page 25.

NEW JERSEY.

Hoboken—Eclipse Piano Co., 201 Washington st.
Newark—A. G. Hyatt, Drew and Halsey streets.
Paterson—Jeffers & Co., 119 Ellison street.
Trenton—Sidell Blank Book and Stationery Co., 30 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 52 State street.
Brooklyn—A. D. Smith & Sons, 94 Fulton street.
Price Phonograph Co., 1060 Broadway.
Buffalo—F. A. Powers, 619 Main street.
Elmira—Elmira Arms Co., 206 Main street.
Gloversville—Empire Phono. Co., 120 W. Fulton st.
Kingston—Peirce & Co., 322 Wall street.
New York City—Bentzel Phono. Co., 256 W. 23d street.
Blackman Talking Machine Co., 67 Chambers street.
I. Davega, Jr., 1270 Broadway.
Hoxton—New American Theatre building.
I. Davega, Jr., 80 Third avenue.
S. B. Davega, 39 E. 14th street.
Douglas Phonograph Co., 41 Chambers st.
Edison Phonograph Co., 10 Union Square.
Harry Jackson, 125 Bowery.
Jesse Music Hse Co., 53 Union Square.
Victor H. Kapke, 1567 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Wolf & Co., 1 and 3 Park Place.
Oswego—Frank H. Bolway, 32 Bridge street.
Poughkeepsie—Price Phonograph Co., 203 Main st.
Rochester—A. J. Dettinger, 104 Main street.
Mackie Music Co., 38, 40, 42, 100 State street.
Talking Machine Co., 38 State street.
Talking Machine Co., 18 State st., E.
Schenectady—Finch & Hahn, 304 State street.
Jay A. Hilliard & Co., 231 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.
Utica—Arthur Jorgensen, 114 Genesee street.
Arthur Jorgensen, 84 Lafayette street.
William Morrison, 48 Main street.
Utica Cycle Co., 32 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 116 N. Market street.
Cincinnati—Hunt & Helm, 88, 625 Main street.
Rudolph Wurlitzer Co., 102-6 W. 4th st.
Cleveland—Bellamy Piano Co., 184 Prospect st.
Columbus—Emery & Whitall Co., 172 S. High street.
Dayton—Nischwitz & Dehoff, 29 E. 5th street.
Newark—Oak Floats, Co.
Toledo—Hayes Music Co., 628 Cherry street.

PENNSYLVANIA.

Allegheny—Henry Braun, 900 Federal street.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 201 Northampton street.
Harrisburg—N. E. Hamburger, 12-14 N. Market sq.
Lancaster—H. G. Depprosé & Son.
Philadelphia—C. J. Heppe & Son, 1109 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 17 S. 9th street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 45 N. 9th street.
Wm. H. Wilson & Co., 1031 Chestnut st.
W. A. Wycoff & Son, 1124 Chestnut st.
Pittsburg—Theo. F. Bentel Co., Inc., 632 Liberty street.
Kaufmann Bros., Fifth avenue.
H. Kleber & Bro., 221 Fifth avenue.
Theo. Mader Co., 323 Fifth avenue.
Pittsburg Phonograph Co., 537 Liberty street.
*Talking Machine Co., 537 Liberty st.
Reading—Reading Phonograph Co., 544 Penn street.
Scranton—Ackerman & Co., 130 Wyoming avenue.
Hamilton & Co.
*Williamsport—W. A. Sieyers, 102 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. A. Reynolds, 109 Weybosset street.
A. Reyer Co., Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 132 Weybosset street.
A. T. Scatterood & Co., 106 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 17 Gay street.
Memphis—D. E. Houck Piano Co., 82 Madison street.
F. M. Atwood, Lowenberg Building.
Nashville—Nashville Talking Mach. Co., 136 Church st.
Magruder & Co., 13 Arcade.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TEXAS.

Dallas—Southern Talking Machine Co., 250 Main st.
El Paso—W. C. Walz Co., 102 to 110 Pecn street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Pasaeli Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce st.

VIRGINIA

Richmond—Magruder & Co., 1107 E. Main st.

WISCONSIN.

Milwaukee—McGreel Bros., 172 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 141 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 191 Princess street.

*Added since September 1, 1905.

SUSPENDED LIST, OCTOBER 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

ILLINOIS.

*Champaign—Eggleston Bros.
Chicago—H. E. Everett, 6134 S. Halsted street.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.

South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 229 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 211 Jefferson street.
Sioux City—HAYTENBACH BROS. CO.
A. V. LARIMORE, 218 Fifth street.

KANSAS.

Clay Centre—E. M. GOSLOCK.
Lawrence—BELL BROS.
*Topeka—R. H. MORHOUSE, 320 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.
Lewiston—J. W. SKENE.
Monmouth—G. H. STETSON.

MASSACHUSETTS.

Boston—*C. C. PECK, 43 Milk st.
T. SINGER, 54 Everett street.
Lawrence—LORD & CO., 372 Essex street.
E. O. MORSER, 20 Essex street.
Lynn—ELIAS DeYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Woburn—OSBORN GILLETTE, or THE HOLTON JEWELRY CO., L. P. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANOVSKY.
Saginaw—OEO. W. EMENDORFER.
JAMES V. CALAHAN, 227 Genesee st.
TIERNEY BROS., 227 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

*Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
NEW HAMPSHIRE.
Hillsboro Bridge—E. M. BARNES.
Manchester—A. DUMAS
Nashua—F. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAMUEL D. WOLF, 3031 Arkansas ave.
Bayonne—I. WIDDOE, 220 Avenue D.
Jersey City—W. L. HOFFMAN, 231 Montgomery st.
Newark—R. L. COWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—A. W. FRUCHT, or R. FRUCHT; also New York City.
RUSTON N. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 619 Spring street.

NEW YORK.

Albany—G. LINDE, 293 S. Pearl street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—WM. ALLBRIGHT, 924 Knickerbocker ave
H. HINDERMANN, 1373 DEKALB AVE. PHONOGRAPH EXCHANGE, 1373 Myrtle avenue.
Hobart—F. H. MARSHALL.
New York City—C. A. ARMSTRONG, or AMERICAN PHONO. CO., 126 Wall street.
AUTOMATIC ZITHER CO., M. Cohen, Prop., 38 Second avenue.
BERN BROWN, 135 W. 125th st.
BRONX PHONO. CO. or DAVID SWITKY, 302 Willis ave
CENTRAL PHONO. CO., 160 E. 2d street.
R. L. COWIN; also Newark, N. J.
EAGLE PHONO. CO., or S. LOWENTHAL, 83 Nassau street.
EMPIRE PHONO. CO., 2 W. 125th street.
S. W. FRUCHT, or R. FRUCHT, 3 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
O. HAGER, 2 Murray street.
HAWTHORNE & SHEBLE, 927 Broadway; also Philadelphia, Pa.
HOLZMER BROS., 191, 201 and 491 West st.
W. LUBA, 145 E. 125th street.
H. MAYER, 1 and 3 Union square.
S. LEMBERG & CO., 1 Broadway.
J. MCELLYNNE, 99 Broadway.
RICHMOND PHASE, 24 W. 125th st.
THE PHONOGRAPH, 24 Broad st.
WINTHROP CYCLE CO., 2221 Seventh ave.
Rome—CHARLES TUTTY.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
*Watertown—HENRY A. HARDY, 24 Arcade st.
*H. S. WARDWELL & CO., 39 Public Square.

OHIO.

Cincinnati—J. L. ANDEM.
Coshocton—BURNS & GOSSER.
Springfield—P. & M. WATERHOUSE.
Urichsville—P. A. MASURIE.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1163 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Mascher sts.; also New York City.
H. SEIDEL, 820 Arch street.
PENN NOVELTY CO., 21 South 9th st.
Phoenixville—REINARD BROS.
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.

Providence—P. P. BOOKE.

WISCONSIN.

Milwaukee—J. C. BLATZER.

*Added Since September 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

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FOR FOREIGN SALES, ADDRESS | Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, National Phonograph Co., Ltd., 25 Clerkenwell Road, London, E. C.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. III. ORANGE, N. J., NOVEMBER, 1905. No. 9.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

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NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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A PHENOMENAL SITUATION.

The problem that confronts the National Phonograph Co. at the present time is not how to secure orders for Phonographs and Records but how to fill those orders already on file. No more eloquent statement concerning the demand for our goods could be made than the fact that within the past month we have been compelled to decline orders from nearly a dozen firms who wanted to become Jobbers in our goods and who stood ready to make a cash payment for the initial quantity required by our jobbing agreement. It follows that we greatly regretted that circumstances compelled us to do this. It was, however, simply impossible to take on any further Jobbers at the present time and give them a service that would enable such firms to make a proper start with our goods. We could have taken their orders, and, by making our regular patrons wait longer for Phonographs and Records, and making part shipments to the new firms, have permitted them to make a beginning, but such a course would have been unsatisfactory to the new firms and unfair to those already in the business. The best that we could promise the newcomers was that we would be able to take care of them after the first of the year, which we sincerely trust we can do. The jobbing orders that were accepted in the past month, and they were of a notable character, were the result of plans made earlier in the season, or it is probable that they, too, would have been compelled to wait until a later date before we could have welcomed them into the Edison family.

No such demand has ever existed for Edison Phonographs and Records as now prevails. At this time a year ago we thought we had reached the top notch in volume of orders, but the unfilled orders at the present date are double those at the same date a year ago, and the new orders each week exceed the product of our factory. To tell the trade the number

(Continued on Page 2.)

THE ADVANCE LIST OF DECEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR DECEMBER, 1905.

RECORDS listed below will be ready for shipment as near **December 1st** as possible, at which time Jobbers' stock orders, if **received prior to November 10th**, will be shipped. December Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9146 At the Old Grist Mill (*Müller*) *Descriptive fantasy* Edison Concert Band

9147 Lorna (*Newton*) Edward Barrow
Sentimental song, Orch. accom., and Quartette chorus by the Edison Male Quartette

9148 The Golden Wedding (*Vaudeville*) Ada Jones and Len Spencer
Character sketch with Orchestra incidental music and introducing the old-time ballad "The Golden Wedding" (Gosdorcy)

9149 Träumerei (*Schumann*) *'Cello solo, Piano accom.* Hans Kronold

9150 Bye-Bye, My Eva, Bye-Bye (*Smith and Broten*) Arthur Collins
Coon song, Orch. accom.

9151 Lily White (*Bratton*) Harry MacDonough
Popular sentimental song from "The Pearl and the Pumpkin," Orch. accom.

9152 I'm Old but I'm Awfully Tough (*Laughing song*) Andrew Keefe
Comic Rube selection, Orch accom.

9153 Happy Heinie March (*Lampe*) *Characteristic* Edison Military Band

9154 Girl from the U. S. A. (*Hollander*) *March song, Orch. accom.* Irving Gillette

9155 Nothin' from Nothin' Leaves You (*Snyder*) *Coon song, Orch. accom.* Bob Roberts

9156 Star, Beautiful Star (*Schilling*) Anthony and Harrison
Christmas male duet, Orch. accom.

9157 Romantic Overture (*Keler Bela*) Edison Symphony Orchestra

9158 Can't You See I'm Lonely (*Armstrong*) Miss Ada Jones
Coon love ballad, Orch. accom.

9159 Call Again, Calligen *Comic Irish song, Orch. accom.* Edward M. Favor

9160 Nigger Loves His Possum (*Paul Dresser*) Collins and Harlan
Coon male duet, Orch. accom.

9161 With Flying Colors March (*Creager*) Edison Concert Band

9162 Silver Threads Among the Gold (*Danks*) Miss Marie Narelle
Soprano song, Orch. accom.

9163 Short Stories by Frank Bush (*Original*) *Comic talking selection* Frank Bush

9164 Sympathy (*Kendis and Paley*) Billy Murray
Comic song, ("Don't Worry, Bill"). Orch. accom.

9165 Killarney, from "The Rogers Bros. in Ireland" (*Hoffman*) Albert Benzler
Xylophone solo, Orch. accom.

9166 Starlight (*Morse*) Byron G. Harlan
March song by the composer of "Blue Bell," Orch. accom.

9167 As We Parted at the Gate (*Keith*) Harlan and Stanley
Descriptive male duet, Orch accom.

9168 Silent Night (*Quartette*) *Christmas carol, unaccompanied* Edison Male Quartette

9169 Good Night Waltz (*For Dancing*) Edison Military Band
Introducing "My Dream" Waltz, "Auld Lang Syne," "Good Night Ladies," "Merrily We Roll Along" and "Home, Sweet Home"

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from Page 1.)

of unfilled orders for Phonographs and Records that we now have on hand, even stated without any thought of exaggeration, would cause the trade to feel that we had entered into competition with firms to whom figures mean little when stating the business that they have done or are doing. We are amazed ourselves at the magnitude of the business, and we know that the trade would be equally amazed could it realize the true situation.

Fortunately, we have a factory capacity largely in excess of that of a year ago, and as it is now being crowded to its limit, we hope to make steady progress toward shipping the Jobbers sufficient goods to take care of their Dealers, even though we may not be able to make complete shipments. Jobbers may rely upon it that in apportioning our daily output of machines and Records, we will make shipments with equal fairness to all. No one will be given any advantage over his competitor in this respect. Nothing will be left undone to keep the trade supplied and to complete orders as near as possible to the specified time.

JOBBERS SHOULD ANTICIPATE RECORD DEMAND.

The demand for Edison Records is growing so rapidly that the time is at hand when Jobbers will be compelled to change their methods of carrying stocks and ordering Records. Most of the time in the past it has been feasible for a Jobber to wait till his stock of Records ran low, place a new stock order and get the Records in from one to two weeks, thus avoiding the necessity of anticipating weeks in advance or carrying large stocks. With the Record business almost doubling from year to year it is no longer possible to give the service of two years ago, even with facilities for making 100,000 Records a day. A greater time must elapse between the time of placing orders and getting the goods. Jobbers must order farther in advance or wait longer to get their orders filled. To wait means loss of business to the Jobber who does not have the Records to fill the orders of his Dealers. Placing orders farther in advance is, therefore, the only practical solution. This, after all, only means a little more study of the Record situation. It only means that a Jobber must learn how to anticipate the sale of every Record and place orders to be shipped on or after a certain date. By the use of a card file or any similar system a complete record can be kept of the sales of each title. Such a record will show the total sales of each number in a given period and will form an excellent basis from which to make up anticipatory orders. A system of recording the number of Records received from the factory and sold can be kept that will tell by a glance just how many of each number are in stock without looking at the shelves or store rooms. The plan of ordering Phonographs in advance is successfully followed by all Jobbers and there is no reason why the same principle cannot be followed in ordering Records. To do so would greatly facilitate the task of filling orders at the factory. The advantage to the Jobber of always keeping a complete and adequate stock of Records is too apparent to call for comment.

AUSTRALIAN AND MEXICAN DISTRIBUTING DEPOTS.

Owing to our constantly increasing trade in the Australasian Colonies and the Republic of Mexico (both showing in the past year an increase of business representing nearly 100 per cent. over the preceding year), it has been found necessary to open distributing depots at Sydney, N. S. W., and Mexico City, Mexico.

William W. Wyper, our Australian representative, sailed from San Francisco October 12th, en route for Sydney, N. S. W., and as soon as practicable after his arrival, will secure the necessary office quarters, also a storeroom for the accommodation of a large stock of Edison Laboratory products, the shipment of which is now in transit. It may be of interest to our friends in the trade to know that the people of Australia are to-day using more Edison Phonographs per capita than those of the United States. We are sure that our efforts to carry a large stock of Edison apparatus in Sydney will be thoroughly appreciated by our clients when it is shown that it requires from two and a half to three months to receive a shipment from New York by direct steamer, or via Liverpool.

Practically the same conditions prevail in Mexico as in Australia. The increase of our business in Mexico has been phenomenal, and to meet the requirements of the trade, we have arranged to carry there a large stock of all goods we manufacture. Our Mexican representative, Raphael Cabañas, left New York October 12th, and after visiting the trade in several of the principal Mexican cities, expects to reach Mexico City about November 15th.

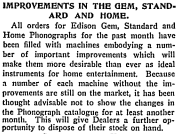
Both Mr. Wyper and Mr. Cabañas are particularly adapted to the work which they have undertaken, in that they have spent the greater part of their lives in the field in which they will operate. With direct representation, and with a large stock of goods at hand, there is no doubt that a still further increase in business in the above territories will result from our efforts.

IMPROVEMENTS IN THE GEM, STANDARD AND HOME.

All orders for Edison Gem, Standard and Home Phonographs for the past month have been filled with machines embodying a number of important improvements which will make them more desirable than ever as ideal instruments for home entertainment. Because a number of each machine without the improvements are still on the market, it has been thought advisable not to show the changes in the Phonograph catalogue for at least another month. This will give Dealers a further opportunity to dispose of their stock on hand.

CHANGES IN THE HOME.

The principal feature of the Home machine is that the top plate is done away with and the body is screwed on to the cabinet, which we believe will eliminate the feature of the body shifting during transportation and getting out of alignment with the motor frame. The swing arm lock bolt has been changed,



THE IMPROVED HOME.

not for the purpose of improving the working of the lock bolt itself, but so as to be able to shorten the machine about two inches, which improves the appearance of the machine and the cabinet, and also decreases the dimensions of the packing box.

A more important feature is the change that has been made in the speed adjusting screw, which has been taken off from the top of the machine entirely and placed underneath the top plate. All machines before they leave the factory will be adjusted for 160 revolutions per minute, but if for any reason any one should desire to change the speed it can be done by lifting up the table of the cabinet and turning the adjusting screw. The reason for this change is that with the adjusting screw in such easy reach it has been the cause of the speed being unintentionally changed and consequently the results from the Records have not been the best.

A guard has been placed over the feed nut spring to protect the spring from being bent out of adjustment. A set screw passes through this guard for adjusting the spring, in place of making the adjustment by bending the spring.

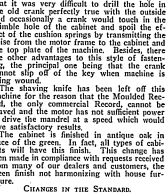
The machine is equipped with a new winding crank, nickel plated and polished, and the crank is attached to the winding shaft by means of a thread. The reason for this change is that it was very difficult to drill the hole in the old crank perfectly true with the outside and occasionally a crank would touch in the thimble hole of the cabinet and spoil the effect of the cushion springs by transmitting the noise from the motor frame to the cabinet and the top plate of the machine. Besides, there are other advantages to this style of fastening, the principal one being that the crank cannot slip off of the key when machine is being wound.

The shaving knife has been left off this machine for the reason that the Moulded Record, the only commercial Record, cannot be shaved and the motor has not sufficient power to drive the mandrel at a speed which would give satisfactory results.

The cabinet is finished in antique oak in place of the green. In fact, all types of cabinets will have this finish. This change has been made in compliance with requests received from many of our dealers and customers, the green finish not harmonizing with house furniture.

CHANGES IN THE STANDARD.

The principal change in the Standard machine is in the introduction of cushion springs between the top plate and the motor frame to eliminate the noise from the motor gearing.



THE IMPROVED STANDARD.

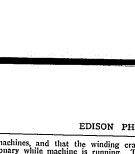
The speed-adjusting screw and winding crank is applied the same as on the Home machine. The cabinet is of same finish as the Home, but the lower part is one-half inch higher than the old cabinet to provide for the additional height taken up by the motor, due to the introduction of the cushion springs.

CHANGES IN THE GEM.

The most noticeable feature on the new Gem machine is the winding crank, which replaces the winding key; that the winding is done right hand, the same as the other types

of machines, and that the winding crank is stationary while machine is running. To accomplish this it was necessary to introduce a special shaft and two gears. It takes less power to wind the machine.

The starting button has been placed on the right hand side of the machine, and in place



THE IMPROVED GEM.

of pushing and pulling the button to start and stop the machine the new button is in the shape of a cam, which has to be turned to the right to start the machine and to the left to stop it. The starting and stopping device is so arranged that the speed cannot be changed during the ordinary operation of starting and stopping the machine, as was the case with the old Gem, and if it is desired to make any alternation in the speed of the machine it can readily be done without removing the wooden base.

Another important feature is the substitution of a regular Model "C" reproducer instead of the old Model "B" reproducer. The finish of the cabinet is the same as other machines.

OPENING AT LAWRENCE, MASS.

Gordon Bros., of Worcester, Mass., opened a coin-slot Phonograph parlor in Lawrence on September 30th and a local paper referred to the occasion as follows:

"The one cent exhibit, 160 Essex street, opened up last Saturday night with a wonderful success. The management was obliged at one time to shut the doors, announcement-loving people to the number of many hundreds not being accommodated. The Gordon Bros., who are leading men of Worcester, are the proprietors of the exhibit, who run places like it in the principal cities of the country. Thomas A. Edison is the principal figure in the unique exhibit. One full side of the room is occupied by the latest improved 20th century type Phonograph, which by merely dropping one cent you can hear the best singers and musicians of the world, with most wonderful distinctiveness. Views and comic acts are also on exhibit. The place is very neat and tastefully arranged, beautifully illuminated by electric lights.

"It is just what we want in this growing city of ours; a place where we can nourish our souls with good music, such as the Edison Phonograph furnishes, a place where ladies and children can spend an hour for the small amount of one cent," remarked an old resident of the city while shaking hands with the manager, Mr. Ehninger.

WHY SOME DEALERS DON'T SUCCEED.

A Western Dealer who has made a considerable success selling Edison Phonographs and Records visited our factory at Orange recently and during the course of a conversation on the general situation, with reference to the business being done by Dealers in Edison Phonographs and Records, made the following significant remark. He said, "The trouble with many Dealers is that they do not study the Phonograph proposition. If they did, they would be more successful in business." This is undoubtedly the real reason why many Dealers do not become successful. They expect to buy Phonographs and Records as they would cereals in packages and sell them with no more knowledge. They do not keep themselves informed about the general situation; they do not take the trouble to learn even the simplest things about the machines from a mechanical standpoint; they do not keep a proper stock of goods; they do not display them in an attractive manner; they do not let the public know they sell them, and they do none of the things which an up-to-date and aggressive man would do. Consequently, they seldom carry more than the initial quantity of goods, and they are always wondering why they do not have a better sale for them. The stock they do carry is not infrequently stuck away in a corner out of sight and more or less covered with dust. Prospective customers soon find they do not have what is wanted and they seldom return for the purpose of making a purchase. Contrast such dealers with those who read trade papers and everything else pertaining to the line; who make a study of the machine; who know which Records are most likely to be wanted by the public; who carry the entire stock of Edison Records; who make an attractive window display; who play the Phonograph occasionally for the entertainment of the public; who advertise, and who, in other ways, handle the business in an intelligent manner and you will see why they make money and why the unprogressive Dealer does not.

WHO ARE INSTALMENT DEALERS?

In following up the inquiries received from our magazine advertisements we frequently get letters from inquirers who want us to refer them to Dealers who sell Phonographs on instalments. At present we are unable to comply with these requests, for we have no means of knowing which of our Jobbers or Dealers do a business of this character. We will be glad, therefore, if Jobbers or Dealers selling on instalments will advise us of the fact. We will enter this information on our file cards for future reference in all cases where it is sent to us.

PRINTED MATTER.

Record order sheet D is being printed and will be ready for the use of the trade in time to use it for orders for December Records.

A Christmas folder is in preparation. Single copies will be mailed to Jobbers within ten days, with a request that they place orders for such quantities as they can use during the holiday season. Jobbers should get enough for their own retail trade and to supply their Dealers. The edition being printed will permit the trade to use them liberally. It is expected to ship these folders with the December Records.

Complaint has been that the Phonograph catalogue does not agree with the improved Gem, Standard and Home Phonographs now being shipped on all orders, in that the catalogue shows that the Standard and Home machines are equipped with shaving devices, whereas shaving devices have been removed from the new machines. This condition was known when we began to ship the improved types, but since the catalogue could not show both the old and new it was deemed best to continue the present catalogue until Dealers generally had had time to dispose of their stocks on hand. In spite of the removal of the shaving devices the new machines are superior to the old, and Dealers should have no trouble in explaining the situation to customers who want machines equipped with shaving devices. A corrected edition of the machine catalogue will be issued shortly.

Folder No. 690 ("Slave of the Ring") and photo card No. 746, showing a picture of Mr. Edison on one side, are being reprinted and trade orders can be filled about November 15.

The new *Phonogram* has reached an edition of 275,000 copies each month and still continues a popular and profitable means of selling Records.

AN INTERESTING BOOKLET.

"Thomas A. Edison and Phonograph Record Talent" is the title of a handsome little booklet just issued by the Souvenir Publishing Company, Easton, Pa. It contains a well written biographical sketch of Mr. Edison, the story of the first Phonograph and a good description of the machine in its present state of development. Among the excellent half-tone pictures which embellish the booklet are those of Mr. Edison, his birthplace, laboratory and library, and photographs of a large number of artists who have made Edison Records. The booklet is designed to be sold by Phonograph Dealers at twenty-five cents.

AMONG THE JOBBERS.

October was a notable month in the history of the National Phonograph Co., not only because of the truly remarkable volume of orders placed by our regular Jobbers, but also from the fact that four of the leading firms in their line in the United States became Jobbers in our goods. Perhaps the most prominent of these were Lyon & Healy, of Chicago, one of the leading music houses in the country. Marquette Healy, of this firm, paid a visit to our New York office and placed an initial order for 500 machines and 20,000 Records. It is the intention of this house to strongly push the Edison line without in any way affecting the lines which they now represent.

As a result of the trip made to the Pacific Coast by C. H. Wilson, General Manager of Sales, jobbing orders were placed by D. S. Johnston Co., 903 Second avenue, Seattle, Washington; Graves & Co., 328 Washington street, Portland, Oregon, and the Spokane Phonograph Co., 7 Post street, Spokane, Washington. The initial orders placed by these firms were unusually large, and because of more economical transportation charges, the orders were placed in car loads. The principal factor in the signing of these three firms was the decision of this Company to allow freight charges on all goods sold to Jobbers anywhere in the United States. It is the intention of all three of these new Pacific Coast Jobbers to open up new territory and aggressively push the sale of Edison Phonographs and Records in places where they heretofore have been unknown because of the heavy freight charges to the West.

Babson Bros., 148 Michigan avenue, Chicago, have also become Jobbers in Edison goods, and it is their intention to do a large mail order business, besides jobbing the line in the usual way.

Harry Jackson, Edison Jobber at 219 Bowery, New York City, has opened his seventh branch store at 86 Amsterdam avenue, New York City.

The Peoria Phonograph Co., of Peoria, Ill., have removed from 222 Bridge street, to 416 South Adams street.

The Minnesota Phonograph Co., Edison Jobbers at St. Paul, Minn., have opened a jobbing branch at 518 Nicollet avenue, Minneapolis, Minn.

F. M. Atwood, of Memphis, Tenn., has removed from the Lyceum Building to 160 North Main street.

S. K. Hamburger, of Harrisburg, Pa., has opened a jobbing branch store at 723 Chestnut street, Reading, Pa.

LYON & HEALY'S ANNOUNCEMENT.

The letter printed below was sent out by Lyon & Healy, of Chicago, as an announcement to the talking machine trade that they had become Jobbers in Edison Phonographs and Records.

We have added a complete line of brand new EDISON PHONOGRAPHS AND RECORDS to our talking machine department, and are now prepared to give prompt attention to all orders for anything in this line.

This letter, with the enclosures, is intended mainly for some of our friends who are familiar with Edison goods, and to invite those who are already established in the talking machine business to sign the Edison contract in triplicate and return, with information as to being already established as an Edison Dealer. We would ask regarding established Edison people to state and attach their numbers, so that, in this way, they are unable to favor us with an order. It will save delay in filling orders should we receive such favors in the future.

The Edison line has proved such a money-maker for Dealers who push it, as nearly as a class of talking machine goods is having a phenomenal business. A daily output of 200 thousand Edisons and 20,000 Records, all sold at the full list price, certainly making money for somebody. Are you on to this harvest? If not, don't you want to be?

There is no buncombe about the figures given above. Our Mr. Marquette A. Healy has just spent a week at the factory and you are probably aware of his ability as a buyer.

We will announce our special prices on a fine line of up-to-date supplies to the regularly established trade who return the signed contracts. Those who are not familiar with the Edison line will receive, by return mail, the enclosed card and mailing for complete information, catalogues, etc., covering our new goods.

Write to us for our new and original plan of sending a monthly Record list to your Record buyers in connection with your name on, thereby saving you the trouble of mailing them out yourself.

Thanking you in advance, we are,

Yours truly,

PERSONAL.

William E. Gilmore, President of the National Phonograph Co., paid a flying visit to the Chicago office on October 18th, returning on the 22d.

W. A. Myers, Edison Jobber at Williamsport, Pa., visited our New York office on October 23d and also took occasion to run out to the factory at Orange.

Richard F. Outcault, creator of "Buster Brown," lectured in Orange on October 21st, and while there called upon Mr. Edison, for whom he worked as a draughtsman for several years.

AN ATTRACTIVE STORE.

One of the most attractive Phonograph stores in the South, reports our Southern travelers, is located at Macon, Ga., and known as the Macon Phonograph Co. R. T. Dews is the manager. They carry the entire line of Edison Records and Phonographs, and Mr. Dews reports conditions very flattering owing to the fact that the Phonograph business has just commenced to be popular in the South.

NO FREIGHT ALLOWANCE TO DEALERS.

A misapprehension has arisen among some Dealers in the far West concerning the meaning of the announcement made in the August PHONOGRAPH MONTHLY about freight allowances to Jobbers beyond the Mississippi. In commenting on this announcement we said in August:

"It means that every Jobber and Dealer in Edison goods, no matter where located in the United States, will pay the same price for Phonographs and Records and will be able to realize the same profit on them."

This statement meant that no Jobber would hereafter have any occasion for charging Dealers more than the standard prices for our goods due to the extra freight charges he formerly paid. It did not mean that we had changed our policy of not allowing freight charges on goods shipped to Dealers whether ordered by a Jobber or by the Dealer himself. Under our new rule we will allow full transportation charges to Jobbers, no matter where located, but we will not do so to Dealers, whether shipments are made from the factory or from their Jobber. In emergency cases or as a matter of accommodation, where we make shipments direct to Dealers on an order sent us by Jobber or on an order sent direct by Dealer to be charged to Jobber, they will have to ply the amount which the transportation charges would represent had the shipment been made from the city in which Jobber was located. To be more explicit, where we make shipments direct from the factory to Dealers, such shipments to be charged to Jobber, the Dealers will have to pay the transportation charges when the goods are received. They should then turn the freight vouchers covering such charges over to the Jobber, who will credit them in full and then charge the Dealers with the amount which the freight would represent had the shipment been made from the city in which the Jobber is located.

KING WILLIAM'S BIRTHDAY REMEMBERED.

Mr. Edison in June presented the German Emperor with a specially finished Phonograph in commemoration of His Majesty's birthday. The gift was in September acknowledged as follows:

Washington, D. C., September 25, 1906.

Dear Sir:—I have the honor to inform you that His Majesty the German Emperor has been pleased to accept the specimen of your latest type of Phonograph kindly offered in your letter of June 20th. His Majesty has commanded me to express to you, and your courtesy which he appreciates very highly.

Very sincerely yours,

BARON v. d. BUSSCHER,
German Charge d'Affaires.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR DECEMBER, 1905.

Abounding in all the features characteristic of the holiday season is the December list of Edison Gold Moulded Records. It includes music for those who dance, songs for the light-hearted, ballads for the sentimentally inclined, old time songs for the reminiscent, appropriate hymns for the Christmas season, and band and orchestra selections for all. Notable features of the month are the re-listing of "I'm Old But I'm Awfully Tough," "Silver Threads Among the Gold," and "As We Parted at the Gate." These songs have been out of our catalogue for some time, but their never diminishing popularity has made it desirable to put them back. "I'm Old but I'm Awfully Tough" is sung by Andrew Keefe, and we believe that he will at once achieve a great success.

No. 9146. "At the Old Grist Mill," by the Edison Concert Band, is a descriptive fantasy beginning with the "break of day." The bull-frog and the bobwhite are heard, with the crow of the rooster and the barking of dogs in the distance. The hour of four strikes in the old town clock, after which begins an allegro number descriptive of the starting of the old mill, accompanied by the singing of birds. The mill at work follows, as does also the noon hour rest, with characteristic music. Returning of the mill hands marks the day's labor and stopping of the old mill, followed by the croaking of the frogs in the evening, brings the Record to a fitting close. This composition was written by Otto J. Miller.

No. 9147, "Lorna," by Edward Barrow, is a delightful Record of a most beautiful song, which Mr. Barrow renders with an absolute never before approached in the Phonograph. The beauty of the Record is further enhanced by the work of the Edison Male Quartette, which softly accompanies Mr. Barrow in the chorus. The Record is made with orchestra accompaniment. The song is written by Ernest Newton (music) and P. E. Weatherly (words).

No. 9148, "The Golden Wedding," by Ada Jones and Len Spencer, is an original vaudeville sketch, with orchestra accompaniment, written especially for our Record. An aged couple on the fiftieth anniversary of their marriage are talking reminiscently of their wedding day and lovingly exchanging felicitations on the happy years that have marked the span of their married life. Interspersed with the dialogue is incidental music by the orchestra, including "The Golden Wedding" and "Silver Threads Among the Gold." This Record is unlike any that Miss Jones and Mr. Spencer have yet made, but we believe that it will find a large sale among those who appreciate well rendered Records of sentimental subjects.

No. 9149. "Träumerei," is a violoncello Record by Hans Kronold. No more artistic Records have ever been made for the Phonograph than these solos by Mr. Kronold, an acknowledged master of this most delightful instrument. Mr. Kronold's rendition of Schumann's charming composition is that of the true musician. In making the selection he was accompanied by the piano, an orchestra accompaniment not being suited to a violoncello solo.

No. 9150. "Bye-Bye, My Eva, Bye-Bye," by Arthur Collins, is Carroll Johnson's great song hit in Lew Dockstader's Minstrels. It is a coon song that will hold its own among the best. The story is humorous and the melody is singable and catchy. Mr. Collins gives it in his inimitable style. In it Mr. Collins introduces the following bit of monologue in dialect: "Eva, did you ever note the fact of how happy we might have been if we hadn't been so dog-one miserable?" The orchestra also effectively introduces a bit of "Auld Lang Syne."

No. 9151, "Lily White," by Harry MacDonough, is one of the most popular numbers in the repertoire of "The Pearl and the Pumpkin," which has had such a successful run at the Broadway Theatre, New York City. It is a sentimental composition and one that cannot fail to please, both in its music and in the manner in which Mr. MacDonough sings it. The music is by John W. Bratton and the words by Paul West. It is sung with orchestra accompaniment.

No. 9152, "I'm Old But I'm Awfully Tough," by Andrew Keefe, introduces a new Phonograph singer. Since circumstances made it impossible to supply the trade with this Record and later made it necessary to eliminate it from our catalogue, we have probably had more requests for this selection than any other one in the catalogue. In making it over, we shall, beyond question, please thousands of present and prospective owners of Phonographs, and we anticipate that until the trade is again supplied, there will be a great demand for this Record. In Mr. Keefe we have found an artist who has done this song full justice and we believe that his Record of it will equal in popularity any one previously made. Unlike our former Record, this one is made with orchestra accompaniment.

No. 9153. "Happy Heinie March," by the Edison Military Band, is a new composition by J. Bodewalt Lampe, introducing bits and suggestions of well-known German melodies, interwoven and entangled very cleverly, forming a snappy, characteristic march, descriptive of its title.

No. 9154. "The Girl from the U. S. A.," by Irving Gillette, is quite a departure from the usual run of popular songs. The music is catchy and quite characteristic of the story. The music was written by Lee Hoffman and the words by Wm. Clifford. The words of the chorus follow:

"The Englishi girls are nice, I know,
We love the German beauty;
The French girl has a winsome face,
But I'm bound to say:
The Spanish girl has dreamy eyes,
But still I'm bound to say
The girl I prize the most of all
Is the girl from the U. S. A."

No. 9155, "Nothin' from Nothin' Leaves You," by Bob Roberts, is a coon song by Ed. Rose and Ted. Snyder, and sung in Mr. Roberts' best style, with orchestra accompaniment. Harold Lee is told by his beloved to listen to her, whereupon she proceeds to take the most scathing and sarcastic comparisons between

him and nothing, in which nothing comes out first best. The chorus follows:

"You talk like nothin', and you walk like nothin',
Nothin' seems to be your aim;
You look like nothin', and you act like nothin',
Nothin' and you're the same.
You can't learn nothin', 'cause you don't know nothin',
I've forgot more than you ever know;
The only thing can forgive you now
Is nothin' from nothin' leaves you."

No. 9156, "Star, Beautiful Star," by Anthony and Harrison, is a hymn by Fred Schilling and Rossiter W. Raymond which was written especially for Christmas services. It is included in the December list because of its appropriate Christmas character. It is sung in a manner appropriate to the character of the music, and the singers are accompanied by the orchestra.

No. 9157, "Romantic Overture," by the Edison Symphony Orchestra, is a swell orchestra overture by Keller Bela, similar in character and opportunities for featuring various instruments in the orchestra to "Summer Night's Dream" overture (our Record No. 9002), which was so much admired.

No. 9158, "Can't You See I'm Lonely," by Ada Jones, is one of the prettiest songs that Miss Jones has ever sung for a Record. The dainty coon dialect introduced is fascinating, and the chorus Records are widely popular, and all who admire her singing must have this one in their collections. The music of this song was written by Harry Armstrong and the words by Felix F. Feist.

No. 9159, "Call Again, Calligen," by Edward M. Favor, is an unpublished song, written especially for our Record. It is sung with orchestra accompaniment. Calligen, an Irish tailor, has a customer who is in arrears on payment for clothes that have been furnished on the instalment plan. When he calls to collect he is told to call again. The similarity in sound of Calligen" and "Call Again" furnish, together with a number of ludicrous situations, the humor in the selection.

No. 9160, "Nigger Loves His 'Possum," by Collins and Harlan is a coon song with orchestra accompaniment, introducing a Mississippi steamboat scene with all the incidental effects. Sung in the characteristic style of these popular artists, Dan Dresser wrote the words and music of this song.

No. 9161, "With Flying Colors March," by the Edison Concert Band, is a stirring and swinging march by Dox Cruger, the composer of "Down Tennessee" (our Record No. 8844), and "In Old Alabama" (our Record No. 8392). A splendid march Record.

No. 9162, "Silver Threads Among the Gold," by Marie Narelle, is an ever popular song, which to render well requires a very sweet and sympathetic voice, such as is possessed by Miss Narelle. There have been constant requests for this ballad and doubtless our friends have often wondered why it has not been listed before, but to have it by Miss Narelle is well worth waiting for. Miss Narelle is accompanied by the orchestra. The composers of this song are H. P. Danks (music) and Eben E. Rexford (words).

No. 9163, "Short Stories by Frank Bush," is a talking Record made by Mr. Bush himself, who is one of the best known vaudeville artists on the American stage. The stories are extremely funny, and the manner in which Mr. Bush tells them adds to their humor. The stories given on this Record were written for this especial purpose and have not been published in any form.

No. 9164, "Sympathy," by Billy Murray, is a comic song out of the ordinary, both in music and story. "Don't Worry Bill," which is the sub-title, is likely to become a catch word. Mr. Murray with his clear articulating voice brings out the comic situations in the piece very funnily. He is accompanied by the orchestra. The music and words of this song were written by Kendis and Paley.

No. 9165, "Killarney, from Rogers Bros. in Ireland," is a xylophone solo by Albert Benzler, with orchestra accompaniment. This instrumental number was composed especially for the Rogers Brothers by Max Hoffmann and is played as an overture at their nightly performances. Bits and suggestions of Killarney will be noticed throughout the Record.

No. 9166, "Starlight," by Byron G. Harlan, is a new march song by Theodore Morse and Edward Madden, composers of "The Bell" (our Record No. 8855). It has a catchy air that will carry it to wide popularity, and Mr. Harlan's splendid rendition of it will aid in popularizing the song and our Record. The chorus follows:

"Good night, my Starlight,
Heart of my heart,
You'll be my Starlight
Ever and ever apart;
And when I'm far away,
My dreams will be
Dreams of your true love,
Good-night, Starlight.

No. 9167, "As We Parted at the Gate," by Harlan and Stanley, was previously listed when we were making the old style wax Records. It is now re-listed on account of the many urgent demands for it. Its popularity is not to be wondered at because it is a most attractive sentimental song and one that will ever retain its hold upon the public. It is as attractive to-day as when first written some years ago by E. Austin Keith. Being sung by a duet will make the Record more desirable than when made in solo form. The orchestra accompanies the singers.

No. 9168, "Silent Night," by the Edison Male Quartette, is another selection suitable to the Christmas season. The Christmas words are set to an old German melody, which is sweetly rendered. Somewhat of a departure is the lights and shades introduced so appropriately by the quartette. The effect is much more pleasing than uniform volume of tone heretofore given. The singers are unaccompanied.

No. 9169, "Good-Night Waltz," by the Edison Military Band, is issued as a supplemental number to our dance list and intended to be used as the last number in dance entertainments, ending as it does with "Home, Sweet Home." The Record includes Waldteufel's "My Dream" waltz, "Auld Lang Syne," "Good-Night, Ladies," "Merrily We Roll Along" and "Home, Sweet Home." The Record is made in accurate waltz tempo, but aside from this feature it will be a desirable Record because of the variety of airs included in it.

TRAY SYSTEM OF CARRYING EDISON RECORDS.

Since it is the function of the EDISON PHONOGRAPH MONTHLY to furnish the trade with all information that will aid Dealers in handling Edison goods to advantage, we are this month referring at length to the advantages



Fig. 1. General appearance of Trays.

of the tray system for carrying retail stocks of Edison Records. As its name implies, Records are kept in stock by means of pasteboard trays, or rather open boxes, whose sides are about half as deep as a Record box when standing on end. These trays are made of black covered pasteboard, reinforced with cloth at the corners, and large enough to hold four Records standing on end. Their general appearance is shown in Fig. 1. On the front of the boxes are labels, being printed for trade use by Victor H. Rapke, of 1661 Second avenue, New York. These labels show the number and title of each Edison Record and the name of the artist or organization that makes it. Fig. 2 furnishes an excellent illustration of the appearance of a large number of Edison Records, when carried by the tray system. The reader will note the ease with which every number may be read and the facility with which a Dealer may determine when a number is missing. The system shown in Fig. 2 requires ordinary shelving ten inches deep and with a space from five and a quarter to six inches between the shelves. Uprights should be built at intervals of from five to six feet or the shelves will sag and mar the appearance of the whole rack.

Victor H. Rapke, Edison Jobber at 1661 Second avenue, New York, who was the first to introduce the tray system for carrying Edison Records, furnishes some figures about his plan for constructing shelving. Instead of building shelves along the wall he has built four racks at right angles with it. Each rack is 14.8 feet long, 6 feet high, has twelve shelves made of half-inch material and built with a clearance of five and a half inches between the shelves.

Uprights of seven-eighth inch stuff are placed 34 inches apart or just wide enough for 12 trays, placed side by side. Each shelf is 11 inches deep from front to rear. The bottom shelf is built 4 inches above the floor. Two sections of 12 shelves each are placed back to back, so that the two occupy a floor space of 14.8x1.10. Each section will hold 720 trays, so that only two sections are needed to carry every Edison Record in the domestic catalogue. The four sides of the two double racks provide room for 2,880 trays, enough to carry every Edison Record made, and as each tray holds four Records the total capacity is 11,520 Records. Every Record is in easy reach of the floor.

Mr. Rapke points out that the numbers should run up and down and not lengthwise across the shelves. The advantage of this is that all the low numbers are found in one division and time is saved in not being compelled to walk from one end of the shelves to the other to find numbers wanted.

This system of carrying Edison Records is of greater value to the Dealer who wants to carry the entire Edison list than it is to one who carries only part of the list, although it can be used advantageously by any Dealer. The number of Dealers who carry every domestic Record is rapidly growing, it being more and more recognized that to do so means to be successful, and to such Dealers the tray system is invaluable.

The advantages obtained by using this system are many, but perhaps the most important is the fact that the customer can see at a glance the name and number of any selection in stock, which in many cases means a sale that would be lost if the catalogue alone was depend upon. Thus it acts as a silent salesman. Another benefit of no small importance is the ease with which a Dealer can make up an order for the selections not in stock. The trays for this system can be had from any firm manufacturing paper boxes and they are quite inexpensive. The Talking Machine Supply Manufacturing Co., of 48 Hanover street, Boston, is making a specialty of furnishing a complete outfit for the tray system at a cost of $40.00. The outfit includes 1350 trays, enough for the entire Edison domestic list now issued and the December list in addition. The trays are labeled and ready to put on the shelves. The outfit also includes a year's subscription for new labels, which are mailed monthly as issued.

With the talking machine business in the thriving condition it is to-day, and still growing, no Edison Dealer can afford to be without a complete stock of Records, and to such the tray system is worthy of the praises bestowed by those who already use it.

THANKS.

ELIZABETH, N. J., October 4, 1905.

I can't help congratulating you on your efforts in improving the Edison Records and machines. A customer can't help asking for more and more Records, especially this month's list. I *think it my duty* to thank you for the improvement as it is done in my benefit as much as the customer's.

EARL TAUSSIG.

HIRE THE OPERA HOUSE TO PLAY RECORDS.

Thomas Bros., of Madison, Neb., hire the local opera house one evening each month and play the new Edison Records for the benefit of their patrons and the public in general. The invitation they sent out in August read as follows:

GRAND CONCERT
Hain Opera House.

You and your friends are cordially invited to be present at the Opera House, Saturday evening, August 19th, Twenty-three hours of seven forty-five to listen to an Edison Phonograph concert from the latest August Records. Our August Records have just been received and they are not new and catchy, and consist of the latest and popular selections.

Admission to the concert is free. Farmers come with the family.

Call in and make your selections while the list is complete and get first pick of your favorites. Remember that we always carry a complete line of Edison Phonographs, Records and supplies and you are always welcome at our store to examine the Phonographs and hear them.

THOMAS BROS.' BOOK STORE.
In Opera House Block, Madison.

EDISON ALL THE TIME.

Here is something for the PHONOGRAPH MONTHLY which I consider to be the most interesting musical periodical that we receive.

About six months ago we sold a Standard outfit to a well-known gentleman here. He soon got the Record fever and now has a nice selection of Edison Records to which he adds a few each week or so. He became an Edison enthusiast and spread the glad tidings of a perfect talking machine. Since that time his niece and nephew have both bought Standard outfits and to-day his brother eighty-four years of age drove sixteen miles in order to buy a Standard outfit. He left with it as happy a man as you could find.

Edison product first, last and all the time for me! During the last three years the sales in our talking machine department have increased from a few hundred dollars to several thousand dollars per year. And the end is not in sight! Why this increase? Pushing Edison product.

SIMON'S MUSIC HOUSE,
OTTAWA, Ill.

AN INVITATION.

Below is given a copy of a series of letters that the O. K. Houck Piano Co., of St. Louis, are sending to their patrons each month:

We take pleasure in calling your attention to the Edison Records for the month of October. We have a splendid line of selections, and you will note that there are two new additions in this list of Record makers for this month.

We particularly recommend the following excellent numbers:

AMBEROL—8095, 8104, 8107, 8112, 8116, 8121, 8102, 8110, 8128.

CLASSIC—8088, 8110.

COMIC—8108, 8111, 8114, 8118, 8119, 8093.

SACRED—8096.

You are cordially invited to call at our store and have us play for you the list of EDISON GOLD MOULDED RECORDS whether you desire to purchase or not.

We have just added a new Record room, size 22x22 feet, to our already handsome department, which gives us a show room floor space larger than any in the city.

We extend to you a standing invitation to call at our store and hear the new Records whenever it is convenient for you to do so, and we trust that you will make it convenient to call often. We will continue mailing you the Phonogram each month.

STORE OF HENRY L. MILLER, EDISON DEALER AT PALESTINE, TEXAS.



Fig. 2. A Section of Phonograph Department of O. E. Osgood Co., Boston, Showing Trays on Shelves arranged along the wall.

"FOLLOW-UP" LETTERS.

The following "follow-up" letters are printed for the information of Edison Dealers who may desire to get up something of the same kind:

FROM CHARLES REINHARD, NEW HAVEN, PA.

Dear Sir:

The home office of the National Phonograph Co. advises that you have made inquiry about their Gold Moulded Records.

I am their agent in this territory and will be pleased to call on you at any time that may be convenient. I have been handling talking machines for some time, and am safe in telling you that the improved Edison Gold Moulded Records are the best that money can secure).

I have pleasure in this connection in sending you a catalogue of Edison Records, and a copy of August and September Phonogramas.

You can make up a selection of Records from these lists, and if you order one dozen or more at one time, I will pay the express charges.

If you have not heard the Edison Phonograph before you buy them I would suggest that you come to our Phonograph parlor, which is located on Third street, New Haven, Pa. You will find it open any evening.

You could do this very nicely by coming over on the 7.45 P. M. car, do some evening and returning on train No. 9.

However, should you find it inconvenient to make that trip, you will be perfectly safe in ordering by mail. There are no inferior Edison Records (I do not handle any other Records and order all their Records by mail. We do not wish to see these people from one year's end to the other, and if we did not take pains in filling their orders we could not get orders from them each month.

Thanking you for the inquiry and hope to be able to make some satisfactory arrangement with you and add your name to our already large list of regular customers.

Don't forget that we have the only complete line of Edison goods in this section; we have no old stock on hand, every Record we sell directly comes to us direct from the factory, always new, fresh and up-to-date.

Thanking you in advance for at least a reply, we beg to remain. Yours truly

SECOND LETTER.

Dear Sir:

Several days ago we wrote you in reference to a letter of inquiry which you addressed to the National Phonograph Co.

Not having heard from you leads us to believe that our letter may have miscarried, and we take the liberty of again advising you that we are the authorized agents for the sale of Edison Phonographs and Records in this section.

Under separate cover we are mailing you another Record catalogue, and desire to impress upon you that we carry a full line of the Edison Gold Moulded Records, and should you place an order with us for Records we will fill your order promptly on the day it is received.

If you order one dozen or more Records at one time we will deliver them to you all charges paid.

We now have several customers in your town who order a few Records from us each month, and we would be gratified to add your name to our list.

Having had several years' experience in the talking machine business we do not hesitate in telling you that the Edison is superior to all others.

Should you desire to hear the Records before you purchase them, we invite you to come to our Phonograph parlor, located on Third street, New Haven, Pa.

If you are interested to play a number of Records for your customer you intend to buy or not, we trust that you will give this your best consideration, we beg to remain

Very truly yours,

FROM J. A. FOSTER CO., PROVIDENCE, R. I.

Your home is not complete without the PHONOGRAPH—what other instrument at even double its cost can provide such a variety of music and amusement—as an EDISON PHONOGRAPH? See if you can think of one.

We wish to make you the following proposition on a PHONOGRAPH OUTFIT. If you will call at our store we will quote you the lowest cash price and sell you at it down and 50 cents per week.

Should you call, opportunity, we will demonstrate our ability to give you service and goods that will be ours to please. We trust you will pardon such a long letter, but we want to give you all this information, believing that it would be of value to you at this time.

FROM O. A. REYNOLDS, SPRINGFIELD, ILLINOIS.

Dear Sir:

The National Phonograph Co. have informed us as to your inquiry in regard to Edison Phonographs. They also state that they have sent you catalogues, which you have no doubt received by this time. We would be pleased to have you call at our store and let us show you the different size machines, as we have them all in stock, we being the only firm in Central Illinois carrying a complete line of Edison goods. Our store is devoted exclusively to talking machines and we consider ourselves not unqualified to call on an, we would add, and to ask you the machine you would most like to hear, with the privilege of exchanging it at any time within thirty days. With this arrangement you would run no risk of being dissatisfied. We refer you to any bank in the city as to our financial circular as to guarantee of one year on Edison machines.

We would kindly ask you to let us have a reply at your earliest convenience.

We are Yours respectfully,

AN EXCELLENT WINDOW DISPLAY.

The illustration shown herewith was made from a photograph sent by O. S. Thompson, an Edison Dealer at New Albany, Ind. It is a photograph of one of his window attractions. The photograph shows a picture of Mr. Edison in the center, surrounded by pictures of the



Edison talent, cut from the *Phonogram* each month. As each issue of the *Phonogram* appears the pictures are cut out and added to the group, changing its general appearance and furnishing a new attraction each month. The group measures 26 x 34 and is set on an easel in Mr. Thompson's show window. It attracts much attention from the public.

AN AGGRESSIVE COMPANY.

The Eastern Talking Machine Co., Edison Jobbers at 177 Tremont street, Boston, had a formal opening on October 8th of their remodelled building, to which a two-story addition has just been made, affording 6,000 more square feet of floor space. This company ranks among the leading talking machine firms in the country.

When the firm started in Boston at 177 Tremont street, they had 2,000 square feet floor space. At the present time they have 14,000 square feet. Two entire floors have been added, besides the basement, where all the shipping is done.



STORE OF THE EASTERN TALKING MACHINE CO., BOSTON.

On the first floor is an immense show room for the machines, and an Edison Record stock room. This floor is newly painted and decorated and three new demonstrating rooms for the Edison Records have been added.

At the rear is the repair department, completely equipped for repairing all machines, no matter what the make. Skilled workmen are constantly at work on these delicate mechanisms. In the basement all the shipping is carried on and freight received. The surplus stock is stored here also.

On the second floor are the offices, including the general and private offices, and the reception room for ladies. This reception room is an entirely new innovation for this sort of a business house. Its purpose is to provide a meeting place for the women patrons, a place where they can wait for a half-hour or so for their friends, and spend the time writing the many social notes necessary to the women of to-day.

The room is furnished in a novel manner, three unique models of the combination machine and Record cabinet being shown. These look like the exquisite parlor curio cabinets and are finished in Vernis Martin marquetry and Rookwood and make a very desirable addition to any room. These are the first combination cabinets that have been shown in this part of the country.

The reception room has a very attractive view, looking out onto Tremont street and the Common. Attractive hard-wood chairs and ferns make a very pleasant ensemble.

On the third floor is the surplus stock and the Record storage. The walls and ceiling of the building are made of fireproof metal.

PUBLISHERS OF DECEMBER MUSIC.

The publishers of the compositions made for our December list of Records, so far as we can give them, are printed below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

9146	"At the Old Grist Mill," D. Müller, New York.
9147	"Lucia," Chappell & Co., London.
9148	"Trumerei," G. H. Ditson, New York.
9150	"Bye-Bye, My Eyes, Bye-Bye," Hoff & Hinges, New York.
9151	"Lily White," M. Witmark & Sons, New York.
9152	"Happy Hours Waltz," Jerome H. Remick & Co., New York.
9154	"The Girl from the U. S. A.", Harry Von Tilzer Music Publishing Co., New York.
9155	"Selection From Nobin' Leaves You," F. A. Mills, New York.
9157	"Romantic Overture," Carl Fischer, New York.
9158	"Don't You see I'm Lonely," Leo Feist, New York.
9160	"Nigger Loves His 'Possum," Paul Dresser, New York.
9161	"With Flying Colors March," Manhattan Music Publishing Co., New York.
9162	"Silver Threads Among the Gold," Hanson S. Gordon, New York.
9164	"Sweetest," Jerome H. Remick & Co., New York.
9166	"Starlight," F. B. Haviland Publishing Co., New York.
9167	"As We Parted at the Gate," E. Austin Keith, Boston, Mass.

350 TONS OF PHONOGRAPHS AND RECORDS.

Our Foreign Department made one shipment to Australia, via S.S. "Victoria," sailing from New York October 10th, via Liverpool, en route for Australia, of 350 tons of Edison Phonographs and Records. The shipment comprised 2000 cases.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.
Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Pemble, 119 Dexter ave.

CALIFORNIA.
San Francisco—Peter Bacigalupi, 186-188 Mission street.

COLORADO.
Denver—Denver Dr. Goods Co., 624 16th street.
Hext Music Co., 1518 and California streets

CONNECTICUT.
Middletown—Caulkins & Post Co., 406-408 Main street.
New Haven—Pardee-Ellenberger Co., 195 Orange st.

DISTRICT OF COLUMBIA.
Washington—E. F. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons Co., 8th and Pennsylvania avenue.

GEORGIA.
Atlanta—Atlanta Phonograph Co., 43 Peachtree St.
Waycross—George S. Ytenmann.

ILLINOIS.
Chicago—Talbot Dreis, 4 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
Jacques J. Lesnik, 122 Van Buren street.
Talking Machine Co., 209 Madison street.
The Vim Co., 88 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Peoria—Talking Machine Co., 307 S. Adams street.
Peoria—Peoria Phonograph Co., 307 S. Adams street.
Quincy—Quincy Phonograph Co., 628 Hampshire st.

INDIANA.
Indianapolis—Craig-Jay Co., 234 Massachusetts ave.
Klipp Bros. Co., 37 E. Meridian street.
A. G. Wahl & Co., 119 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.
Des Moines—Hopkins Bros. Co., 600 Locust street.
Vitt Co., 704 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.
Louisville—C. A. Ray, 625 Fourth street.

LOUISIANA.
New Orleans—William Bubrey, 600 Frenchmen street.
National Automatic Fire Alarm Co., 29 Gravier street.

MAINE.
Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 607 Commercial street.

MARYLAND.
Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.
Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Machine Co., 127 Tremont st.
Jewett Piano Strip Goods Co., 169 Washington street.
C. H. Osgood Co., 314 Washington street.
Read & Read, 620 Washington street.
Fitchburg—Iver Johnson Sprtg. Goods Co., 697 Main st.
Lowell—Thomas Wardell, 112 Central street.
New Bedford—Standard Talking Machine Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sprtg. Goods Co., 364 Main st.

MICHIGAN.
Detroit—American Piano Co., 106 Woodward ave.
Grinnell Bros., 22 Woodward ave.

MINNESOTA.
Minneapolis—Thomas C. Hough, 124 Hennepin ave.
St. Paul—Minnesota Phonograph Co., 27 E. 5th street.
Thomas C. Hough, 124 Wabasha street.
Minnesota Phonograph Co., 27 E. 5th street.

MISSOURI.
Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. P. Schneiser & Sons Arms Co., 710 Walnut street.
St. Louis—Conroy Piano Co., 10th and Olive streets.
O. K. Houck Piano Co., 1118 Olive street.
Western Talking Machine Co., 915 Olive st.

NEBRASKA.
Lincoln—H. S. Gilder Cycle Co., 1217 O street.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

Continued on page 15.

NEW JERSEY.
Hoboken—Eclipse Piano Co., 201 Washington st.
Newark—A. O. Petit, New and Halsey streets.
Paterson—James K. O'Dea, 119 Illinois street.
Trenton—Soul Blank Book and Stationery Co., 30 E. State street.
John Sykes, 129 N. Broad street.

NEW YORK.
Albany—Finch & Hallenbeck Co., 52 State street.
Brooklyn—A. D. Matthews' Sons, 324 Fulton street.
Price Phonograph Co., 1266 Broadway.
Buffalo—P. A. Powers, 69 Main street.
Elmira—Elmira Arms Co., 119 Main street.
Gloversville—American Phonograph Co., 76 Fulton st.
Kingston—Forsyth & Dyer, 307 Wall street.
New York City—Albert Benjamin, 156, 158, 160 and 162 Chambers street.
Blackman Talking Machine Co., 97 Chambers street.
J. F. Blackmar & Son, 223 3d avenue.
Sol Bloom, New Amsterdam Theatre Building.
Charles Bruno & Son, 149 Fulton street.
I. Davega, Jr., 89 Third avenue.
S. B. Davega, 32 E. 14th street.
Douglas Phono. Co., 84 Chambers st.
H. S. Gordon, 232 Fifth avenue.
Hawthorne & Sheble, 925 Bowery.
Isaac Lansburgh, 1 to 13 Union Square.
Victor H. Kapke, 1661 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Alfred Wiener, 1 to 5 First avenue.
Oswego—Frank H. Bohney, 30 West Second st.
Poughkeepsie—Adams Talking Machine Co., 60 Main st.
Rochester—A. L. Hungerford & Son.
Meikle Piano, O. & M. Co., 100 State street.
Giles R. Miller, 63 State st.
Talking Machine Co., 32 Main st., E.
Schenectady—Edison Phonograph Co., 227 State street.
Frank Richard Co., 229 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hales, 3 Third street.
Utica—Clark-Horrocks Co., 19 Genesee street.
Arthur P. Perrine, 85 Washington street.
William Harrison, 47 Columbia street.
Union Phonograph Co., 1 Columbia street.

OHIO.
Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—The Ball Co., 25 Ellis street.
Rudolph Wurlitzer Co., 102-104 W. 4th st.
Cleveland—Eclipse Music Co., 289 Prospect st.
Columbus—Perry B. Whitsell Co., 113 S. High street.
Dayton—Talking Machine Co., 328 Main st.
Newark—Hall-Porter Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.
*Portland—Graves & Co., Inc., 388 Washington St.

PENNSYLVANIA.
Allegheny—Henry Braun, 200 Federal street.
Altoona—Penn Phono. Co., 1110 Eleventh street.
Easton—Wilbur Warner, 20 Northampton street.
Harrisburg—S. K. Hamberger, 10-14 N. Market sq.
New Castle—W. C. DePuy'ster, 8 E. Long.
Philadelphia—C. J. Heppe & Son, 1217 Chestnut street.
1st floor, Market and 8th street.
Penn Phonograph Co., 21 N. 9th street.
Talking Machine Co., 1031 Chestnut st.
Wells Phonograph Co., 41 N. 4th street.
Western Talking Mach. Co., 35 S. 9th st.
H. A. Weymann & Son, 1315 Market st.
Pittsburg—Theo. F. Beisel Co., 629 Liberty street.
Harry Ellsworth, 1 Sixth street.
H. Kleber & Bro., 201 Fifth avenue.
C. C. Mellor Co., 209 Fifth avenue.
Pittsburg Phono. Co., 537 Liberty street.
Talking Machine Co., 605 Penn ave.
Reading—Reading Phonograph Co., 609 Penn street.
Scranton—Fetherman & Co., 120 Wyoming avenue.
Scranton Phono. Co.

RHODE ISLAND.
Pawtucket—Pawtucket Furniture Co., 70 N. Main St.
Providence—J. H. Dean Co., 282-292 Westminster street.
E. F. Peck & Co., 212 Westminster st.
Household Furniture Co.
J. Samuels & Bro., 132 Weybosset street.
A. T. Stutterguard & Co., 106 N. Main st.

TENNESSEE.
Knoxville—Knoxville Typewriter and Phonograph Co., 620 Gay street.
Memphis—O. K. Houck Piano Co., 130 Main street.
P. M. Atwood, 180 N. Main street.
Nashville—Nashville Talking Mach. Co., 310 Church st.
Negrotto & Co., 13 Arcade.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TEXAS.
Dallas—Southern Talking Machine Co., 327 Main st.
El Paso—W. G. Walz Co., 201 El Paso st. (Ext.
Fort Worth—Cunningham, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Pamela Sts.
San Antonio—H. C. Ross Optical Co., 249 West Commerce St.

VIRGINIA.
Richmond—Magruder & Co., 729 E. Main st.
*Added since October 1, 1905.

WASHINGTON.
*Seattle—D. S. Johnson Co., 290 Second Ave.
*Spokane—Spokane Phono. Co., 7 Post St.

WISCONSIN.
Milwaukee—McGreal Bros., 391-393 1st street.

CANADA.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 191 Princess street.

SUSPENDED LIST, NOVEMBER 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.
*Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.
Champaign—Eggleston Bros.
Ottawa—Edward Hayne.
Wheaton—S. Irving.

INDIANA.
South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 109 North Michigan street.

IOWA.
Burlington—JOHN P. WEISS, 121 Jefferson street.
Sioux City—RATTENBACH BROS. CO.
A. V. LARIMORE, 518 Pitts street.

KANSAS.
Clay Centre—E. M. GOWENLOCK.
Topeka—E. H. MOREHOUSE, 510 E. 4th street.

MAINE.
Biddeford—W. H. FIELD.
Lewiston—J. W. FLINN.
Monmouth—G. H. STETSON.

MASSACHUSETTS.
Boston—E. C. PECK, 43 Bromfield st.
O. SINGER, 82 Leverett street.
*Franklin—CHARLES E. HILL.
Lawrence—LORD & CO., 11 Essex street.
E. O. MOSHER, 102 Essex street.
Lynn—ELIAS DEYOUNG.
Malden—A. R. FULLER.
Medford—ARTHUR W. TAYLOR.
New Bedford—J. H. WINCHESTER.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Woburn—CHURCHY GILLETTE, of THE HOLTON JEWELRY CO., L. P. Maloney, Manager.

MICHIGAN.
Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. HIMMELDORPH.
JAMES V. WALSH, 107 Genesee st.
TIERNEY BROS., 107 Genesee st.

MISSOURI.
Kansas City—THE WITTMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.
Hillsboro Bridge—E. M. BARNES.
Manchester—A. D. WINN.
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.
Atlantic City—SAMUEL D. WOLF, 1504 Arkansas ave.
Bayonne—I. WIDDOP, 166 Avenue D.
Jersey City—W. L. HOPPMAN, 101 Montgomery st.
Newark—H. C. CORWIN; also New York City.
Orange—J. HOROVITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
*Added Since October 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW YORK.
Albany—G. LINDE, 23 S. Pearl street.
Bedford Park—GEO. C. TYRRELL.
Brooklyn—HENRY ORTGIES, 1265 Knickerbocker ave.
H. HUNSINGER, 1018 BUSHWICK PHONO. GRAPH EXCHANGE, 1421 Myrtle avenue.
Hobart—F. H. MARSHALL.
New York City—C. H. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 106 and 108 Fulton st.
ARTHUR W. CONNER CO. (M. Colon, Prop., 58 Second avenue.
BEEN BLEWARD, 1, 3, 5, 7, 9, 11, 13 W. 125th st.
BRONX PHONO. CO., or DAVID SWITKY, 2366 White ave.
CENTRAL PHONO. CO., 16 E. 23d street.
EAGLE PHONO. CO., 1269 Broadway.
EAGLE PHONO. CO., or C. LOWENTHAL, 81 Nassau street.
EMPIRE PHONO. CO., W. 14th street.
S. W. FRUCHT, or R. FRUCHT, 3 Barclay st., 1 Cortlandt st., 61, 63, 65 Nassau st.
GRAHAM & HARRIS, Harrison, N. J.
HAWTHORNE & SHEBLE, 237 Broadway; also Newark, N. J.
HOLOSER BROS., 356, 201 and 491 West st.
N. HORN, 156 E. 86th street.
W. L. HAACK, 711 Fulton street.
S. MENDELSOHN & SON, 1561 Broadway.
J. MENDLOWITZ, 1210 Broadway.
RICHMOND PEARL, 1 and 3 3d st.
P. M. PRESCOTT, 26 Broad st.
WINTHROP CYCLE CO., 1201 Seventh ave, Corner 57th street.
Rome—CHARLES TUTTLE.
Saratoga—THOMAS A. COTE.
Saratoga Springs—HARVEY A. COTE.
Watertown—HENRY A. HARDY, 17 Arcade st.
H. S. WARDWELL & CO., 37 Public Square.

NORTH CAROLINA.
*Kingston—S. A. Quinerly.

OHIO.
Cincinnati—L. ANDEM.
Columbus—OWENS & GOSSER.
Springfield—E. M. VANDERPOOL.
Ulrichsville—P. A. AUGHINBAUGH.

PENNSYLVANIA.
Philadelphia—A. R. CASSIDY, 1518 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut st., or Carpenter and Master sts., 3 also New York City.
A. K. HOOPS, 60 Arch street.
P. H. MCCARTHY, 1 Seventh st.
Phoenixville—GENARO BROS.
Pittsburg—A. LIPPARD, 615 Wylie ave.

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Providence—P. P. MOORE.

WISCONSIN.
Milwaukee—J. C. BLATZEK.

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Providence—P. P. MOORE.

WISCONSIN.
Milwaukee—J. C. BLATZEK.

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DOUBLE SERVICE



LANGUAGE STUDY AMUSEMENT

Stock up for the holidays. The Profit-and-Pleasure Present is the best of all presents, and nothing of this kind is so good as the U. T. Language Outfit with Edison Repeating Phonograph. To **YOU** besides it **DOUBLE SERVICE** means, send 50 cents for a demonstrating outfit. It has increased other dealers' business from 25 to 50 per cent.

LANGUAGE DEPARTMENT

INTERNATIONAL CORRESPONDENCE SCHOOLS

SCRANTON, PA.

FOR FOREIGN SALES, ADDRESS | Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, National Phonograph Co., Ltd., 25 Clerkenwell Road, London, E. C.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. III. ORANGE, N. J., DECEMBER, 1905. No. 10.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

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NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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THE HOLIDAY SEASON.

If the year 1905 lives up to its record for another month, the holiday season now at hand will be the most successful in the history of the Phonograph trade. The extent of each Dealer's success now depends largely upon his own efforts. If he is aggressive and enterprising, he will succeed handsomely; if indifferent, his business will be small. For weeks we have worked every department of our factory to its utmost capacity to turn out Phonographs and Records, and while we are still far from being caught up on orders, we believe that our efforts have produced Phonographs and Records in sufficient quantities to provide every Dealer with a stock large enough to do the biggest holiday trade he has ever seen. The extent to which Edison Phonographs will be bought for Christmas presents this month will astonish even those familiar with the unusual conditions constantly arising in the Phonograph business.

An Edison Phonograph possesses many qualities which make it an ideal Christmas present, for it has a place in every home and is something that will not lose its novelty in a day, but will furnish amusement for a family for months and even years to come. This view of it is going to be taken by thousands of families, and they are going to spend their money accordingly.

The National Phonograph Co. has been doing more advertising this year than any time in its history, and we believe that it has done much to cause the present widespread demand for Edison Phonographs and Records. Local Dealers can get a direct benefit from this advertising by taking such steps as will tell the people of their city or town that they have the goods and can take care of their demand. It is the season of the year above all others when advertising of Edison goods yields its best results, and Dealers should advertise liberally now, even though they do not at any other time of the year.

THE ADVANCE LIST OF JANUARY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR JANUARY, 1906.

RECORDS listed below will be ready for shipment as near January 1st as possible, at which time Jobbers' stock orders, if **received prior to December 10th**, will be shipped. January Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9170 The Choristers (*Phelps*) Edison Concert Band
Introducing chimes, birds and bells.

9171 Somebody's Sweetheart I Want to Be (*Cobb and Edwards*) Byron G. Harlan
Sentimental song, Orch accom.

9172 Fritzy and Louisa (*Vaudeville*) Ada Jones and Len Spencer
German dialect sketch, with singing and orchestra incidental music

9173 A Lovely Night in June (*Mraud*) *Bells solo, Orch accom.* Albert Benzler
9174 I'm Getting Sleepy (*Hollander*) *Coon song, Orch. accom.* Arthur Collins
9175 If a Girl Like You, Loved a Boy Like Me (*Cobb and Edwards*) Harry MacDonough
Waltz song hit as sung by Lillian Russell in vaudeville, Orch. accom.

9176 Hebrew Vaudeville Specialty (*Original*) Julian Rose
Hebrew monologue, introducing parody on "In the Shade of the Old Apple Tree." Orch. accom.

9177 Lights Out March (*McCoy*) Edison Military Band
9178 Miss Mary (*Olcott and Northrup*) Irving Gillette
Sentimental song from Chauncey Olcott's new play "Edmund Burke," Orch. accom.

9179 The Load That Father Carried (*Mullen*) *Comic song, Orch. accom.* Bob Roberts
9180 Pass Me Not, O Gentle Saviour (*Doane*) Anthony and Harrison
Sacred male duet, Orch. accom.

9181 Forget-Me-Nots (*Englemann*) Edison Symphony Orchestra
9182 I'm a Woman of Importance (*Schwartz*) Ada Jones
Comic song from "Fritz in Tammany Hall," Orch. accom.

9183 La-Tydley Tydley Um (*Morse*) Edward M. Favor
Comic song, Orch. accom.

9184 Paddle Your Own Canoe (*Morse*) Collins and Harlan
"A Darkey ditty," male duet, Orch. accom.

9185 It Blew! Blew! Blew! Schottische (*Johnson*) Edison Concert Band
A new Record for dancing

9186 Robin Redbreast (*DeKoven*) Miss Marie Narelle
Soprano solo from "Happyland" with bird imitations by Joe Belmont, Orch. accom.

9187 Good-Bye "Dixie" Dear (*Penn*) MacDonough and Bieshing
March song, male duet, Orch. accom.

9188 Yankee Boodle (*Schwartz*) Billy Murray
Topical song from "Fritz in Tammany Hall," Orch. accom.

9189 A Gay Gossoon (*Kendall*) Vess L. Ossman
Characteristic march, banjo solo, Orch. accom.

9190 Take Me to Your Heart Again (*Richmond*) Edward Barrow
Sentimental song, Orch. accom.

9191 Barnyard Serenade (*Original*) Spencer and Holt
Descriptive talking Record, punctuated with imitations of the barnyard denizens

9192 The Jolly Blacksmiths (*Geibel*) Edison Male Quartette
Male quartette, unaccompanied, introducing the Anvil Chorus from Verdi's "Il Trovatore"

9193 Fol-the-rol-lol Medley (*Original*) Edison Military Band
Introducing "Fol-the-rol-lol," "Sympathy," "Starlight," "Silver Threads Among the Gold" and "Can't You See I'm Lonely"

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

ABUSE OF SAMPLE RECORD PRIVILEGE.

The plan of sending samples of new Records to Jobbers one month in advance of their general shipment to the trade was adopted in order that Jobbers might learn by hearing them how good they were from a selling standpoint and be able to make out their orders in a more intelligent manner. It was recognized that without being able to hear them a Jobber could not arrive at a satisfactory conclusion in making out his monthly order. Then Jobbers were permitted to play them for Dealers, either by having Dealers visit their stores or by sending them to the stores of Dealers when accompanied by a salesman. Still later Jobbers who did not employ salesmen were permitted to ship these sample Records from one Dealer to another, with the distinct understanding that they should not be played before the public.

All of this was done in the interest of Jobbers and Dealers and it was understood from the beginning that the whole arrangement was to be purely a trade matter. It was one of which the public was to know nothing and we endeavored to make it clear that the Records were in no instance to be played to individuals outside of the trade. We regret to say that the privilege has been abused in a manner, which, if continued, will compel us to cut off entirely from offending Jobbers the privilege of getting these samples. The latest abuse of the privilege has been by certain Dealers advertising and inviting the public to hear the new Records when sent to them by their Jobbers. This abuse will not be permitted to continue. Jobbers must refuse to ship samples to Dealers unless they will agree not to play them before the public, or we shall feel compelled to refuse to send them to Jobbers who ship them to Dealers knowing that the latter will play them publicly.

There are excellent reasons why sample Records should not be played to any one outside of the trade. In the first place, it accomplishes no good to play them beyond the amusement of a few individuals who can just as well wait until the Records are on the market. On the other hand, permitting them to be played in advance must necessarily be a source of constant trouble and friction. For instance, there are two or more Dealers in one town. One Dealer buys of Jobber A and the other of Jobber B. The sample Records of Jobber A reach the town a week in advance of those of Jobber B, or probably the latter does not send out samples at all. As a result the Dealer buying from Jobber A gets the new Records, plays them for the public and gets credit for being more enterprising than his competitor. The latter, on the contrary, is fully as alive as the other Dealer and naturally feels that he has not been fairly used. There are a number of other good reasons why the abuses must not continue. It is not necessary, however, to refer to them here, for we are determined that these samples shall not be used for any other purpose than we intended when the plan was put into effect. Those who continue to offend must not find any fault if they are summarily cut off from the privilege of hearing sample Records.

NOT A MISTAKE.

We are in receipt of a letter from a Dealer stating that two of his customers selected old style Home machines in preference to the new style recently put out. He states that they did this on account of the speed regulating screw being on top of the cabinet. This experience leads him to ask whether we do not think that we have made a mistake in placing the speed regulating screw on the under side of the machine instead of the top. Instead of thinking it a mistake, we still strongly claim that the change is a marked improvement. The speed-adjusting screw on top of the machine was constantly being turned by inexperienced players, changing the speed of the machine and causing an unsatisfactory playing of Records. With the speed-adjusting screw on the underside, it is quite accessible when it is desired to change the speed for some good reason, and it is out of the way of idle or mischievous hands. As a matter of fact, if Phonograph owners would get their machines adjusted to the right speed at the start, they would find it much more advisable not to make any change in it. Our Records are made at a uniform speed of 160 revolutions per minute and there is no occasion for running a Phonograph at any other speed, notwithstanding the views of those individuals who think they can improve the Records by increasing or decreasing the speed. Those who once get their machines running at the right speed and give it no further thought will get the best and most satisfactory results from their Records.

WILL BE CALLED THE "BALMORAL".

It has been decided to change the name of the Victor Phonograph (battery current playing standard size Record) to "Balmoral." This change will take effect as fast as new literature is printed, beginning with the new edition of the Phonograph Catalogue.

SHALL DEALERS SELL ON INSTALMENTS?

Whether or not to sell Edison Phonographs on what is known as the instalment plan is a question that is being debated by many Dealers throughout the country. Among many Dealers who have not given the subject proper thought there is considerable prejudice against the general plan of selling goods in this manner. Viewed superficially, they can only see in it considerable trouble and many chances of loss. They are apt to regard the firms who are selling goods in this way as lacking in business acumen, and as those whose failures are only a matter of time. Many men who have not taken the trouble to investigate the subject have declared time and time again that before they would sell goods on instalments they would go out of business, and with this declaration they have dismissed the subject.

As a matter of fact, selling Phonographs on instalments does not mean half the trouble that many Dealers fancy. In fact, it is much easier to sell a Phonograph to a man upon a small payment with an agreement to make other payments weekly than it is to get him to lay down the entire amount of the purchase. Of coirse, as an offset to this, there is the trouble of making the weekly collections, if a collector is sent out, or of making a series of entries on the books when the payments are made at the store. This, after all, is a clerical detail and easily handled.

Firms who make a feature of selling Phonographs on instalments do not take any greater risk than a grocer would in the ordinary course of his business. These firms do not turn a Phonograph over to a man simply because he comes in and makes the first payment or signs an agreement to make a weekly payment. On the contrary, before they allow the machine to go out, they find out who the man is, where he works, what he is probably earning, and they get two or more desirable people to say that he will in all probability complete the payments required to own the machine sold him. The experience of men doing this character of business has shown that a very small proportion of those who get a Phonograph on this plan fail to make the payments, and a very much smaller proportion still disappear with the machine before they have finished paying for it. Probably not five per cent. of those who buy a Phonograph on instalments return it, and not two cases in a hundred does a Dealer actually lose the machine without being compensated.

In some States the laws are such that the title of the machine passes as soon as a payment is made upon it and the remaining payments are considered by the law as similar to all other debts. In such States there is, perhaps, a little larger element of uncertainty about doing business in this manner, but an extra precaution in making sales will offset this risk. In all other States the Dealer remains the owner of a machine until the payments have been completed, and the purchaser who fails to make his payments loses not only his machine but the payments he has made, unless the Dealer leniently returns to him the amount above the wear and tear on the instrument. Such a variety of goods is now successfully sold on the instalment plan, that there is no longer any question about the propriety of doing this kind of a business.

Selling Phonographs on instalments can only be successfully done where the Dealer has a reasonable amount of capital that he can invest in this way. If his means are limited, it would be foolish for him to consider the matter. If, however, he has capital enough to handle a business of this character, there is no reason why he cannot make money in doing so. It has never been the policy of this Company to urge Jobbers or Dealers to do an instalment business, for we have always felt that the decision should rest with the individual or firm. The experience of others has shown that it is a legitimate and profitable way of selling Phonographs, and that no reason exists why those now prejudiced against it should not follow in the same footsteps. The greatest argument in favor of an instalment business is that five men will buy goods on instalments to one who will pay spot cash, and it simply means that Dealers selling on time payments would sell five machines where they now sell one.

Then, too, since Records are seldom sold on instalments, the Dealer makes a nice cash sale of Records with every Phonograph put out, and he has a steady and profitable customer for Records for at least the time the payments are being made; and indefinitely if the customer gets the right sort of treatment. In fact, it is worth while to get a Phonograph into a home for the Record business that will follow.

ALWAYS GETTING BETTER.

Have been handling Edison goods for more than ten years, and the longer I am associated with them the better they become. I like your principle of doing business. I thank you for your past favors and trust that you may always maintain your present sterling business standing, which makes it a pleasure to handle your goods.

Jos. V. Chusty,
San Jose, Cal.

75 RECORDS TO BE ELIMINATED FROM LIST.

Notice is hereby given that after February 1st, 1906, we will be unable to supply the following Records and they will not appear in Record Catalogues issued after that date. Many, if not all, of these are good selling selections. We, therefore, trust that the trade will be able to dispose of stock on hand before they are dropped, but even after that date there will be a demand for them from catalogues now out. The chief reason for eliminating them is to give the trade additional space to carry the new Records listed monthly.

6912	His Little Wife Was With Him	Quinn
7524	Faithful Whetstone	Vogel
7257	Nine Knights March	E. M. Band
7314	Edwardian Waltz	Fisher
7314	Edwardian Waltz	Sieger
7322	Her Name Is Rose	Stanley
7256	Vaudeville Specialty, No. 5	Denny
7235	I'll Be Your Sweetheart	Clifford
7236	I Want to Be a Military Man	Quinn
7237	Kid from the Farm	Denny
7936	March Of the Strollers	P. Orchestra
7959	Soldier's Bride	Tonniges
8018	On a Sunday Afternoon	Quinn
8030	Dream on I've Waited, Honey, Waited	Funk
8051	Oriental Rondo	P. Orchestra
8092	Cecil	Liberati
8093	Coral's Garden	P. Orchestra
8119	On a Saturday Night	Quinn
8127	Maxixe from Die Verkaufte Braut	P. Orchestra
8136	Cinderella	Spencer
8137	Dear Belle	Spencer
8139	Golden Wedding	Favor
8220	March Medley from Sallcy in Our Alley	P. Orchestra
8242	Absent Minded Man	Favor
8265	Girl from Old Limerick Town	P. Orchestra
8268	Cot	Clifford
8269	What's the Matter with the Moon	Clifford
8201	Glory	Clifford
8205	Won't You Roll Dem Eyes	Collins
8258	The Moss Rose	E. S. Orchestra
8268	While the Moon Shines Bright	Harlan
8288	You'll Never Ask Me	Clifford
8293	Dancing Doll	Gannon
8296	In Starlight	Tonniges
8306	Thy Sweetheart Am I	Stanley
8310	Sweet Remembrance	E. S. Orchestra
8313	Le Tremolo	Hall
8318	Poverty's Tears Ebb and Flow	Thompson
8319	Sweet Kisses in the Air	Clifford
8320	Love's Dreams	Quinn
8323	Love and Passion	E. S. Orchestra
8330	When the Fields are White, Exc.	Wallace
8331	I See You, Lil, for Fair	Quinn
8332	Dance Arabesque	Van Eps
8341	Coon Jubilee	Abrams
8347	Mister Breezy Was an Easy Mark	Favor
8348	Sun Dance	E. S. Orchestra
8351	Flowers of Dixie Land	Wallace
8352	Fauna	Denny
8357	Love and	Wallace
8358	Miller's Daughter	MacDonough
8359	That's How I Love You, Mame	Collins
8368	Girl You Love	MacDonough
8372	Field of Tuxbucoo	MacDonough
8378	Rooster Dance	E. S. Orchestra
8380	Sister Sue	Collins
8382	Sister Sue	MacDonough
8392	Celtic	Hall
8397	Mary Ellen	Murray
8603	Lovey Mary	E. S. Orchestra
8604	A Dream	Lewis
8605	Heart Throbs of Famous Men	Roberts
8610	Mr. Interpreter	E. S. Orchestra
8611	He Done Me Wrong	Collins
8612	Then and Now	Harrison
8708	On the Wings of Love	Frangelli and Lewis
8709	Russian Story	E. S. Orchestra
8782	Bloom is on the Rye	Edison Band, Quartette
8783	Bloom is on the Rye	Harrison
8793	Bloom is on the Rye	Harrison
8802	Star of My Life	Thompson
8821	She Was a Good Old Soul	Stanley
8842	There's Nothing New to Say	MacDonough
8857	My Little Canoe	E. S. Orchestra
10025	La Gran Via (Spanish)	Cervera

INFERIOR PARTS.

Complaints reach us occasionally from individuals who claim that they bought certain repair parts like sapphires, feed-nuts, springs, etc., from their Dealers and found that they were decidedly inferior. Investigation of such cases has shown that the supplies and parts had not been obtained from us, but had been bought from outside individuals at slightly lower rates than we charge them. The retail purchasers of these supplies and parts naturally thought that they were buying Edison goods and our reputation suffered, though we were in no way responsible for the substitution. This leads us to point out to the trade generally, and especially Dealers, that it does not pay to buy inferior goods of this character, because they can be had for a little less money than charged by us for the same parts. A Dealer can impose upon his customer once, but in most instances he cannot do it a second time, for as soon as the customer learns of the imposition he will not only refuse to buy further parts from him but he will in all probability take away his Record patronage. The parts made by us for the various types of Phonographs are the best that can be produced, and they are worth all that is asked for them. Dealers will be wise if they buy Edison supplies and parts and get them only from such sources as they can rely upon. We feel sure that no Jobber would attempt to sell inferior goods when Edison goods are asked for. Dealers are especially cautioned against buying sapphires except those known to be made by us. Ordinary glass when rounded and polished looks to the eye very much the same as a genuine sapphire and yet is a much different article when put into actual use, It soon wears, and when it begins to wear, it cuts the Records and causes trouble all around. The saving of a few cents on a sapphire will cause dollars of mischief in the future to all who get them. Jobbers will do well to handle no other sapphires except those bought from us, and Dealers should buy them only from such Jobbers as they can rely on.

MONEY TALKS.

The Kern Music Co., of Jersey City, N. J., backed its belief in Edison Phonographs by running the following phrase in display type in the daily papers:

"$500 cash! Reward will be paid for proof that any Phonograph is as good as an Edison."

MUSIC PUBLISHERS.

The publishers of the music in the January list of Edison Records will not be printed until the January issue of the PHONOGRAM MONTHLY. The lists will be printed regularly thereafter. Since this information seems to be in such general demand, the publishers of the October and November music, so far as we know them, are given below.

9068 Selection from Chimes of Normandy, Carl Fischer, New York.
9066 In Dear Old Georgia, Jerome H. Remick & Co., New York.
9100 Everybody Works but Father, Helf & Hager, New York.
9102 I Wish for Thee, John Church Co., New York.
9106 A Change for Two, New York Music Co., New York.
9107 The Whistler and His Dog, Carl Fischer, New York.
9108 I'll be Waiting in the Gloaming, Sweet Genevieve, Helf & Hager, New York.
9110 New Era Overture, Carl Fischer, New York.
9111 What You Goin' To Do When the Rent Comes 'Round, Harry Von Tilzer Pub. Co., New York.
9112 Angelina, G. W. Setchell, Boston, Mass.
9114 Love Moved the Gods to Laugh, New York.
9115 Legend of the Organ Grinder, P. H. Haviland Pub. Co., New York.
9116 Yankee Girl March, Leo Feist, New York.
9117 Weaving of the Green, Oliver Ditson, Boston, Mass.
9118 Hiram Green, Good-Bye, C. M. Chapel, New York.
9120 Hard Times Come Again No More, Oliver Ditson, Boston, Mass.
9121 My Marshmallow March, Leo Feist, New York.
9122 Hungarian Fantasie, Carl Fischer, New York.
9124 On the Bank of the Rhine, with a Stein, Harry Von Tilzer Pub. Co., New York.
9125 The Fortune Rivals, Carl Fischer, New York.
9126 Honeymoon Hall, M. Witmark & Sons, New York.
9127 In Pimlico, P. H. Haviland Co., New York.
9129 Bold Front March, Carl Fischer, New York.
9130 Walk 'till the Sun Shines, Stillo, Harry Von Tilzer Pub. Co., New York.
9131 All Coons Look Good On, J. W. Stern & Co., New York.
9132 Betty, Continental Music Co., New York.
9133 Roses and Thorns, W. H. Cundy, Boston, Mass.
9134 We'll Go Together When the Clouds Roll By, F. A. Mills, New York.
9135 I'm the Only Star that Twinkles on Broadway, H. Von Tilzer Pub. Co., New York.
9136 Pretty Mary, F. A. Mills, New York.
9137 Dancing in the Starlight, Carl Fischer, New York.
9138 The Sweetest Flower That Blows, John Church Co., New York.
9139 Have You Seen My Henry Brown, New York Music Co., New York.
9140 The Irish Girl I Love, Rogers Bros. Music Co., Philadelphia, Pa.
9141 Sweet Little Dahlia, Harry Coleman, Philadelphia, Pa.
9144 When the Evening Bugles is Sighing "Home, Sweet Home," J. W. Stern & Co., New York.

GET THEM TO BUY NEW ONES.

Most Dealers do not realize how important a belt is to a Phonograph. If they did, they would point out more frequently to their customers the desirability of getting a new belt instead of attempting to repair an old one. A new belt for a Gem machine costs but 10 cents, one for the Home and Standard machines, 15 cents and one for the Triumph 25 cents. At these prices it does not pay any one to attempt to mend an old belt, to say nothing of the unsatisfactory results caused by a belt so repaired. When Dealers bear their patrons talk about mending a belt, they should strongly urge them to get a new one instead of doing so.

A STANDARD SPEED TEST.

On the back rod of every Edison Phonograph now being shipped from this factory, two circular marks have been placed at a distance of one and six-tenths (1 6-10) of an inch apart. With the Phonograph fully wound and running at full speed, and with reproducer arm down as for reproducing, the reproducer arm should travel from one mark to the other in exactly one minute, which indicates that the cylinder makes 160 revolutions in one minute. These marks may easily be made on any Phonograph, but care must be exercised to make them exactly the right distance apart. Even a slight variation will affect this speed.

TREATED WELL IT WILL PAY WELL.

The necessity of Jobbers and large Dealers having sound-proof rooms in which Records can be tested is becoming more and more obvious. In order to pay well, the Phonograph business requires just as careful treatment as other special lines of trade, and when it receives it, it will show just as gratifying returns. Its business cannot be treated indifferently and stowed away in some obscure portion of an establishment if expected to pay well. It is more than could be expected of any other line. The sale of Phonographs requires just as correct treatment as other trade specialties. It is pretty sure to respond to progressive environment and return Dealers excellent results for any legitimate outlay.

THE PHONOGRAPH.

The children in the flat above,
Stay race and romp and tear,
Until the noise quite drives you mad,
And you could curse and you swear;
Those boys and girls, you know,
That loud mankind to vex,
And the only peace you ever get is
When the Phonograph starts in.

The maiden just across the hall,
Thumps the piano strong;
A budding artiste blows upon
The cornet loud and long;
Yet, though both may be thus engaged,
The most infernal din
Is tolerated by heavenly meek
When the Phonograph starts in.

They wake you in the morning
Long ere the day grows bright;
You'll find that there's no sleep to break
Your slumbers into bits;
Why hide beneath the coverlids—
Your ears put cotton in?
You can escape that awful sound
When the Phonograph starts in.

There's "Yiddle" and "Would You Care,"
"Tammany" and the rest;
From ragtime up to sacred song—
A million, I'll be bigot!
Are there that have a right to sleep
As the twilight's coming in,
And you're always glad you're living
When the Phonograph starts in.

—From an advertisement of L. B. Porter, Brockton, Mass.

ADVERTISING DEALERS.

Two excellent mailing cards have been received from H. Schmidt & Son Co., Edison Dealers at Muscatine, Ia. Both are printed as folders, and they present the advantages of Edison Phonographs and Edison Gold Moulded Records as Christmas gifts in forcible style.

We desire to acknowledge receipt of advertising matter of various kinds from the following: Tomse F. Deuther, Chicago; Neosho Cycle & Repair Works, Neosho, Mo.; Talking Machine Co., Pittsburg; Charles H. Turner, Buffalo, N. Y.; Hopkins Bros. Co., Des Moines, Ia.; C. E. Wyeth, Newark, Ohio; Alfred Caron, Brunswick, Me.; S. P. Alston Co., Brookwood, Ala.; John M. Smyth Co., Chicago, Ill.; Harry K. Lister, Plainfield, N. J.; Eastern Talking Machine Co., Boston; H. W. Mosier, Stockton, Cal.; Peter Duffy, Crescent City, Cal.; S. D. Wones, Hiawatha, Kas.; George E. Bass, West Philadelphia, Ohio; Saratoga Phonograph Co., Saratoga Springs, N. Y.; O. K. Houck Piano Co., St. Louis; Cosmopolitan Music Stock Co., Boston; M. L. Abbey Music House, Hudson, Mich.; J. N. Denney, Gouverneur, N. Y.; Hanover Cycle Co., Hanover, Pa.; Spratt & Corcoran, Watertown, N. Y.; Texas Phonograph Co., Houston, Tex.; Emil Taussig, Elizabeth, N. J.; O. C. Thompson, New Albany, Ind.; Nebraska Cycle Co., Omaha, Neb.; C. E. Osgood Co., Boston; L. R. Porter, Brockton, Mass.; Bard Bros., Wheeling, W. Va.; Denver Dry Goods Co., Denver, Col.; Eastern Talking Machine Co., Boston; Household Furniture Co., Providence, R. I.; Shepherd, Rose & Co., Corning, N. Y.; J. F. Schmelzer Arms Co., Kansas City, Kas.; McGreal Bros., Milwaukee; Standard Machine & Music Co., Chattanooga, Tenn.; Conroy Piano Co., St. Louis, Mo.; C. W. Hall Co., Bellefonte, Pa.; Elmira Arms Co., Elmira, N. Y.; Spokane Phonograph Co., Spokane, Wash.; F. F. Shinn, Jacksonville, Fla.; W. S. Branch, Orlando, Fla.

ADVERTISE LOCALLY.

On page 13 of this issue, we print a copy of our advertisement in the Christmas publications. This advertisement is appearing in magazines and other publications having an aggregate circulation of many millions of copies which reach half the homes of the country. In addition to this, we are running special advertisements in the Sunday issues of the principal papers in the principal cities throughout the United States and Canada, and these papers will reach many homes not covered by magazines. On the whole, we believe that our advertising will be seen and read by nine-tenths of the people of this country. All of this advertising is general in its character and calls upon the public to visit Dealers and have them play Edison Phonographs and Edison Gold Moulded Records. It does not, in any case, give the names of Jobbers or Dealers. The latter can reap the fullest advantage from this advertising by using the columns of their local papers to tell the public who they are, where they are and what they sell. Dealers who do this advertising will get much more benefit from our general campaign than those who make no effort to advertise.

PRINTED MATTER.

We are sending out this month a copy of the new edition of the Record Catalogue, Form No. 770. The first half of this Catalogue to go out will be bound with the present style cover and the second half with a new cover. In every other respect the Catalogue is the same, and those who later learn that the new cover is in use should not feel that their Catalogues differ in any way from the later ones, but continue to use them. We will make no effort to fill orders for the new covers where we feel that the trade is asking for them simply to have something that their competitors do not have. Having two different covers on one edition is something that we could not avoid and we shall expect the trade to use them just as if they all had the same cover.

With their orders for December Records, we are sending to all Jobbers in the United States a supply of folders and hangers printed especially for the holiday season. These are being sent in sufficient quantities to enable Jobbers to give Dealers as many folders as they receive Supplements each month and one of each hanger to each of their active Dealers. The editions of all three forms are exhausted with these shipments, and it will not be possible to fill any further orders for them. This treatment of the matter was necessary because the forms could not be gotten ready earlier.

THE PHONO TRADER'S OPINION.

The Edison Gem, Standard, Home, and Triumph Machines are so well known in every part of the civilized world that I can with confidence advise every agent, large or small, to stock these machines. They are absolutely perfect. They always give universal satisfaction. They make customers that you will never lose. It is a pleasure to handle them, for you can rely on the workmanship, exact timing, silent action, and beautiful finish. What more do you need, Mr. Dealer? The same remarks apply to their up-to-date Gold Moulded Records. Who ever heard of a customer being dissatisfied with their Records—it would be a *record*, certainly, to hear of such a thing.—*Phono Trader, London.*

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR JANUARY, 1906.

The opening list for 1906 of Edison Gold Moulded Records is full of excellent selections, including hits from new comic operas and musical comedies, with the usual variety of instrumental music characteristic of these monthly lists. There is not a single Record in the entire twenty-four that does not represent the highest standard of the art of reproducing sound.

No. 9170. "The Choristers," by the Edison Concert Band, is a novel band Record. In one of the strains the melody is played by chimes with band accompaniment embellished by clarinets. In another strain the same melody is played by chimes with band accompaniment and orchestra bells obligato. Another attractive feature is the singing of birds, by Jos. Belmont. The selection is varied and very interesting from beginning to end. The composer of this selection is Bernard Pieltjs.

No. 9171, "Somebody's Sweetheart I Want to Be," is by Byron G. Harlan, who is always fortunate in his selections. He is particularly so in this month's offering, "Somebody's Sweetheart I Want to Be," written and composed by Cobb & Edwards, has already well started on the road to popularity. Among the prominent performers singing it in vaudeville is Lillian Russell. The Record is made with orchestra accompaniment.

No. 9172, "Fritz and Louisa," by Ada Jones and Len Spencer, is a vaudeville sketch introducing both singing and talking by Miss Jones and Mr. Spencer, also orchestra incidental music. It is a humorous dialect sketch, a line of work in which these artists have been more than successful. This sketch was written especially for our Record.

No. 9173, "A Lovely Night in June," is a bells solo by Albert Benzler, of a song and dance composition in schottische tempo, written by Jean Missud. A well rendered Record of a most attractive composition.

No. 9174, "The Getting Sleepy," by Arthur Collins, is something new in the line of coon songs, the words and music of which are by Joe Hollander, who also composed, "Gone, Gone, Gone," (our Record No. 8759). It is quite a bit of character work as rendered by Mr. Collins for our Record. Especially interesting is his comic talking interpolation. Mr. Collins has a style all his own in this line of work. Made with orchestra accompaniment.

No. 9175, "If a Girl Like You, Loved a Boy Like Me," by Harry MacDonough, is one of Lillian Russell's successes in vaudeville. Made with orchestra accompaniment. It has a catchy waltz melody and the story is something away from the usual run of songs of this character. Cobb & Edwards have written a number of songs that have taken the public fancy, and this, their latest, is thought by those who have heard it, to have all the essentials that made their former work so successful.

No. 9176, "Hebrew Vaudeville Specialty," is a Record by Julian Rose. It is some time since we have listed a Record made by Mr. Rose, whose comic Hebrew dialect specialty is known all over the country. In this Record he gives a very humorous monologue, concluding with a parody on "In the Shade of the Old Apple Tree." His former Records were accompanied by the piano. This one is accompanied by orchestra, which enhances the realism of the vaudeville specialty greatly and makes of the Record, "A regular little theatre."

No. 9177, "Lights Out March," by Edison Military Band, is a characteristic military march, introducing "Lights Out." Played with all the precision and artistic work of our excellent band organization. Written by F. E. McCoy.

No. 9178, "Miss Mary," by Irving Gillette, is from Chauncey Olcott's new Irish play, "Edmund Burke." It is a song that appeals thoroughly to his audiences. Mr. Gillette makes much of this song and we think it surpasses some of his previous Records. It is a very pretty song and exquisitely sung and recorded, and will attract a lot of attention. This composition is by Chauncey Olcott and Theodore H. Northrup, and the Record is made with orchestra accompaniment.

No. 9179, "The Load That Father Carried," by Bob Roberts, is a comic song with an original and catchy melody, something after the order of "Everybody Works But Father," (our Record No. 9100). Both are sung by Mr. Roberts and accompanied by orchestra. We insert the words of the chorus, supplying the information that the referred to "load" is a load of "peaches."

"'Twas the load that father carried that made him bend so low,
Since the day that he was married he's been carrying the load,
We'd watch him in the evening with struggling down the road,
Then all us kids would shout 'Hey Mamm,
Here's Dad with his daily load.'

No. 9180, "Pass Me Not, O Gentle Saviour," is another splendid selection by Anthony and Harrison. Our sacred songs by Anthony and Harrison are meeting with universal praise and considered to fill a long felt want. Both Mr. Anthony and Mr. Harrison are well-known church singers, occupying solo positions in prominent New York City churches. Consequently they bring to this class of work an experience which, together with their cultured voices, contribute largely to the success of these Records. The beautiful orchestration is also a feature.

No. 9181, "Forget-Me-Nots," by the Edison Symphony Orchestra, is a beautiful and dainty orchestra selection equal to any we have ever listed. Our Symphony Orchestra Records are one of the features of our monthly supplements. The music is always of a high grade, requiring the best artists in the world and the most perfect methods of recording.

No. 9182, "I'm a Woman of Importance," by Ada Jones, is a comic song hit from "Fritz in Tammany Hall," which gives Miss Jones an opportunity to display her versatility with different dialects. Audiences at the Herald Square Theatre, New York City, nightly applauded this popular number. The Phonograph public will be just as much entertained with our Record of it.

No. 9183, "La-Tydley-Tydley-Um," is a funny song, by Edward M. Favor. The enormous success of Mr. Favor's Record of "Fol-the-rol-lol" (our Record No. 9142), prompts us to list a similar selection, entitled "La-Tydley-Tydley-Um," which is made of topical verses and choruses and sung in Mr. Favor's clever style. This composition is by Worton David and Maurice Scott. The Record is made with orchestra accompaniment.

No. 9184, "Ride Your Own Canoe," by Collins and Harlan, is one of Morse and Madden's latest characteristic coon songs, combining an original and catchy tune with a story of more than ordinary interest and fun making opportunities, which it is needless to say Collins and Harlan make the most of. The attractiveness of the Record is further added to by the comic coon talk and an excellent orchestra accompaniment.

No. 9185, "It Blew! Blew! Blew! Schottische," by the Edison Concert Band, is a Record in dancing tempo made in response to many requests for Dancing Records. It is recorded at the correct tempo as approved by William P. Rivers, of the Knapp Mansion Dancing Academy, Brooklyn, N. Y. The selection will be found to comprise both the catchy tunefulness and swingy rhythm so requisite for dancing.

No. 9186, "Robin Redbreast," by Marie Narelle, is one of the most popular numbers in "Happyland," performed by The Hopper Opera Company at the Lyric Theatre, New York City. As sung by Miss Narelle for our Record, it makes a dainty and beautiful number. An added charm is the bird imitations by Joe Belmont. It is a rare and novel item and undoubtless be very much appreciated. It is also accompanied by the orchestra.

No. 9187, "Good-Bye Dixie Dear," by Mac-Donough & Biehling, is one of the popular march songs of the season. As made for our Record by MacDonough and Biehling it is an exceptionally fine number. The orchestration is decidedly effective, especially the part that introduces "Dixie." The Record is bound to be liked very much.

No. 9188, "Yankee Boodle," by Billy Murray, is one of those topical songs always interesting to people who keep up to the times. "Yankee Boodle," sung in "Fritz in Tammany Hall" and made for our Record by Billy Murray, is one of the best of its kind and strictly up to the minute in topics introduced. The insurance question, just now of such universal interest, is one of the matters humorously treated.

No. 9189, "A Gay Gossoon," by Vess L. Ossman, is a composition well suited to the banjo and one which Mr. Ossman makes much of, as does also our orchestra director, who features his orchestra effectively throughout. The selection brings out unexpectedly every now and then bits of well-known Irish melodies, which are as often and surprisingly turned again into original airs by the composer. The number is characteristic of its title and is in march tempo.

No. 9190, "Take Me to Your Heart Again," by Edward Barrow, is a beautiful new sentimental ballad that will at once appeal to its hearers. Mr. Barrow renders it in that sympathetic manner which he so appropriately and artistically employs. Sung with orchestra. The words of the refrain follow;

"When the sun at eve is sinking,
When the birds have built their nest,
When the birds have flown to rest,
When the dew-drops kiss the clover,
Softer than the summer rain;
When the lonely day is over,
Take me to your heart again."

No. 9191, "Barnyard Serenade," by Spencer and Holt, is a unique Record. Len Spencer gives a descriptive talk on the rural barnyard at sunrise, which is punctuated by All. Holt with imitations of the shanghai rooster, little chickens, button rooster, robin, mocking bird, peacock, turkey gobbler, cow, calf, dog and jackass. The imitations are exceptionally fine and the way the talk is worked in and around them is decidedly clever. The recording is very distinct and clear and tonal quality human and natural.

No. 9192, "The Jolly Blacksmiths," by Edison Male Quartette, is a good solid number. One of the striking features is where the well-known part of the "Anvil Chorus" from Verdi's "Il Trovatore" is introduced with anvil accompaniment. It will always be a steady seller—good staple goods.

No. 9193, "Fol-the Rol-Lol Medley," by Edison Military Band, is one of the best band medleys of popular songs we have listed in some time. Comprises the following five song successes: "Fol-the-Rol-Lol" (our Record No. 9142), "Sympathy" (our Record No. 9164), "Starlight" (our Record No. 9166), "Silver Threads among the Gold" (our Record No. 9162), "Can't You See I'm Lonely" (our Record No. 9158).

THE PHONOGRAM.

Dealers desiring to get a supply of *Phonograms* to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobber's orders unless placed with us a similar period in advance. Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DISTRIBUTED WITH GOODS.

Blank, per 1,000 copies	$2.50
Imprinted, per 500 copies	1.00
Imprinted, each additional 500 copies	0.75

Above prices include imprinting, less than 500 copies, or requiring imprint, and all imprinting orders must be for multiples of 500.

Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ .30
Five copies to one address, per year	1.40
Twenty-five copies to one address, per year	5.00
Fifty copies to one address, per year	9.00

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

MR. SCOTT LAID UP.

The New England trade will regret to learn that J. W. Scott, our New England salesman, is laid up at his home, Newark, N. J., with a severe attack of facial erysipelas.

NO MORE DIVIDED ORDERS.

The letter printed below was recently sent to all Jobbers. It explains itself fully. Its issuance was made necessary by the abuse of the privilege of splitting up orders for new Records so as to save Jobbers the trouble of repacking for shipment to Dealers.

TO ALL JOBBERS.

New York, Nov. 18, 1906.

It has recently become the custom of some Jobbers to split up their advance stock order for new Records into several different orders; one to be marked for them in the regular manner, the balance to be marked with special instructions. The object in so doing is a means of identification for these Jobbers as to the Dealers to whom they are to be shipped. This custom we cannot allow or carry out, as in the first place it makes a great deal of additional work and some considerable extra expense to each shipping point, and, in the case of Orange, the second place, it gives the Jobbers, to whom we split up shipments in this manner, unfair advantage over those who receive one shipment only, as not having to unpack and repack, they can get their goods out to the Dealer much quicker, in the third place, we cannot for one moment attempt to split up orders and mark them generally, as should such a policy become general, we would soon be called upon to pack all Jobbers' Records over in separate shipments, consequently much delaying, so they would not be out of the trouble of unpacking and repacking before sending shipment to their Dealers.

With this explanation in the matter, we must absolutely refuse hereafter to pack any orders whatever in separate lots, or containing split shipments, and must request a prompt and literal fulfillment of your Jobber order. Please have Records be sent as complete in one order, to be shipped by freight, or should you desire part of them by express, in two orders, one to be shipped by freight and one by express.

C. H. WILSON, Manager of Sales.

WILL THE WONDERS EVER CEASE?

[Written by C. Harold Porter, of Brockton, Mass., upon hearing that Byron G. Harlan was a father, and that his only regret was that his daughter was not born in New York.]

No wonder that the clocks have stopped;
No wonder trains are late;
For something startling is happening
I'm sure you ought to state.

It happened in New Jersey
Not very long ago,
And that's the reason I start to tell you
I'm sure you ought to know.

You all have heard of Harlan,
The tenor, heaved with fame.
A few months or long ago
A fair maid took his name.

You've heard him sing without a doubt
Upon the Phonograph;
And you, no doubt, as well as I,
Enjoy his pleasing laugh.

You've heard him sing with Stanley;
And Collins, many times,
At first in the slot machines
You've spent your hard earned dimes.

Sometimes his songs are jolly,
Sometimes they're very sad.
Some of them cause the tears to flow,
Some of them make you glad.

He imitates the Dutchman,
The Reuben and the Yank,
When he imitated mother's voice,
My heart within me sank.

No longer need he change his voice
To childish tones and high,
For now he's got a little tot
Who'll take this part instead.

They say he's happy as a lamb;
This only what is that thing
Had been born in New York.

THE ART OF ATTRACTING CUSTOM.

The imperative duty of attracting customers, calls for certain activities within the store and without. In the first place, the store itself should be inviting. Its exterior, no less than its interior, should appeal pleasantly to the public and convey to the observer a favorable idea of the proprietor and his wares. A clean, unobstructed pavement, a tasteful, prosperous-looking store front, a handsome modern sign, an attractive entrance—all these are important factors in giving to the store an individuality that appeals favorably to the public. In this category, too, is the show-window, which should be a crystallized edition-de-luxe of the store itself, reflecting, in a striking way, not only the beauty and merit of the stock, but the enterprise and good taste of the proprietor. Brilliant lighting and effective arrangement in the window will speak volumes for the goods and service within. And care must be taken, especially at this season, that the interior of the store is worthy of the exterior presentment—that the floors, walls, fixtures, decorations and goods are harmoniously bright and clean. The Christmas-tide is a time of joy and good cheer, of giving and receiving, of happiness and harmony, and the spirit of the season should be reflected not only in the store and decorations, but also in the unobtrusive politeness and graciousness of manner of the proprietor and clerk.—*Exchange.*

AMERICAN PHONOGRAPH CO. AT BURLINGTON, VT.

The American Phonograph Co., of Gloversville, N. Y., Jobbers of Edison Phonographs, which recently opened a branch store at 34 Church Street Burlington, Vt., to meet demands of increasing trade in the state of Vermont and Northern New York, report an excellent business since the opening on October 2d. They occupy two floors and basement, and carry a large stock of Edison Phonographs, Records and supplies, which enables them to supply the trade more conveniently and promptly than in the past. They have received many praises from Dealers in that section, for prompt shipments, always carrying a large stock and filling orders the same day received, which enables the Dealer to replenish his stock on short notice, and to supply his customers with the new Edison Records the day they are received from the factory. This concern are firm believers in judicious advertising and are conducting an extensive campaign, in the newspapers, backed by an efficient follow up system, which not only helps the American Phonograph Co., but all the Dealers handling Edison Phonographs.

GRAVES & CO., PORTLAND, ORE.

Two carloads of Edison Records and Phonographs have arrived in Portland from the Edison laboratories in Orange, N. J. This is said to be the largest shipment of Phonographs ever sent out to the Pacific coast. It is destined to complete the stock of Graves & Company, who have been made Jobbers for Edison goods in the Northwest.

As one would naturally expect the already large retail store at 308 Washington street would have to be expanded considerably to accommodate in proper classified arrangement a stock of 50,000 Records and several thousand Phonographs, in addition to the big stock of stringed and band instruments, and the complete stock of supplies kept for the trade, saying nothing of the immense stock of sheet music which occupies one entire wall of this big retail and wholesale establishment. When this demand for more room confronted F. W. Graves, the head and founder of the house, a man who has grappled with and solved successfully many knotty financial problems, he proposed to his associates that a lease be taken on the Arcade Theater building, standing at the rear of the store. Naturally enough this looked like extravagant expansion to many. The wisdom of the step taken is now apparent. Where theatrical stars delighted thousands of people, Phonographs now perform a similar mission. The space occupied by the auditorium and stage of the old theater has been divided into Phonograph parlors, each having individual finish and different furnishings. One of the front parlors, occupied by Edison machines, is finished in blue and gold, with a canopy ceiling studded with electric lights.

The old galleries of the theatre are fitted up with cabinets which skirt every nook and corner of the walls, holding, it is estimated, 25,000 Records. In all the departments of this big establishment over 10,000 square feet of floor space are utilized. Taken as a whole, the Phonograph parlors of Graves & Co., are acknowledged to be the finest by far in the United States.



PHONOGRAPH NOOK OF W. A. PRESTON, THE "HANDY MAN," GRINNELL, IA.

These Phonograph parlors are crowded all day long with customers and the interest manifested in the marvel of the times.—*Portland Telegram.*

A NOVEL ADVERTISING PLAN.

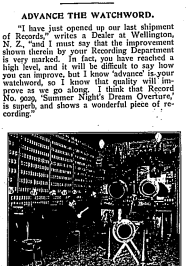
A daily paper in Houston, Texas, recently inaugurated a novel guessing contest, in which well-known business houses were described, but the actual names withheld. The following is the paragraph referring to the Texas Phonograph Co., Edison Jobbers in that city:

There are several varieties of talking machines. One style claims their 1905 model is the only one that will make perfectly harmonious music. Makes no scratching sound, runs without noise, and so simple any child can operate it. Instead of constantly changing needles, as required on "disc" machines, it has a sapphire point that lasts for years without a change. On this machine your voice or singing is easily recorded at your own home. Machines sell for $10 up and the Records at 35 cents each for any title of music desired, and may be run hundreds of times without wear.

The store that handles these Records at wholesale and retail is on the same street as the Houston Water Co. and the Burnett Hotel. What is the firm's name? Two names appear on the window, so don't get the wrong one.

ADVANCE THE WATCHWORD.

"I have just opened up our last shipment of Records," writes a Dealer at Wellington, N. Z., "and I must say that the improvement shown therein by your Recording Department is very marked. In fact, you have reached a high level, and it will be difficult to say how you can improve, but I know 'advance' is your watchword, so I know that quality will improve as we go along. I think that Record No. 9030, 'Summer Night's Dream Overture,' is superb, and shows a wonderful piece of recording."



PHONOGRAPH PARLOR OF C. BOUZAID & CO., AUCKLAND, NEW ZEALAND.

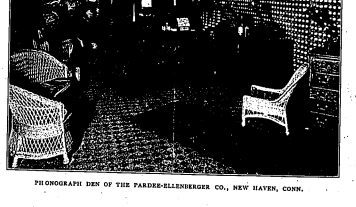
A HINT TO SALESMEN.

In former issues we have urged the necessity of salesmen becoming acquainted with the machines, and too great a knowledge cannot be gained of this great question. An intimate knowledge of any business is necessary to achieve success, for better results can be obtained. We have discovered that dull seasons do not exist for the man who understands his business. He places a stronger emphasis upon business during periods which are more than ordinarily dull than at other times, and as a result he secures advantages which are far beyond those men who sit by and say that the season is dull and there is no necessity for any special exertion. When a man says that business is dull it usually means that he has not a correct knowledge of his local environments. Some seasons may be better than others, but there should not be dull times in any well-regulated enterprise.—*Talking Machine World.*

MUSIC HATH CHARMS.

I wish to inform you of a rather peculiar coincidence that occurred to me a short time ago. I was alone one day, playing one of your machines, and after playing several selections I noticed three mice almost in a row, making their way toward the Phonograph. I was rather surprised at their appearance, as the place is quite free from mice as a rule. I watched them closely, not disturbing them until the Record was finished. They appeared to enjoy the music very much, as they came very close to the machine and then stopped looking at it. I occurred to me a short time which the piccolo parts were quite prominent, and I think it must have been the tone of the piccolo that drew them.

WM. F. HUNT,
Wanatah, Ind.



PHONOGRAPH DEN OF THE PARDEE-ELLENBERGER CO., NEW HAVEN, CONN.

"FOLLOW-UP" LETTERS.

FROM A. G. ARCARO, WILMERDING, PA.

Your recent favor addressed to National Phonograph Co., Orange, N. J., has been referred to me for attention, and in reply would say I can furnish you with anything made by the company, at the lowest possible price (regular) and would be pleased to meet you at my office any time you may call and play any of the Gold Moulded Records in our stock (which includes about 2,200 of the best and best selling Edison sons). Any Records that may wish and not in our stock I can order for you, and would advise you that I can get them at the earliest possible date, as I deal with the four leading Phonograph houses that handle the Edison line in the State of Pennsylvania. Therefore, I stand a better chance than if I was only dealing with this factory, for I can get your order for Edison goods (not in stock) at 4 o'clock P. M. I go to my telephone and call up the supply house, and if any of the four have what I want I will have it at Wilmerding at 7 P. M. this same day. This is about two weeks sooner than I could get a factory shipment, and at the same price. Hoping to be favored with a call or order, I remain,

FROM H. S. SHORT, BROOKLYN, N. Y.

The National Phonograph Co. writes me you have made inquiries about Records. I beg to put myself at your services, and inform you that I have in stock every Record, without exception, made by the Edison people. If you can find a Record you want that I carry any time between 9 A. M. and 5.30 P. M. I shall be pleased to play all Records you desire to hear.

IMPOSSIBLE TO OVERSTOCK.

"At the time I placed my advance order for machines, I thought I was ordering enough to take care of increasing business, but it seems that no one can calculate with any certainty on the sale of Edison goods, except that it is impossible to overstock."—*Extract from letter from A. F. Ferriz, Edison Jobber at Utica, N. Y.*



AN IMPROVED EDISON
PHONOGRAPH
Brings Christmas Cheer All the Year

No other gift yields such lasting pleasure as an Edison Phonograph. Everybody likes it—from baby to grandmother. No skill is required to reproduce perfectly brilliant band music; the finest vocal solos, duets, and quartettes; the funniest character songs and vaudeville skits. It replaces the opera and theatre for grown folks, and is unequaled for entertaining children. Edison Gold Moulded Records include thousands of popular, classic, sacred, operatic, or comic selections, and 21 are added every month. Thus the Phonograph provides more fun and music than any other automatic entertainer—yet is within the reach of all. Hear it at the nearest dealer's before deciding on any Christmas present. *"It speaks for itself."*

Latest Edison Gold Moulded Records—Now on Sale At All Dealers

9122 Hungarian Fantasia.....Edison Concert Band
9123 Mother o' Mine—Song.....Theo. Van Yorx
9124 On the Rhine With a Stein..Collins & Harlan
9125 Friendly Rivals—Cornets..Clarke and Hearn
9126 Honeymoon Hall—Song...Harry MacDonough
9127 In Tombuctoo—A Monkey ditty..Billy Murray
9128 Tenor, Soubret, Prima Donna—Duet..Murray and Harlan
9129 Bold Trumpeter—Descriptive Military Band
9130 Hail, Hail the Gang's All Here—Sisters, Nellie.....Harlan
9131 And the World Goes On—Song...Bob Roberts
9132 Betty—Duet.....MacDonough and Bieling
9133 Roses and Thorns.....Edison Orchestra
9134 We'll be Together When the Circus Roll By—Descriptive Song...Irving Gillette
9135 I'm the Only Star that Twinkles on Broadway—Comic Song.....Ada Jones
9136 Pretty Mary—Duet.....Harlan and Stanley
9137 Dancing in the Starlight.....Edison Band
9138 Sweetest Flower that Blows...Marie Narelle
9139 Here You Been So Long—Henry Burr...Collins
9140 Irish Girl—Tenor Solo...Edward Barrier
9141 Patrol—Descriptive.....Edison Band
9142 Fol-de-rol-de-ol—Comic Song..Edward M. Favor
9143 Courtship of Barney and Eileen—Comic Sketch...Ada Jones and Len Spencer
9144 When the Evening Breeze is Sighing Home, Sweet Home.....Male Quartette
9145 Everybody Works but Father—Descriptive Medley.....Edison Military Band

An Edison Phonograph Makes the Best Christmas or Birthday Present for Anyone

Every genuine Edison Phonograph bears the inventor's name and facsimile signature. Be sure you find this signature on the distressing number of inferior imitations. Go to the nearest Edison dealer and hear the genuine Phonograph, and you will instantly appreciate its marked superiority. Edison Gold Moulded Records play on every Edison Phonograph ever made. Edison Phonographs cost from $10 up; Records, 35c. each.



Send for new booklet, "Home Entertainments With the Edison Phonograph," obtainable only from Orange, N. J., office. Our Latest Record Catalogue will be sent to any one mentioning where they saw this number of the Phonograph. Write now to

National Phonograph Company
66 Lakeside Ave., Orange, N. J.
New York, Chicago, San Francisco
and Dealers Everywhere

I. C. S. Language Courses Taught With Edison Phonographs.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2009 Second ave.
Mobile—W. H. Reynolds, 161 Dauphin street.
Montgomery—H. L. Panick, 119 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 256-258 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 624-26th street.
Hext Music Co., 1518 and California streets

CONNECTICUT.

Middletown—Cawkins & Post Co., 106-108 Main street.
New Haven—Pardee-Hilesberger Co., 157 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. P. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 49 Peachtree St.
Waycross—George K. Vinsonson.

ILLINOIS.

Chicago—Bolson Bros., 148 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
James I. Lyons, 199 Van Buren street.
The Talking Machine Co., 197 Madison street.
The Vim Co., 64 Clark street.
Montgomery Ward & Co., 225 Michigan ave.
Rudolph Wurlitzer Co., 394 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 828 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 41 Virginia Avenue.
Kipp, Link & Co., 31 N. Meridian street.
A. H. Wood & Co., 128 S. Illinois street.
Lafayette—A. B. Ward & Co., 324 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 607 Locust street.
Vint Co., 704 West Walnut street.
Fort Dodge—Fort Dodge Music House, 820 Central ave.

KENTUCKY.

Louisville—C. A. Kay, 620 Fourth street.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchmen street.
National Automatic Fire Alarm Co., 624 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 18 Exchange street.
Portland—W. H. Rose & Co., 488 Commercial street.

MARYLAND.

Baltimore—E. P. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 4-8 Hanover street.
Eastern Talking Mach. Co., 177 Tremont st.
Iver Johnson Sptg. Goods Co., 165 Washington street.
C. C. Mellor Co., 344 Washington street.
Read & Read, 50 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 304 Main st.
Lowell—Thomas Wardell, 141 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Price & Lockhart Co., 137 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 208 Woodward ave.
Grinnell Bros., 251 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 711 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 21-23 West 3rd street.
Hough, 300 Wabasha street.
Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.

Kansas City—J. W. Jones' Sons Music Co., 1013-1015 Walnut st.
J. P. Schneider & Sons Arms Co., 720 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. E. Houck Piano Co., 1218 Olive street.
Western Talking Machine Co., 919 Olive st.

MONTANA.

*Helena—Frank Buse.

NEBRASKA.

Lincoln—H. R. Sidles Co., 1230 O street.
Omaha—Nelson Cycle Co., 1502 Howard street.
Omaha Bicycle Co., 16th & Chicago sts.

Continued on page 15.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 722 Washington st.
Newark—A. O. Petitjean, 210 Halsey street.
Paterson—James K. Otto, 20 North street.
Trenton—Hall Blank Book and Stationery Co., 30 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.

Albany—Pitch & Hahn, 22 State street.
Brooklyn—A. B. Matthews' Sons, 302 Fulton street.
Price Phonograph Co., 1164 Broadway.
Buffalo—P. A. Powers, 468 Main street.
Elmira—Elmira Arms Co., 113 Main street.
Gloversville—American Phono. Co., 29 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Albert Bros., 125 W. 23d street.
Blackman Talking Machine Co., 97 Chambers street.
J. F. Blenman & Son, 237-39 Avenue.
Sol Bloom, 214 W. 42d st.
I. Davega, Jr., 80 Third avenue.
S. B. Davega, 32 E. 14th street.
Edison Phono. Co., 10 Chambers st.
H. B. Gordon, 1241 Broadway.
Harry Jackson, 129 Bowery.
Jacot Music Box Co., 19 Union Square.
Victor H. Kepler, 1561 Second avenue.
Leeds & Catlin, 115 Nassau street.
John Wanamaker.
Alfred Weiss, 1337 First avenue.
Oswego—Frank E. Holmes, 32 Bridge street.
Poughkeepsie—Price Phonograph Co., 293 Main st.
Rochester—Eastman Kodak Co., 343 State street.
Gilbert Talking Mach. Co., 26 E. Main street.
Gilbert Talking Machine Co., 50 Main avenue.
Schenectady—Pinch & Hahn, 504 State street.
Syracuse—W. D. Allen & Co., 124 S. Salina st.
C. Andrews, 226 E. Railroad street.
Troy—Pinch & Hahn, 251 River street.
Utica—Clark-Brooks Cycle Co., 120 Genesee.
Arthur F. Perrine, 82 Washington street.
William Harrison, 46 Genesee street.
Utica Cycle Co., 32 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 202 N. Market street.
Cincinnati—Buddy Co., 11 West 5th street.
Buddy Talking Mach. Co., 1009 W. 4th st.
Cleveland—Eclipse Musical Co., 1219 Euclid ave.
Columbus—Perry B. Weber, 1 and 3 S. High street.
Dayton—Niekasz & Dohse, 32 E. 5th street.
Toledo—Nathan Cox Co.
Toledo—Lyons Music Co., 648 Cherry street.

PENNSYLVANIA.

Portland—Graves & Co., Inc., 256 Washington St.

PENNSYLVANIA.

Allegheny—Howard Piano Co., 128 Federal street.
Allentown—G. C. Aschenbach, 1028 Hamilton street.
Easton—William Werner, 20 Northampton street.
Harrisburg—W. K. Hamburger, 12-14 N. Market st.
New Castle—W. C. Dufforest & Son, 17 E. Washington st.
Philadelphia—C. J. Heppe & Son, 1227 Chestnut street.
Lit Bros., Seventh & Arch streets.
Penn Phonograph Co., 1518 Market st.
John Wanamaker, 13th & Market sts.
Wells Phonograph Co., 1518 Market st.
Western Talking Mach. Co., 21 S. 9th st.
Wm. F. Wilcox & Son, 923 Market st.
Pittsburg—Theo. F. Bergmann, 609-621 Liberty street.
Kaufmann Bros., 503 Penn ave.
H. Kleber & Bro., 441 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phonograph Co., 932 Liberty street.
Talking Machine Co., 619 Penn ave.
Reading—Reading Phonograph Co., 529 Penn ave.
Scranton—Ackerman & Co., 130 Wyoming avenue.
Technical Supply Co.
Williamsport—W. A. Myers, 24 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. W. Dean Co., 66-68 Westminster street.
E. P. Droop & Sons, 24 Weybosset st.
Household Furnishing Co.
J. Samuels & Bro., 102-104 Weybosset street.
A. C. Stattergood & Co., 106 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 621 Gay street.
Memphis—O. K. Houck Piano Co., 310 S. Main street.
P. M. Atwood, 82 S. Main St.
Nashville—Nashville Talking Mach. Co., 219 Church st.
Magruder & Co., 23 Arcade.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TEXAS.

Dallas—Southern Talking Machine Co., 197 Main st.
El Paso—W. G. Walz Co., 221 Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—H. Otto Gulicol Co., 240 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 31 Church St.

VIRGINIA.

Richmond—Magruder & Co., 109 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 909 Second Ave.
Spokane—Spokane Phono. Co., 7 Post st.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge st.
Winnipeg—R. S. Williams & Sons Co., Ltd., 221 Princess street.

*Added since November 1, 1905.

SUSPENDED LIST, DECEMBER 1, 1905.

SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.

Valdosta—H. K. McLendon, 220 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.
Ottawa—Edward Hayes.
Wheaton—S. Irving.

INDIANA.

South Bend—EUGENE MARSH, 226 Vistula avenue.
SOUTH BEND BRANCH HOUSE, Robert Lebolt, Prop., 103 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 121 Jefferson street.
Sioux City—HARTMACH MUSIC CO.
A. V. LARIMORE, 318 Fifth street.

KANSAS.

Clay Center—E. M. GOWDY BLOCK.
Lawrence—NELL BROS.
Neodesha—C. H. MOREHOUSE, 320 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.
Lewiston—J. W. SKENE.
Skowhegan—E. B. PETERSON.

MASSACHUSETTS.

Boston—E. C. CASE, 43 Bromfield st.
T. SINGER, 82 Leverett street.
Franklin—FRANKLIN & SHERLE.
Lawrence—THE GORDON CO., 221 Essex street.
H. O. HOSMER, 266 Essex street.
Lynn—ELIAS BRYDONE.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—W. H. DEWHURST.
Northampton—C. C. CHAPMAN, 36 Summit avenue.
Worcester—JOSEPH VIKMAN, 14 Front street.
Woburn—OSBORN GILLETTE, of THE HOLTON JEWELRY CO., 5 Pleasant street.

MICHIGAN.

Detroit—P. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMMINGHOFER.
JAMES V. CALAHAN, 107 Genesee st.
TIERNEY BROS., 107 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—R. M. BARNES.
Manchester—P. J. HOEY.
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAMUEL D. WOLF, 23-24 Arkansas ave.
Bayonne—I. WIGDOR, 429 Avenue D.
Jersey City—W. L. HOFFMAN, 121 Montgomery st.
Newark—F. L. CORWIN; also New York City.
Passaic—E. HIDEWYNE.
Paterson—CLARK & KELLY, 19 N. Main street.
Plainfield—H. E. FRUCHT, 62 N. FRUCHT; also New York City.

ELSTON M. LEONARD.
West Hoboken—EARL HOLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 629 Spring street.

NEW YORK.

Albany—G. LINDE, 103 S. Pearl street.
*Auburn—CHAS. C. CHIER CO., 18 Clark street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—ALBRECHT, 294 Knickerbocker ave.
H. LINDENMEYER, 1 HENDRICK PHONO-GRAPH EXCHANGE, 1210 Myrtle avenue.
Hobart—F. H. MARSHALL.
*Ithaca—ALLEAN SPECIALTY CO., or CHAS. F. RICE, Main street.
*Norwich—CHAS. A. BRIGHT, 60 Union Block.
New York—CABINOLIAN CO., 1 AMERICAN PHONO. CO., 106 Wall street.
AUTOMATIC STORE CO., M. Cohen, Prop., 31 Second avenue.
BERGMANN & CO., 27 W. 11th st.
HENDRICK-SHEFFIELD, 481 Willis Ave.
BRONX PHONO. CO., or DAVID SWITKY, 206 Willis ave.
S. W. FRUCHT, or M. FRUCHT, 7 Barclay st., or 62 Plainfield st., also Plainfield, N. J.
G. HACKER, 2 Murray street.
HAWTHORNE & SHERLE, 297 Broadway; 1 Union Square.
HOLSTER BROS., 396, 401 and 492 West st.
N. HORN, 126 E. 23d street.
W. L. ISAACS, 124 Fulton street.
S. LEMBURG & CO., 49 Broadway.
J. NICOLOPULOS, 92 Broadway.
PARKHURST, 1 E. 125th st., 1242 st.
F. M. PRESCOTT, 1 West 42d st.
WHITEHOUSE CYCLES CO., 1202 Seventh ave.
Rome—CHARLES TUTTLE.
Saratoga—W. J. YOUNG.
Saratoga Springs—KELVIN A. COTE.
West Hoboken—EARL HOLANDER, 629 Spring st.
H. S. WARDWELL & CO., 19 Public Square.
*Yonkers—J. A. MURPHY, 2 Main street.

NORTH CAROLINA.

Kingston—S. A. Quinerly.

OHIO.

Cincinnati—J. L. ANDES.
Coshocton—JOHN A. GOSSER.
Springfield—THE ANDERSON-POOL.
Uhrichsville—F. A. SIGSBURG.

PENNSYLVANIA.

Philadelphia—A. J. DEMUTH, 1004 Emerald street.
HAWTHORNE & SHERLE, 60 Chestnut st., or Oxford and Mascher sts.; also New York City.
A. ENGUSS, 850 Arch street.
PENN NOVELTY CO., 12 South 9th st.
Phoenixville—REINARD BROS.
Pittsburg—A. LIPPARD, 625 Wylie ave.

RHODE ISLAND.

Providence—P. P. MOORE.

WISCONSIN.

Milwaukee—J. C. BLATZER.

*Added since November 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Business Increased 200%

WHOLESALE. EXPORT. RETAIL



PETER BACIGALUPI
GENERAL PHONOGRAPH AGENCY
PACIFIC COAST HEADQUARTERS FOR EDISON PHONOGRAPHS, RECORDS & SUPPLIES

640 MARKET STREET
605 KEARNY STREET
605 K ST. SACRAMENTO
MAIN 6464
786-788 MISSION ST.

PROJECTING MACHINES
FILMS
SLOT PIANOS
PIANINOS
PIAN-ORCHESTRA
MINIATURE RAILWAYS
MERRY-GO-ROUNDS
ALL KINDS OF COIN-OPERATED MACHINES

SAN FRANCISCO Oct. 6th, 1905.

International Cor. Schools.
Scranton, Pa.

Gentlemen:-

Replying to yours of the 30th ult. will say that we find that our business in your product has increased at least 200% this year over last, with every indication of still increasing.

I thank you for your generosity in furnishing us with the literature which we will spread broadcast over our territory, and also thank you for your very kind and prompt attention to us generally.

The goods are first class and are a recommendation in themselves and every time we make a sale it leads to another one.

You can rest assured of our co-operation to the fullest extent.

Yours very truly,

Peter Bacigalupi

Dict.P.B

Increase Your Business

by selling "Double Service"—foreign languages taught by the I. C. S. system with Edison Repeating Phonograph, as well as amusement. Dealers who have tried the language feature of the business are unanimous in rating it high as a money maker. It will cost YOU only 50 cents to try it out in your business. Send that much, for a demonstrating outfit, pamphlets, advertising literature, etc. Can you afford to neglect opportunities for better business. Write today.

INTERNATIONAL CORRESPONDENCE SCHOOLS
Box 920, SCRANTON, PA.

FOR FOREIGN SALES ADDRESS | Foreign Dept., National Phonograph Co., 31 Union Square, New York City. European Headquarters, National Phonograph Co., Ltd., 25 Clerkenwell Road, London, E.C.

EDISON PHONOGRAPH MONTHLY
(1906)

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EDISON
Phonograph Monthly

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THE NATIONAL PHONOGRAPH CO.

VOL. III. ORANGE, N. J., JANUARY, 1906. No. 11.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
249 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL. 5 DE MAYO, NO. 69-71, MEXICO CITY.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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LOOKING BACKWARD AND FORWARD.

At a time like this it is quite proper to cast retrospective and prospective glances at the trade situation as viewed from an Edison standpoint. The year 1905 was one of unexampled prosperity to the entire country and great strides were made in all industrial businesses. In few other industries have greater advances been made than in the manufacture of talking-machines. The growth of the business has been of a phenomenal character and quite beyond the expectations of even the most optimistic men connected with it. Regarded but a few years ago as a fad that would soon run it course, the Phonograph has, by its rapid evolutions, won widespread recognition as an article quite as staple as a piano and as likely to endure. Without desiring to be egotistical or boastful, we believe that the business of the National Phonograph Co. has in the past year grown in a grater ratio than that of any similar concern in the industry. We feel assured that the Edison Phonograph and the sound reproducing principles back of it have to a greater extent than ever been accepted by the world as those furnishing the most natural reproduction of the human voice or of any musical instrument, and therefore the most desirable instrument of its kind on the market. The business of the National Phonograph Co. steadily increased throughout the year. Each successive month brought a larger business than its predecessor, the summer months being no exception to this growth, the last four months bringing a demand for goods beyond our factory capacity.

Looking forward, all conditions seem favorable for a volume of business as much greater than that of 1905 as the latter was greater than the year before. Never before have the relations between the trade and ourselves been more cordial, and never before have Jobbers and Dealers been so enthusiastic over the possibilities of the Edison product. Recent im-

(Continued on page 2.)

THE ADVANCE LIST OF FEBRUARY RECORDS APPEARS ON PAGE 2.

4020

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR FEBRUARY, 1906.

RECORDS listed below will be ready for shipment as near **February 1st** as possible, at which time Jobbers' stock orders, if **received prior to January 10th**, will be shipped. February Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9194 Caprice Militaire (*Rollinson*) Edison Concert Band
9195 Hemy Klein (*Jerome and Schwartz*) Ada Jones
Dutch waltz song from "The White Cat," Orch. accom.
9196 I'm a-Dreaming of You (*Mullen*) *Coon love song, Orch. accom.* Collins and Harlan
9197 "Genevieve" Waltz Medley (*Original*) Eugene Rose
Ocarina solo, Orch. accom., introducing "On the Banks of the Rhine with a Stein," "I'll be Waiting in the Gloaming, Sweet Genevieve," and "Wait till the Sun Shines, Nellie."
9198 Will You Love Me in December as You Do in May? (*Ball*) Harry MacDonough
Sentimental song, Orch. accom.
9199 God Be With You till We Meet Again (*Tomer*) Anthony and Harrison
Sacred duet, Orch. accom.
9200 It's a Good World After All (*Bryan and Edwards*) Bob Roberts
Comic song, Orch. accom.
9201 Blue Jackets March (*Bennett*) Edison Military Band
9202 Daddy's Little Girl (*Meyer*) *Descriptive song, Orch. accom.* Byron G. Harlan
9203 College Life March (*Frantzen*) *Whistling solo, Orch. accom.* Joe Belmont
9204 Lazy Moon (*Cole and Johnson*) Billy Murray
Coon love song, Orch. accom., chorus by Edison Male Quartette
9205 Ghost of the Mayor Overture (*Grossmann*) Edison Symphony Orchestra
From the opera "Der Geist des Wojewoden"
9206 'Neath the Spreading Chestnut Tree (*Bloom*) Irving Gillette
Descriptive song, Orch. accom.
9207 Believe Me, If All Those Endearing Young Charms (*Moore-Stevenson*) Marie Narelle
Soprano song, Orch. accom.
9208 Pocahontas (*Bryan and Edwards*) *Comic song, Orch. accom.* Edward M. Favor
9209 Titania, Air de Ballet (*Sired*) Edison Concert Band
9210 Is Everybody Happy? (*Hagan-Lemonier*) *Coon song, Orch. accom.* Madge Maitland
9211 Robinson Crusoe's Isle (*Burt*) Arthur Collins
Comic song, from Marie Cahill's "Moonshine," Orch. accom.
9212 My Mother's Old Red Shawl (*Moreland*) MacDonough and Biehling
Descriptive duet, Orch. accom.
9213 The Chaser March (*Ruby*) *Xylophone solo, Orch. accom.* Albert Benzler
9214 Save Your Money, 'Cause de Winter Am Coming On (*Godfrey*) Clarice Vance
Coon song, Orch. accom.
9215 The Original Cohens (*Vandeville*) Ada Jones and Len Spencer
Hebrew sketch, with orchestral incidental music, and introducing an adaptation of the old-time character song, "Solomon Levy"
9216 Song of the Steeple (*Rosenfeld*) Edison Male Quartette
Male quartette, unaccompanied
9217 Silver Heels (*Moret*) Edison Military Band
The 1905-06 annual instrumental number issued by the popularizers and the composer of "Hiawatha"

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

provements have made the several types of Edison Phonographs the most perfect sound reproducing devices of the day, and the progress in the art of recording has produced Records of lifelike naturalness and clearness. The number of Jobbers and Dealers now handling Edison goods long ago reached a high watermark, and the weekly increase in the number is greater than ever. Several of the largest firms in the country in their respective lines will become Jobbers as soon as it becomes possible to give them the goods required by the initial order. Freight allowances to Jobbers to all points in the United States is going to have a salutory effect upon the growth of Edison business in the South and far West. The opening up of new branch offices at Sydney, Australia, and Mexico City, and the phenomenal growth of the business in all foreign countries all presage a year of continuous growth and progress.

So here's to the year 1906. May it bring greater prosperity to all engaged in marketing Edison goods and may its close bring us the same good will from the trade as we enjoy today.

DON'T CANCEL.

The holiday season is over, the year closing with a month that, for strenuosity from a manufacturing standpoint, has never seen its equal in the life of the Edison Phonograph. Every member of the Sales Department has spent his waking hours reading letters and telegrams and listening to personal appeals for goods that could scarcely be half appeased, and their sleeping hours have been haunted by visions of irate Jobbers, each of them declaring that he was not getting his share of the machines that were being made at the factory and begging for a "square deal." Such a situation has had no precedent. Its extent was not anticipated and its trying features could not, therefore, have been prevented. And now that we have passed through it, we feel safe in saying that a similar situation will not occur again. Not that we do not expect as great a demand for goods, for we have every reason to look for a much greater demand, but the demand will find us better prepared to take care of it. We hope that the trade will never again be compelled to sell machines of other makes because of an inability to get as many Edison Phonographs as they wanted. It is due the General Manager of Sales to say that no official of the company has worked harder in the past four months to apportion fairly and equitably among the Jobbers the output of machines. It has been his daily task to sit down with a tabulated sheet showing the orders on file and designate how each day's output should be shipped. The fact that so many Jobbers have felt aggrieved shows that he did his work without favor but with an eye single to the welfare of Edison trade everywhere.

Now that the holiday rush is past it may be that some Jobbers will feel inclined to cancel all or a portion of their unfilled orders Here is where they will err. The natural inclination is to think that there will be a falling off in the demand, but we have every reason to believe that the sales of Edison goods will show no marked decrease for several months. Every indication points that way, and the wise Jobber and Dealer will carry an adequate stock to meet it. The sale of Edison goods has ceased to be a matter of seasons. It is an all-year-round business with less variation in volume each month than many lines generally regarded as more staple. The sooner this fact is recognized the better it will be for all concerned.

THAT "FREIGHT ALLOWANCE" AGAIN.

A New York City Jobber wrote recently, asking that something further be said in the matter of freight allowance to Jobbers, claiming that many Dealers were still unable to understand the subject. If such Dealers will turn to the Agreements they sign they will find under the heading of "Delivery" on the first page three sentences reading as follows:

F. O. B. Orange, N. J., if ordered from factory.
F. O. B. Chicago, if ordered from Chicago.
F. O. B. city in which Jobber is located, if ordered from Jobber.

These phrases tell the entire story and should require no further explanation. They mean that if a Dealer orders goods direct from us, shipment is made from factory at the expense of the Dealer. The same is true if goods are ordered from the Chicago office. If goods are ordered from the Jobber they are shipped from the Jobber's city and transportation charges must be paid by the Dealer. If for any reason a Jobber has a shipment made direct from the factory to a Dealer, then the Dealer must pay the transportation charges the same as if shipment had been made from the Jobber's city. In other words, shipments made direct from factory cannot be used as a means of evading any part of the transportation charges that a Dealer would pay if shipment was made from the Jobber's city. The original paragraph which caused this misunderstanding had reference only to Jobbers and did not in any way affect the freight charges on shipments from Jobbers to Dealers.

GRAND OPERA RECORDS.

Below is printed a copy of a letter sent to the entire trade in the United States under date of December 15th. The announcement referred to and given on page 7, also contained biographical sketches of the eight artists who made the first ten of these Grand Opera Records. Five of these artists, Messrs. Scotti, Van Rooy, Dippel, Knote and Resky, are now singing leading roles at the Metropolitan Opera House, New York. Messrs. Constantino and Berti are widely known abroad as operatic singers of high rank, but they have not yet been heard in this country. Signora Resky has a beautiful soprano voice, but her engagements to sing in high class concerts will not permit her to sing in Grand Opera at present. The letter given below and the announcement on page 7, give full details about the selections. These ten Records will be found the most natural reproductions of the human voice ever made.

LETTER TO THE TRADE.

We enclose herewith an announcement concerning the issuance of a series of Edison Records of Grand Opera music made by Grand Opera artists. The ten selections shown on this announcement comprise the first supplement of these Records. Other supplements will follow from time to time.

These Records will be shipped to Jobbers with their February Records. Dealers are asked to place early orders for them so that Jobbers may be able to make up their own orders more intelligently. For your convenience in making out your order, we are enclosing a special blank, which should be filled in and sent to your Jobber.

The list price of these Grand Opera Records has been fixed at seventy-five (75) cents each and they must be sold under all the conditions of the present agreement governing the sale of Edison goods. The full list price of seventy-five (75) cents must be maintained. The Dealer's price will be forty-five (45) cents each net.

Special supplements, attractively printed, will be shipped to each Jobber with his order for Grand Opera Records. These supplements will be supplied in about the same quantities as furnished Jobbers each month and they will supply them to Dealers in the same manner. As far as possible, we want every Phonograph owner to be informed concerning these high class Records and the trade is urged to use every effort along these lines.

We anticipate a large business in these Records and trust that every Dealer will carry such a stock as will meet every demand on the part of the public. The trade will take no risk in ordering liberally, for they will always be staple stock, and there will be an increasing demand for them as soon as the public learns of their superior character. Then, too, the greater ratio of profit will make it worth while to carry a stock and push the sale of these Records.

NATIONAL PHONOGRAPH CO.,
C. H. WILSON,
General Manager of Sales.

Owing to the duty, the list price in Canada has been fixed at 85 cents each.

MORE ABOUT INFERIOR PARTS.

In the last issue of the PHONOGRAPH MONTHLY was printed an article headed "Inferior Parts," which cautioned the trade against buying parts for Edison Phonographs not made by us. A Dealer returned a clipping of the article, with this notation: "Would you blame Dealers in getting other makes of parts when Edison parts don't fit. How about feed-nuts?" The following was our reply:

We note your statement on clipping from December PHONOGRAPH MONTHLY with reference to Edison parts not fitting other machines and cannot account for it in any manner. The only parts that you refer to are our feed-nuts, and we do not, therefore, know what other parts you refer to. The feed-nuts that we are supplying to the trade are made on a machine which automatically threads them, and we believe that they are absolutely correct, as we are putting an our regular machines. We have no trouble whatever in making them fit these machines and no reason exists why they should not fit other machines of the same style now on the market. If you have any complaints to make in regard to feed-nuts, we should be pleased to have you do so, and we will thank you to return them to us and we will be glad to give you new ones for them without charge. You may send these to us collect, and we will immediately return new ones, prepaid. If it not possible that some one other than ours are put-nuts, and that they are of inferior quality? Please read if they are not. NATIONAL PHONOGRAPH CO.

As yet no reply has been received. The offer made in our reply stands good to the entire trade. If Dealers have any genuine Edison parts that will not fit the machines that they are made for, they may send them back and we will replace them without cost for parts or transportation. If such parts are in existence we want to get them back at any reasonable expense.

TOO COSTLY.

Interested owners of Phonographs still occasionally suggest that it would be an excellent plan to print the complete words of all the songs of which we make Records and include a copy in each Record that we send out. Viewed in the light of a few copies, this suggestion seems quite feasible and attractive. When, however, the total quantity of Records made each year is considered, the idea assumes a very different phase, for even at a cost of a few cents per thousand the total cost in a year would be many thousands of dollars. Since there would be no return whatever for this service, the expenditure would be an entire loss. Then, too, the publishers of the famous songs would probably take exception to this use of the words and demand a money return for the privilege. Altogether, the suggestion is out of the question.

LOCAL ADVERTISING BY THE TRADE.

As might be expected, the local advertising done by Edison Jobbers and Dealers in December was of a most enterprising character. We regret that an unusual crowd of matter makes it impossible to publish a list of those who sent us copies of their local advertising. The most notable of this advertising was done by the Knoxville Typewriter and Phonograph Co., Knoxville, Tenn., and Ackerman & Co., Scranton, Pa., both of whom used full pages in their daily papers.

GRAND OPERA RECORDS.

Announcement to the Trade.

We have perfected plans for the issuance of a series of Edison Records of Grand Opera selections, made by the principal stars of the Metropolitan Opera House, New York, and by prominent artists appearing in Grand Opera in this country and abroad. The following artists appear in the ten selections given herewith that comprise the first list of the series:

Antonio Scotti, Italian baritone
Heinrich Knote, German tenor
Andreas Dippel, German tenor
Anton Van Rooy, German baritone
Florencio Constantino, Italian tenor
Romeo Berti, Italian tenor
Gustave Berl Resky, Italian baritone
Signora Scarphy Resky, Italian soprano

The services of these great artists of the Grand Opera world, as will be understood, were obtained at an extraordinary expense. The work of recording was done at our own laboratories, where our unrivalled equipment made it possible to secure the most faithfully accurate and natural reproductions.

Other instalments of these Records will be issued from time to time.

As an evidence of the artistic character of these Records, we print below the translation of a letter written by Signor Scotti referring to the records made of his voice.

NATIONAL PHONOGRAPH CO., Orange, N. J.
New York Chicago London Paris Berlin
Brussels Sydney Mexico City

LETTER FROM SIGNOR SCOTTI

MILAN, October 9, 1905.

"I have great pleasure in informing you that the cylinders which I sang for you are excellent from every point of view, and I consider them as an absolutely natural reproduction of my voice. I must, however, tell you that the cylinder on which I sang the air from the "Sonnambula" pleases me most, and I certainly think it is the best of all I have ever heard.

"(Signed) A. SCOTTI."

Grand Opera Records—Supplement A.

FEBRUARY, 1906.

By HEINRICH KNOTE, Tenor.
B. 1—ARIA, "WEHRAHRE, WEHRAHRE DEIN EWIG HERZ" ..... *Wagner*
Sung in German. Orchestra accompaniment.

By ANDREAS DIPPEL, Tenor
B. 2—ARIA, "ACH, SO FROMM" ..... *Flotow*
Sung in German. Orchestra accompaniment.

By GUSTAVE BERL RESKY, Baritone
B. 3—ARIA, "PROVENZA IL MAR" ..... *Verdi*
Sung in Italian. Orchestra accompaniment.

By ROMEO BERTI, Tenor
B. 4—ARIA, "LA DONNA E MOBILE" ..... *Verdi*
Sung in Italian. Orchestra accompaniment.

By FLORENCIO CONSTANTINO, Tenor
B. 5—ARIA, "AVVISO, O LUCGHI AMENI" ..... *Bellini*
Sung in Italian. Orchestra accompaniment.

By SCARPHY RESKY, Soprano
B. 6—ARIA, "SUICIDIO" ..... *Ponchielli*
Sung in Italian. Orchestra accompaniment.

By ROMEO BERTI, Tenor
B. 7—ARIOSO, "Pagliacci" ..... *Leoncavallo*
Sung in Italian. Orchestra accompaniment.

By SIGNOR AND SIGNORA RESKY
B. 8—DUET, "La Favorita" ..... *Donizetti*
Sung in Italian. Orchestra accompaniment.

By ANTON VAN ROOY, Baritone
B. 9—"O KEHR ZURUCK," ..... *Wagner*
("Tannhäuser")
Sung in German. Orchestra accompaniment.

By ANTON VAN ROOY, Baritone
B. 10—"CHANSON DU TOREADOR," ..... *Bizet*
("Carmen's Song.")
Sung in French. Orchestra accompaniment.

PHONOGRAPHS FOR MONKEYS.

A dispatch from Paris says that Professor Garner, who made special studies of the Simian language, in now ready for another expedition to the Congo, somewhere near Cape Lopez. He will be equipped with a number of delicate instruments designed to analyze the the sensations monkeys feel regarding the impressions of color, form and music. He will carry Edison Phonographs especially to register the sounds made by the monkeys while he is hidden among them in his green painted cage. He will tail from Marseilles in a few days.

CONCERNING REPAIR PARTS.

Now that there are two kinds of Gem machines, two kinds of Standards and two kinds of Homes on the market. The trade in ordering repair parts should be careful to state whether they are wanted for the old style or new style machines. Some parts of the new style machines differ from similar parts in the old, and without knowing whether they are wanted for new style or old style, we cannot fill orders with any certainty that we are doing so correctly.

We again desire to call the attention of sub-Dealers to the necessity of ordering repair parts from Jobbers and not direct from us. Even if all conditions are in regular form, practically no time would be gained in ordering repair parts direct from the factory. On the other hand, in most cases, such sub-Dealers are not known to us except through the agreement furnished by their Jobber, and before we can accept any order direct from them we must have a direct agreement signed. Then, if the Dealer is not known to our Credit Department, before shipment of the parts can be made, we send out a pro forma invoice, which must be paid before shipment is made. As a consequence, Dealers put us to considerable extra trouble and cause themselves needless delay when they order parts direct. We will be glad if Jobbers will explain this matter more fully to their Dealers and urge them to make all purchases from them and thereby discourage placing orders direct.

NO EXCHANGE PROPOSITION FOR CUSTOMERS.

Once in a while a Dealer writes in, stating that in his opinion some arrangement should be put into effect by which a Dealer could take back from his customers old Records in exchange for new ones, a similar exchange to be made between Jobbers and Dealers, and between Jobbers and this company. The suggestion is not a new one by any means, and we have on one or two occasions referred to the unreasonableness of such a proposition. When a Phonograph owner buys a Record at a cost of thirty-five cents and plays it several hundred times, if he cares to, he will lose nothing if he throws it away. Even if he plays it fifty times he has had in amusement full value for the money expended. It would be just as reasonable to ask publishers of sheet music to take back old copies in exchange for new ones after the owner had played the music over until he was tired of it. This is the attitude of the National Phonograph Co. concerning this subject, and it is quite improbable that any exchange proposition of this kind will ever be allowed.

DEALERS' RESOLVES FOR 1906.

To carry an adequate stock of Edison Phonographs and the full list of Edison Gold Moulded Records (domestic selections).

To see that every Phonograph owner within your knowledge gets a list of new Records each month and, if possible, some other printed matter concerning Edison Records.

To put down the reason why you lose a sale and take steps to prevent its recurrence.

To advertise in some way and increase such advertising as your business grows; learn to regard advertising as a profitable investment—not an expense.

To maintain prices and other conditions and thereby give Edison goods the same fair treatment that you have given them and they have given you in the past.

To make your stock of goods inviting and your window displays attractive.

To keep in close touch with your Jobber so that you can get goods at short notice should you unexpectedly run out of Phonographs or Records.

To keep your credit at par so that Jobbers will be glad to sell you and will seek your patronage.

A PREMATURE ANNOUNCEMENT.

An announcement has appeared in some of the music trade papers recently to the effect that the National Phonograph Co. was about to put a six-inch Record on the market. This announcement is decidedly premature, for this company has no immediate intention of doing anything of this kind. Should a decision at any time be reached to market a Record of this kind, the trade may rest assured that it will be given ample notice of it in the usual way, and it should pay no attention to unauthorized paragraphs on the subject.

FOLLOW-UP LETTERS.

PROM L. S. PORTER, DEDHAM, MASS.

A short time ago I wrote you a letter, in reply to your correspondence with the National Phonograph Co., in regard to Edison Phonograph Records. Not having had the pleasure of a reply, I should have thought that perhaps the matter had slipped your mind. If so, kindly let me remind you that winter with its long cold and lonesome evenings is upon us. Now, the best way to drive away the lonesome hours of business is to have an Edison machine in your home.

No other machine or instrument can please your entire family at such a small cost as this great invention. If you have not yet had a catalogue of Records sent you, kindly inform us of the fact, and we will assist you in what every way possible, and soon to do so. If you have purchased an outfit, we would be more than pleased to have your trade in Records and supplies. We carry a very large stock of machines and supplies, and every Edison Record listed in the catalogues. Awaiting your early favors, which will not let this matter remain in an undecided way any longer, I remain,

We sell on easy terms and will be pleased to let you have an outfit on terms which I know will please you.

AN ADVERTISING RECORD FOR THE TRADE.

With this copy of the EDISON PHONOGRAPH MONTHLY we are mailing a blank entitling the Dealer receiving it to the use of a special advertising Record which we are loaning the trade for use in connection with store exhibitions. A supply of these Records is being shipped to all Jobbers with their January orders for regular Records and they will supply Dealers upon presentation of the order blanks. This advertising Record is put out with the express understanding that it shall not be sold or given away to the public. The "talk" on the Record is printed in full below. It was made by Len Spencer, whose splendid voice and clear articulation have produced a record of unusual attractiveness.

I am the Edison Phonograph, second to the great Wizard of the new world to delight those who would have melody or be amused. I can sing you tender songs of love. I can give you merry tales and joyful laughter. I can transport you to the realms of music divine. I can toss you to join in the rhythmic dance. I can tell the babe to sleep, or recall the spoken in the aged hour, soft memories of childhood's days.

No matter what may be your mood I am always ready to entertain you. When your day's work is done I can bring the theatre or the opera to your home. I can sing you grand opera, comic opera or vaudeville. I can give you sacred or popular music, band, orchestra or instrumental music. I can render solos, duets, trios, quartettes.

I am aid in entertaining your guests. When your wife or sweetheart tells stories of the day and the children are, I can rest the ears and quiet the other. I never get cross or tired. I never lose my temper. I always have something new to offer. I give pleasure to all, young and old.

I will wherever you may be—in the parlor, in the sick-room, on the porch, in the camp or to your assembled friends.

If you sing or talk to me I will retain your songs or words, and repeat them to you at your pleasure. I can enable you to always hear the voices of your loved ones, even though they are far away.

I talk the universal language. I can help you to learn other languages.

I am made with the highest degree of mechanical skill. My voice is the clearest, smoothest and most natural of any talking machine.

The name of my famous master is on my body and tablets. Then make sure genuine Edison Phonograph.

When you become satisfied with me the better you will like me. Ask the Dealer.

AMONG THE JOBBERS.

The Western Talking Machine Co., Philadelphia, have moved from 25 S. Ninth street to 128 S. Ninth street.

The Phillips & Crew Co., of Atlanta, Ga., who took up Edison goods as Jobbers during December, are one of the leading piano and music houses in the South, and we feel especially pleased at being able to include them in our list of Jobbers. They are aggressive and their efforts will add much to the popularity of Edison Phonographs and Records in that part of the South.

Pardee-Ellenberger Co., of New Haven, have bought the Jobbing business of the Caulkins & Post Co., at Middletown, and are now the only Edison Jobbers in Connecticut.

C. A. Ray, Louisville, has moved from 640 Fourth avenue to 650-652 Fourth avenue.

The Reading Phonograph Co., Reading, Pa., are now located at 911 Penn avenue, have moved from 809 Penn avenue.

The Craig-Jay Co., of Indianapolis, have dissolved, the business being continued as the Indiana Phonograph Co., with Charles F. Craig, proprietor. They have moved from the former location, 234 Massachusetts avenue, to 45 Virginia avenue, where they have fully doubled their facilities. The new store is 160 feet deep, with entrances and display windows on two streets. The company are exclusive Edison Jobbers.

For some time past the talking-machine department of the large store of John Wanamaker has been considerably handicapped by the inadequate floor space. They are now making alterations, which, when completed, will give them about twice as much space as they have had before and will enable them to display to much greater advantage a line of Edison goods which they carry. Manager Bockhurst, when seen recently by a representative of the *Music Trades* said: "We carry only the Edison line of goods, and up to this time have suffered materially for want of space. As soon as our alterations are complete we will greatly increase our stock of Records, machines and cabinets and will then have a thoroughly up-to-date line. This department has grown with a growing rapidity. Many of our customers find it very convenient to purchase their records and supplies while visiting the store for other purposes, and this helps us materially in our sales. For an indefinite time the talking-machine department will continue to occupy its present quarters, and I cannot say definitely when it will be moved to the new store."—*Music Trades.*

BRANCH OFFICES.

The Mexico branch of the National Phonograph Co. is now in full operation. It is located at Calle Prolongación del 5 de Mayo, No. 67-77, Mexico City. This branch will be under the direction of our Foreign Department with Rafael Cabanas as local manager.

The Australian branch of the National Phonograph Co. is located at 340 Kent street, Sydney. It began business on January 1. Its cable address is "Sonido, Sydney." This office is also under the control of our Foreign department.

Nos. 12227 AND 12273 TO BE CUT OUT.

The trade is hereby advised that we have no moulds or masters of Records Nos. 12227 and 12273 and we will consider these cut out selections when our present stock is exhausted.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR FEBRUARY, 1906.

This February list of new Records is strictly Edison in character—full of timely songs and music, abounding in variety and recorded in a manner that has made Edison Records the synonym for artistic excellence throughout the entire world. Claims for natural reproduction are made by everybody and, consequently, the public, who will not listen, remain prejudiced. To hear an Edison Phonograph and Edison Gold Moulded Records is to become a convert to their really remarkable qualities.

No. 9198, "Caprice Militaire," by the Edison Concert Band, a composition by T. H. Rollinson, is a favorite with a number of first class band and orchestra organizations and is often heard at the best theatres. It is original in style, brilliant and quite unlike any other composition listed in our catalogue. Its rendition by our Concert Band is a remarkably fine piece of recording.

No. 9199, "Henry Klein," by Miss Ada Jones, is easily the best song specialty introduced into Klaw & Erlanger's annual spectacle, "The White Cat," now in the Drury Lane Theatre, London. It is a Dutch waltz song, and Miss Jones gives it in dialect in her usual happy style. It has an orchestra accompaniment. The Dutch wooden shoe dance is one of the realistic and effective parts of the Record. Jerome and Schwartz, who wrote "Mr. Dooley," "Bedelia," "Cordelia Malone" and "My Irish Molly O," all found in our Record catalogue, are the composers of "Henry Klein," their latest big success.

No. 9196, "I'm Dreaming of You," sung by Collins and Harlan, is a selection quite different from the coon love songs previously made by Collins and Harlan. The song is particularly new, allowing the two voices in separate melodies and different words. There is no question about its becoming one of these artists' big successes. Frank Pogeny wrote the words and J. B. Mullen gave it the best melody that he has written in some time.

No. 9197, "Genevieve Waltz Medley," by Eugene Rose, is a Record by the ocarina and the first solo of its kind made for our catalogue. A bit played by the ocarina which was introduced into "The Musical Yankee," our Record No. 9119, led to numerous requests for an entire Record of this unique instrument. This specially arranged waltz solo, with orchestra accompaniment, is the result. The ocarina makes an unusually loud and clear Record, and this selection will undoubtedly be much in demand. It introduces "On the Banks of the Rhine," "Fra Stein," our Record No. 9124, "I'll Be Waiting in the Dreaming, Sweet Genevieve," our Record No. 9108, and "Wait Till the Sun Shines, Nellie," our Record No. 9130.

No. 9198, "Will You Love Me in December as You Do in May?" sung by Harry MacDonough, is a sentimental ballad somewhat above the ordinary, the medley being particularly well written. The words are by J. J. Walker and the music by Ernest R. Ball, composers new to our catalogue. Mr. MacDonough renders the ballad in a manner fully up to his usual high standard.

No. 9199, "God Be With You Till We Meet Again," is a splendid Record by Anthony and Harrison, of the widely known sacred song, the music of which was written by William G. Tomer and the words by the late Rev. Jeremiah E. Rankin. Made with orchestra accompaniment and splendidly sung by Messrs. Anthony and Harrison. From time to time calls for this selection have been numerous, especially of late, or since the Oyster Bay school children sang it at the departure of the President for his recent tour through the South.

No. 9200, "It's a Good World After All," by Bob Roberts, is a comic song written and composed by Vincent Bryan and Gus Edwards, respectively. The verses are numerous, containing such sentiment as "Married life can't last forever, it's a good world after all." The music is well fitted to the words, which latter Mr. Roberts articulates in his usual distinct manner.

No. 9201, "The Blue Jackets March," played by the Edison Military Band, is a march, composed by C. W. Bennett. It may be likened to one of the most successful Records of band pieces ever listed in our catalogue: "The New Colonial March." Both have the same clarinet features in the trio, or second half, which has been so much admired. The melody in each, of course, differs materially, but the same spirit and dash are in both.

No. 9202, "Daddy's Little Girl," by Byron G. Harlan, is another sentimental song, written by Theodore Morse and Edward Madden, who are responsible for many popular song successes during the last few years. It tells a pathetic little story of human interest set to a melody lingeringly attractive. That Mr. Harlan's work in this Record is in entire sympathy with the intention of the composer goes without saying.

No. 9203, "College Life March," by Joe Belmont, is a most attractive whistling solo. It has been some time since we have listed a solo by Mr. Belmont, whose style and method of whistling is like no other artist in his line. The selection will be found to have lots of snap and go to it. It was written by Henry Frantzen and it is his first appearance in our catalogue with an instrumental number, although we have several successful vocal selections listed, for the music of which he is responsible. Mr. Belmont's solo is made with orchestra accompaniment.

No. 9204, "Lazy Moon," by Billy Murray, is a very unique and melodious coon love song. Written by Cole and Johnson and sung with orchestra accompaniment. It is something new in our Records for Mr. Murray to sing a song of this character, but his excellent rendering of this piece is reason enough for his departure from the kind of songs with which he has been identified. The assistance of the Edison Male Quartette in the chorus is one of the features of the Record.

No. 9205, "Ghost of the Mayor Overture," by the Edison Symphony Orchestra, is a Record, the title of which is the English translation of L. Grossmann's opera "Der Geist des Wojewoden." It is perhaps best known by its Hungarian title. All the characteristics of Hungarian music are present in the composition. As an orchestra Record, showing the best features of the different instruments, as well as skillful playing and careful recording, it is doubtful if we have ever listed any instrumental number that will be more generally appreciated by admirers of this class of Records.

No. 9206, "Neath the Spreading Chestnut Tree," by Irving Gillette, is a song by Evelyn Bloom and Arthur J. Lamb that gives Mr. Gillette the opportunity of duplicating the success of his singing in our Record "In the Shade of the Old Apple Tree." The two songs are dissimilar both in story and music, but are thought by many to be equally melodious. Sung with orchestra accompaniment.

No. 9207, "Believe Me If All Those Endearing Young Charms," by Miss Marie Narelle, is an excellent Record of the old and ever popular ballad that needs no description here. Its music was written by Sir John Stephenson and its words are by Thomas Moore. Miss Narelle's sweetly sympathetic soprano voice is heard to great advantage in this Record.

No. 9208, "Peachtonia," by Edward M. Favor, is a comic song by Vincent Bryan and Gus Edwards, which is interpreted in Irish dialect by Mr. Favor, who excels in songs of this character. The play upon words is extremely ludicrous, which, of course, Mr. Favor makes the most of. It suggests "Tammany" in a general way, but has no local reference, for which reason it will no doubt have a wider territorial popularity.

No. 9209, "Titania (Air de Ballet)," played by the Edison Concert Band, is a very interesting band selection, and it is rendered by our Concert Band in a style in keeping with its character. It is written in a fascinating waltz tempo, and is replete with changes of melody throughout. The work of the composer, W. G. Sired, is new to our catalogue.

No. 9210, "Is Everybody Happy?" introduces a new artist to our patrons in Miss Madge Maitland. This song was composed by Frank Williams (words) and Ernest Hogan and Tom Lemonier (music). That Miss Maitland will at once prove a success we have no doubt, and the song that she has selected for her initial bow ought to be a second in success to the artist herself. Miss Maitland's coon dialect has never been excelled by an Edison singer, and she injects an individuality into the song that stamps her as a clever artist. Miss Maitland is well known on the vaudeville stage. The chorus of the song is decidedly infectious and insists on not leaving you.

No. 9211, "Robinson Crusoe's Tale," by Arthur Collins, is a song by Benjamin Hapgood Burt, which is one of the best numbers in "Moonshine," a musical play in which Marie Cahill plays the principal part and sings this song. Our Record was made by Arthur Collins, who makes a decided hit of the song. It is a comic song, as will be seen by the chorus as follows:

Robinson Crusoe lived alone,
No bills to pay, or friends to loan;
No wife to say when he comes home,
Robinson Crusoe, why do you do so?
He wore the same clothes all the while,
A set of beads and a heavenly smile,
They very seldom changed the style,
Did Robinson Crusoe's fate.

No. 9212, "My Mother's Old Red Shawl," sung by MacDonough and Bieling, is a selection, which is also known as "The Little Old Red Shawl My Mother Wore." It was formerly included in our catalogue and in response to numerous requests is now re-listed, but this time as a male duet by MacDonough and Bieling. The favorite old pathetic ballad is too well known to need description.

No. 9213, "The Chaser March," is another xylophone solo by Albert Benzler. It is thought by many to equal "The Messenger Boy" March, one of the best xylophone Records in our catalogue. It is safe to predict that it will be just as popular and perhaps more so. The one composition suggests the other in swing and catchiness, but they are entirely unlike otherwise. The orchestra accompaniment makes a fine background.

No. 9214, "Save Your Money 'Cause de Winter am Coming On," by Miss Clarice Vance, is a coon song of the real comic variety, and in the hands of Miss Vance is unusually so. The general opinion of all who have heard Miss Vance's latest effort is that it is superior in every point of interest to "Mariar," our Record No. 9051, which we listed last August. The orchestra accompaniment is one of the features of this Record. Raymond Teal and Hal Godfrey are the writers.

No. 9215, "The Original Cohens," by Ada Jones and Len Spencer, is a vaudeville sketch that differs from all other Records of these artists previously listed by us. As the title implies, it is a Hebrew sketch. It introduces an adaptation of the old-time Hebrew character song, "Solomon Levy," sung by both Miss Jones and Mr. Spencer. The scene is laid in a Baxter street New York clothing store, while the action of the sketch portrays the popular impression of daily happenings in that famous locality. Such expressions as "Fadder, push the blue shade over the skylight, here's a gentleman wants a blue suit," are numerous throughout the Record and provoke many a laugh.

No. 9216, "Song of the Steeple," by the Edison Male Quartette, is a composition by Edmund E. Price (words) and Monroe H. Rosenfeld (music) that was specially arranged for our Record as a male quartette and sung unaccompanied. The song is splendid in its new dress and is bound to be appreciated more than ever. It is quite a change in the style of arrangement from the usual quartette.

No. 9217, "Silver Heels," played by the Edison Military Band, is the new 1906 annual instrumental number issued by the music publishing firm who made "Hiawatha" famous throughout the world. It is also composed by Neil Moret, who wrote "Hiawatha." That it will be extremely popular and much asked for, goes without saying, even if it had to depend on its catchy musical merit alone, without the added boom that it will get from its very much alive publishers and the reputation of its famous composer.

FOR LOWER FREIGHT RATES.

The National Phonograph Co., through George N., Nisbett, its Western manager, is actively working toward securing a reduction in the freight rates on talking machines.

We have filed a petition and made application to the Western Classification Committee for a reduction in rates on Phonographs and Phonograph Records, from one and a half times first class to first class in less than car lots, and third class in car lots, and have prefaced our contention for this application by stating that the representative business men of the West recognize the utility of our product and that they realize that to successfully introduce same and handle it on a paying basis it is very essential that transportation charges be brought into line, in order to do business at a profit, and that while we are doing a fairly good business in the West we feel justified in saying that it would be increased 300 per cent. by granting the reduction prayed for. As further matters of interest, we have demonstrated to the Classification Committee that the average value of Phonographs shipped last year did not exceed $ta. The average weight per cubic foot is 15¼ pounds, the average value per cubic foot, $3.57. Another strong point that we have brought forward is the value, loading capacity and commercial necessity, in comparison with articles amalgomated therewith.

First.—A musical instrument, and as such is entitled to the same rates as musical instruments, boxed, N. O. S. first class, pianos, automatic pianos, boxed, etc.

Second.—They are in use commercially for dictation and educational purposes, and as such are entitled to same rates as other articles used for educational purposes, school books, as an illustration, from which knowledge is imparted.

Third.—The commodities mentioned below are of greater value and of less loading capacity, and in a large measure are no more of a commercial necessity—photographic material, N. O. S. boxed; millinery, N. O. S. boxed; perfumery, boxed; toys, N. O. S. boxed, etc., and we could add innumerable other citations.

In this move we shall undoubtedly have hearty support of the entire trade, as it will be the means of helping Jobbers and Dealers to get their goods at fair transportation rates. The matter will come up for consideration before the classification committee which meets in Los Angeles, Cal., some time in January.

EDISON PLAN A GOOD MODEL.

The reduction in price of certain talking machine records is interesting to us in some features which make us feel flattered. These include the same trade prices as fixed for Edison Records, they abolish the exchange proposition and they cut out the special dozen privilege all of which have been peculiar to the National Co.'s plan of doing business.

PUBLISHERS OF MUSIC IN JANUARY LIST.

The publishers of the compositions made for our *January* list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they they are either not published or we are unable to give the names of the publishers:

9170 "The Cheriaters"—Piano copy published by Jos. W. Stern & Co., New York.
9171 "Somebody's Sweetheart, I Want to Be"—Gus Edwards Music Pub. Co., New York.
9173 "A Lovely Night in June"—Jean Missud, Paris, France.
9174 "I'm Going Sleepy"—Harry Von Tilzer, New York.
9175 "If a Girl Like You, Loved a Boy Like Me"—Gus Edwards Music Pub. Co., 1512 B'way, New York.
9176 "Liebes Traut Mayerl"—Carl Fischer, New York.
9178 "Under the Anheuser"—Winnick & Sons, New York.
9179 "The Lord that Father Carried"—F. J. Howley, New York.
9181 "Forget-Me-Nots"—Oliver Ditson Co., Boston, Mass.
9182 "If a Woman of Importance"—Jerome H. Remick & Co., New York.
9183 "La-Trolley-Trollyrum"—Jerome H. Remick & Co., New York.
9184 "Paddle Your Own Canoe"—F. B. Haviland, New York.
9185 "If Bowl Bowl Bowl Bleed"—Carl Fischer, New York.
9186 "Heilig Rothvreest"—Jos. W. Stern & Co., New York.
9187 "Good-Bye, 'Dixie' Dear"—Sol Bloom, New York.
9188 "Yankee Boodle"—Jerome H. Remick & Co., New York.
9189 "A Coy Gossoon"—Chas. K. Harris, New York.
9190 "Take Me to Your Heart Again"—Winnick & Co., Philadelphia.
9192 "The Jolly Blacksmiths"—White-Smith Music Pub. Co., New York.

LIKES THE IMPROVEMENTS.

FINDLAY, OHIO, DEC. 2, 1905.

I noticed in the December issue of the PHONOGRAPH MONTHLY that a dealer did not like the idea of the speed regulating screw being placed under the machine. I, on the contrary, think it a very wise idea in putting same where it can not so easily get turned, as it is almost impossible to wipe off the machine with cloth without turning this screw. I have sold the Edison machines, for over ten years and many a time I have had a customer bring his machine back to have the speed regulated, as there are a great many who own machines that cannot tell, anywhere near, by the sound how fast they should run, and thus the reproduction is not as good as it might be. I think this will stop the bad habit which some owners of machines have, and that is in varying the speed of the machine on almost every Record. I have heard a machine played that was not at the proper speed and it was enough to disgust anyone with the very name of a talking machine, and yet, strange to say, the operator did not honestly know but what it was being played at the very best advantage possible. Although he knew it was not very natural, he took it for granted that it was the best a Phonograph would do. The other improvements on Standard, Home and Gem are greatly in their favor, and I am glad, for one, to see them so rapidly advance.

F. J. COLLINGWOOD.

THE PIANO TRADE AND PHONOGRAPHS.

C. H. Wilson, General Manager of Sales of the National Phonograph Co., had the following to say when the subject of the influence of the talking-machine on the sale of pianos was broached to him by a representative of the *Music Age*:

"In the first place, my impression is that you can sell one hundred talking-machines where you sell one piano; because they reach a poorer class of people than the piano does. Talking-machines, in my opinion, are more profitable to the dealer than pianos, for the reason that the money invested in them is turned three or four times to once for that in pianos.

"As for our business being temporary, I have heard that tale for the past ten years, but in spite of it the talking-machine industry is going ahead by leaps and bounds, and we are just as optimistic to-day about it as we were at its inception. I feel, as every talking-machine man must, that the business is simply in its infancy. Instead of being a fad or a fad, as some wise ones hinted at first, it has got to be one of the staple lines in the musical field.

"From talks which I have had with several concerns, I am convinced that music dealers are making more out of the talking-machines than any other line of goods they handle, and if it were not for this instrument a great many of the small dealers would not be able to make a living. Instead of being a detriment to piano dealers, I consider it a benefit, as it brings customers into their stores who otherwise would not come. One dealer of every merchant, I take it, is to get people to examine his wares, and in this respect what can outshine the talking-machine as an advertiser? When people come to the store to buy talking-machines or any other article that the dealer carries the salesman has the opportunity to let them know something about the piano line. This is only one of the ways in which the talking-machine can help the piano man.

"To-day the talking-machine is being sold by the foremost piano dealers of the country, which clearly proves my contention that it is one of the legitimate and permanent adjuncts of the music trade.

"I think I cannot advance any sounder argument in behalf of the talking machine's future than to mention just a few of our customers who are prominent piano dealers. On our list we have Lyon & Healy, of Chicago; W. J. Dyer & Bro., of St. Paul, Minn.; Rudolph Wurlitzer Co., of Cincinnati and Chicago; O. K. Houck Piano Co., of Memphis, Tenn, and St. Louis; D. S. Johnston Co., Seattle, Wash.; J. W. Jenkins' Sons Co., Kansas City, Mo.; C. J. Heppe & Son, Philadelphia; E. F. Droop & Sons Co., Washington, D. C., and Ilsen & Co., of Cincinnati; all of whom handle our talking-machines as jobbers, and there are many others who handle them as retail dealers.

"In conclusion, let me prophesy that within half a decade every piano house of note that also handles small goods will deal extensively in talking-machines."

Plan for a bigger Phonograph and Record Business in 1906.

PRINTED MATTER.

A new edition of the Numerical Record Catalogue will be mailed to the trade in January. It will contain all titles listed to and including February.

Because so many Jobbers insisted upon having a quantity of Record Bulletins sent with goods each month, with which to supply their Dealers, we are now mailing but one copy to Dealers, instead of two as before. Other Jobbers having Dealers who need more than one copy may have a supply shipped with Records. Such orders will be kept on a standing list.

NATIONAL PHONOGRAPH CO.'S EXPORT BUSINESS.

The manner in which the export business of the National Phonograph Co. is increasing is well told in the following interview by Walter Stevens, manager of our Foreign Department, in the *Talking Machine World*:

The unexampled prosperity of the talking machine business is not confined, by any means, to the domestic trade. Export business is keeping step with the phenomenal trade, and Walter Stevens, manager of the export department of the National Phonograph Co., bears out this assertion in the subjoined remarks:

"Has our export business increased? Why, my dear sir, it has grown ahead in the most remarkable manner. Of course in Japan, with the war troubles, little could be expected, and in China it is also a little slow. Elsewhere, however, the National Phonograph Co. and the Edison goods are regnant. The company's European business is in the hands of our established agencies in London, Paris, Berlin, Belgium, etc. Our particular territory is the Latin-American countries and Australia, and business in those portions of the world is simply surprising. As compared with last year the increase has been fully 100 per cent, and in Australia it goes even beyond that percentage. As a matter of truth, Australia is 'Phonograph mad,' and there is practically no end to the Edison business in that portion of the world. Recently we have established a branch there, and the other morning I received a cable that our men had secured a location and would proceed immediately to put things in shape. Therefore goods will be sent our agent there as a general distributing point for the entire colony. As yet no goods are sold there on instalment, but it is probable that this will come along soon, as competition is very keen.

"In the South and Central American countries the preferable call is for band and orchestra Records. Operatic numbers are also very popular, and where the Spanish-speaking people reside the ordinary popular song, instrumental and talking Records sell well, and the Edison line has a prestige that stands undiminished before the world. India is another great market for talking machines, but the distinctions of caste or class are so marked that the great call is for the highest grade of goods—

everything gold-plated and the most costly Records. In common with other foreign countries, the demand is for native Records, and we are now in a position to satisfy all comers in this respect.

"European merchants, especially the English and the Germans, are more favorably placed than we, so far as trade with South American countries is concerned, on account of the banks established by these nationalities and the shipping lines, but we are gradually overcoming these drawbacks, and as has been true in the past, American enterprise and ingenuity will overcome this temporary obstacle. A new line of steamships from New York is about to be realized, and then we will be in a position to compete with anybody. Our best trade is on the west coast of South America, but business with Argentina is prospectively of the most glowing character. The Edison goods command a price, and the only objection I could offer is that our Latin-American friends are inclined to insist upon too high figures. That, of course, we cannot help. It is beyond our jurisdiction."

EDISON PHONOGRAPH A COURT WITNESS.

For the first time in the legal annals of the United States the sound Record of a Phonograph was admitted in evidence in the Superior Court, Boston, on December 13th, in a "noise" damage suit against the Boston Elevated Railway. It was not, however, without strenuous objection on the part of Gen. C. W. Bartlett, late Democratic candidate for Governor, counsel for the defense, that this novel proceeding was permitted. Judge Wait overruled the objections.

The machine—an Edison, furnished by the Eastern Talking Machine Co. of Boston—was then placed on a table facing the jury, and then a voice was heard from the horn, saying: "Record No. 7."

This was followed by a light rumbling, as of street traffic, and the voice announced. "The train is now at the Beach street station."

The rumbling continued, somewhat louder than before, and the voice announced: "A tip-cart is now passing."

A heavier rumbling, which grew louder, was heard, and the voice announced: "The train has just started."

This was followed by an increasing noise and the announcement: "The train is approaching."

The noise rose with the characteristic clatter and bang of a passing train and diminished to that of the usual traffic of the street. The voice was heard for the last time, saying: "The train has passed."

In offering the Record R. M. Morse, counsel for the petitioners, said: "Anticipating an objection on the part of Brother Bartlett, I will state my object in offering this evidence. The Phonograph is one of the most acute scientific Records, and I offer it on the same ground upon which photographs are put in evidence. Originally the photograph was in the position now occupied by the Phonograph, and I remember well the strenuous opposition which was raised to the admission of the former at one time. The Phonograph, as we all know, is a scientific instrument, and to my knowledge it has been put in evidence at least once in the English courts, though never before, I think, in the courts of this country. It is difficult to describe a noise, or compare one noise with another. The best that can be done is to offer a Record of it."

Gen. Bartlett objected to the introduction of the instrument on the ground that the development of the instrument, and the art of managing it, was not sufficiently advanced and exact to warrant its admission to a court of law, and because it did not appear that the instrument presented in court had the same appliances in the shape of the horn, and other appliances for the reproduction of sound, that it had when the Records were taken.

Judge Wait said that the objections made by counsel were practically the same as those that were made against the admission of photographs and radiographs as evidence, to be submitted to a jury, though perhaps greater in degree, but said that in his discretion he would admit the evidence in this case, but would not consider this as a precedent for the submission of such evidence generally.

The case resulted in a verdict of large damages for the plaintiff.

A DEALER'S VIEW ON INSTALMENT SALES.

Having read your two articles in the December PHONOGRAPH MONTHLY, "Shall Dealers Sell on Instalments?" I would like to give you our experience along that line. We find that by selling Phonographs on the easy-payment plan (as we call it) we can sell about ten times as many as we could if we sold them for cash only.

A great many working men and farmers are buying them in this way, while, if they had to pay the full amount down, they would never own a machine. This class of people are also good Record customers. We have one customer who bought a machine this way and now he says, he buys Records instead of getting drunk.

In regard to our collections, we have it distinctly understood that all weekly payments are to be paid at our store, and up to date we have not had one delinquent. It is a matter of how you teach your customers. If there is nothing said about this matter, they naturally will expect you to go after it, and if you make the first collection in that way you can make up your mind that you will have to continue such a course.

We do not consider that we take as much risk in selling Phonographs by this method as some Dealers do that are in the credit business. If we find that a customer is not going to pay, then, by the terms of our agreement, we will proceed to have the machine returned. Every customer to whom we have sold an Edison outfit would not take twice what he paid for it, if he could not replace it, hence we feel safe in selling Edison Phonographs on this plan.

Our agreement is a form that was adopted by the piano dealers at their last annual meeting, and is considered the only one that will stand the law. (It is given below.)

G. W. HALL & CO.,

BELLEPONTE, PA., DEC. 7, 1905.

BELLEPONTE, PA., ...

THIS IS TO CERTIFY, That I have this day hired from G. W. Hall & Co., Bellefonte, Pa., one Edison Phonograph, No. ..... and ..... Records, for the use of which I agree to pay G. W. HALL & CO. in advance at their office, and in consideration of the renting me said Edison Phonograph, No. ..... I hereby agree that it shall not be exhibited or removed from the premises now occupied by me at ..... except in case of fire, or on account of danger from that elements, without the consent in writing of G. W. Hall & Co., said G. W. Hall & Co. to be at liberty to enter upon my premises and remove said Edison Phonograph at any time, provided moneys paid in advance for time not yet expired, if any, be refunded, and I further agree to pay for any damage done to any of said Edison Phonograph while hereby or on account of ordinary wear. In witness whereof, I have hereunto set my hand and seal this ..... day of .....
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Signed in the presence of

Name: .....

P. O. Address .....

MR. SCHERMERHORN IN EUROPE.

Mr. J. R. Schermerhorn has been elected Chairman of Directors of the National Phonograph Co., Limited, and will take an active part in the management of the company's affairs. In addition to his position on the board of the National Utenograph Co., Limited, Mr. Schermerhorn has also undertaken, on behalf of the National Phonograph Company of America, the control and management of the different manufacturing plants in Germany, Belgium and France. Mr. Schermerhorn will thus have an opportunity of organizing both selling and manufacturing departments with, it is safe to predict, most satisfactory results to all those who handle genuine Edison Records.—*Talking Machine News, London.*

PLAYED IT AND CHANGED HIS MIND.

MONROE, N. C., DEC. 8, 1905.

Just received your last shipment of Records and they are all good ones. I went out about seven miles in the country a few weeks ago to give a school a little concert. They wanted to raise funds for their library. I gave them about two hours. They cleared a good little sum, and I sold two Standard machines with thirty-six-inch horns, and a lot of Records, the very next week. I am going out again next Saturday to another school to give them a concert. While I do not charge them anything, it is a big "ad" for me, and more than pays me. There is no Phonograph that can touch the Edison in my opinion. A man was in my store not long since that had made up his mind to buy a disk machine. I told him that he was making a mistake. He said that he knew what he was doing; that the disks were the only machines. He knew a good deal about handling Phonographs, and I let him play mine all he wanted to. He kept coming in and playing my machine. I said nothing to him; only greeted him kindly. The outcome of it all was, I sold him a Standard, 36-inch horn and stand and 200 Records.

T. P. DILLON.

THE BALL-FINTZE CO., NEWARK, O.

The Ball-Fintze Co., Newark, O., Jobbers of Edison Phonographs, recently moved into a fine new building which they have erected for their own purposes. It is a store structure, 100x100, three stories and basement. The entire second and third floors are devoted to Phonographs and supplies. The offices are located on the second floor and are very handsomely finished in Flemish oak. The accompanying picture being a side view does not do the building justice. As the picture shows, they have their own side track. They believe that this is the largest building devoted entirely to this line of goods in the United States. The Ball-Fintze Co. are exclusively wholesale Jobbers and not connected in any way with a retail department. They are one of the largest and most aggressive Edison Jobbers in the middle West.



JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Patterson.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 186-88 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 6th street.
Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Hilsenberger Co., 125 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Athenia Phonograph Co., 41 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George E. Tremont.

ILLINOIS.

Chicago—Babson Bros., 225 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
Jesse L. Lyrich, 139 Van Buren street.
Talking Machine Co., 192 Madison street.
The Vim Co., 48 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 300 Wabash ave.
Peoria—Peoria Phonograph Co., 209 Main street.
Quincy—Quincy Phonographic Co., 242 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
Klipp Bros. Co., 37 S. Meridian street.
A. B. Wahl & Co., 119 E. Fifth street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 302 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Rice, 1202-8 Fourth avenue.

LOUISIANA.

New Orleans—Crescent Bellow, &c. Frenchmen street.
National Automatic Fire Alarm Co., 624 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 182 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Machine Co., 1127 Tremont st.
Iver Johnson Sprg. Goods Co., 165 Washington street.
C. S. Osgood Co., 224 Washington street.
Paul & Koual, 250 Washington street.
Pitchburg—Iver Johnson Sprg. Goods Co., 247 Main st.
Lowell—Fergus Wheeler, 311 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 459 Main st.
Worcester—Iver Johnson Sprg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 126 Woodward ave.
Grinnell Bros., 251 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hayes, 314 Nicollet ave.
St. Paul—W. J. Dyer & Bro., 372-376 Jackson street.
Thomas C. Hayes, 312 Wabasha street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Main street.
J. P. Nelson & Sons Arms Co., 702 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1216 Olive street.
Western Talking Machine Co., 409 Olive st.

MONTANA.

Helena—Frank Bauer, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Siddens Cycle Co., 1317 O street.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
Omaha Bicycle Co., 6th & Chicago sts.

Continued on page 15.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 109 Washington st.
Douglas Phonograph Co., 20 New street.
Newark—A. G. Pelz, New and Halsey streets.
V. H. Regar, 181 Bank street.
Paterson—James K. O'Dea, 117 Ellison street.
Trenton—Stationery and Stationery Co., 30 E. State street.
John Sykes, 107 N. Broad street.

NEW YORK.

Albany—Pinch & Helm, 52 State street.
Brooklyn—A. D. Brewer Sons, 324 Fulton street.
Price Phonograph Co., 1186 Broadway.
Buffalo—F. Ahrens Co., 373 Main street.
Elmira—Mozart Arms Co., 112 Main street.
Gloversville—American Phono. Co., 29 W. Fulton st.
Kingston—Forsyth & Davis, 270 Wall street.
New York City—Bettini Phono. Co., 156 W. 23d street.
Blackman Talking Machine Co., 97 Chambers street.
I. Davega, Jr., 104-106, 2032 3d avenue.
Ilet Bloom, 214 W. 23d st.
I. Davega, Jr., 819 Third avenue.
S. B. Davega, Jr. E. 14th street.
Douglas Phono. Co., 89 Chambers st.
Harry Hoffman, 1 Broadway.
Henry Waterson, 1 Broadway.
Jacot Music Box Co., 39 Union Square.
Victor H. Kapps, 1061 Lexington avenue.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1037 First avenue.
Oswego—Frank Bros., 45 West First street.
Poughkeepsie—Platt & Collard Co., 301 Main st.
Rochester—A. J. Deninger, 24 North street.
Mackie Piano, O. K. M. Co., 100 State street.
Giles B. Miller, 82 State street.
Powers & Reynolds Co., 26 State st. E.
Schenectady—Pinch & Helm, 316 State street.
Jay A. Rickard & Co., 253 State street.
Syracuse—W. D. Andrews, 52 E. Raifford street.
Troy—Pinch & Helm, 3 Third street.
Utica—Clarke-Horstord Co., 51 Genesee street.
Schermerhorn-Curtiss, 20 Genesee street.
William Hendricks, 1 Genesee street.
Utica Cycle Co., 1 Genesee street.

OHIO.

Canton—Klein & Heffelman Co., 116 N. Market street.
Cincinnati—Ilaus & Co., 18 W. 6th street.
Lyon & Healy, 129-131 W. 4th st.
Cleveland—Schmitt Music Co., 88 Euclid street.
Columbus—Perry B. Whitall Co., 23 E. High street.
Dayton—Niehaus & Dobbs, 24 E. 4th street.
Newark—Ball-Pinter Co.
Toledo—Hayes Music Co., 626 Cherry street.

OREGON.

Portland—Graves & Sahlstrom, 268 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 300 Federal street.
Allentown—J. S. Wynkoop, 31 Hamilton street.
Easton—William Warner, 401 Northampton street.
Harrisburg—S. K. Hamburger, 1014 N. Market st.
New Castle—W. C. DePorest & Son.
Philadelphia—Albert Hall & Co., 1020 Chestnut street.
1st floor, Market and 8th streets.
Penn Phonograph Co., 27 S. 9th street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 45 N. 4th street.
Wetherill Talking Mach. Co., 1418-1424 st.
P. A. Weymann & Son, 1313 Market st.
Pittsburg—Theo. F. Bentz, 1107 Penn avenue.
H. Kleber & Bro., 441 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phono. Co., 537 Liberty street.
Talking Machine Co., 625 Penn ave.
Reading—Reading Phonograph Co., 1 Penn square.
Scranton—Ackerman & Co., 130 Wyoming avenue.
Technical Supply Co.
Williamsport—W. A. Brotzman.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 32 N. Main St.
Providence—E. Dunbar Co., 66-68 Westminster street.
A. A. Pratt, 1 Weybosset street.
Household Furniture Co.
J. Samuels & Bro., 112 Weybosset street.
A. T. Stantsgood & Co., 106 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 121 Gay street.
Memphis—O. K. Houck Piano Co., 8 Main street.
P. M. Atwood, 182 N. Main St.
Nashville—Nashville Talking Mach. Co., 310 Church st
Magruder & Co., 13 Arcade.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 110 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Pannin Sts.
San Antonio—San Antonio Optical Co., 240 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 31 Church St.

VIRGINIA.

Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.

Seattle—D. S. Johnson Co., 909 Second Ave.
Spokane—Spokane Phono Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 172 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 221 Princess street.

*Added since December 1, 1905.

SUSPENDED LIST, JANUARY 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.

*Logansport—F. M. Neff, 208 Broadway.
South Bend—Studebaker Bros., 108 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lobeck Prop., 222 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 121 Jefferson street.
Sioux City—HAYTENHAGH BROS. CO.
A. V. LARIMORE, 511 Fifth street.

KANSAS.

Clay Centre—K. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—S. H. MORTISUS, 510 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.
Lewiston—J. W. SCENE.
Skowhegan—G. H. WETTON.

MASSACHUSETTS.

Boston—H. C. PECK, 43 Hth st.
T. SINGER, 80 Leverett street.
Franklin—H. P. Blackmon.
Lawrence—LORD & CO., 324 Essex street.
Lowell—Fergus Wheeler, 311 Essex street.
Lynn—KLIN DEVOLDER.
Malden—A. T. FULLER.
Nantucket—ARTHUR E. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—H. WINCHESTER, 31 Summit avenue.
Worcester—JOSEPH TIKMAN, 4 Front street.
Webster—CHARLES A. MORRIS, for "THE HOLTON JEWELRY CO., L. F. Sibley, Manager.

MICHIGAN.

Detroit—J. SCHWANKOVSKY.
Saginaw—FRED. N. HEINEMEYER.
SMITH, BRAHAM, 117 Genesee st.
TIERNEY BROS., 107 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUNLAP.
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAMUEL D. WOLF, 1524 Arkansas ave.
Bayonne—T. VOLLMER, 469 Avenue C.
Jersey City—W. FLOOD, 469 Montgomery st.
Newark—A. DARWIN; also 1434 York City.
Passaic—I. HIRWITZ.
Paterson—CHAS. H. KELLY, 24 N. Main street.
Plainfield—E. W. PRUCHT, of N. PRUCHT; also New York City.

NEW YORK.

ELSIE M. LEONARD.
West Hoboken—THE HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 629 Spring street.

NEW YORK.

Albany—G. LYNCH, 321 S. Pearl street.
Auburn—GILLAM BROS. CO., 18 Clark street.
Bedford Park—DEO. H. TERRELL.
Brooklyn—WM. ALLSOPP, 1 Reisterbecker ave.
H. HINDERMANN, HERWICK PHONO-GRAPH EXCHANGE, 1421 Myrtle avenue.
Hobart—CLARK & SPECIALTY CO., or CHAS. F. RICE, Main street.
Ilerseille—C. D. LOOMIS & CO., Union Block.
New York City—A. T. ANDERSON, 127 E. 125th st.
CAN PHONO. CO., 1 AMERICA.
AUTOMATIC ZITHER CO., 31 Cohen, Prop., 1 Broadway.
BERN BEAVER CO.
EDWARD BELLEY, 272 W. 11th st.
EDWARD BELLEY, 272 W. 11th st.
EDWARD BELLEY, 272 W. 11th st.
EMPIRE PHONO. CO., 1 to 27 Greenwich st.
ENGLE PHONO. CO., 1 to 27 Greenwich st.
EMPIRE PHONO. CO., 2 W. 14th street.
S. W. PRUCHT, or E. PRUCHT, 1 Sterling st., or 18 Cortlandt st.; also Plainfield, N. J.
O. H. SCHEIBLER, 1 Murray street.
HAWTHORNE & SHEIDLE, 197 Broadway; also Philadelphia, Pa.
HOLDIER BROS., 19, 21 and 491 West st.
N. HORN, 145 E. 86th street.
W. ISAACS, 124 Fulton street.
I. KLEIMONE & CO., 1 Broadway.
I. MONTROSE, 1 Broadway.
RICHMOND PEARL, 214 to 1796 st.
F. M. PIERCOTT, 49 West st.
WINTHROP CYCLE CO., 1 Greenwich st.
Rome—CHARLES TOTTLE.
Saratoga—C. A. WILSON.
Saratoga Springs—WM. A. COYE.
Watertown—HINKLE & CO., 72 Arsenal st.
H. S. WARDWELL & CO., 1 Public Square.
Wolcott—J. A. MURPHY, 7 Main street.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

OHIO.

Cincinnati—J. L. ANDREW.
Coshocton—BURNS & GOSSER.
Sandusky—D. & M. SANDERSON.
Uhrichsville—P. A. MAZURIC.

PENNSYLVANIA.

Philadelphia—JOS. CARNIDY, 1083 Emerald street.
HAWTHORNE & SHEIDLE, 604 Chestnut st., or 1108 Chestnut and Meacher sts.; also New York City.
A. KNOUSE, 1 to 5 North 9th st.
PENN NOVELTY CO., 11 South 9th st.
Phoenixville—EINHARD BROS.
Pittsburg—A. LIPPARD, 625 Penn ave.

RHODE ISLAND.

Providence—P. P. MOSHER.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

*Added Since December 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.



Edison Assures Perfect I.C.S. Records

Perfection is exemplified in every part of the I. C. S. Language Courses. The pronunciation of the master records is first made absolutely perfect by the best authorities in the land, and then perfectly reproduced by Mr. Edison's Gold Mould process. No wonder dealers that handle "Double Service" increase their sales 30 per cent. Are YOU selling I. C. S. Language Records? If not, send 50 cents for complete selling outfit.

Exhibition Edison Records

From the Laboratory of Thomas A. Edison

Subject Languages Orange, N.J. March 15, 1906.

International Correspondence Schools,
Scranton, Pa.

Gentlemen:

In your efforts to secure a perfect language record for instruction purposes, I am pleased to state that the master phonograph records, approved by authorities and submitted to me, will be reproduced at the laboratory by my Gold Mould Process, which insures an accurate and unchangable product for any number of duplicates, virtually placing the language in a standard form. Furthermore, these special records will reproduce the human voice in the most perfect and natural manner.

Yours sincerely,
Thomas A. Edison

International Correspondence Schools
Box 920, SCRANTON, PA.

For Foreign, Colonial and Export Trade, National Phonograph Co., New York City. Sales, Address European Headquarters, National Phonog. Co., Ltd., London.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. III. ORANGE, N. J., FEBRUARY, 1906. No. 12.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
200 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL. 5 DE MAYO, NO. 67-77, MEXICO CITY.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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THE TRADE SITUATION.

Just as much as ever the slogan of the Edison trade continues to be: "Give us goods." The four weeks that have elapsed since the holiday season have brought no change in the situation. The demand for Phonographs seems quite as great as it was on December 1st, and the tremendous weekly output of our factory seems to make but small progress in cutting down the number of unfilled orders constantly on hand. The new year brought no cancellations of any account, the few that did come in having no effect upon the situation. Anyone who doubts the rapidly growing popularity of the Edison Phonograph and Edison Gold Moulded Records should see the correspondence received by our Sales Department from all parts of the country—all complaining of the difficulty of getting Edison goods fast enough to meet the demands of the public. What seem like ample orders when made out and forwarded prove inadequate when the goods are received. This is quite as true of Records as of machines. On January 1st, by unusual effort, we got the Record situation well in hand and were congratulating ourselves upon the promptness with which we were filling orders, when the Jobbers finished their annual or semi-annual inventories and again began to fill up their shelves and bins. This brought an aggregate of orders in a week that, to use a slang phrase, "put us to the hall" before we were aware of it, and again caused a delay in filling Record orders until we could, pugilistically speaking, "get our wind." At this date we are gaining on orders and hope to make more prompt shipments ere long.

While not yet out of the tall timber we want to say a word or two about the coming months of 1906. Steps are already being taken to prevent a duplication of last fall's trade conditions. It seems certain that with our present output of machines and Records we must in another six weeks or two months be practically

(Continued on page 8.)

THE ADVANCE LIST OF MARCH RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR MARCH, 1906.

RECORDS listed below will be ready for shipment as near **March 1st** as possible, at which time Jobbers' stock orders, if **received prior to February 10th**, will be shipped. March Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9218 Gleaming Star (*Hager*) — Edison Concert Band
A Novelette Intermezzo by the Composer of "Laughing Water."
9219 Dreaming Love of You (*Harris*) — Harry Anthony
Charles K. Harris' new sentimental song, Orch. accom.
9220 L-A-Z-Y Spells Lazy (*Wallace*) — Collins and Harlan
Coon male duet, Orch. accom.
9221 Uncle Josh Weathersby in a Department Store — Andrew Keefe
The same old story entertainingly retold.
9222 Just a Little Rocking Chair and You (*Lloyd*) — Ada Jones
New song by the composer of "Keep a Little Cozy Corner in Your Heart for Me." Orch. accom.
9223 Hebrew Vaudeville Specialty (*Original*) — Julian Rose
Hebrew Monologue, introducing parody on "Then I'd be Satisfied with Life." Orch. accom.
9224 Some One Thinks of Some One (*Hoff*) — Irving Gillette
Sentimental waltz song by the composer of "Momma's Boy." Orch. accom.
9225 10th Regiment March (*Hall*) — Edison Military Band
By the composer of "The New Colonial" March.
9226 Answer (*Robyn*) — Marie Narelle
The old standard ballad song by Soprano, Orch. accom.
9227 My Name is Morgan, but it ain't J. P. (*Blake*) — Bob Roberts
Coon song, Orch. accom.
9228 I Love to Tell the Story (*Fischer*) — Anthony and Harrison
Sacred male duet, Orch. accom.
9229 Sweet Smiles (*Lauredeau*) — Albert Benzler
Bells solo, Orch. accom.
9230 I Lost My Heart 'way Down in Alabama (*Petrie*) — Harry MacDonough
Sentimental song, Orch. accom.
9231 Forty-five Minutes from Broadway (*Cohan*) — Billy Murray
Comic song from the musical play "Forty-five Minutes from Broadway." Orch. accom.
9232 I Long to See You Once Again (*Winternitz*) — Harlan and Stanley
Descriptive song, Orch. accom.
9233 Razzazza Mazzazza (*Pryor*) — Edison Concert Band
By the composer of "The Whistler and His Dog."
9234 What's the Use of Knocking (when a Man is Down) (*Edwards*) — Edward Meeker
Coon song, Orch. accom.
9235 Once Upon a Time (*Edwards*) — Byron G. Harlan
Descriptive song, Orch. accom.
9236 Mandy and Her Man (*Original*) — Ada Jones and Len Spencer
Vaudeville sketch with Orchestra incidental music and introducing the coon song "On Ye Way" (Allen).
9237 Waltz of the Roses—Air de Ballet (*Eeke*) — Edison Symphony Orchestra
Composed especially for our Record, introducing a solo for Oboe.
9238 Sister (*Vaughan*) — Frank C. Stanley
March song introducing descriptive effects, Orch. accom.
9239 Pretty Desdamone (*Wildman*) — Arthur Collins
Coon love song as sung by Williams and Walker, Orch. accom.
9240 Only a Message from Home, Sweet Home (*Floranz*) — Edison Male Quartette
Descriptive song, Orch. accom.
9241 The Dixie Rube (*Allen*) — Edison Military Band
With descriptive effects.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from Page 1.)

caught up and be in a position to stay so until plans, now under consideration, can become effective. The immense three-story concrete building recently finished will be fully occupied, other buildings will be erected and existing ones enlarged until it is possible to increase the output twenty-five per cent. Instead of cutting down the output during the more quiet summer months the factory will be operated with its full force and the surplus of output over shipments will be held in reserve for the fall. These plans will, we are sure, make it possible to meet every demand of the trade throughout the year. We have figured that our inability to manufacture enough Phonographs to fill orders caused us a loss of many thousands of dollars, with a corresponding enrichment of our competitors, whose machines were bought because ours could not be had, and we are determined that we will not again suffer such a loss.

GRAND OPERA RECORDS A GREAT SUCCESS.

The National Phonograph Co. entered upon the task of securing the services of the necessary artists and making a series of grand opera Records with a feeling of no little uncertainty as to its commercial success. People with the ability to make good Phonograph Records always command good salaries but to pay thousands of dollars for a few Records by grand opera artists of world-wide reputation was a new experience. It was also a new experience to ask seventy-five cents each for Records when our regular product was being sold for thirty-five cents. But the evolution of the Edison Record had brought it to a point where its naturalness would do justice to the voices of great singers and the work was carried out without regard to expense.

When the announcement and samples of the first ten Records were sent out to the trade many estimates were made by the officials of the company as to the total of the advance orders that would be received from the Jobbers. The sample Records had been out but a few days when we began to get congratulatory letters from enthusiastic Jobbers, all commenting in terms of the highest praise upon the remarkable naturalness and artistic character of the Records. They were declared to be far in advance of anything of the kind ever before placed before the public and to mark an epoch in the history of reproduced sound. The Jobbers later backed their encomiums with orders of surprising size, the aggregate of which was nearly double the highest advance estimate of any official of the company.

We naturally feel much elated over the pronounced success of the first series. It is gratifying to have our work and our own judgment as to its merit so emphatically approved by the Jobbers and to a certain extent by Dealers.

These ten grand opera Records are now in the hands of the trade and in a few days will be passed upon by the most critical jury in the world—the American public. We have no misgivings as to the verdict that it will render. We feel too confident concerning their quality to expect anything but enthusiastic approval. We are confident that these new Records will not only please present owners of Edison Phonographs but attract to the Edison standard many whose musical tastes have kept them from buying because our catalogues have not until now contained high class compositions sung by artists of the highest rank. Of the eight artists represented by our first list, Messrs. Scotti, Knote, Van Rooy, Dippel and Reiss are now singing leading roles at the Metropolitan Opera House, New York, and to question their ability is to doubt Mr. Conried's reputation as the great operatic director of his time.

One other reason for our confidence in the success of these grand opera Records is the manner that Jobbers have placed advance orders. Experience has shown us that a few Jobbers may err in making up their advance orders, but taken as a whole they make few mistakes. We have found that the selections they order in the largest quantities prove to be the most popular with the public.

Because many Jobbers and Dealers have gained the impression that additional grand opera Records would be issued each month, we want to state that, for a time at least, new ones will not be put out more frequently than once in three months. The next supplement will be dated May 1. An advance list will be sent out after March 15th and samples will follow the latter part of the month, probably with the May samples.

THE ADVERTISING RECORD.

The Advertising Record has been voted a great success by the trade and many letters in its praise have been received. In fact, the Record is so attractive that many Dealers report having been offered fancy prices if they would sell the one they had. Of course, Dealers must not dispose of them to the public. There have been so many requests for the Record outside of the trade that we may make it over, eliminating the last sentence "Ask the Dealer," give it a number and title and put it into the regular catalogue as a talking Record.

PRINTED MATTER.

A new Phonograph Catalogue, Form No. 805, and a new Catalogue of Domestic Records, Form No. 820, are being mailed to the trade with this issue of the PHONOGRAPH MONTHLY. The Phonograph catalogue has been in use some time, but until now has not been mailed to the trade. The Record catalogue contains all Domestic Records to and including February.

The new Numerical Catalogue, Form No. 820, has at last been mailed to Jobbers and Dealers, five copies going to each Jobber and one to each Dealer. Jobbers will be supplied with extra copies for new Dealers or to supply such Dealers as may need extra ones. It must be borne in mind that this catalogue is for trade use only and must not be supplied to the public. Nor should copies be used as order blanks. It is expected to issue a new edition of the Numerical Catalogue every six months.

With the February Record supplement, bulletin, etc., we are mailing copies of the grand opera supplement. This is handsomely printed in two colors, and besides an announcement concerning the Records, it gives a description of each selection.

A quantity of hangers, showing the pictures of the artists who made the Grand Opera Records, and a list of the selections, is being shipped to all Jobbers. Dealers who will carry Grand Opera Records in stock can get one of these hangers from their Jobbers. Dealers who may have decided not to put in Grand Opera Records may find it advisable to change their minds and order some. The printed matter gotten out for these Records should make it easy to sell them.

Dealers who have ordered Grand Opera Records should see that a grand opera supplement is sent to every Phonograph owner. A little effort in this way will result in a nice business in these Records.

We have just gotten out an interesting and attractive hanger illustrating "The Evolution of the Edison Phonograph from a Crude Talking Machine to a Delightful Musical Instrument." It shows pictures of the original Phonograph made in 1877, the Phonograph of 1887 and the present Triumph Phonograph, with a photograph of Mr. Edison in the horn of the latter. It is 17x22 inches in size, is printed in several colors and is mounted with metal strips for hanging. A supply of these hangers are being shipped to all Jobbers for the purpose of supplying their Dealers. It is not being mailed.

The calendar mailed to the trade in January was printed for trade use only and the edition was only sufficient for this purpose. It cannot be supplied to Jobbers or Dealers in quantities on any basis.

REDUCED FREIGHT RATES SECURED.

Thanks to the efforts of George M. Nisbett, manager of our Chicago office, and F. A. Voullaire, Traffic Manager for our company, with headquarters at Orange, the Western Classification Committee, representing the various railroads throughout the United States, on January 19th, reduced the classification on Phonographs and Records from one and a half times first class to first class in less than carload lots and to third class in carload lots; effective March 1, 1906. Although Messrs. Nisbett and Voullaire secured the reduction unaided, it will benefit all talking machine companies. Mr. Nisbett sends the following account of their trip:

The members of the Western Classification Committee assembled at Kansas City on Friday, January 13, and left on a special train at 2 P. M. for Los Angeles, via Missouri Pacific to Pueblo, Colo.; Denver & Rio Grande; Colorado Springs, Colorado Midland to Grand Junction, D. & R. G. W. to Salt Lake, and San Pedro, Los Angeles and Salt Lake Route to Los Angeles. The train consisted of three Pullmans, a dining car, observation car and baggage car. The trip was most enjoyable from every point of view, scenic and otherwise. On Sunday we were detained over twelve hours in the mountains near Tucker, Utah, owing to a freight wreck, but the time passed pleasantly, owing to my having with me a Home Phonograph and a collection of thirty-six Records. Every selection played brought innumerable encores, and each Record was voted by acclamation to be the "best ever." We reached Salt Lake at midnight on Sunday and left again on the last stage of our journey at 2.20 A. M., Monday, arriving at Los Angeles on Tuesday, the 16th, at 2 A. M. Those on the train were as follows: H. E. Pierpont, A. G. F. A., C. M. & St. P. Ry.; E. J. Seymour, A. G. F. A., C. & N. W. Ry.; J. S. Gorman, G. F. A., A., T. & S. Fe Ry.; H. E. Still, G. F. A., Gt. Nor. Ry.; J. C. Lincoln, A. G. F. A., Missouri Pac. Ry.; E. E. Wood, G. F. A., Union Pac. Ry.; W. W. Broughton, G. F. A., Nor. Pac. Ry.; Fred Wild, Jr., G. F. A., Denver & Rio Grande; George M. Sargent, A. G. F. A., San Pedro, Los Angeles & Salt Lake Ry.; F. H. Tibbitts, A. G. F. A., Chicago Great Western Ry.; C. E. Wilson, A. G. F. A., Wisconsin Central Ry.; John T. Bowe, Agt. Colo. Southern; W. G. Nemyer, Sec. to H. Snyder, C. R. I. & P. Ry.; G. L. Crosby, C. B. & Q. Ry.; R. B. Miller, G. P. & Nav. Co.; J. C. Groseclose, M. K. & T. Ry.; J. Lund, Wabash; F. O. Becker, chairman West. Class. Com.; F. W. Meadows, Sec'y West. Class. Com.; George M. Nisbett, Western Manager, National Phonograph Co.; F. A. Voullaire, Traffic Department, Nat. Phono. Co., Orange, N. J. The presence of the wives of a great many of the degelates added zest and enjoyment to the trip.

Messrs. Nisbett and Voullaire appeared before the committee on Wednesday afternoon and argued for a reduction in the classification on Phonographs and Phonograph Records, from one and a half times first class to first class in carload lots and third class in carload lots. No decision was reached until Thursday evening when the committee announced that our petition had been granted, the reduction to become effective on March 1, 1906. The novelty of the entire meeting and the thing that made the biggest hit was that the Phonograph itself made part of the plea before the committee. A Home Phonograph was used and two standard blanks which had been dictated to a few minutes before the meeting.

JOBBERS ADVANCE ORDERS MUST BE MAILED BY THE TENTH.

The continued practice, month after month, of some Jobbers in not sending their advance orders for new Records until after the 10th of the month, notwithstanding various appeals from the Sales Department, led to the issuance, on December 30th, of the letter given below, signed by Mr. Gilmore, President of this Company. This letter was mailed to every Jobber.

NEW YORK, December 30, 1905.

DEAR SIR—

Our sales department has several times written all Jobbers relative to stock orders for advance Records being sent up by the 10th of the month following receipt of samples. Some Jobbers, however, have not complied with requests made in this matter, but on the contrary continue sending in their orders from time to time during the month. This has been due to carelessness or no oversight on their part; nevertheless, it interferes very materially with our getting the new Records out in time to ship before the 1st of the month. As orders for the new monthly Records are constantly increasing, to allow shipments to be made before the 1st of each month has grown to be a very serious one, and the only way we can possibly overcome it is to do so by receiving the Jobbers' orders promptly and on time.

We are, therefore, again compelled to advise that ADVANCE ORDERS for Edison Standard Records are MAILED US ON OR BEFORE THE 10TH OF EACH MONTH they will not be entered or filed as orders, and the orders that are MAILED US ON OR BEFORE THE 10TH will be considered as entered and shipped first. Orders received after the 10th will be considered as second orders and will be filled in rotation as received, after all of the first orders have been shipped.

As the question of your receiving new Records at the same time other Jobbers do is a very important one, we feel sure you will give this matter your personal attention, and that your order will be mailed us on time; *that is, not later than the 10th of each month.*

Yours very truly,

W. E. GILMORE, *President.*

Advance orders for February Records will be filled in accordance with the statements made in this letter. A number of Jobbers paid no more attention to the letter than in the previous months, but mailed their orders some days after January 10th. If conditions make it possible to fill their orders and ship with those of other Jobbers it will be done. If not, then they will follow as soon as possible thereafter. For one Jobber in a city to get his new Records some days after his competitor is going to cause unpleasantness, but we think that the tardy Jobber will have only himself to blame.

In endeavoring to get all Jobbers to mail advance orders on or before the 10th of each month, we have no desire to be arbitrary. On the contrary, we are only seeking to serve the trade in a proper manner. The extent of the demand for the monthly supplements leaves no other course open. The total of the advance orders is more than double what it was a year ago, and is constantly increasing. It has reached a total that cannot be made in time for shipment by the last of the month, unless Jobbers will co-operate by getting orders in on time. Jobbers will serve their own interests by giving us this co-operation.

SALESMEN CHANGES.

A number of changes have taken place in our force of salesmen during the past two months. C. S. Gardner, who travelled in Pennsylvania and Ohio, resigned in December and his territory is now being covered by F. J. Smith, of Newark, N. J. Frank E. Madison, who represented the company in Delaware, District of Columbia, Maryland, Virginia, West Virginia, North Carolina, Tennessee and Kentucky, has been transferred to the New York office and placed in charge of the Agreement Department. A new man will shortly be placed in his territory. H. K. Miller, formerly a retail Edison Dealer in Tacoma, N. Y., has been assigned to the Pacific Coast States, under the direction of the Chicago office. H. A. Turner, at one time manager of the Ray Company branches, will cover Texas, Louisiana and Arkansas. J. W. Scott, our New England traveller, has had Connecticut added to his territory.

THE PHONOGRAM.

Dealers desiring to get a supply of *Phonograms* to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobber's orders unless placed with us a similar period in advance. Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1,000 copies	$9.50
Smaller quantities	
25 cents addition for imprinting with Dealer's name and address, without regard to quantity. No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.	

Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ .20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.85
Fifty copies to one address, per year	3.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

RECORD MUSIC PUBLISHERS.

Because of a desire on the part of some Dealers to know in advance the names of music publishers whose compositions are represented in our monthly list of new Records, we have decided to return to the plan of printing the names of publishers a month in advance. Consequently the February and March list is given below. It is as complete as we can make it. Where a publisher is not given we either do not know his name or the selection is not published.

FEBRUARY.

9192 Caprice Militaire. Oliver Ditson Co., Boston.
9193 Henny Klein. " "
Jerome H. Remick & Co., New York.
9196 I'm a-Dreaming of You. " "
S. T. Hawley, New York.
9198 Will You Love Me in December as You Do in
May? M. Witmark & Son, New York.
9200 It's a Good World After All. " "
M. Witmark & Son, New York.
9201 The Blue Jackets March. Oliver Ditson, Boston.
9202 Dolly's Little Girl. F. B. Haviland, New York.
9203 College Life March. " "
Haviland Pub. Co., New York.
9204 Lazy Moon. M. Witmark & Son, New York.
9206 Neath the Spreading Chestnut Tree.
Sol Bloom, New York.
9207 Believe Me if All those Endearing Young
Charms. Oliver Ditson Co., Boston.
9208 Pussyfooters. " "
Gus Edwards Music Pub. Co., New York.
9209 Tiltonia. Harry Coleman, Philadelphia.
9210 Is Everybody Happy? C. K. Harris, New York.
9211 Rehearsal Crutch Tale. " "
C. Stern & Co., New York.
9212 My Mother's Old Home. " "
H. Harms & Co., New York.
9213 The Chaser March. Albright Music Co., Chicago.
9216 The Song of the Sea. " "
C. H. Ditson & Co., New York.
9217 Silver Heels. " "
Jerome H. Remick & Co., New York.

MARCH.

9218 Gleaming Star. Hall & Hager, New York City.
9219 Dreaming Love of You. " "
Chas. K. Harris, New York City.
9220 L-A-Z-Y Spells Lazy. " "
Haviland Pub. Co., New York City.
9222 Just a Little Rocking Chair and You. " "
Jerome H. Remick & Co., New York.
9224 Some One Thinks of Some One. " "
Hall & Hager, New York City.
9225 10th Regiment March. Harry Coleman, Phila.
9226 Amaryllis. " "
Belmer-Weber Music House, St. Louis, Mo.
9227 My Name is Morgan, but it Ain't. " "
S. T. Hawley, New York.
9229 Sweet Smiles. Carl Fischer, New York City.
9230 I Lost My Heart Away Down in Alabama. " "
Forster Music Pub. Co., Chicago.
9231 Forty-five Minutes from Broadway. " "
Chas. K. Harris, New York.
9232 I Long to See You Once Again. " "
Leo Feist, New York.
9233 Rozanna Mazurka. Carl Fischer, New York.
9234 What's the Use of Knocking (When a Man is
Down). " "
Vincent Bryan Music Co., New York.
9235 Once Upon a Time. " "
Vincent Bryan Music Co., New York.
9238 Sister. Jerome H. Remick & Co., New York.
9239 Pretty Deadwood Girl. " "
Atlantic Music Co., New York City.
9240 Only a Message from Home, Sweet Home. " "
M. Witmark & Son, New York.
9241 The Dixie Babe. Walter Jacobs, Boston, Mass.

NUMBER 12348 CUT OUT.

The trade is hereby advised that we have no more moulds or masters of foreign selection No. 12348, "Vertes Margot" (French), by Bartel, and after our present stock of this selection is exhausted it will be considered as a cut-out selection.

A STRIKING OIL PAINTING.

A calendar for 1906 was mailed to the entire trade early in January. Its principal feature was a reproduction by the three-color process of an oil painting of an old couple listening in delighted amazement to an Edison Phonograph for the first time. The original of this picture was painted by Mastani, a noted Italian painter. It was imported a year ago by William Johnson, then of Fifth avenue, New York city. Its first public exhibition in this country was at the Chalfonte Hotel, Atlantic City, where Mr. Johnson had an extensive exhibit of paintings, and where it was priced at $1,050. It was there bought by the National Phonograph Co. It is now being reproduced in a handsome and life-like manner in fourteen colors of lithography, and copies will later be distributed to the trade. This reproduction will be the full size of the original painting, 17×25 inches. It will be worth a place in any home. Other ones of the painting will follow. The subject is universally regarded as one of the most striking ever put out in connection with a talking machine.

GIVE THE OLDER TITLES A BETTER SHOW.

Too many Dealers and too many of their salesmen are making the mistake of playing only the latest Records issued when the purchaser of a Phonograph is endeavoring for the first time to make up a selection of suitable Records. To the salesman who has heard all of the older numbers it is quite natural that the new list is the most attractive, and a purchaser who makes up his selection from them gets a lot of well-made and varied selections. On the other hand, the older numbers include hundreds of desirable selections, many of which would be preferred by the purchaser if he knew that they could be had. Many a Dealer carries on his shelves for months excellent Records from every standpoint and Records that would find a ready sale, simply because it does not occur to him to play them for customers. In this way he puts down many Records as being slow sellers when really they are only slow because he does not give them the same chance that he does the later titles. Then, too, many Dealers would be able to dispose of many of their apparently slow selling Records, if they would make more of an effort to put them forward and play the later ones only when asked for. Every Dealer should make an inventory of his stock at intervals to ascertain how many of the apparently slow sellers he has on hand and play these frequently. He will be surprised to find how many of them he can sell.

OFFERED $14.00 FOR STANDARDS.

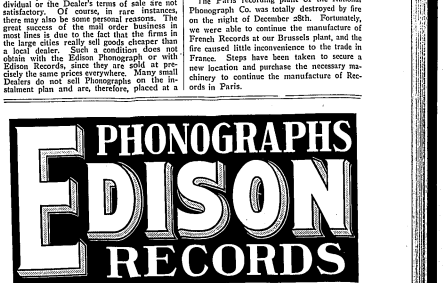
As showing the eagerness of the public to get Edison Phonographs during the holiday season, a large Chicago house offered Jobbers $14.00 for Standard machines.

NOT A VIOLATION OF CONTRACT.

Quite a number of Jobbers and Dealers have written within the past two or three months asking if it was not a violation of contract for firms selling Phonographs on the mail order plan to prepay or allow transportation charges on their sales. In order that this matter may be understood by the entire trade and full opportunity be given all Jobbers and Dealers to sell goods outside of their own cities, we desire to say that it is entirely permissable to prepay or allow transportation charges, provided goods are sold at full list prices. When a Phonograph is bought from a Dealer at a distant point and charges are prepaid or allowed on its delivery, the purchaser does not get it at any less price than he would pay if he bought it from a local Dealer. Therefore, the distant Dealer is gaining no advantage over the local one. In most cases where individuals are induced to buy a Phonograph from a distant point it is either because the local Dealer does not carry a sufficient stock to properly supply the wants of the individual or the Dealer's terms of sale are not satisfactory. Of course, in rare instances, there may also be some personal reasons. The great success of the mail order business in most lines is due to the fact that the firms in the large cities really sell goods cheaper than a local dealer. Such a condition does not obtain with the Edison Phonograph or with Edison Records, since they are sold at precisely the same prices everywhere. Many small Dealers do not sell Phonographs on the instalment plan and are, therefore, placed at a disadvantage by the city firm which will sell on easy terms. If local Dealers would carry an adequate stock of Phonographs and Records and would sell machines on the instalment plan, they would be able to control all the sales in their territory, provided, of course, that they took reasonable means to make it known that they were in business. The clause in our contract preventing Jobbers from allowing transportation charges on goods applies only to the trade to whom goods are sold at a discount. So far as this Company is concerned, we can see no reason why a Dealer should not deliver goods, ten, fifty or one hundred miles away from his store just as he delivers them a shorter distance, provided he is willing to stand the expense. Such a delivery cannot in any way be construed as cutting prices. Dealers who feel that their territory is being trespassed upon by others have the remedy entirely in their own hands, and will be able to retain all the local business if they take the same steps to secure it that outside firms do.

PARIS RECORDING PLANT DESTROYED BY FIRE.

The Paris recording plant of the National Phonograph Co. was totally destroyed by fire on the night of December 28th. Fortunately, we were able to continue the manufacture of French Records at our Brussels plant, and the fire caused little inconvenience to the trade in France. Steps have been taken to secure a new location and purchase the necessary machinery to continue the manufacture of Records in Paris.



A MUSLIN POSTER.

The above cut illustrates a muslin poster in three colors, 22×28 inches in size, of which we have had a quantity made for the use of Dealers to hang up in front of their stores, on the side of their store buildings or on the inside walls. They are made of extra heavy muslin and the manufacturers guarantee that the colors will stand the elements for a long time. One of them will be mailed to any Dealer in good standing upon request. They will not be supplied in quantities for billboard work.

EDISON GOLD MOULDED RECORDS FOR MARCH, 1906.

The twenty-four Records in the March list may be had anywhere in the United States for $8.40 and no other similar expenditure in the whole wide world can buy such a variety of amusement and pleasure. Twenty years ago twenty-four Records like these could not be had at any price. How many Phonograph owners to-day appreciate what labor, time and money has been expended to bring Edison Gold Moulded Records to their present degree of perfection.

No. 9218, "Gleaming Star," by the Edison Concert Band, is called a novelette intermezzo by its composer, Frederick W. Hager. Mr. Hager is also the composer of "Laughing Water" (our Record No. 8512) which proved to be a great instrumental success. He expects that his latest composition will be equally as popular and, judging from the Record we have made of it, he and the public will not be disappointed.

No. 9219, "Dreaming Love of You," by Harry Anthony, is Charles K. Harris' newest sentimental ballad. Like most of Mr. Harris' songs, it has jumped quickly into popularity. As a Phonograph Record it will become just as popular, attributable as much to Mr. Anthony's artistic rendering as to the piece itself. Made with orchestra accompaniment.

No. 9220, "I-A-Z-Y spells Lazy," by Collins and Harlan, is a very catchy coon song, written and composed by Miss Cecilia Warfel and Ramsay Wallace. It is cleverly sung by Collins and Harlan with orchestra accompaniment. The chorus is rendered something after the manner of "I'm a-Dreaming of You" (our Record No. 9196) with a sort of double melody effect. Both melodies and words can be distinctly heard. It makes a very fine Record and will prove to be decidedly popular.

No. 9221, "Uncle Josh Weatherby in a Department Store," by Andrew Keefe, is a selection that was cut from our catalogue some time ago after long popularity with the public, decided to re-list it. The Record is now made by Andrew Keefe, whose clear speaking voice and artistic conception of the famous character of "Uncle Josh" will doubtless revive the interest in the series, the best of which will be re-listed from time to time.

No. 9222, "Just a Little Rocking Chair and You," sung by Ada Jones, is a composition by Fitzgibbon and Dreiland (words) and Theodore Morse (music). It is a song that is already on the high road to popularity. It is something on the order of "Keep a Little Cosey Corner in Your Heart for Me" (our Record No. 9060) and by the same writers and also sung by Miss Jones with orchestra accompaniment.

No. 9223, "Hebrew Vaudeville Specialty," by Julian Rose, is another clever vaudeville specialty by Mr. Rose and it gives an original monologue in Hebrew dialect, introducing a parody on "Then I'd be Satisfied with Life," which Mr. Rose sings with orchestra accompaniment. The Record is a "scream" from beginning to end. Many will decide it to be the artist's most entertaining number.

No. 9224, "Some One Thinks of Some One," by Irving Gillette, is a beautiful ballad in waltz tempo, written by J. Fred Helf, composer of "Mamma's Boy" and other popular songs. Ed. Gardenier is responsible for the well written verses. Irving Gillette sings the song for our Record in his customary artistic manner, and is accompanied by the orchestra. Mr. Gillette will add much to the favor in which he is held as a result of his work on this selection.

No. 9225, "10th Regiment March," by Edison Military Band is a bright, snappy march by R. B. Hall, and rendered in the usual admirable style of our Military Band. Mr. Hall also wrote "The New Colonial" March, (our Record No. 8582). This new composition has all the elements of success of the former selection.

No. 9226, "Answer," by Miss Marie Narelle, this is another old ballad, too well known to need description here. Suffice it to say that Miss Narelle, who sings it with orchestra accompaniment, does it to perfection and we think we have never made a better Record of this talented artist. The music to "Answer" was written by Alfred G. Robyn.

No. 9227, "My Name is Morgan, but It Ain't Here," by Bob Roberts, is a coon song by Will A. Mahoney (words) and Halsey K. Mohr (music), which tells of a coon by the name of William Morgan, whose girl's extravagant tastes drove him into bankruptcy and to whom he was constantly compelled to remind that his name is Morgan, but not Astor. This song is accompanied by orchestra which furnishes the background for a catchy tuneful and appropriate melody.

No. 9228, "I Love to Tell the Story," by Anthony and Harrison, is another of the series of sacred male duets that are being made by Messrs. Anthony and Harrison, which are among the most successful numbers on our monthly list. "I Love to Tell the Story," composed by W. G. Fischer, is no exception to the rule. Further attention is called to the marked religious fervor employed by these artists in their exceptionally fine rendition of this selection. The orchestra accompaniment is an effective feature of the Record.

No. 9229, "Sweet Smiles," by Albert Benzler, is a bells solo with orchestra accompaniment. The selection was composed by L. D. Barendsen and the Record is one of the best of Mr. Benzler's attractive solos. It is exceptionally tuneful and being in scottische tempo, or song and dance movement, has a fine swing to it. The bell tones ring out nice and clear and the orchestra accompaniment is artistically featured.

No. 9230, "I Lost My Heart Way Down in Alabama," is sung by Harry MacDonough, who makes much of this very pretty sentimental ballad, the words of which were written by Rene Browner and the music by H. W. Petrie, and we think it one of the best Records that Mr. MacDonough has made in some time. Mr. Petrie will be remembered as the composer of "When the Sunset Turns the Ocean's Blue to Gold," (our Record No. 8615). The Record is made with orchestra accompaniment.

No. 9231, "Forty-five Minutes from Broadway," by Billy Murray, is one of the leading successes in George M. Cohan's new musical play, "Forty-five Minutes from Broadway." Mr. Murray's success with songs of this character is proverbial. He was accompanied by the orchestra when making the Record. Mr. Cohan also composed "The Yankee Doodle Boy," (our Record No. 8910), which was also sung by Mr. Murray.

No. 9232, "I Long to See You Once Again," by Harlan and Stanley, is one of the descriptive and sentimental male duets made for our Records by Harlan and Stanley, which always meet with a popular reception. "I Long to See You Once Again" is a descriptive song, telling of the "rustic home down by the valley stream," and the porch, the old arm chair, the mother sitting there. The pretty story is set to a beautiful melody of a kind that one never tires of. The music and words of this song are by Richard Winternitz and the Record is made with orchestra accompaniment.

No. 9233, "Razzazza Mazzazza," by Edison Concert Band, is a composition by Arthur Pryor, composer of "The Whistler and His Dog" (our Record No. 9107). It was, like the latter, one of the most successful numbers played by Mr. Pryor and his band during their successful season at Asbury Park last summer. Thousands of persons of that resort will recall the applause that greeted it every time it was played. This composition again demonstrates Mr. Pryor's success in writing strikingly odd band numbers. Those not familiar with the selection must hear it to understand and appreciate it.

No. 9234, "Here's the Use of Kneeling (when a man is down)?" by Edward Meeker, is a coon song by Gus Edwards and Vincent Bryan, which serves to introduce a new artist in Mr. Meeker. That his first performance will gain for him many admirers seems assured, judging from this fine Record of his clear, strong voice, distinct articulation and natural delivery. The song is sufficiently well described in its title. It is already popular. It is sung with orchestra accompaniment.

No. 9235, "Once Upon a Time," by Byron G. Harlan, was written and composed by Vincent Bryan and Gus Edwards respectively, and is sung by Mr. Harlan, with orchestra accompaniment. Mr. Harlan's identification with songs of this character has been almost forced upon him by the public, which has always been prompt to show its appreciation of his conception of songs telling of the saddier things of life, such as "Pessie, Mr. Conductor" (our Record No. 7270) and "Always in The Way," (our Record No. 8501).

No. 9236, "Mandy and Her Man," by Ada Jones and Len Spencer, is an exceptionally well put together vaudeville coon sketch and shows Miss Jones and Mr. Spencer at their best. The characteristic dialogue and comic situations have never been excelled, which together with the singing and orchestra embellishments make this Record a great entertainer. The coon song, "On Yo' Way," sung by Miss Jones, with orchestra accompaniment, is a feature of the Record.

No. 9237, "Waltz of the Roses," by the Edison Symphony Orchestra, was specially composed for our Record by Frederick W. Ecke, and is not yet published. The oboe is featured prominently, playing one of the principal melodies. It is a splendid composition, magnificently performed by our Edison Symphony Orchestra and will be a delight to the many Phonograph friends of this popular organization.

No. 9238, "Sister," by Frank C. Stanley, is a march song inspiration from Australia, from whence came "Daddy Dear," (our Record No. 8223). The story differs from the usual "good-bye" song in the respect that the fair recipient of the soldier's farewell is the sister instead of the sweetheart. The interest, however, survives the departure from the conventional and is added to by the effects introduced by our orchestra of the tramp of soldiers to the tune of "Tramp, Tramp the Boys are Marching," bugle calls and cheers. Mr. Stanley's well trained and robust, yet withal, sympathetic voice, has responded readily to the sentiment of the composition, which was written and composed by Allan M. Rattray and Clarence Vaughan, respectively, both of Sydney, Australia.

No. 9239, "Pretty Desdamone," by Arthur Collins, is a coon love song written and composed by F. Collin Williams. Williams and Walker have made a great success with this clever song, responding nightly to encore after encore. Arthur Wilkins, with orchestra accompaniment. The Record will make it clear at once why the song has proved such a big entertainer with Williams and Walker, as well as why it is claimed that it will be just as big a Phonograph success.

No. 9240, "A Message from Home Sweet Home," by the Edison Male Quartette, is a descriptive ballad with words by Carroll Fleming and music by Edmund N. Florent. The song is fast becoming well known and in this quartette form it takes an added interest by reason of the story which describes a scene where is congregated a ship's crew and the receipt by "Jack," one of the members, of a "Message from Home, Sweet Home." Sung with orchestra accompaniment.

No. 9241, "The Dixie Rube," by the Edison Military Band, is a descriptive selection, the music for which was arranged by Thomas S. Allen. In the form here listed the selection was specially gotten up for our Record. The scene depicts a land rome, the band just about to begin rehearsal. Silas Flatsecules, a rube composer, enters and the band begins to play one of its newest pieces. The composer and requests that one of his own compositions be played. The band leader objects, saying that his piece is all mixed up, as "Dixie," "Annie Laurie" and "Yankee Doodle" are written to be played at one and the same time. Silas insists on hearing it, however. Silas' piece makes quite a hit, for you can readily make out the three different tunes, which when played together form a very harmonious whole. Byron G. Harlan plays the part of old Silas Flatsecles and Edward Meeker the band leader.

VISITING JOBBERS.

The automobile shows last month brought to New York City a larger number of Jobbers than usual, many of them being interested in the business of selling automobiles. All of them took occasion to visit our New York office and some of them paid a visit to the factory at Orange. Following the custom that has prevailed for the past three years, the Company gave an informal dinner at Martin's, Broadway and 26th street, on the night of January 18th, to such of the visiting Jobbers as could be present. Covers were laid for nineteen. The guests of the Company were the following: W. D. Andrews, Syracuse, N. Y.; S. K. Hamburger, Harrisburg, Pa.; W. C. Finch, of Finch & Hahn, Schenectady, N. Y.; John N. Willys and W. O. Crew, of the Elmira Arms Co.; W. H. Hug, of Klein & Heffelman Co., Canton, O.; N. B. Griffin, of the American Phonograph Co., Gloversville, N. Y.; Messrs. Pardee, Ellenberger and Silliman, of the Pardee-Ellenberger Co., New Haven, Conn.; W. F. Carroll, of the Utica Cycle Co., Utica, N. Y.; P. A. Powers, Buffalo, N. Y., and C. V. Henkel, of the Douglas Phonograph Co., New York City. The Company was represented by C. H. Wilson, General Manager of Sales; F. K. Dolbeer, Manager of Credit Department; C. E. Stevens, Manager of Foreign Department; William Pelzer, of the Legal Department; A. C. Ireton, Assistant Sales Manager, and L. C. Mechesney, Manager Advertising Department.

Other Jobbers in the city during automobile week and not able to attend the dinner were: J. W. Jenkins, of the J. W. Jenkins Sons Co., Kansas City, Mo.; Mr. Grinnell, of Grinnell Bros., Detroit, Mich.; H. M. Holleman, of the Texas Phonograph Co., Houston, Texas; Louis Buehn, of the Wells Phonograph Co., Philadelphia, Pa.; B. S. Crew, of the Phillips & Crew Co., Atlanta, Ga.; Messrs. Osgood and Carrier, of the C. F. Osgood Co., Boston, Mass.; G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; Messrs. Linscott and Patton, of the Boston Cycle and Sundry Co., Boston, Mass., William Werner, Easton, Pa., and John Sykes, Trenton, N. J.

PLEASE REPORT, ANYWAY.

Dealers who receive retail inquiries from our Advertising Department are asked to report upon them in each case, even though they do not make a sale. A careful record is kept by us of each inquiry sent out, and in order to make the record complete, it is desirable to have a report from the Dealer, so that we may know that the inquirer is getting such attention as will make it possible to buy Phonographs or Records, should he be disposed to do so. Many Dealers have the impression that it is only necessary to report when a sale is made. We wish, therefore, that Dealers would reply to all inquiries sent them and as soon after their receipt as it is possible to make a definite statement.

ADVERTISE THE CUT-OUTS.

As announced in the December issue of the PHONOGRAPH MONTHLY, seventy-four titles will be eliminated from the Record Catalogue to be issued February 1st. Most of these cut-out numbers are quite as attractive as anything in the catalogue. Very few of them are not selling fully as well as most of the current numbers. They are being eliminated for no other reason than to keep down the total number to be handled by the trade. We are adding practically 300 new titles each year, and Jobbers and Dealers would be glad to have us eliminate an equal number from the catalogue. We found it quite impossible, however, to drop more than the seventy-four printed in the December PHONOGRAPH MONTHLY. The list could not be increased without a real sacrifice, both to the trade and ourselves, so largely do they still sell. Jobbers and Dealers who have a stock of these cut-out selections on hand would do well to print up a list of them and call the attention of their patrons especially to them. Many Phonograph owners would be glad to buy some of them if they knew that the opportunity to buy would soon be passed. A year ago, when we had a similar cut-out list, a Brooklyn Jobber printed a quantity of circulars giving the numbers and titles of those that he had on hand, and he reports that he disposed of a large number of them, some of his customers being glad of the opportunity to buy before the stock was exhausted. Other Dealers report that by printing circulars or advertising they can move their supply of any title of which they have a surplus on hand. We would ourselves be glad to get out a printed list of the cut-out titles for distribution to the trade were it not for the fact that few Dealers have a supply of the entire list and it would cause them trouble to advertise selections they did not have on hand and could not get by ordering. The matter can best be covered by each Dealer printing his own list and including in it only such titles as he has in stock.

ENGLISH EDITION OF PHONOGRAPH MONTHLY.

The National Phonograph Co., Ltd., with headquarters at London, has begun the publication of an English edition of the EDISON PHONOGRAPH MONTHLY. The first number was issued on December 1st. It is in charge of the Advertising Department connected with the London office. Both the first and second numbers are full of matter interesting to the trade in Great Britain. It is more pretentious in appearance than the American issue, having a colored cover and being printed on a better quality of paper. We believe that it will have an effect on Great Britain Factors and Dealers quite as beneficial to the Company as the American edition has had upon the trade here. A house publication furnishes an excellent medium for keeping the trade informed, and it is as much appreciated by the trade itself as it is beneficial to the company issuing it.

A NEW YORK STATE INSTALLMENT FORM.

Below is a form used by a dealer at Saranac Lake, N. Y., for selling goods on installments. It is printed for the information of dealers in New York and other States where similar laws prevail.

JOHN I. NILES Article.....
Lessee. Price .....

Saranac Lake, N. Y., ... 190..

THIS is to certify that I have received this day from John I. Niles, ... which I am allowed to use with care and keep in good order.

I have agreed to purchase said ..... and pay therefor the sum of $..... per week, to be paid at his office, 50 Broadway, and until fully paid, the same to remain the property of John I. Niles.

I further agree not to mortgage, sell or dispose of said ..... in any manner whatever, nor to remove from No. ..... without the written consent of John I. Niles endorsed thereon.

It is hereby understood and agreed that in case of failure to comply with all or any of the foregoing agreements that the said John I. Niles, his agents or attorneys, may take possession of the same without demand, and for that purpose may enter any premises of searching for the same, or their legal representatives, may enter any premises occupied by me, and to that end may use such force as may be necessary without any liability to any action for trespass or damage therefor, and that all payments made by me shall be considered as made for the use of the article.

Signed.....

Witness.....

It is further stated and represented by the party of the SECOND part that he is over twenty-one years of age, and hereby acknowledges the receipt of a counterpart of the execution and delivery of the within agreement, the party of the second part (the purchaser) hereby expressly waives the provisions of Chapter 704, of New York State laws of 1900.

Receipt from ..... a duplicate of the foregoing agreement at the date thereof.

..... Purchaser.

APPLYING THE GOLDEN RULE.

I have just made a sale that was a real pleasure to me, not from a financial point of view, but from the fact that it is going to be used for the pleasure and amusement of the inmates of the Sandusky County Infirmary.

The Directors have just purchased an Edison Home Phonograph, large horn and a large quantity of Edison Records, they have also left instructions to allow the Superintendent to get Records whenever he wants them, and the bill will be paid out of the County's funds.

This action on the part of the Infirmary Directors has been highly commended by all, as it gives our unfortunate poor the same pleasure that owners of Phonographs now enjoy, and it would be well for other Counties to do as much for their poor. The fact that they gave me a standing order for Records, shows that they want the inmates to hear the up-to-date music, and shows that they are doing "unto others as they would have others do unto them."

I thought your readers might be interested in knowing how much good the Phonograph can be made to do if the Dealer will do his share.

C. F. MILLER,
Fremont, Ohio.

HOW IT CONVINCES.

I never sold the Edison Phonograph until about November 8, 1905. It was a very serious doubt in my mind if I could use the initial order and was about to turn it down. I finally took it, and was the most surprised man in any line of goods. I have not only sold the initial order, but in all so far have sold more than 500 Records and 20 Phonographs, and am not through for the season. I am very much pleased with the Edison. I was a ..... enthusiast until your machine came in my house, and now I am more an Edison enthusiast than I was a ..... before I handled the Edison. I have placed Edison machines in the finest homes in this town. When at first mentioning the matter to them they would say, "I do not want a talking machine." I ask them if they ever heard a good one, and beg the privilege of placing one in their house. At this writing I have not had to take out any machines. All have been more than pleased and in several instances these same parties have helped me to sell their friends.

I have a very fine testimony where I sold an Edison to a man. He told his wife about buying one before he took it home and she declared he could not bring it into the house. So he came down and told me about it, and asked if I would let him off. I told him certainly, but suggested that he ask his wife if she would not let me set it up in the house where she could hear it. She finally consented to let us do so, and we sent a dozen Records of a good selection. They played them over several times, and when he came home for dinner the next day his wife was playing the machine. After dinner he remarked that he had better take the machine back, as he had an errand down town before he went to work. She said "no you don't, that is the finest music I ever heard," since that time she has been our best Record purchaser.

W. J. WARNING.
Blanchester, O.

AMONG THE JOBBERS.

Magruder & Co., of Nashville, Tenn., have removed to 27 The Arcade.

Ackerman & Co., of Scranton, Pa., are now settled in their new quarters at 217 Wyoming avenue.

The O. K. Houck Piano Co., of Memphis, Tenn., have devoted one entire floor of their Nashville branch to the wholesale talking machine business and carry about 20,000 Edison Records.

NOT NEEDED ON THE TRIUMPH.

A statement was made a month or two ago that on all Edison Phonographs now being made there were special marks on the back rods by which a speed of 160 revolutions a minute could be determined. This statement was not intended to apply to the Triumph machine, which has a speed indicator and requires no other device.

THIS WILL INTEREST ALL DEALERS.

Knowing you are always interested in learning of dealers' progressive methods, I enclose herewith copy of a *"Phonograph Talk,"* which I made on a "Home" and reproduced mightily to the people who attend our "free concert" from 8 to 9 p. m.

It has induced many people to buy, who had not before considered the Phonograph as of any special utility.

I also have a conspicuous card up, worded as follows: "Special Record of your own voice made here. Send one back to the Old Folks."

I charge $1.00 for each one made and have made quite a number since the card was put up, and have added to my machine sales thereby, too.

If this hint is of service to dealers you are at liberty to print it. The entire piece (including introductory, showing who made it, and where and when made), is recorded on one cylinder, and as perfectly audible to an entire audience filling a 25x150-foot room. Every word and tone is distinct and natural. It was made with a recording horn.

SIDNEY MCALISTER, J. P., Dec. 6, 1902.

[Binks, Bidwell & McAlister, Druggists, Opticians, etc., in their store in South McAlister, Indian Territory.]

"LADIES AND GENTLEMEN:—I, the Phonograph, child of the brain of the great wizard, Thomas A. Edison, thank you for the kind attention and interest in my great blessing that I can number upon you all if you will take me to your homes.

"I can record the beloved voices of your parents, your children, your lover or sweetheart; and when Death, the fell Diamond of mine away—and goes further, I can reproduce them to you after reproducing their voices in the same old beloved tones and warm your hearts anew with sweet recollections.

"I can record the hilarity of your 'jolly good fellow' and when they are gone restore to you the same old voice and mirth.

"On no other machine can you make a natural Record and reproduction in your own homes, and for this service alone I am worthy the place of honor in your home.

"But more, I can teach your children how to sing, and sing with them the Songs of Home, Sentiment and other foreign languages, or teach the foreigner English.

"I am then bring home to you the Opera, Church, Sentimental and Comic or Descriptive Songs, Funny Stories, Minstrel Jokes, Band Pieces, all kinds of vocal and instrumental music for entertainment and dancing, and all this at the same price as my would-be imitators, the "Graphophones," which send you cold with their screech, and cannot make a Record at any price, Ladies.

"Now, hoping that you will "Keep a Little Cosey Corner in Your Heart for Me," I remain,

"Yours faithfully and closely,

"THE EDISON PHONOGRAPH."

The phrase "Keep a Little Cosey Corner in Your Heart for Me" was sung to the proper tune, without making any break in dropping and renewing talk before and after singing it, and it made a great sensation every night. I think Mr. Edison should emphasize the Record making more to their customers, as it is a great advantage over all other makes. On the Edison every word is full toned and enunciation perfectly clear. BINKS, BIDEL & CO.

A DEALER'S VIEW OF INSTALLMENT BUSINESS.

Your article in the December monthly on "Small Dealers Sell on Installments," just strikes me exactly. I have been selling Phonographs for over three years, on the installment plan. My terms are $1.00 down and $1.00 per week on Phonographs, except to customers living out of the city, of whom I require one-half cash down, and the balance, payments. Records, large horns, and all other supplies, are cash.

The prospective customer is required to sign a Rent Bill like the one I enclose, printed below), which is further secured by a promissory note, but I do not always require the note.

I find that not one customer in ten will pay cash for a Phonograph, but many who are able to do so, prefer the installment plan.

As you say, " it is worth while to get a Phonograph in a home for the Record business that will follow." The cash sale of Records goes on while they are making their payments, and when the machine is paid for, they keep right on coming for the new Records, which are getting better every month.

I had the pleasure of visiting the Edison Record plant, in New York, in October, and I am convinced that neither pains nor expense is spared in making Edison Records.

D. A. DWINELL.
Des Moines, Ia.

KNOW ALL MEN BY THESE PRESENTS, That I, D. A. DWINELL, of the City of Des Moines, County of Polk, State of Iowa, DO HEREBY LET AND LEASE unto [John Smith, 1800 Lyon St., Des Moines, Ia.] said City, County and State aforesaid, the following described Phonograph, viz:

[One Edison "Home" Phonograph, No. 29688; @ $30.00], to be used only in the [Residence] known as number [1800 Lyon Street], Des Moines, for the consideration of the sum of [Thirty ($30.00)] dollars, to be paid as follows, as rent: [One ($1.00)] Dollar on the [1st] day of [December] A. D. [1902], and one dollar each and the further sum of [One ($1.00)] Dollar to be paid on each and every [Saturday of each week] thereafter until the above entire date and lease hereof [Thirty ($30.00) Dollars], with legal interest from date, shall be fully paid. Said Phonograph to remain at the office of D. A. DWINELL, 1000 Fifth street, Des Moines, Iowa, in accordance with the terms of one promissory note of even date and tenor herewith.

Now, be it understood, that if any of the above mentioned payments shall become due and remain unpaid, or the Lessee shall not take proper care of said property, or shall remove the same from said described premises, without the consent of said D. A. DWINELL, in writing endorsed hereon, then at the option of said D. A. DWINELL, said lease, and note for the balance of the rent, remaining unpaid, shall be forfeited, and he shall have the right and this shall be his authority, to enter said premises or wherever else the said property may be found and take possession of said property, and the Lessee to forfeit all payments made thereon.

Dated this [18th] day of [December] A. D., 19[03].

STATE OF IOWA, }
Polk County. } ss.

On this .....day of.....A. D. 190..., before me, the undersigned, a Notary Public, in and for said County, personally come.....to me known to be known to be the identical person.... whose name is affixed to the above instrument as grantor.... and acknowledged the execution of the same to be.... voluntary act and deed for the purposes therein expressed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal, at Des Moines, Iowa, on the day and date last above written.

.....
Notary Public, Polk County, Iowa.

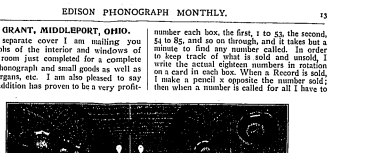
RENT BILL
D. A. DWINELL
to
.....
.....

Filed for Record the.....day of.....
.....A. D., 190...at.....o'clock.....M. and recorded in Book.....on Page.....of.....County Records.

Recorder.
Deputy.

R. E. GRANT, MIDDLEPORT, OHIO.

Under separate cover I am mailing you photographs of the interior and windows of my new room just completed for a complete line of Phonograph and small goods as well as pianos, organs, etc. I am also pleased to say that the addition has proven to be a very profit-



able and drawing card to my business. My arrangements are said, by travelers, to be as perfect and complete as ever seen. Each wall bracket contains a catalogue department for each piano handled. For Records I use a box, 18x24x3, holding 18 Records. I take the numerically arranged catalogue, count off and mark off under the eighteenth Record. I number each box, the first, 1 to 53, the second, 54 to 85, and so on through, and it takes but a minute to find any number called. In order to keep track of what is sold and unsold, I write the actual eighteen numbers in rotation on a card in each box. When a Record is sold, I make a pencil x opposite the number sold; then when a number is called for all I have to look at is the card. It takes but a few minutes to make up an order from the cards. In ordering I use the National order blank. When Records are received, and as each Record is filed, the x is rubbed out, and in this way I know just how the stock is on short notice, and the order blank shows the amount

R. E. GRANT.

LOFTUS MUSIC COMPANY, PUEBLO.

We enclose a photograph showing part of the store of the Loftus Music Company, of Pueblo, Colorado, a company recently organized to handle sheet music and music supplies,



also the Edison Phonograph and Phonographic supplies. While a new company our business now exceeds the wildest sort of expectations, growing by leaps and bounds. The Edison Phonograph has taken such a hold on the people in this territory that we cannot at times fill orders for Records fast enough. Fortunately for us we do not have to explain to the public the merits of the Edison Phonographs—that having been already done on land and sea—consequently we have more time to fill orders, and we need the time, too; and in addition, the Records "speak" for themselves. The photograph we enclose shows but two elevations of our Record rack, (account of the focus of the camera not covering) which holds two thousand Records—the largest in Pueblo or the surrounding country—but we are unable to keep it full. LOFTUS MUSIC COMPANY.

"HOW I SOLD A RECORD."

One evening a short time ago, a motorman on one of the electric cars here in this city, came to my store, with his wife, to buy some Records. I played two or three, but none of them seemed to just strike them. I finally, by chance, put on Record No. 8621, "I Ain't Got Time," by Collins and Harlan. When the Record was nearly through his wife said she must take a car which was going by, as she had to go to a lodge that evening, and her husband could buy whatever he wished. She said, "Good night," opened the door and stepped out. She had no sooner closed the door when the Record called out "She's gone, She's gone, Come back and I'll be your dog: Come back and I'll even be your doormat." There was a great laugh as the store was full at the time. The husband spoke up and said, "I'll take that Record,' and he did.

L. R. FOSTER,
Brockton, Mass.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 1902 Second Ave.
Mobile—W. H. Reynolds, 114 Dauphin street.
Montgomery—R. M. Arnold, 112 Dexter Ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 166-168 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 60-62 16th street.
Hext Music Co., 1380 and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 115 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 48 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Yeomans.

ILLINOIS.

Chicago—Buhess Bros., 148 Madison Ave.
Lyon & Healy, Wabash Ave. & Adams St.
Julius J. Lyons, 192 Van Buren street.
Talking Machine Co., 297 Madison street.
The Vim Co., 98 E. Lake street.
Montgomery Ward & Co., 115 Michigan ave.
Peoria—Harry Worthington, 1128 Wash ave.
Peoria—Peoria Phonograph Co., 107 S. Adams street.
Quincy—Quincy Phonograph Co., 602 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 42 Virginia Avenue.
Klipp Bros. Co., 31 S. Meridian street.
A. H. Wahl & Co., 103 S. Illinois street.
La Fayette—A. H. Wahl & Co., 314 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 304 West Walnut street.
Fort Dodge—Barry Main Horses, Central ave.

KENTUCKY.

Louisville—C. A. Try, 620-630 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
National Automatic Fire Alarm Co., 34 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 180 Exchange street.
Portland—W. H. Hoss & Son, 101 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Mach. Co., 197 Tremont st.
Iver Johnson Sptg. Goods Co., 165 Washington street.
Lyon & Healy Co., 33 Washington street.
Oliver Ditson Co., 150 Tremont street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 114 Central street.
New Bedford—Household Purchasing Co., 170 Purchase street.
Springfield—Flint Johnson Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 196 Woodward ave.
Grinnell Bros., 229 Woodward ave.

MINNESOTA.

Minneapolis—Thos. C. Dowell, 19 Hennepin ave.
Minneapolis Phono. Co., 1518 Nicollet avenue.
St. Paul—John P. Bass, 360 West 7th street.
Thomas C. Hough, 210 Wabasha street.
Minnesota Phonograph Co., 32 E. 6th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons' Music Co., 1013-1015 Walnut street.
J. P. Schmeleer & Sons Arms Co., 702 Main street.
St. Louis—Conrad Stoltz Co., 1118 and 1120 Olive street.
Talking Machine Co., 1006 and 1008 Olive st.
Western Talking Machine Co., 505 Olive st.

MONTANA.

Helena—Frank Bauer, Diamond Block, Sixth avenue.

Continued on page 15.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1120 O street.
Omaha—Nebraska Cycle Co., 118 and 1120 Harney streets.
Omaha Bicycle Co., 1418 & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 209 Washington st.
Newark—Douglas Phonograph Co., 22 New street.
A. O. Petit, New and Halsey streets.
J. H. Ropke, 381 Bank street.
Paterson—Talking Machine Co., 160 Market street.
Trenton—Wm. Hoch, Hoch Stationery Co., 30 E. State street.
John Sykes, 103 N. Broad street.

NEW YORK.

Albany—Pinch & Hahn, 19 State street.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Price Phonograph Co., 1060 Broadway.
Buffalo—D. A. Powers, 603 Main street.
Elmira—Elmira Arms Co., 107 Main street.
Gloversville—American Phono. Co., 208 Fulton st.
Hempstead—Fred Ludwig, 10 Main street.
New York City—Amsterdam Phono. Co., 76 W. 42d street.
Blackman Talking Machine Co., 37 Chambers street.
J. F. Blackman & Son, 1931 3d avenue.
Chas. Bruno & Son, 351 5th ave.
J. Dawson, Jr., 80 Third avenue.
S. B. Davega, 31 E. 14th street.
Douglas Phono. Co., 83 Chambers st.
H. S. Gordon, 1241 Broadway.
Harry Jackson, 13 Bowery.
Lyon & Healy, 1133, 35 & 1200 Broadway.
Vincent H. Rapke, 1139 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weber, 1215 First avenue.
Oswego—Frank C. Belway, 32 Bridge street.
Poughkeepsie—Adriance, Platt & Co., 249 Main st.
Rochester—A. L. Hastinger, 51 North street.
Maclaia Piano, O. M. Co., 100 State street.
Giles B. Miller, 63 Main street.
Talking Machine Co., 32 Main st., E.
Schenectady—Mohawk Valley Phonograph Co.
Richardson & Co., 229 State street.
Syracuse—W. D. Andrews, 218 E. Fayette street.
Troy—Pinch & Hahn, 3 Third street.
Utica—Clark-Horrocks Co., 24 Genesee street.
Arthur F. Perrine, 89 Genesee street.
William Harrison, 42 Columbia street.
Utica Cycle Co., 31 Columbia st.

OHIO.

Canton—Klein & Heffelfinger Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 24 W. 4th street.
Rudolph Wurlitzer Co., 120-124 W. 4th st.
Cleveland—Eclipse Musical Co., 189 Superior st.
Columbus—Perry B. Whitsit Co., 103 S. High street.
Dayton—Nathan & Joseph, 36 E. 5th street.
Newark—Hall-Pinter Co.
Toledo—Hayes Music Co., 66 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 318 Washington St.

PENNSYLVANIA.

Allegheny—Henry Brown, 100 Federal street.
Allentown—S. C. Ambach, 434 Hamilton street.
Easton—William Werner, 421 Northampton street.
Harrisburg—S. K. Hamburger, 10-14 N. Market sq.
New Castle—W. C. DeForest & Son.
Philadelphia—C. J. Heppe & Son, 1300 Chestnut street.
C. J. Heppe & Son, 1228 Girard street.
Penn Phonograph Co., 17 S. 9th street.
John Wanamaker's, 11th and Market sts.
Wells Phonograph Co., 21 N. 9th street.
Western Talking Mach. Co., 1218, 20 & 22 N. 8th street.
W. H. Weymouth & Son, 253 Market st.
Pittsburg—The C. C. Mellor Co., 1011 Penn avenue.
H. Kleber & Bro., 412 Wood street.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phono. Co., 932 Liberty street.
Talking Machine Co., 603 Penn ave.
Reading—Reading Phonograph Co., 521 Penn street.
Scranton—Lackawanna & Wyoming avenue.
Technical Supply Co.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 59 N. Main St.
Providence—J. M. Dean Co., 161-169 Westminster street.
A. A. Foster Co., 72 Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 92 Weybosset street.
A. T. Stuttergood & Co., 196 N. Main st.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—P. H. Atwood, 16 N. Main St.
G. K. Houck Piano Co., 103 S. Main street.
Nashville—Nashville Talking Mach. Co., 310 Church st.
Magruder & Co., 17 Arcade.
G. N. Howard Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Walz, 211 Texas street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Pamelia Sts.
San Antonio—H. C. Sess Optical Co., 242 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 84 Church St.

VIRGINIA.

Richmond—Magruder & Co., 725 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 909 Second Ave.
Spokane—Spokane Phono. Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 233 2d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 221 Princess street.

SUSPENDED LIST, FEBRUARY 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.
Ottawa—Edward Hayes.
Wheaton—E. Irving.

INDIANA.

Logansport—P. M. Neff, 418 Broadway.
South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND HOOK BINDERY, Robert Lesoll, Prop., 103 North Michigan street.

IOWA.

Burlington—JOHN P. WEBB, 311 Jefferson street.
Sioux City—RATTENBACH BROS. CO.
A. V. LARSON, 1006 Jackson street.

KANSAS.

Clay Centre—H. M. GOWER&CLOCK.
Lawrence—BELL BROS.
Topeka—H. E. MOREHOUSE, 520 E. 4th street.

MAINE.

Biddeford—W. H. PIKE.
Lewiston—J. OSBORNE.
Portsmouth—W. H. JOHNSON.
*Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. Smith, 32 Hills ave.
T. SINGER, 1 Devonshire street.
Franklin—E. P. Blackmer.
Lawrence—LORD & CO., 314 Essex street.
E. O. MEAD, 491 Essex street.
Lynn—ELIAS DEYOUNG.
Marlboro—C. H. BOWKER.
Nantucket—ARTHUR W. TAYLOR.
New Bedford—H. B. DEWOLFE.
Somerville—E. J. WINCHESTER, 25 Summit avenue.
Worcester—JOSEPH TURMAN, 41 Front street.
Woburn—OSBORN GILLETT, 27 THE BOLTON JEWELRY CO., L. P. Maloney, Manager.

MICHIGAN.

Detroit—P. J. SCHWANKOVSKY.
Saginaw—FRED. H. HEMMINGER.

MINNESOTA.

Winona—C. M. CRANDALL, 77 Zumbro st.
THERNEY BROS., 107 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
*PIANO PLAYER CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—S. BUNTIN.
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAMU. D. WOLF, 2036 Arkansas ave.
Bayonne—I. WHDDON, 23 Avenue D.
Jersey City—W. L. HOFFMAN, 191 Montgomery st.
Newark—E. D. CORWIN; also New York City.
Passaic—I. HRAWITZ.
Paterson—E. E. KELLY, 25 N. Main street.
Plainfield—W. H. PEUCHT, or H. PEUCHT; also New York City.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW YORK.

Albany—G. LINDE, 323 S. Pearl street.
Auburn—CHAS. C. CHIER CO., 16 Clark street.
Bedford—WM. H. ALLEN, 11 TYRRELL.
Brooklyn—WM. KLEINERT, 202 Knickerbocker ave.
H. HINDERMANN, 1 Graham avenue.
ISAAC PESSOLANO, 1201 Myrtle avenue.
Hobart—F. H. KARSHALL.
Ithaca—ALBANY SPECIALTY CO., 67 CHAS. F. NOLL, Main street.
Horseheads—CHAS. F. NOLL, Union Block.
New York City—ALBERT E. ARNSTROM, or AMERICAN PHONO. CO., 106 Nassau street.
AUTOMATIC MUSIC CO., H. Cohen, Prop., 42 Second avenue.
BRUNO & SON, 351 5th ave.
HOWARD & HOLLIS, 467 Willis Ave.
BRONX PHONO. CO., 3 DAVID SWITKY, 168 Willis ave.
CENTRAL PHONO. CO., 169 E. 23d street.
E. L. CLARK, 1 Broad, Newark, N. J.
EAGLE PHONO. CO., 07 C. LOWENTHAL, 1 Nassau street.
EMPIRE PHONO. CO., 1 E. 125th street.
S. W. FRUCHT, or R. FRUCHT, 3 Barclay st., or 28 1st street, Hoboken, N. J.
G. HACKER, 2 Murray street.
HARRIS, HEATH & BUTLER, 297 Broadway; also Paterson, N. J.
HOLDER BROS., 380, 401 and 492 West st.
N. HORN, 42 E. 28th street.
W. L. ISAACS, 124 Fulton street.
S. LEMBURG & CO., 124 Broadway.
LEXINGTON PHONO., 1215 Broadway.
LIBERMANN & CO., 6 W. 125d st.
P. N. PERKINS, 1 Grand st.
WINTHROP CYCLE CO., 200 E. Seventh ave.
Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Watertown—H. A. SHERMAN, 85 Arcade st.
H. S. WARDWELL & CO., 11 Public Square.
Wolcott—J. A. MURPHY, 2 Main street.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

OHIO.*

Cincinnati—J. L. ANDERSON.
Coshocton—BURNS & GOSSER.
Springfield—D. P. M. STRAUSBAUGH.
Uhrichsville—P. A. MAURUR.

PENNSYLVANIA.

Philadelphia—A. K. CASSIDY, 1063 Emerald street.
HAWTHORNE & SHEBLE, 60 Chestnut st., or Oxford and Mascher sts.; also New York City.
G. KNOUSE, 830 Arch street.
PENN NOVELTY CO., 1111 South 9th st.
Phoenixville—LEONARD CLARK.
Pittsburg—A. LIPPARD, 810 Wylie ave.

RHODE ISLAND.

Providence—P. P. MOORE.
*Rockville Centre—A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATZER.

*Added Since January 1, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

HOW TO ENJOY THE PHONOGRAPH.

The following interesting article appeared recently in the *Northern Whig*, published at Belfast, Ireland:

Firstly has the Edison Phonograph established itself in nearly every household. Still there are many possessors of such an instrument who do not extract from it the full measure of enjoyment which it is capable of imparting. It is a revelation even to the expert in talking machine mysteries to assist at a "Phonographic seance" in T. Edens Osborne's cosy reception-room at Edison House, Belfast. A couple of hours thus spent slip away with marvellous quickness, and you leave regretting that so enjoyable an experience could not be prolonged indefinitely. For you experience the mingled pleasures of a high-class vocal and instrumental concert, a jolly "smoker," a social chat (with absent friends and dear people of note taking part in the conversation), and a plain talk with yourself. What cannot but appeal to you whether you are a "Phonographic" or not is the marvellous perfection to which the Edison machine and Records have been brought. What a contrast in quality, volume, delicacy and distinctness into the results to those obtained from the early appliances, such as those used in the demonstration given in St. George's Hall nearly twenty years ago. People marvelled then at the primitive machine; they regard the perfected Phonograph now with cool equanimity, although without doubt the developments made in recent years are scarcely less wonderful than the original invention—or rather discovery. The new Edison reproducer, for instance, gives tone effects which were impossible in the old appliance; the improved recorder used with the Edison blank cylinder enables the veriest tyro to make a vocal Record which is not only clear and distinct, but a faithful reproduction of his voice. Perhaps the most wonderful development in connection with the Phonograph is the "Gold Moulded Record," one of the American wizard's cleverest and most remarkable inventions. In connection with these Records the highest musical and "variety" talent have been requisitioned, with the result that Miss Morgan's lovely voice, Gilbert Girard's clever imitations, Len Spencer's stentorian Yankee humor, or Hooley's grand and resonant basso is given out by the Phonograph so naturally and perfectly that you might at times be led to believe that it is the real voice and not a reproduction to which you are listening. The same remark applies to instrumental Records. A Sousa march with its daring and ingenious trickeries of scoring, a dainty gavotte with its delicate nuances of orchestration, or an operatic selection with its beauty of light and shade "comes out" with equal faithfulness, and with just the amount of volume necessary to charm the ear, and to bring out every possible gradation of light and shade without taxing the most delicate nerves. There indeed lies the charm of the instrument for home purposes. It is always powerful enough, never too powerful.

Like an experienced conductor, Mr. Osborne at these seances enhances enjoyment then a rousing baritone song with orchestral by introducing the element of variety. You could have a conventional concert if you liked, beginning with a pianoforte or violin duet and ending with an instrumental quartette. But it is pleasanter when he commences, say, with a bell solo (one of the daintiest things among the many hundreds of Edison instrumental Records); then follows with Michael's fine descriptive piece "The Forge in the Forest," splendidly given by a military band; accompaniment; and then Glover's beautiful old duet "In the Starlight," rendered by voices of the quality and exquisitely blended. Next come a couple of songs from well-known local artists, and the Records (made in that room) are not disgraced even by comparison with the specialties to which you have been listening. Then you are treated to a smokeroom conversation between three or four "fellows whom you know," and whose voices and tricks of speech you recognize even before their names are mentioned. "And now," says Mr. Osborne, "We'll make Records." So the recorder is placed upon the machine and your speech or your song is transferred in indelible characters to the blank cylinder. Gratification, astonishment, or mortification will follow, according to whether you thought you had a harsh or a pleasing voice. "Now, we'll have a discussion," suggests our host, "say, on the Government defeat." So a special tube attachment with four mouthpieces is fixed in the recorder, and a perfectly natural talk in ordinary smokeroom style is recorded, the reproduction of which causes no end of hilarity. Then we have more music—the garden scene from "Faust" finely sung; a pretty gavotte, "Beauty's Cunning," effectively played by the "Symphony Orchestra;" a plantation descriptive sketch by the Edison quintet; a clarinet solo by Tuson; and a violin and flute duet. The seance concludes by the entire company singing "Auld Lang Syne," some of the harmonies of which when reproduced cause a few shuddering among the musical members of the company. As an object lesson in the art of making the Phonograph a real boon instead of an infliction the evening has been as edifying as it undoubtedly has been pleasant.

THE PHONOGRAPH AS AN ASSISTANT SALESMAN!

The management of the old-fashioned Grocery and Drug House of Wm. Dobbin & Co., Ltd., North Street, Belfast, have—with laudable enterprise—placed Genuine "Standard" Edison Phonographs on their counters, which call attention, clearly and unmistakably, to their seasonable goods by means of Records that announce the specialities in each of their departments. We may mention that any person can make and reproduce similar Records inside three minutes.

Messrs. Dobbin & Co. are to be congratulated on having "broken the ice" in connection with this innovation as a modern business method, which was suggested to them by T. Edens Osborne, Belfast, who supplied the instruments &c.—*Ulster Echo, Belfast, Ireland.*

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
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NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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WE REPORT "PROGRESS."

"Progress" is the best report we can make in the matter of supplying the trade with Edison Phonographs and Records. Because there has been no diminution in the orders received for both we have not been able to cut down the orders on hand, although every department of our factory has been run to its fullest capacity during the month, as they have been for six months past. The situation compelled us to be quite unpatriotic in not observing the two holidays of the month. We did not think it would be fair to the trade to lose the output of two days, so work went on just as usual. The many Jobbers and Dealers who are complaining that they cannot get Phonographs and Records fast enough to meet the demand of their present and prospective patrons, should know that we are turning out all the machines and Records that we possibly can; more than at any time in the history of the industry. These are being apportioned with absolute fairness to all. Every Jobber is getting an equitable share of the output and this plan must be followed until the demand falls off or increased facilities for manufacturing can be provided. The trade may depend upon it that we are as anxious to give them Phonographs and Records as they are to get them, and we are constantly trying to devise ways of increasing the output. It goes without saying that we are greatly pleased with the popularity of Edison goods and are ever endeavoring to enhance it. Our only regret is that we cannot produce the goods to promptly and fully meet the demand. Not to be able to do it is to play into the hands of other manufacturers, for when a man decides that he wants a talking machine he is apt to buy some kind even if he cannot get the one he wants.

The advance orders for March Records may be cited as a fair instance of the almost phenomenal demand for Edison goods. The sale of Edison Records is always the heaviest for

(Continued on page 2.)

THE ADVANCE LIST OF APRIL RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR APRIL, 1906.

RECORDS listed below will be ready for shipment as near **April 1st as possible, at which time Jobbers' stock orders, if received prior to March 10th, will be shipped.** April Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9242 Elderey (*Ballet Intermezzo*) (*von der Mehden*) Edison Concert Band
9243 When the Whip-poor-will Sings, Marguerite (*Helf*) Irving Gillette
Sentimental song, Orch. accom.
9244 Flanagan's Night Off (*Original*) *Comic Irish Sketch* Spencer and Porter
9245 Cousins (*Clarke*) Herbert L. Clarke and Leo Zimmerman
Cornet and trombone duet, Orch. accom.
9246 Moving Day (*Harry Von Tilzer*) *Coon song, Orch. accom.* Arthur Collins
9247 Where the Susquehanna Flows (*Petrie*) Harry MacDonough
Descriptive song, Orch. accom.
9248 I Would Like to Marry You (*Lazke*) Miss Hoy and Mr. Anthony
Soprano and tenor duet from the "Earl and the Girl," Orch. accom.
9249 Target Practice March (*Nelson*) Edison Military Band
9250 Let Me Write What I Never Dared to Tell (*Rosenfeld*) Byron G. Harlan
Sentimental song, Orch. accom.
9251 Uncle Quit Work Too (*Howes*) Bob Roberts
Lew Dockstader's big companion song to "Everybody Works but Father," Orch. accom.
9252 I am Praying for You (*Sankey*) *Gospel hymn, Orch. accom.* Anthony and Harrison
9253 Ching Chung—Chinese Galop (*Brooks*) *Xylophone solo, Orch. accom.* Albert Benzler
9254 Comin' Thro' the Rye *Old Scotch song, Orch. accom.* Marie Narelle
9255 In the Golden Autumn Time, My Sweet Elaine (*Henry*) Harlan and Stanley
Descriptive song, Orch. accom.
9256 You're a Grand Old Rag (*Cohan*) Billy Murray
Geo. M. Cohan's new song hit on "George Washington, Jr.," Orch. accom.
9257 Feather Queen (*Mabel McKinley*) Edison Concert Band
Intermezzo march by the composer of "Anona"
9258 We Parted as the Sun Went Down (*Solman*) W. H. Thompson
Descriptive song, Orch. accom.
9259 My Lovin' Henry (*Sherman*) *Coon song, Orch. accom.* Ada Jones
9260 When Mose with His Nose Leads the Band (*Morse*) Collins and Harlan
Comic march song. Orch. accom.
9261 Garden of Love (*Ascher-Mahl*) Edison Symphony Orchestra
Caprice with Oboe feature
9262 Songs the Bands Played *March song, Orch. accom.* Edward Meeker
9263 Happy Birds Waltz (*Holst*) *Whistling solo, Orch. accom.* Joe Belmont
9264 Eilleen Alluna (*Thomas*) *Irish ballad, unaccompanied* Edison Male Quartette
9265 Is Everybody Happy Medley (*Original*) Edison Military Band
Introducing "Is Everybody Happy," "Will You Love Me in December as You Do in May," "Forty-five Minutes from Broadway" and "Sister"

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1).

the December list in each year, and the advance orders for last December far exceeded any other month since the invention of the Phonograph. Yet the advance orders for the present month exceeded December by nearly 100,000 Records. The orders for stock Records show the same percentage of increase and there is no decrease in the orders for machines. The only suggestion worth making to the trade at the present time is to keep ahead with your orders and not wait till your stock gets low. It is not probable that Jobbers will fill Dealers' orders before they need the goods or that we will overstock Jobbers.

PLEASE, DON'T.

We regret that it is necessary to again point out to the trade that sample Records must not be played or exhibited to the public. These advance Records are sent to Jobbers for the purpose of enabling them to make up their orders more intelligently. For the same reason many Jobbers have arranged to let their Dealers hear them also. There is no objection to this and we are glad to have Jobbers do it, for, after all, it is quite as important to the Dealer to get a line on the character of each selection. But here it must stop. The public must be asked to wait till the Records are regularly on the market. Where we find that the samples are being played to the public we shall insist upon the offending Dealer being denied the privilege of getting the samples. This seemingly arbitrary stand is for the benefit of the entire trade. If we did not constantly insist upon compliance with the reasonable conditions that are laid down we soon would be unable to maintain the system that has proved so advantageous to every one handling Edison goods. If you are offending, Mr. Jobber or Mr. Dealer, don't do so any longer. Work with and not against us.

CARRY A STOCK AND ADVERTISE.

Every Dealer who has made a success of selling Edison Phonographs and Records will tell you that it has been due to two things: Advertising and carrying a complete stock of Edison goods. It is difficult to say which is the more important. In fact, each is necessary to the other. It would be a waste of money to advertise and not carry an adequate stock. It would be poor policy to carry the stock and not advertise. Worked together they yield almost wonderful results. To carry every Edison Record in the domestic list costs a Dealer about $975. The interest on this amount at 5% is $48.75 a year, which represents the cost of carrying the full line. Without this stock the Dealer loses many more sales in a year than is represented by the interest on his money, and being able to supply any selection a customer wants brings him back when he wants others. If he cannot find what he wants he will go to another Dealer and probably become a regular customer. Then, too, there is a satisfaction to a Dealer in being able to advertise that he has every Edison Record. The mere announcement stamps him as progressive and alive to his opportunities. Some Dealers will say that their towns are too small for such a stock of Records. Possibly this is so, but many who now think their towns too small would find that they would develop a surprising amount of business if they would put in the full line. The tremendous growth in the sale of Phonographs in all parts of the country makes this subject of carrying every Edison Record more important than ever. Machines are going into every city and town in the land and they are making a wonderful Record business. If such owners cannot get the Records they want in their own towns they are going elsewhere.

Next to the advantages of carrying an adequate stock of Records is letting the public know about it. Advertising does not necessarily mean the expenditure of a large amount of money. Advertising in newspapers is a most effective way of getting new business and it will cause people to buy Phonographs who had not thought of doing so, but many Dealers feel that their capital will not warrant the expense. An excellent means of getting Record business is to ascertain the names of people owning Phonographs or other cylinder talking machines, send them a brief circular, pointing out your facilities for supplying Records, and then put their names on a mailing list so they they will get a Record supplement each month. A circular letter mailed occasionally to prospective purchasers will get new machine business and the sale of a machine means a steady and profitable Record business. Any other form of advertising will prove profitable if done frequently.

AN ERROR.

On page 26 of the Phonograph Catalogue the statement is made that a Model B Reproducer can be exchanged for a Model C by returning the old one and paying $2.00 difference. This is an error. The difference to be paid is $3.00.

THE PHONOGRAM.

The *Phonogram* has reached an edition of 360,000 copies and is regarded by the trade as an excellent medium for selling Records.

THE GRAND OPERA RECORDS.

Announcement will be made in the April issue of the PHONOGRAPH MONTHLY of another list of ten Edison grand opera Records made by the same artists as sang for the first list. It has been decided not to issue these Records more frequently than once every three months. This will make the issuing dates for 1906 as follows: May 1st, August 1st and November 1st. Probably not more than ten will appear at one time. This arrangement will enable the trade to provide ways of carrying a stock without crowding their stores, and it will give ample time for a thorough exploitation of each new list.

Nothing that this company has ever done has been such a pronounced success as the first ten of these grand opera Records sent out the latter part of January. The judgment of the Jobbers and Dealers, based upon hearing the sample Records, has been amply confirmed by the public. The Records have now been before the public a month. The new orders of the trade in that time have been double the advance orders and are still coming in at a rate that is astonishing every official of the company. What the total for the first three months will be no one now attempts to guess. Dealers who placed small orders are coming back for more and Dealers who were so skeptical that they would not order cannot now get them quick enough.

We have received many letters from Jobbers, Dealers and individuals, saying all sorts of complimentary things about the grand opera Records and congratulating us upon putting them out. Steps are being taken toward having grand opera Records made by other noted singers. No expense will be spared to get the best artists in the world to make some of these Records.

STEP IN THE RIGHT DIRECTION.

We are very much pleased with the first issue of the Grand Opera Record series. They fill a long-felt want among Edison patrons, and still further enhances the value of the Edison Phonograph as a home entertainer. The National Phonograph Co. is to be congratulated upon this step in the right direction.—*C. J. Heppe & Son, Philadelphia.*

BOUGHT THE ENTIRE TEN.

I have purchased the entire set of Grand Opera Records. I think that these Records are the finest I have ever heard, and I sincerely hope that you will continue to issue these Records. I think there are many other people who enjoy these Records as much as I do. Trusting that there will be many more of these records, I am,—*I. J. R., New York City.*

OUR RECORDING DEPARTMENT.

The Recording Department of the National Phonograph Co. was on February 1st, moved from 63 Fourth Avenue, New York City, to 79 Fifth Avenue, corner 16th Street. The new quarters are about twice as large as the former ones and provide much needed room for the work of this important department. The Recording Department is in charge of Walter H. Miller, whose Phonograph connection dates back to the time when Mr. Edison built his laboratory at Orange. He has since been continuously identified with the Edison Phonograph and Edison Records and has played an important part in their present development. Mr. Miller has an able, careful and painstaking assistant in W. H. A. Cronkhite, who is a trained musician and upon whom devolves the duty of selecting compositions and passing upon their musical rendition on Edison Records.

PUBLISHERS OF MUSIC IN APRIL LIST

The publishers of the compositions made for our April list of Records so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

2242 "Elderess," J. Louis von der Meulen, Jr., Sin Fonidora Co., New York.
2243 "When the White-poor-will Sings, Marguerite," Heid & Hagen, New York.
2246 "Moving Day," Harry Von Tilzer, New York.
2247 "Where the Susquehanna Flows," Jos. W. Stern & Co., New York.
2248 "I Would Like to Marry You," Platt Pub. Co., Yonkers, New York.
2249 "Target Practice," Will Willis Woodward & Co., New York.
2250 "Let Me Write What I Never Dared to Tell," Jos. W. Stern & Co., New York.
2251 "Dutie Quit Work Too," Heid & Hagen, New York.
2252 "Chinese Song—Chinese Galop," Carl Fischer, New York.
2255 "In the Golden Autumn Time, My Sweet Elaine," Jos. W. Stern & Co., New York.
2256 "You're a Grand Old Rag," F. A. Mills, New York.
2257 "Panther Queen," Leo Feist, New York.
2258 "We Stood on the Sun Went Down," Jos. W. Stern & Co., New York.
2259 "My Lovin' Honey," Chas. K. Harris, New York.
2260 "When Moses with His Nose Leads the Band," J. Havilland, New York.
2261 "Garden of Love," Carl Fischer, New York.
2262 "Happy Rube Waltz," Oliver Ditson Co., Boston, Mass.
2264 "Elibon Albano," Wm. A. Pond & Co., New York.

NOT OUR MISS NELSON.

Several correspondents have asked if the Miss Grace Nelson, who was killed in a railroad accident at Charlton, Mass., last September, was Miss Nelson who sang for the Edison Phonograph. We are glad to say that the woman was not our Miss Nelson.

PRINTED MATTER.

A new four page folder, Form No. 825, is being mailed to the trade this month. It succeeds Form No. 675, "Music for Every Home," (which is now obsolete), and is intended for circulation by mail in place of sending a machine catalogue, which on account of its cost cannot be supplied for this purpose. This folder shows half-tones of the Gem, Standard, Home and Triumph machines and presents an argument on the general merits of the Edison product. Orders from Jobbers are now being filled and they will be in a position to supply Dealers after March 15th.

We are shipping to Jobbers with their March Records a quantity of a new colored lithographed hanger, Form No. 750, and named "A Complete Family Circle." The circle consists of father, mother, baby and an Edison Phonograph. The idea is pleasing to the eye. Dealers may get copies from their Jobbers. It is not being mailed to Dealers.

After much delay we have at last gotten out a new catalogue of electrotypes. It is Form No. 832. It shows many new electrotypes, including a number of the Standard and Home machines with flower horns, some of them being lettered "Sold on Easy Payments" for the use of Dealers who sell on instalments. A copy of this catalogue will be mailed to any Dealer upon request.

Dealers who find their Jobbers slow in furnishing catalogues and other printed matter, and who ask us to furnish it direct, should know that in many cases the slowness of Jobbers is due to our inability to supply it to them fast enough or in the quantities they order. The great increase in the Edison business has been followed by an equally great increase in the demand for printed matter, which it has been difficult to meet. We are working hard to get enough printed matter to fill the orders of the Jobbers and until we can do so it will be impossible to consider the orders of sub Dealers, even where they are willing to pay transportation charges.

Part shipments are being made on all Jobbers' orders for the new Record Catalogue, Form No. 820. In this way we expect to keep the entire trade supplied which would not be possible if we filled all orders in full and in the order received. It is more equitable to all to make two or three shipments on an order for catalogues than to send them at one time and make others wait. Part shipments would not be necessary if a sufficient stock of catalogues could be accumulated before advising the trade and this is what we hope to do in the near future. Until then the trade must be patient with the Advertising Department.

AMONG JOBBERS.

Owing to increased business, Alfred Weiss, Edison Jobber, has been compelled to seek larger quarters, and on February 10th, moved to 1622 First avenue, New York City, where he now occupies an entire three-story building, with a floor space of 6,000 square feet.

William Werner, Edison Jobber at Easton, Pa., has moved to a new location at 432 Northampton Street.

Harry Jackson, Edison Jobber at 219 Bowery, New York City, with various branch stores, sold his business in February to John Rose, who has moved the jobbing business to Astoria, Long Island.

The Talking Machine Co., 619 Penn avenue, Pittsburg, Pa., have been succeeded by the Powers & Henry Co. This change is principally in the firm name, the personnel remaining the same.

William Werner, Edison Jobber at Easton, Pa., has moved from 401 Northampton street to 432-434 Northampton street.

The Eclipse Phonograph Co., Edison Jobbers at Cleveland, O., have removed to 714 Prospect avenue.

PERSONAL.

W. H. Hug, formerly manager of the Phonograph department of Klein & Heffelmann, Canton, O., has joined the force of Edison travelers and will go on the road as soon as he has passed through the training school established at the factory for making salesmen familiar with the mechanical features of Edison Phonographs. He will cover Maryland, Virginia, West Virginia, North Carolina, Tennessee and Kentucky.

George M. Nisbett, Western manager, with headquarters at Chicago, has just returned from an extended trip to the Pacific coast. At the close of the meeting of the Western Classification Committee at Los Angeles he visited the new Edison Jobbers on the coast and stopped at various cities on the way back to Chicago.

G. Croydon Marks, a member of the Board of Directors of the National Phonograph Co., Ltd., London, and patent attorney in Great Britain for Thomas A. Edison, has been elected a member of Parliament to represent the Launceston Division of Cornwall.

F. A. Voullaire, formerly Traffic Manager, has severed his connection with the National Phonograph Co.

Make plans for a big year in Edison Phonographs and Records.

REPEATING ATTACHMENTS.

We doubt if most Dealers appreciate the advantage of having a repeating attachment on their exhibition Phonographs. It is especially advantageous to those Dealers whose business enables them to have but one clerk and who handle other lines of goods. With a repeating attachment a clerk could wait upon other customers while the Phonograph would entertain all within hearing. There is scarcely a Record that will not bear repeating two or more times, and no one will object to hearing it played more than once. In fact, many Records sound better to customers the second time than when heard the first time, and would be bought when a first hearing only would not have made a sale. Then customers for other goods would unconsciously be influenced in favor of the Phonograph by hearing it played while making purchases. There is also a fascination about a repeating attachment in operation that rarely fails to catch the eye and interest the onlooker.

NATIONAL BRANCH COMPANIES.

The Mexican National Phonograph Co. was incorporated in New York State last month. It will do business in Mexico, with headquarters at Calle Prolongacion del Cinco de Mayo, 67-77, Mexico City. Its capital stock is $25,000 and its incorporators are William E. Gilmore, Alphonse Wetzee and John P. Randolph, all of Orange, N. J.

The National Phonograph Company of Australia, Ltd., is the style of the corporation which will sell Edison goods at Sydney, N. S. to 1622 First avenue, New York City, where W. This branch is already established at 340 Kent street.

JOBBERS ORGANIZING.

Jobbers in Pennsylvania, Ohio and other nearby States have taken the preliminary steps toward organizing the Central States Talking Machine Jobbers' Association. At a meeting held in Cincinnati Mr. Ilsen, of Cincinnati, was elected President; P. T. Ashton, of Detroit, Vice-President, and P. B. Whitsel, of Columbus, Secretary and Treasurer. The next meeting will be held in Pittsburg.

BEGINS A NEW YEAR.

With this issue the EDISON PHONOGRAPH MONTHLY begins its fourth year. With all its shortcomings, we believe that it has been a useful factor in promoting and knitting together the feeling of good will that exists between the Edison trade and the National Phonograph Co.

METROPOLITAN ARTISTS.

At the parlors of the Albion for over two hours yesterday several artists of the New York Metropolitan Opera House entertained a select circle of musical friends with selections from grand opera by great composers. The artists were Heinrich Knote, the famous baritone, who sang from "Lohengrin"; Andreas Dippel, who gave specimen tenor work from "Martha." "La Traviata," in Italian, was given by Gustave Berl Resky, who afterward was joined in a duet from the same opera by Madame Resky. Antonio Scotti sang superbly a selection from "La Sonnambula," in Italian. He was followed by Florencio Constantino, the greatest living singer, in a number from Verdi's "Rigoletto." The Metropolitan favorite opera "Pagliacca," with Signor Romeo Berti, as interpreter, enchanted the listeners.

The grand opera part of the entertainment was concluded by Herr Von Rooy, rendering in German a song from "Tannhauser" and Bizet's "Toreador," in French.

It was the greatest treat ever enjoyed here and the little audience expressed themselves as "thrilled" through and through with an unexplainable emotion and pleasure.

Instrumental music was also represented at this impromptu concert. The affair will be long remembered by those who were privileged to be present and hear the world's greatest artists.

The entertainment was arranged by Mr. C. B. Haynes, the representative of the National Phonograph Co. He had with him a superb Edison machine and a number of February, 1906, Records.—*Augusta, Ga., Tribune.*

PHONOGRAPH DREW THE CROWD.

Thomas H. Leonard, of Colton, Cal., one of the oldest Edison Dealers on the Pacific Coast, recently sent in a programme of a Phonograph concert he gave in his town, accompanying it with the following reference to the concert:

"I operated two machines, one Standard with a 24-inch Megaphorn and a Home with a 30-inch brass horn. While one machine was playing a Record I would get the other one all ready to drop the reproducer down at the commencement of the next selection to be played. In this way there was not a second but what there was something doing. So close did I have the machines set each time, there was no time lost, and there was only four words of the entire fifty of the 24 selections omitted by the reproducer being set over a little too far. The night before my concert there was a new millinery store opened up. They hired a first-class orchestra and only twenty-two persons were present. My crowd was not counted, but at a rough estimate we guessed it at 250 people. The concert was only advertised by a few of the programmes being distributed around over the business part of the town a few hours before the concert began. I have played the same pieces twice since in San Barnardino and drew a big crowd each time."

A LETTER TO BE PROUD OF.

POSTLAND, OREGON.
February 6, 1906.

It gives me pleasure to advise you that, on account of increased business, I have found it necessary to again move to larger quarters and consequently have leased the store room at 128 7th street. I expect to make this the very best Talking Machine business in the c ity, and nothing will be spared to make it such. The floor will be of hard wood, while the walls and ceiling will be covered with burlap and then painted. This will make a fine sounding room and Records will then reproduce the same as in one's own home.

When I first started in the talking machine business I handled a little of everything, but soon found out that the public would have nothing but quality regardless of the price. In a very short time I discontinued other makes and handled Edison Phonographs and Records. I have found that for smoothness, ease of operation, material, workmanship and material, and last, but not least, a satisfied customer—nothing in my estimation equals an Edison Phonograph. I attribute my success to three points —quality of goods, goods well displayed, and carrying a full stock. To carry the full catalogue of domestic Records is my strong hold, as the $9.00 or $30.00 invested in the slow sellers brings me a big per cent. on my money.

Shortly will send you photo of my place and you can see in what a remarkably small space I carry my stock, my cases, however, being able to accommodate 6,400 Records, and right at your finger ends. No climbing, no ladders, every Record within your reach.

Competition here is especially keen, we having to compete with another cylinder machine which cannot get Dealers to handle their goods and have to establish factory agents all over the country, and then the premium disc that has to be given away with a newspaper to dispose of it. Even with all this, Portland people want the Edison. When a new customer comes in and is asked what make of machine he possesses, if it be an Edison, he unhesitatingly says so, but let it be either of the other two and he tells you with such a painful expression on his face that you really feel sorry for him if it did not remind you of Hans Krausmeyer and his dog, Schneider, and how even he "got stuck."

Although never before having done so, I desire to thank you people for the way you have protected your Dealers and Jobbers whenever you contemplate a change of price of any of your material. As far as I know now, I can see no reason why I shall not continue to push Edison Phonographs and Records, for they produce the satisfactory results and that is what we all want in business.

Wishing you continued success in your worthy line and again thanking you for past favors, I remain,

PORTLAND PHONOGRAPH AGENCY,
E. B. HYATT, *Prop.*

MOST PERFECT

We are pleased to announce to our friends that the National Phonograph Co. have issued a list of ten (10) Edison Grand Opera Records which we can personally say are the most perfect Records we have ever had the pleasure of listening to on a talking machine. They are perfect in every way, especially in reproduction and tone, and we consider them the *most perfect* list ever issued. They are certainly a credit to the great foreign artists who sang them. We herein enclose a list of same and cordially invite you to call and hear them. Do it now. Price only $0.75.—*Circular sent to his retail trade by L. R. Porter, Brockton, Mass.*

PHONOGRAPH BROUGHT TEARS.

Knowing that you are interested in odd happenings regarding sale or advertisement of machines or Records, I enclose a clipping from the Painesville *Republican*, of February 5—describing an odd incident happening in my store.—*E. Lightner.*

The clipping was as follows:

"Thank you, senor."

His voice choked with emotion, Antonio Cardina waited until the last note of the Phonograph died away and silently left the store.

Antonio Cardina was an Italian. He spoke good English although he had only been in the country a short time. E. E. Lightner had just received some new Edison Grand Opera Records and was playing a few for an admiring group when Cardina came in.

Enraptured he stood in the background and said not a word until the impromptu concert was finished.

The last selection was by Signor Constantina, a noted tenor. Cardina listened intently. Soon the Record was finished.

"Please play ze piece again," pleaded Cardina. Tears were in his eyes and his voice wavered like a shutter in the wind.

And no wonder the music of the Italian tenor brought back to him dear days in sunny Italy. Cardina's father had once been a tenor in the Royal theatre and Constantina, his very man whose voice was reproduced in the Phonograph, had succeeded Cardina's father.

"Much obliged, Meester," said Cardina, when the Record finished its second rendition. "You make me very happy."

OHIO INSTALLMENT FORM.

$.....
.....190

For value received, (one.....Phonograph instrument).....promise to pay to the order of
.....
.....Dollars at .....
payable in .....equal consecutive payments of $.....each, per.....commencing
.....with interest at .....per cent. per annum.

Above note is given to secure the payment of
the.....Phonograph instrument against which it is understood this note is a lien and for which the undersigned has made and executed to the.....a chattel mortgage.

It is further agreed that upon failure of the mortgagor.... to pay, or cause to be paid, any of the deferred payments when due, then all of said payments shall become due and payable at the option of the mortgagee, said mortgagee shall have the right to enforce the terms of said condition said Phonograph instrument and not remove said instrument from ..... until wholly paid for and in case of failure to do so to perform any other part of this contract, then said mortgagee may take peaceful possession of said Phonograph instrument.

Signed {.....
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COMMENTS ON EDISON GOLD MOULDED RECORDS FOR APRIL, 1906.

This month's offering of Edison Gold Moulded Records brings W. H. Thompson back into the monthly list after a long absence on the road with the Madame Schumann-Heink Opera Company. If anything his voice has improved since he was last heard by his Phonograph admirers, and his re-appearing selection is a splendidly rendered number. The list also includes many new and popular songs and instrumental selections, all perfectly recorded.

No. 9242, "Eldorey," by the Edison Concert Band, introduces a new composer to our catalogue in J. Louis von der Mehden, Jr., of San Francisco. "Eldorey" is at present very popular in the West and its popularity is rapidly coming eastward. The composition is a ballet intermezzo, a class of music always tuneful and interesting. It is exceedingly attractive and original in style. Various instruments of the orchestra are featured with bits of solo work.

No. 9243, "When the Whip-Poor-Will Sings, Marguerite," by Irving Gillette, is a new ballad by J. Fred Helf and C. M. Denison and sung with splendid expression by Mr. Gillette. Particular attention is called to the flute imitations of the whip-poor-will, which are effectively introduced in the chorus. Mr. Helf, the composer, of this song, also wrote, "I'll be Waiting in the Gloaming, Sweet Genevieve," (our Record No. 9208). The chorus follows:

" When the whip-poor-will sings Marguerite,
And forget-me-nots bloom at your feet,
You may never know, then you yours,
That I've come 'till once more,
Love's old story again to repeat;
So, listen, little girl, I entreat,
'Till I hear them speak we shall meet.
Let Love's music be your theme,
I'll return sweetheart's name,
When the whip-poor-will sings, Marguerite."

No. 9244, "Flanagan's Night Off," by Len Spencer and Steve Porter, is an unusually funny Irish talking sketch. Flanagan is an Irish policeman who has a night off. At quarter past one in the morning Flanagan's wife is waiting for him to come home. Presently he is heard bidding the boys good-night on the outside and when he enters his condition shows that he has been industriously improving his time while off duty. Then comes a funny dialogue between him and Mary Ann. Flanagan goes to sleep. He snores so loudly his wife endeavors to make him wake up. He thinks that there is a fire and that he is on duty. In his haste he steps through a window instead of the door and falls to the ground below. His wife hears him exclaiming, "It's broke, it's broke." She asks him if it is his back that's broken and he replies, "No, it's me pipe."

No. 9245, "Cousins," by Herbert L. Clarke and Leo Zimmerman, is another cornet and trombone duet by these well-known artists, who are respectively the solo cornetist and solo trombonist of Sousa's Band. "Cousins" is the new number which they are playing on the present concert tour of this famous organization. All admirers of both instruments will be pleased with this Record, for it is not only a splendid composition, but is played in a most artistic manner. The Record is made with orchestra accompaniment. The composition has not yet been published.

No. 9246, "Moving Day," by Arthur Collins, is a vocal story in which the trials of moving day are set forth in a humorous manner. The music of this song was written by Harry Von Tilzer and the words by Andrew B. Sterling, both of whom are responsible for "On the Banks of the Rhine with a Stein" (our Record No. 9124) ; "What You Goin' to do When the Rent Comes Round" (our Record No. 9111), and "Making Eyes" (our Record No. 9076).

No. 9247, "Where the Susquehanna Flows," by Harry MacDonough, is a song that depicts the usual dream of boyhood days at the old home and expresses a desire to be back to "where the Susquehanna flows." Mr. MacDonough brings out the meaning of the selection in his usual clear ringing voice, and he is accompanied by the orchestra. H. W. Petrie wrote the music of this song, and Rose Bronner wrote the words. Mr. Petrie is the composer of "I Lost My Heart Way Down in Alabama" (our Record No. 9230), which appeared in the March supplement.

No. 9248, "I Would Like to Marry You," by Miss Hoy and Mr. Anthony, is a soprano and tenor duet from the musical comedy "The Earl and the Girl." It is sung for our Record by Miss Hoy and Mr. Anthony, who are accompanied by the orchestra. "The Earl and the Girl" contains the largest and most prosperous run of all the musical comedies in New York this season, and the song here listed was one of the biggest features of the performance. In fact, all New York has been humming it from almost the opening night. The selection introduces a new soprano to our list, whose distinct articulation and clear, well-schooled voice will no doubt be appreciatingly received. The duet was written and composed by Edward Laska.

No. 9249, "Target Practice March," by the Edison Military Band, is another of those bright, snappy marches, full of swing and other features suggested by its title. Composition is written by Aluriel Nelson, whose name has not heretofore appeared in our catalogue.

No. 9250, "Let Me Write What I Never Dared to Tell," by Byron G. Harlan, is a musical story of a country lad's love story, the words of the composition having been written by Charles D. Carey and the music by Monroe H. Rosenfeld. It is sung by Mr. Harlan with orchestral accompaniment. The subject is quite new among the sentimental song class and for the short time the song has been out it has attracted more than average attention. The words to the attractive musical refrain follow, but it is in the verse that the departure from the conventional is the more noticeable:

" Let me write what I never dared to tell,
Must my heart for evermore in sadness dwell?
I've loved you as no one has ever,
I've loved you as no one has ever,
Let me write what I never dared to tell."

No. 9251, "Uncle Quit Work Too," by Bob Roberts, is Lew Dockstader's companion song to "Everybody Works But Father," and being sung by him in the nightly performances of Dockstader's Minstrels. It is a sequel to

"Everybody Works but Father" (our Record No. 9100), which is now being sung throughout the entire country, and is one of the most popular songs of the day. Mr. Roberts' Record of "Everybody Works but Father" was a great seller and it is believed this new selection will be equally popular. The composer of this song is Jean C. Havez. Our Record contains two verses and two choruses, the chorus being as follows:

" Ever since he heard about Father, Uncle's
quit work too,
Goes out ev'ry evening, comes back with a stew,
Never seems to worry, he's happy as a king,
He sits around the house, with about a half of
a load on,
And he never does a day-some thing."

No. 9252, "I Am Praying for You," by Anthony and Harrison, is a sacred duet with orchestra accompaniment of one of Ira D. Sankey's favorite hymns. In this duet form it makes a beautiful sacred number. The occasional solo part for both the tenor and baritone voices gives an added effect to the duet and renders the whole a particularly fine Record. The words were written by S. O'Malley Cluff.

No. 9253, "Ching Chang," by Albert Benzler, is a xylophone solo of one of the best Chinese gahgs. It is decidedly characteristic. One of the features of the Record is the orchestra accompaniment, introducing a variation for cornet on the principal theme. E. Brooks is the composer.

No. 9254, "Comin' Thro' the Rye," by Marie Narelle, is a rendition of this old Scotch song that will gladden every Scotchman's heart and be appreciated by all admirers of the song. Miss Narelle's Scotch accent is genuine itself. Her interpretation of the song could not have been better had she been to the manner born. She sings with an orchestra accompaniment.

No. 9255, "In the Golden Autumn Time, My Sweet Elaine," by Harlan and Stanley, is a sentimental ballad, the music of which was written by S. R. Henry and the words by Richard H. Gerard. Sung with orchestra accompaniment. The song has a very attractive air, and is sung by Messrs. Harlan and Stanley with a splendid blend of voices. A desirable Record for any collection. Mr. Henry, who wrote the music of this song, also composed "When the Harvest Moon is Shining on the River" (our Record No. 8959). Mr. Gerard wrote the words of "You're the Flower of My Heart, Sweet Adeline" (our Record No. 8877).

No. 9256, "You're a Grand Old Flag," by Billy Murray, is a selection from George M. Cohan's new musical play "George Washington, Jr.," and sung by Mr. Murray with orchestra accompaniment. It is to Mr. Cohan's new play what "Yankee Doodle Boy" was to "Little Johnny Jones," which is all that need be said. "Yankee Doodle Boy" (our Record No. 8916), "Give My Regards to Broadway" (our Record No. 9093), and "Forty-five Minutes from Broadway," (our Record No. 9231), were all written and composed by George M. Cohan and all sung for our Records by Billy Murray. "You're a Grand Old Rag" will equal any of the above in popularity.

No. 9257, "Feather Queen," by the Edison Concert Band, is a new composition by Miss Mabel McKinley, niece of the late President McKinley. She is also known as Vivian Grey, under which *nom de plume* some of her famous successes were written. "Feather Queen" is styled by Miss McKinley as an intermezzo march. The composition is becoming very popular, as did "Anona" (our Record No. 8743), and "Koranna" (our Record No. 8780), by Miss McKinley.

No. 9258, "We Parted as the Sun Went Down," by W. H. Thompson, written and composed by Arthur J. Lamb and Alfred Solman, respectively, is a descriptive song that is bound to force its way rapidly to the front. Our Record of this selection, which has an accompaniment by the orchestra, serves to emphasize the return to our catalogue of Mr. Thompson, whose tour with the Madame Schumann-Heink Opera Company, where he sang the leading baritone role, has kept him out of our monthly supplements for some time past.

No. 9259, "My Lovin' Henry," by Ada Jones, is a coon girl's wail about the absence of her Henry. In the first chorus a knock is heard at the door, followed by the bray of a jackass, whereupon the waiting one expresses her disappointment that it is not Henry. In the second verse a knock is followed by the cackle of a chicken, whereupon she declares, "That's my Henry." The imitations are clever. The music of this song is written by Terry Sherman and the words by W. D. Friedlander. The Record is made with orchestra accompaniment.

No. 9260, "When Mose with His Nose Leads the Band," by Collins and Harlan, is a comic march song describing a Hebrew brass band. Collins and Harlan sing it with orchestra accompaniment. It has a laughable story and the music is simply irresistible. Theodore Morse, the composer, has dozens of hot successes in our catalogue—too many to enumerate here—but I space permits not any of them would form a comparison because "When Mose with His Nose Leads the Band" stands alone. The words are by Fitzgibbon and Drislane.

No. 9261, "Garden of Love," by the Edison Symphony Orchestra, is a truly delightful orchestra selection, such as could not be obtained by any other talking machine than an Edison Phonograph. The music is of a caprice character and the composition is popular with first class orchestras throughout the country. The oboe plays as a solo one of the principal strains and the 'cello counter-melody effect in another part of the selection is equally delightful.

No. 9262, "Songs the Bands Played," by Edward Meeker, whose first Record listed in March was such a success that we have included another in the April supplement. Mr. Meeker's second contribution has been considered by all who have heard it even more attractive than the first. The song is a play on the titles and melodies of various national and popular airs and is a most unusual vocal stunt. Mr. Meeker acquits himself most creditably in making the Record. He is accompanied by the orchestra. The composer of this melange of airs is not known by us.

No. 9263, "Happy Birds Waltz," by Joe Belmont, is another fine whistling solo with orchestra accompaniment. The music is written in waltz tempo, which always makes an effective whistling solo. This selection is particularly tuneful and interesting and will prob-

ably equal if not exceed the popularity of any of Mr. Belmont's solos. The combination of orchestral music and whistling is perfect. E. Holst is the composer.

No. 9264, "Eileen Allanna," by the Edison Male Quartette, is a fine quartette arrangement of this grand old ballad, popular two generations ago and still a great favorite. The late E. S. Marble, comedian, and nephew of the late Joseph Jefferson, wrote the words, and J. R. Thomas wrote the melody. The selection is given unaccompanied.

No. 9265, "Is Everybody Happy Medley," by the Edison Military Band, introduces "Is Everybody Happy" (our Record No. 9210); "Will You Love Me in December as You Do in May" (our Record No. 9098); "Forty-five Minutes from Broadway" (our Record No. 9231), and "Sister" (our Record No. 9238.)

WHAT THE DEALERS SAY.

We are having great success with your machines and Records.—*Crown Talking Machine Co., Mermill, O.*

I have sold over 50 Edison Phonographs in this town of 6,000 people in the last two months, and intend to sell more.—*H. H. Wrzig, Junction City, Kansas.*

I am getting the people "woke up" around here with your Phonograph. The only difficulty I find is, I can't get them, especially the Standard. Expect to do a fair business in this line, when I can get something to sell.—*D. C. Mitten, Tehonah, Ida.*

We don't do a very large business in Phonographs, but would say that it is very satisfactory and our customers all think their machine is the best there is and Records far superior to anything else procurable. During the last year they have done us been fine.—*William Coates & Son, Brocksville, Ont.*

We have handled Edison goods for some six years, off and on, but December was a record breaker for us, having sold twenty-three machines (eighteen Homes and five Standards) and some 600 Records. We feel that we have done very well in a small town of less than 2,500 people.—*Hughes & McCaleb, Dillon, Mont.*

This is a town of 4,000. During the past three years we have sold about 125 Edison Phonographs. Pretty good, eh? During this holiday season we turned out nine Home Phonographs, eight Standards, one Gem. One other make. Why so many Edisons? Gave them all same show.—*Steinhauser & Eaton, Watsonville, Cal.*

I am a Dealer in Edison goods and they are going out faster than I can get them. Sold two Homes yesterday. I expect to sell forty or fifty machines this year. You certainly have brought out the greatest invention of this or any other age. Trust you will be able to supply the demand which must be very great.—*George W. Erb, Gothenburg, Neb.*

We are very much pleased with Edison goods and have no use for others. We have had all the different makes of machines and have put them all out but the right one, which we find is Edison. We commenced in a small way some four years ago and now have a large room with a complete list of Records (Edison only). The business has grown wonderfully for the past year and we expect to double it in one year more.—*G. W. Lord, Lynn, Mass.*

As to business, I haven't been able to get machines or Records fast enough, so far this year. The Advertising Record is fine. Everybody that hears it wants it. So I think the best thing you can do is to put a number and a title on it, and let the people have it on the next month's Record list. One such Record in the hands of every Phonograph owner would do more advertising for the trade than a single one at each Dealer's—*D. A. Dwinnell, Des-Moines, Iowa.*

This is my first letter to the company, so I will report great progress. I started for myself about November 1st last, with a small order, and now carry the complete catalogue of Records and machines of each make, never less than twenty on hand. I anticipate opening on the Board Walk for the summer, with an exclusive full line of Edison goods. The Grand Opera Records will be a go. I have already re-ordered. No. 84 is great.—*R. E. Wood, Atlantic City, N. J.*

On October 26th, 1905, while in Chicago, I heard and saw your machine at Lyon & Healy. I hesitated about buying three machines and 150 Records. The next day I went back and bought four machines and nearly one thousand. I made the first sale November 9th. By January 15th, I had sold $10,000 worth of Edison machines and supplies, retail price. I have bought about 400 Records—have 500 in stock. I carry a $400 stock of machines and supplies.—*F. Ingraham, Otsego, Mich.*

I fear I made a mistake in putting in anything but your line. Am figuring on getting rid of them. Am carrying about 3,000 of your Records in stock all the time. I feel that by having an exclusive Edison business I will be able to get a larger share of the Edison business than by dividing it up and carrying two makes. I have been open four days and have sold over one hundred dollars' worth of your goods and only $1.66 of the others, viz: two records. I was over persuaded in putting in the stock, my own idea being to handle your line only.—*C. M. Rork, Oklahoma City, Okla.*

"A True Story of the Phonograph," which appears in the *February Phonogram*, has caused us to sell quite a few of Records Nos. 9147 and 9158. Most all our customers want both, and when a Record customer comes in we always hand them a *Phonogram* and call their attention to the "True Story of the Phonogram." After they read it they always ask to hear the two Records played and that means that before they leave they add three two to their other selections. We always mail each one of our customers a *Phonogram* each month and tell them we have just received the new Edison Records, and they always seem "tickled to death" to know that they are in.—*Hart Bros., Bucyrus, Ohio.*

I like the Edison Phonograph. I like the Edison Record. A man who is in love with his business and is not ashamed of his wares is bound to be successful. That is why I handle your goods.

I also like your method of helping the Dealer sell goods. The wonderful system which you employ in getting the monthly list of Records and advertising matter into the hands of the trade is as accurate as the time that is flashed over the wires every noonday from the Washington Observatory.

If every Dealer would read the PHONOGRAPH MONTHLY from page 1 to 16, and pattern after your system of business, he would have no need to drop out through the mud of adversity. —*G. H. Daman, Victor, N. Y.*

FINE "FOLLOW-UP" LETTER.

FROM McGREAL BROS., MILWAUKEE, WIS.

We wish to thank you for your kind favor just received in our mail this morning. We are glad to hear from you and glad to know that you are one of the thousands who are pleased with the Wonderful Genuine Edison Phonographs. We are sure that you'll never be sorry that you wrote to us for particulars of our GENUINE PRICE, TRIAL OFFER and our SPECIAL TERMS, which we are glad to have you know of. These wonderful music makers in your home for you to enjoy—and enjoy oh! so much more than we can tell you in a letter like this.

The Edison Phonograph! What a wonderful instrument it is! What a wonderful entertainer! What a delightful music maker! You just stand and wonder at it all. Don't you?

It stops—it starts—it plays—it talks—it cries! It's the greatest invention of the King of Inventors—the Wizard, Thomas A. Edison—known in every home in the civilized world.

The Edison Phonograph will not only play the world's greatest songs—sacred—patriotic—opera—operas—quartettes. It will take you to the theatre—play ragtime—minstrels—comic songs, dialogues and recitations—just as clearly and sweetly and natural as if a real band, orchestra or singer was on a stage not ten feet away from you.

Our SPECIAL TRIAL IN YOUR HOME will prove this better than we can tell. You can have an instrument in your home and listen to it for six days at our expense—PERFECTLY FREE OF CHARGE.

And then, the instrument is now very, very simple—a child ten years of age will learn to operate it in 20 minutes. And the cost at one of our outfits is so very little—well you really can't afford to not have one.

Now, we send to the illustrated circular to you understand—no C. O. D. scheme—no interest herewith you'll find our special offers on the different outfits.

Now just give us your trial order. That's all. We'll pay the freight to you. You listen to it for six days. If you like it—and we KNOW it don't say that you're not pleased—you SHIP IT BACK AT OUR EXPENSE. But then, there is no danger of you not liking it—why, you'll say it's the greatest enjoyment that you ever heard of. Just go now as it pays the first time for you on one of the Edison Gold Moulded Records.

And remember you need to pay us cash for it unless you want to. We will trust you for our pay. You don't even need to give reference or even give us any security. We'll take your word. We believe you are honest—that is all we want.

Isn't it a remarkable opportunity for you? Only a few dollars down as your first payment if you decide to keep instrument, balance only $3.00 or more monthly, depending on the special outfit you select. Just read our special offer carefully, then write us a postal requesting us to READ IT CAREFULLY, so that by sending us your trial order, neither of us will make any mistakes or delays.

Just stop and think a moment! Just imagine the pleasure that the Edison Gold Moulded Phonographs means to you and your friends.

How pleasantly dull, dreary evenings and rainy days will pass away when its sweet strains of music and melody are at your command!

How it will brighten and cheer up your home! Why, you will delight, and, for you all the songs and music that you or anyone else could ask for!

How it will turn your home into a theatre or concert room for you!

How it will furnish dance music for you at a minute's notice!

And in the summer time, when work is done, you and place it out on the porch, and it will be heard by your neighbors one hour to nearly a half-mile away.

Just stop and think of the enjoyment and amusement it will give you.

OF COURSE YOU WANT ONE.

Just turn to our special circular and send to us. Don't be under any misunderstanding. We mean you want it. We will pack it up and send it ON SIX DAYS' TRIAL—AND PAY FREIGHT BOTHERS. We shall be looking for your trial order in a few days, and extend to you our thanks in advance.

Very truly yours,

McGREAL BROS.

P. S.—After you secure Phonograph we will place your name on our large monthly mailing list, and you will receive once each month, FREE OF CHARGE, our monthly RECORD LIST, containing all the new Records. You can select from these lists as you wish.

REPORT ON AN "INQUIRY."

Enclosed you will please find report on inquiry No. 3632. The inquirer states that about twelve or thirteen years ago, an agent of the National Phonograph Co., or of one of their agencies, sold him his sample machine (which is about the size of the Home), some Records, a horn and stand for $25.00. This machine has not been taken out of the cabinet and runs about as good as a new machine. It actually does in so far as reproducing sound. There was no use in trying to sell him another. I fixed up his reproducer a little and sold him a new horn and he was well fixed out. This machine could be a fine advertisement of the durability of Edison goods that could be had.—*Taylor-Gardner Co., Tacoma, Wash.*

SOLD ITSELF.

I wish to tell you how we sold an Edison Phonograph, and perhaps some other music dealer will profit by our experience. Mr. Smith, one of our best farmers, came in with a list of sheet music his daughter had intended him to purchase; among them was "Everybody Works But Father." We asked him if he had heard it. He said "No." The writer said, "Wait a moment and we will sing it for you," and, slipping the Record on the machine, played it for him. At the conclusion Mr. Smith said, "How much is that tarnal machine?" We told him $24.20, with one dozen Records. He said, "Box it up. Beats anything I ever heard."—*C. E. Holmes, Ames, Iowa.*

STOOD THE FIRE TEST.

I have always had the impression that your Records had to be handled with care, but in a fire, which wiped out our business section January 28, I had 1,000 Records which were taken from cases and placed in bags, coal scuttles and about anything that came to hand, and carried out. These had to be moved twice for safety and then loaded into a truck and moved to the village building, where my postoffice and business is now located, and upon examination not more than forty were found broken. I saved all my machines.—*B. T. Burlingham, McGrou, N. Y.*



THOMAS C. HOUGH, EDISON JOBBER AT ST. PAUL, MINN., AND HIS PHONOGRAPH DELIVERY AUTOMOBILE.

SUCCESSFUL ALONG NEW LINES.

The Western Monthly, an advertising publication, recently contained an article on the success of certain firms in selling goods on instalment by mail, and it referred as follows to the success of Gustavus Babson, of Chicago, in selling Edison Phonographs on instalment in this manner:

Gustavus Babson is a Chicago man with ideas several years ahead of the ordinary trail-follower.

Mr. Babson realized the desire for "music in the home"—realized that there are many thousands of homes where pianos and organs are luxuries too expensive even on the instalment plan, or where they are of no use on account of the lack of necessary musical ability. He knew what great popularity the Phonograph has had in cities and towns and he decided that the Phonograph must be the one substitute for the expensive and useless piano or organ, and while he realized all these things, he also realized that the farmer and small town resident were the people among whom he would find the far greater portion of his patrons.

While the Phonograph is certainly a most desirable acquisition to any home, yet Mr. Babson realized that it was not enough of a necessity to warrant an investment of from $10 to $100 by the average ruralist.

The instalment payment plan came to his mind as the one sure-and-certain method of overcoming this difficulty. If he could get up copy strong enough to create the desire he felt confident that he could land the order if he could make inducements sufficiently strong in the way of easy monthly payments.

He adopted the plan of selling the Edison Phonograph on monthly payments of from $2 to $5 each, according to the price of the instrument.

He went straight to the ruralist with his proposition by the use of large space, sometimes full page, in the leading mail order and agricultural publications.

Of course he is having great success—and he has only just started the business.

ONE OF MANY DEALERS' LETTERS.

I must thank you for your referring to me the inquiry of ——, Montgomery, Iowa. I just sold him an Edison Home, a quantity of Records and forty-eight-inch horn. I am well assured that through his getting such a fine outfit in his locality others will also want machines when they hear his. I am very careful to put out machines that are properly adjusted and finer than silk, and all tested, both Records and machines, so as to always have a satisfied customer. I always get more that way.

I certainly am carrying the goods here, and you take no chances in referring inquiries to me. I have now a stock of about 1,000 Records and plenty of all types of machines.

SAMUEL SHROFF,
Sioux City, Ia.



PHONOGRAPH STORE OF SCHAFF BROS. CO., HUNTINGTON, IND.

A YOUTHFUL SALESMAN.

We present herewith the picture of the young son of S. H. Leath, an aggressive Edison Dealer at Attica, Ind. Master Leath was three years old when this picture was taken.



His father states that he can operate a Phonograph and can tell customers when a Record is good and when it is not. He quite frequently helps out in the store, especially when ladies call for Records. His age makes him one of the attractions of the place.

INMATES WOULDN'T PART WITH IT.

We are now advertising the fact that we carry every Record in stock in the Edison Catalogue, and find that our sales have increased over $00 per cent. We have fitted the rear end of our double store with the new improved wire racks and they are filled with over 2,000 Edison Gold Moulded Records. We also have a large counter with one each size Edison Phonograph in line, from the $10 machine up, so you can hear $10, $20, or $30 music. It is evident that the Phonograph is made for all classes of people, as we had occasion to place one on trial at the Monterville Hospital to see what effect it would have on the inmates. The result was very surprising, as they were the most dissatisfied lot of people imaginable, when we offered to take it away. As a result the superintendent recommended that the machine be bought. We closed the sale at once, and now an Edison Phonograph calms the feelings of a large number of inmates of this hospital. By keeping the Phonograph going all day, and giving free concerts, we sell a large number of machines and Records, and expect to double all sales this year.—*Shipley & Boyd, Frederick, Md.*

A RETAIL SALE OF SIXTEEN DOZEN RECORDS.

STAMFORD, CONN., February 2, 1906.

I think I can report the largest sale of Edison Records to one man, taken at one time and without playing one of them. That was yesterday, when we sold to one of our well-to-do citizens sixteen dozen new Edison Records and three 72-pcs. carrying cases. Can anyone better that sale? F. C. PARSONS.

ALWAYS RECOMMEND THE EDISON.

We have increased our stock of Talking Machines, and Records, Horns and Supplies, till we now have the largest and most complete line of talking machine goods in New Hampshire. We carry all makes in stock, but always recommend the Edison as best in every way. Edison machines in four styles, each the best value for the money in the world. The Gem, $10; the Standard, $20; the Home, $30; the Triumph, $50. New styles, great improvements and best results. Loudest, clearest and most natural records in the world are the Edison Gold Moulded Records.—*Extract from advertisement of the J. E. Lothrop Piano Co., Dover, N. H.*

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2009 Second ave.
Mobile—W. H. Reynolds, 19 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 185-187 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 6to 16th street.
Hext Music Co., 15th and Californ'a streets

CONNECTICUT.

New Haven—Perdee-Bitenberger Co., 152 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. P. Droop & Sons Co., 929 Pennsylvania ave. N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 49 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George K. Youmans.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
James L. Lynch, 230 Van Buren street.
The Von Co., 58 E. Lake street.
Montgomery Ward & Co., 115 Michigan ave.
Peterson & Sons, 190 Wabash Ave.
Peoria—Peoria Phonograph Co., 118 S. Adams street.
Quincy—Quincy Phonograph Co., 342 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 24 Virginia Avenue.
King Bros. Co., 32 N. Meridian street.
A. R. Wahl & Co., 112 S. Illinois street.
Lafayette—A. R. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 1204 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Ley, 604-612 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
National Automatic Fire Alarm Co., 24 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 162 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. P. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Phonograph Mach. Co., 272 Tremont st.
Iver Johnson Sprg. Goods Co., 165 Washington street.
C. E. Osgood Co., 392 Washington street.
Read & Read, 330 Washington street.
Pittsfield—Iver Johnson Sprg. Goods Co., 127 Main st.
Lowell—Lowell Phonograph Co., 24 Merrimack st.
New Bedford—Household Furnishing Co., 190 Purchase street.
Springfield—Pitci & Bridgett Co., 439 Main st.
Worcester—Iver Johnson Sprg. Goods Co., 364 Main st.

MICHIGAN, Sc'n

Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros., 29 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 512 Hennepin ave.
Minnesota Phono. Co., 318 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 4th street.
Thomas C. Hough, 392 Wabasha street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. P. Lippard & Sons Arms Co., 710 Main street.
St. Louis—Conroy Piano Co., 1218 and Olive streets.
O. K. Houck Piano Co., 1216 Olive street.
Western Talking Machine Co., 903 Olive st.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

Continued on page 15.

NEBRASKA.

Lincoln—H. S. Rice Cycle Co., 1107 O street.
Omaha—Nebraska Cycle Co., 1118and Harney streets.
Omaha Bicycle Co., 16th & Chicago st.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 109 Washington st.
Newark—Douglas Phonograph Co., 780 New street.
A. G. Peik, 1164 Broad street.
V. D. Repke, 482 Bank street.
Paterson—James K. O'Dea, 177 Ellison street.
Trenton—Scull Bank Book and Stationery Co., 32 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 22 State street.
Astoria—John Rose.
Brooklyn—Arion Piano and Player Co., 16 Fulton street.
Price Phonograph Co., 769 Broadway.
Buffalo—P. A. Powers, 611 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Dwyer, 323 Wall street.
New York City—Bacigalupi & Son, 198 W. 23d street.
Blackman Talking Machine Co., 97 Chambers street.
J. F. Blackman & Son, 1737 2d avenue.
Bel Canto Co., 874 Broadway.
I. Davega, Jr., 129 W. 125th St.
Douglas Phonograph Co., 130 Chambers st.
Douglas Phono. Co., 26 Chambers st.
H. S. Gordon, 1241 Broadway.
Hoos Music Box Co., 29 Union Square.
Victor H. Rapke, 1060 Second avenue.
Siegel Cooper Co., Sixth ave. Department.
Alfred Weis, 1670 First avenue.
Oswego—Frank E. Bateman, 32 West Second street.
Poughkeepsie—Price Phonograph Co., 203 Main st.
Rochester—A. J. Dunlogue, 34 South street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Dyer-Bach & Co., 119 S. Salina street.
Utica—Clark-Brown & Co., 59 Genesee street.
Arthur F. Perrine, 82 Washington street.
William Harrison, 47 Columbia street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 108 N. Market street.
Cincinnati—Ives & Co., 26 W. 6th street.
Smith Worthington Co., 209-211 W. 4th st.
Cleveland—Eclipse Phono. Co., 1300 Euclid ave.
Columbus—Perry B. Whitsit Co., 147 S. High st.
Dayton—Niehaus & Dohse, 31 E. 5th street.
Newark—Hall-Pierce Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 378 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 200 Federal street.
Harrisburg—Wm. Lenhart, 49 Hamilton street.
Easton—William Grossmann, 27 Northampton street.
Harrisburg—E. Hamburger, 17 N. Market sq.
New Castle—W. C. DePorrest & Son, Jr.
Philadelphia—C. J. Heppe & Son, 1217 Chestnut street.
Ind Bros., Market and 8th streets.
Penn Phonograph Co., 17 S. 9th street.
Talking Machine Co., 1031 and 1033 Market st.
Wells Phonograph Co., 45 S. 4th street.
Western Talking Machine Co., 1031 Market st.
W. A. Wheeler & Co., 1308 Market st.
Pittsburg—Thos. F. Beistel Co., 620 Liberty street.
C. C. Mellor Co., 1017 Penn ave.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Phono. Supply Co., 1017 Penn street.
Powers & Henry Co., 627 Penn ave.
Reading—Keeling Phonograph Co., 911 Penn street.
Scranton—Ackerman & Co., 127 Wyoming avenue.
Technical Supply Co.
Williamsport—W. A. Sykes, 125 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Phono. Co., 32 N. Main St.
Providence—I. N. Dean Co., 1079 Westminster street.
J. A. Foster Co., 1044 Chalkstone ave.
Household Furniture Co.
J. Samuels & Bro., 172 Weybosset street.
A. T. Scattergood & Co., 106 Main st.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—P. M. Atwood, 96 N. Main St.
Talking Machine Co., 109 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
Magruder & Co., Seeds.
G. N. Hosea Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 197 Main st.
El Paso—W. G. Walz Co., 111-113 Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Pannin Sts.
San Antonio—Southern Optical Co., 230 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 109 S. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 902 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 373 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 221 Princess street.

SUSPENDED LIST, FEBRUARY 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.
Ottawa—Edward Hayes.
Wheaton—R. Irving.

INDIANA.

Logansport—P. M. Nett, 208 Broadway.
South Bend—BUDER BROS., 128 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lobeh, Prop., 109 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 211 Jefferson street.
Sioux City—RATTENHACH BROS. CO.
A. V. ARMSTRONG, 518 Fifth street.

KANSAS.

Clay Centre—R. M. POWELL.
Lawrence—BELL BROS.
Topeka—B. H. MORSHOUSE, 220 E. 4th street.

MAINE.

Biddeford—W. H. PIERCE.
Lewiston—W. H. JORDAN.
Monmouth—G. H. HERSON.
Waterville—FRANK BLANCHARD, 191 Main street.

MASSACHUSETTS.

Boston—E. C. MOORE, 45 Milk st.
T. SINGER, 42 Forest street.
Franklin—E. F. HODGES.
Lawrence—LORD & CO., 304 Essex street.
E. C. HOSKIER, 290 Essex street.
Lynn—ELIAS DEYOUNG.
Malden—E. C. HOSKIER.
Nantucket—ARTHUR H. TAYLOR.
New Bedford—H. B. DEWOLFE.
Somerville—I. WINCHESTER, 97 Summit avenue.
Worcester—JOSEPH TUKMAN, 44 Front street.
Woburn—HENRY GILBERT, or THE BOLTON JEWELRY CO., 14 P. Maloney, Manager.

MICHIGAN.

Detroit—P. J. SCHWANKOVSKY.
Saginaw—JAMES G. HANCOCK, 510 Genesee st.
JAMES G. HANCOCK, 510 Genesee st.
TIBBITS BROS., 107 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
PIANO PLAYER CO.

NEW HAMPSHIRE.

Hillsboro Bridge—W. H. ANDREWS.
Manchester—J. DUHAM.
Nashua—F. A. GANTER & CO.

NEW JERSEY.

Atlantic City—SAMUEL D. WOLF, 1032 Arkansas ave.
Bayonne—J. WILLIAMS, 1 Avenue A.
Jersey City—WILLIAM DOLPH, 1 Montgomery st.
Newark—E. L. CONOVER, 1 also New York City.
Passaic—I. HORWITZ.
Paterson—CHAS. H. KELLY, 99 N. Main street.
Plainfield—W. C. FRUCHT, or R. FRUCHT; also New York City.
ELSTON M. LEONARD.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW YORK.

Albany—G. LINDE, 1021 E. Pearl street.
Auburn—CHAS. C. SHEIK, 14 Clark street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—WM. ALBRECHT, 324 Knickerbocker ave.
H. C. BIEBERMANN, BEDWICK PHONO. SUPPLY DEPOT, 1406 Myrtle avenue.
Hobart—P. H. HANSEN.
Fishers—ALLAN SPECIALTY CO., or CHAS. P. RICE, Main street.
Florals—A. D. LOOMIS & CO., Union Block.
New York City—ARMSTRONG, or AMERICAN PHONO. CO., 26 West street.
AUTOMATIC MUSIC CO., M. Cohen, Prop., 18 Second street.
HERN BEARD AND CO., 27 W. 125th st.
EDWARD HIELFELD, 482 Willis Ave.
BRAND PHONO. CO., or DAVID SWITKY, 1265 Broadway.
CENTRAL PHONO. CO., 26 E. 42d street.
E. R. DENNISON, 1 Nassau st., Room 1.
EAGLE PHONO. CO., or C. LOWENTHAL, 31 Nassau street.
EMPIRE PHONO. CO., 4 W. 14th street.
HAWTHORNE & SHEBLE, 127 Bowery; Barclay st., or 26 Cortlandt st., Brooklyn, N. J.
O. HACKER, 1 Murray street.
HAWTHORNE & SHEBLE, 92 Broadway; also Philadelphia, Pa.
HOWARD PHONO. CO., 125 and 622 West st.
HOSKIER, 146 E. 86th street.
W. H. ISAACS, 1 E. 125th street.
S. LEHRING & CO., 109 Broadway.
I. McELLYNNE, 200 Broadway.
RICHMOND PEARL, 44 W. 125th st.
D. PRESCOTT, 21 Broad st.
SILVERSTONE & CO., 1212 Seventh ave.
Rome—CHARLES FOSTER.
Saratoga—W. J. TOTTEN.
Saratoga Springs—HARVIN A. COYE.
Waterloo—HENRY A. HARDY, 22 Arsenal st.
H. D. WARNER & CO., 32 Public Square.
Wolcott—J. A. MURPHY, 47 Main st.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

OHIO.

Cincinnati—I. J. ADDEM.
Coshocton—EDING & ADSSER.
Springfield—L. & M. VANDERPOOL.
Urichsville—F. A. MAZURIE.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1417 Emerald street.
HAWTHORNE & SHEBLE, 924 Chestnut st., or Oxford and Manchester sts.; also New York City.
S. KNOUSE, 811 Arch street.
PENN PHONO. CO., 17 South 9th st.
Phoenixville—GEORGE H. ROSS.
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.

Providence—F. P. MOORE, 3 Exchange Place.
Rockville Center—O. A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

Proof that "Double Service" will Increase YOUR Business

E. R. GUTHRIE
BICYCLES, PHONOGRAPHS
1040 O STREET

International Correspondence Schools, LINCOLN, Neb., Jan. 9, 1906.
Scranton, Pa.

Gentlemen:

Replying to yours of 5th inst. regarding my success in selling the I. C. S. Language Outfits will say, there is no other phase of the Phonograph business that has appealed to me as this language system does. The sales are naturally with the more well-to-do people and there is no question of installments to contend with. One can approach the most exclusive people with this language proposition and be sure of a respectful and interested hearing. By exercising a little judgment in selecting the people to be approached with it the dealer will find almost half of them will become good "prospects." The super-sensitive people who have always said they would not have a phonograph in the house fall right into line and enlarge the field for phonograph sales by a large proportion. A "demonstration" for a prospective customer usually consists in playing one record and having a quiet chat. Occasionally one who has already acquired a literary knowledge of a language asks for one of the advanced lessons to be run. Contrast this with playing "rag-time" for an hour for a lot of gigglers who buy one or two records and the dealer who tries it will surely become a devotee to the Language Outfit sales. Nearly every one he shows it to can tell him of some friend who will be interested also.

Yours truly,
E. R. Guthrie.

Isn't it worth 30 cents to YOU to try out such a promising business producer? That is all it will cost you for a complete demonstrating outfit, including demonstrating record for four languages, French, German, Spanish, and English; pamphlets; advertising literature; etc. Every day dealers are proving the success of I. C. S. Language Outfits. CAN YOU AFFORD TO NEGLECT SUCH AN OPPORTUNITY TO INCREASE YOUR BUSINESS?

International Correspondence Schools
Box 920, SCRANTON, PA.

For Foreign Sales, Address { Foreign Dept., National Phonograph Co., New York City / European Headquarters, National Phono. Co., Ltd., London

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

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EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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AN UNCHANGED SITUATION.

The passage of another month has brought no change in the trade situation so far as it relates to Edison Phonographs and Records. It has brought no relief to our executive, office and factory force, all of whom have worked at the highest pressure, early and late, in their efforts to meet the demands of the trade. It has brought no increase in the daily and weekly output, for every existing resource has for months been utilized and a further increase in the product is not possible at present. It has brought no let up in the number or size of orders placed by the trade. If anything these orders have increased and are farther from fulfillment than those placed earlier in the year. Jobbers are "getting wise" to the situation and are placing orders way ahead, even though they may still have many Phonographs and Records due them on orders already on file. The one thing that has been increased to an amazing extent is correspondence. When things don't come the Jobber's way he writes a letter. Then he writes another. These having no effect upon shipments, he warms up to the subject and writes one that burns in. When the entire trade gets to doing this the correspondence becomes voluminous. Then the Dealer takes a hand and complains because his Jobber don't give him Phonographs and Records fast enough. This helps a little. Talk about the art of letter writing! We have received about every kind of a letter under the sun, from the pleading epistle to one that would require an insurance policy as company if Uncle Sam knew of its burning eloquence. We have an assortment of letters that would make it easy to start a correspondence school on the subject.

The remarkable trade situation has caused a hurrying up of plans for increasing the factory capacity that have been under way for some time. Buildings now being erected are being pushed more rapidly so that new ones

(Continued on page 2.)

THE ADVANCE LIST OF MAY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR MAY, 1906.

RECORDS listed below will be ready for shipment as near **May 1st** as possible, at which time Jobbers' stock orders, if **received prior to April 10th**, will be shipped. Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

9266 Everybody Works but Father—Humoresque *(Howez-Belliteth)* Edison Concert Band
A novelty.
9267 My Little Dutch Colleen *(Mullen)* *Dutch-Irish waltz song, Orch. accom.* Ada Jones
9268 Jessamine *(Gumble)* *Coon love song, Orch. accom.* Arthur Collins
9269 Colleen Bawn *(Hall)* Harlan and Stanley
Sentimental Irish march song, Orch. accom.
9270 La Traviata—Concert Waltz *(Verdi-Popp)* *Flute solo, Orch. accom.* Eugene C. Rose
9271 Keep on the Sunny Side *(Morse)* Byron G. Harlan
Descriptive motto song, Orch. accom.
9272 Let the Lower Lights be Burning *(Bliss)* Anthony and Harrison
Gospel hymn, Orch. accom.
9273 Then You'll Remember Me *(Balfe)* Marie Narelle
Sentimental song from "The Bohemian Girl," sung by soprano, Orch. accom.
9274 Imperial Life Guard March (Gardes du Corps) *(Hall)* Edison Military Band
NEW MINSTREL SERIES.
9275 At the Minstrel Show—No. 1 Edison Minstrels
Grand introductory overture, "Around the World," by the entire Company
9276 At the Minstrel Show—No. 2 Edison Minstrels
Introducing the First Edition End Men, Arthur Collins and Byron G. Harlan, and Mr. Collins' end song "When the Days Grow Longer" with Orch. accom. and quartette chorus
9277 At the Minstrel Show—No. 3 Edison Minstrels
Introducing the Second Edition End Men, Len Spencer and Billy Murray, and the descriptive tenor ballad "The Lighthouse by the Sea," sung by Harry McDonough with Orch. accom. and quartette chorus.
9278 At the Minstrel Show—No. 4 Edison Minstrels
Introducing Will F. Denny's monologue specialty, "A Matrimonial Chat" and comic song, "It's All a Matter of Taste," with Orch. accom.
9279 At the Minstrel Show—No. 5 Edison Minstrels
Introducing Len Spencer and Billy Murray in their witty rapid-fire comedy conversation entitled, "The Jobersmiths" and parody "Everybody Takes But Father, with Orch. accom.
9280 At the Minstrel Show—No. 6 Edison Minstrels
Plantation Sketch, "A Darktown Serenade" by the entire Company
9281 Sorella *(La Matichiche)* *(Gallini)* Edison Military Band
Marcha Espagnole—The new craze.
9282 Anxious *(Kendis & Paley)* Miss Hoy and Mr. Anthony
Conversational Soprano and Tenor duet, Orch accom.
9283 Good Bye Sweetheart, Good Bye *(Hatton)* Frank C. Stanley
Sentimental song, Orch. accom.
9284 Dramatic Overture *(Schumpich)* *(Bach)* Edison Symphony Orchestra
9285 When the Mocking Birds are Singing in the Wildwood *(Blanke)* Irving Gillette
Descriptive song, Orch. accom.
9286 Pretty Pond Lilies *(Hall)* Albert Benzler
Bells solo, Orch. accom.
9287 Traveling *(Botsford)* Collins and Harlan
Comic male duet, Orch. accom.
9288 So Long, Mary *(Cohan)* Ada Jones
Song hit from "Forty-five Minutes from Broadway," Orch. accom. and Male Chorus.
9289 Chopin's Funeral March *(Chopin)* Edison Concert Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

can be taken up. Our present plans include the extension of every department of the factory, either by the enlargement of existing buildings or the construction of new ones. Our Record making facilities, which six months ago were considered ample for an indefinite period, have already been outgrown. New Record making machinery is now being installed which will increase the output from twenty to thirty per cent. This, however, will only take care of the present demands and leave no margin for the future. The future will require a new and larger building.

We want to again assure the trade that we are doing everything in our power to fill orders and that the apportionment of each day's output is being done with absolute impartiality to all. The Jobber who has an order on file for 500 Standards and who gets only 25 may feel assured that he is getting as large a percentage as any of his competitors.

MISS NARELLE RETURNS HOME.

Miss Marie Narelle, whose delightful voice has found thousands of admirers among owners of Edison Phonographs, has sailed for her home in London. She will make a tour of England, Ireland and Scotland before she reaches her native place. In Australia, Miss Narelle is spoken of as the "Second Melba" and "Our Australian Songbird." Before she sailed from New York she gave a song-recital at the Astor Gallery of the Waldorf-Astoria Hotel. Miss Narelle's charming selections will still appear in several of our monthly lists.

NO OCCASION FOR CONCERN.

Such Jobbers and Dealers as may have read the decision of the United State Circuit Court of Appeals last month, in the suit of the New York Phonograph Co. against the National Phonograph Co., need give themselves no concern on the subject. The following statement from Frank L. Dyer, General Counsel for the National Company, again reiterates our intention of standing back of the trade in all litigation affecting our joint interests:

"It would be manifestly premature at this time to express any opinion as to the effect of the decision until after it is known exactly what form of an order is to be signed, defining the judgment or decree which may be rendered. This much, however, can be definitely said, the National Phonograph Co. will stand behind all of its Jobbers and Dealers, will defend any actions which may be brought against them arising out of the alleged rights of the New York Phonograph Co., and will pay any damages resulting therefrom."

TO ENTERTAIN OUR JOBBERS.

The National Phonograph Company is planning to tender a complimentary entertainment to its Jobbers in the United States and Canada at New York City on July 17th, 18th, 19th and 20th. An informal letter has just been sent to Jobbers, advising them of the fact, and formal invitations will be issued later. We print below a brief programme of "What will happen" during this entertainment. The National Phonograph Company regrets that it cannot also extend an invitation to Dealers to take part in this affair, but the number of Edison Dealers makes it impossible to do so. We cannot, therefore, extend invitations to anyone not actually members or officers of jobbing firms. The affair will be "stag" throughout, it being the desire to have it informal and full of good-fellowship. It will also afford Jobbers an excellent opportunity of getting together and discussing matters of mutual interest.

TUESDAY, JULY 17TH—REGISTRY OF GUESTS.

Headquarters in charge of our own officials, will be opened at the Waldorf-Astoria Hotel, Fifth Avenue and 34th Street, New York City, at 9 A. M. Out of town visitors are urged to reach New York on this day and first report at our Headquarters. Full information concerning arrangements will be furnished here. This hotel will be the home of visiting Jobbers from the time of their arrival until Saturday morning, July 21st.

Jobbers are also requested to register at Headquarters on Wednesday, 11 A. M., Wednesday, July 18th, before 4 P. M.

WEDNESDAY, JULY 18TH—VISIT TO EDISON LABORATORY AND FACTORIES AT ORANGE, N. J.

Automobiles will leave the Hotel at 8.30 A. M. for the Erie Railroad Ferry, foot of West 23d Street, connecting with special train for the Edison Laboratory and factories at Orange, where lunch will be served on the grounds under escort. Luncheon will be served on the grounds. The return to city will be by special train, leaving at 4 P. M., arriving at hotel in time for dinner.

The evening entertainment will include the Hippodrome (if open) or some other Theatre or Roof Garden.

THURSDAY, JULY 19TH—RIDING NEW YORK BY WATER AND VISIT TO WEST POINT.

Automobiles will leave the Hotel 9.30 sharp for the foot of East 21st Street.

The Iron Steamboat "Orpheus" has been chartered and will leave the Pier at 10 A. M., following the Hudson River to Stand, thence down the Bay and up the Hudson River to West Point, a landing will be made (through the courtesy of Col. Mills) and our party will have an opportunity of inspecting the U. S. Military Academy. The Daily Dress Parade will take place at about 12 M. The "Orpheus" will then turn, we will remark for the return to the city, which will be reached at about 10 P. M.

Luncheon, dinner and other refreshments will be served on the boat, and suitable music will be provided by the Edison Concert Band.

FRIDAY, JULY 20TH—RIDING NEW YORK BY LAND, AND BANQUET.

Arrangements have been made for an Automobile Parade, which will include Fifth Avenue, Central Park, Grant's Tomb, and Riverside Drive, leaving the Hotel at 2 P. M., returning about 4 o'clock.

The entertainment will conclude with a dinner to be served in The Astor Gallery at the Waldorf-Astoria Hotel, at which Mr. Thomas Alva Edison will be present.

During the Banquet an interesting musical programme will be rendered by the Edison Symphony Orchestra, and a short entertainment will be furnished by Edison Artists.

AMONG THE JOBBERS.

The Price Phonograph Co., of Poughkeepsie, N. Y., removed on March 1 to larger quarters at 233 Main street, that city. They now have a very handsome establishment, containing a large exhibition room and five new specially equipped record rooms.

W. C. De Forrest & Son have just completed moving their wholesale Phonograph business from New Castle to Sharon, Pa., where they have five times the room formerly occupied.

The Atlanta Phonograph Co., of Atlanta, Ga., have removed across the street to more commodious quarters at 50 Peachtree street.

Sol. Bloom has moved from 214 W. 42d street, New York City, to 3 East 42d street.

The Central States Talking Machine Jobbers' Association is making excellent progress toward carrying out its aims. Another meeting was held at Pittsburg on March 14. Nineteen jobbing firms were represented. A profitable session was spent in discussing various subjects. C. H. Wilson, General Sales Manager of the National Phonograph Co., was also present and addressed the meeting. He assured the Jobbers present that they would have the fullest coöperation of his company in whatever they decided to do for the benefit of the industry. Jobbers in several additional States have joined the movement since the meeting held in January.

C. V. Henkel has been elected President and General Manager of the Douglas Phonograph Co., New York, and John E. Helm, Secretary and Treasurer, formerly Secretary only. Mr. Henkel, who had previously been Treasurer and Manager, deserves his promotion to the presidency of the company. It has been through his business judgment that the firm occupies its present position in the trade.

Through an oversight no mention was made in these columns last month of the fire that took place in the Phonograph Department of the Boston Cycle and Sundry Company, 48 Hanover street, Boston, on February 3d. Of more interest than the fire itself was the fact that the company made a prompt settlement with the insurance companies, disposed of all its stock on hand, damaged and otherwise, and began again with an entire new stock of Phonographs and Records. In a short time they were in better shape than ever to look after the wants of their Dealers.

W. D. Andrews, Edison Jobber at Syracuse, N. Y., had 86 cases of Edison Records for March shipped to him from Orange in a special express car on February 28th. This is one of the largest single express shipments ever made to such a distance from the factory. Mr. Andrews is one of the largest and most loyal Edison Jobbers in the country.

PERSONAL.

Thomas A. Edison and family are spending six weeks at Mr. Edison's plantation, Fort Myers, Florida.

Peter Weber, General Superintendent of the Edison factories, attended the convention of the Metal Trades Association at Cleveland, Ohio, on March 21st and 22d. He was accompanied by Mrs. Weber.

Charles C. Squire, for two years assistant manager of the London office of the National Phonograph Co., has been appointed assistant to President W. E. Gilmore. His office will be at the factory in Orange.

H. T. Leeming has succeeded F. A. Voullaire as Traffic Manager of the Edison companies. Mr. Leeming was formerly assistant to Tom Riley, Traffic Manager of the American Sugar Refining Co., New York, and latterly was connected with the firm of Riley & Osborne, freight brokers, 80 Wall street, New York.

A. M. Hird, Chief Order Clerk of the Edison companies, was driven from his desk by the crowd of work in his department and was compelled to spend three weeks in Florida during March. He returned the latter part of the month and resumed his duties in excellent health.

THE PENNY ARCADE.

If chance ever finds you alone on Broadway—
Within a few blocks of the Opera House, say—
Defile, if you can, from the entire throng
And linger awhile in the Penny Arcade.

Suburban and Urban, 'tis here that they meet—
The rustic from the country, the man from the street.
The pretty young girl, the timid old maid,
They hear the same airs in the Penny Arcade.

In London aforetime a penny would bring
A broadside of ballads, which you'd have to sing;
But here, drop your cent, and the song will be played,
And sung, in a way, in the Penny Arcade.

Here's a gay tune or sad tune to answer your whim—
A dance or a dirge, an old-fashioned hymn,
An Irish "Come-all-ye," a "coon" serenade,
Or a spellbinder's speech in the Penny Arcade.

Let's see, here's a new song by Miss Edna May;
And what's this?—"Jim Jinkins," a poem by Hay?
Yes, listen: 'Tis strange, but your heart-strings are frayed,
And your eyelids grow moist in the Penny Arcade.

So, if chance ever finds you alone on Broadway;
Just stop in and hear what the records may say;
For life in epitome, sunshine and shade,
You'll find it set forth in the Penny Arcade!

—*Munsey Magazine.*

PRINTED MATTER.

A large size reproduction of Mr. Edison's photograph has just been mailed to the entire trade. This was issued for trade use only, no provision having been made to supply the picture to the public.

The supplement to be issued in connection with the second list of Grand Opera Records, to be put out in May, will be printed in a style fully as attractive as that of the first supplement. It will be a six page folder, printed in two colors, and in addition to a descriptive reference to each of the ten new selections, the folder will include the titles of the first ten selections. A quantity of hangers for these Grand Opera Records will also be sent to Jobbers with their shipments. Jobbers are expected to supply their Dealers with about the usual quantity of supplements and at least one of these hangers for display purposes.

Jobbers who are using the triplicate form of Dealers Agreement for the purpose of furnishing information to prospective Dealers are reminded that we have a lot of single sheets that were printed for this especial purpose. A supply will be furnished upon request.

FEATURE EDISON RECORDS AS MADE BY DIFFERENT ARTISTS.

The Knoxville Typewriter and Phonograph Co., of Knoxville, Tenn., send a typewritten list of Edison Records made by Arthur Collins and state that they send out something of this kind in every package that leaves their store. This is an idea worth emulating by others in the trade. That the Knoxville Company find it profitable we do not doubt.

NOS. 8115 and 8504 CUT OUT.

The trade is hereby advised that when our present stock of Records No. 8115, "Characteristic Negro Medley," and No. 8504, "Laughing Medley," both by the Invincible Quartette, is exhausted, no further orders for these numbers will be filled. They will be placed on the cut list and omitted from the next edition of the Record Catalogue.

GRAND OPERA RECORDS WILL NOT BE MADE IN CONCERT SIZE.

The following letter was sent to all Jobbers on February 28th:

Dear Sirs—Having received numerous inquiries for Grand Opera Records in concert size, we take this opportunity of advising you that Grand Opera Records will not be made in concert size. You will, therefore, please advise your trade accordingly and not send us orders for them. Very truly,

C. H. WILSON,
General Manager of Sales.

Dealers will also govern themselves accordingly.

INCREASING THE EDISON FACTORY FACILITIES.

The phenomenal growth of the Edison business in the past year has exceeded the capacity of our present factory buildings to such an extent that it has become necessary to make plans for an extensive increase in every department. When these plans are finally carried out our factory will have double its present capacity. This will mean a plant of tremendous size, for its present output of Phonographs and Records, we believe, equals in numbers the combined output of all other talking machine companies in this country.

We have already referred in these columns to the large addition recently made to one of the machine shops. This is now fully occupied. This building is 400x80 feet in size, three stories high, and built of reinforced concrete. In fact, all buildings now being erected are of this construction, as will be all others put up in the future.

Some months ago a new concrete power house, 50x80 feet in size and 25 feet high, was completed and the time since then has been occupied in fitting it with new machinery, etc. This work was finished in March with the installation of 750 horse power Allis-Chalmers vertical engine, direct connected with two 250 kilowatt generators. This installation provides additional power equal to double that produced by our former equipment, which consisted of one 500 horse power vertical engine driving two 250 kilowatt Edison generators, and a 100 kilowatt direct-connected generating set. Our present power is, therefore, three times what we had before. This is believed to be ample for a long time.

Across Lakeside avenue from the main factory, two immense concrete and steel structures are now going up. These will be used for the manufacture of the Edison storage battery, which Mr. Edison has now perfected and which will be put on the market this year. One of these buildings is 287 feet long and 50 feet wide. It has a 50-foot span, without any columns and 50-foot beams, with a seven-foot monitor top for ventilation. A twenty-ton crane will be used in this building to carry the heavy articles from one end to the other. The second building is 600 feet long by 62 feet wide, extending along Ashland avenue, the same as the smaller one, only this one extends the length of the entire block from Charles street to Lakeside avenue. It will be four stories high.

Adjoining machine shop No. 1 a one-story concrete structure 70x200 feet in size is now nearing completion. This will be used for the polishing department.

Early in March ground was broken for a new office building, an improvement that has been sorely needed for a long time, but which has had to wait the completion of buildings and additions needed to meet the demand for goods. This building will also be of reinforced concrete, four stories high, with an ample and light basement for files. The building will face Lakeside avenue and stand between the Edison Laboratory and the present

office building. It will be 137 feet long on Lakeside avenue and 90 feet deep. It will be thoroughly fire-proof. This building will provide ample room for the office force for years to come.

During April the work will be begun of increasing the height of building No. 2 from one-story to four stories. The present building is 60x275 feet in size and built of brick. The new work will be of concrete, the present brick work forming part of the walls between the concrete columns. This structure will be occupied by the departments now inadequately housed elsewhere.

When this building is completed another railroad siding will be laid on the west side and the lower floor will be used for packing and shipping Phonographs. This will provide two sidings about 300 feet long between buildings 2 and 17, which buildings will be connected by a roof over the tracks so that the cars can be loaded entirely under cover. The first floor of building No. 17, now used by the shipping department, will be used for Record shipments only. These arrangements will permit the loading of cars with Phonographs on one track and other cars with Records on the west track.

A little later an entirely new Record moulding building will be erected. This will be 200 feet long by 75 feet deep. It will be built on the Alden street side, near Valley road, and will provide accommodations for the manufacture of double the number of Records now being made.

All of these improvements have been definitely decided upon and will be completed within a year. Others are under discussion and will be started as soon as those now in progress are nearing completion.

With the construction of the buildings now going up or decided upon every department throughout the factory will have double its present facilities and they will make it possible to manufacture twice as many Phonographs and Records as at present. All of these concrete buildings are being constructed by our own workmen under the direction of H. J. Moyer & Co., of New York. There are now 2,000 hands on the pay roll of the National Phonograph Company.

DEATH OF R. S. WILLIAMS.

R. S. Williams, President of the R. S. Williams & Sons Company, Edison Jobbers at Toronto, Canada, died at Toronto on Saturday, February 24th. The immediate cause of death was a stroke of apoplexy. Mr. Williams, who was born in London, England, April 12, 1834, came to Canada at an early age, and completed his educational studies at Knox College. He founded a music business in a modest way, and by dint of industry and perseverance, built it up till it became one of the most important musical enterprises in the country. He was one of the pioneer manufacturers of musical instruments. Mr. Williams' business success was much advanced by his gentleness of disposition and by his tact and courtesy in his relations with all sorts and conditions of people.

TRADE LETTERS ON NEW GRAND OPERA RECORDS.

The following letters in connection with Supplement No. 2 of the Edison Grand Opera Records, have just been mailed to Jobbers and Dealers:

LETTER TO JOBBERS.

New York, March 20, 1906.

Dear Sirs:—

An announcement to the trade concerning Supplement List No. 2 of the Edison Grand Opera Records, dated May 1, 1906, is enclosed herewith. It has been decided that during the first year at least we will not issue these Records more frequently than once every three months. We believe this will give the Jobber opportunity for the trade to exploit each new list thus getting them out more frequently would not only tax the facilities of Jobbers and Dealers to carry an adequate stock.

Supplementary List No. 2 will be shipped to all Jobbers with the regular May samples, unless we are advised to the contrary. Jobbers' orders must be sent us by April 10th, at the same time as regular advance orders, and shipments will be made with the May Records. Orders not received by Jobbers on or before April 10th will be held over for the next issue and shipped as soon as possible after the orders have been filled. The heavy demand for the Edison Grand Opera Records, together with the phenomenal increase in the regular Record business, makes it necessary that every one to have the co-operation of the trade in placing advance orders promptly, and we would urge upon Jobbers the importance of getting orders in as early as possible.

A limited number of printed supplements as before will be shipped to Jobbers with the Records. Jobbers will find that more simplements of the first list than they needed will confer a favor by at once advising the Advertising Department of the fact.

NATIONAL PHONOGRAPH CO.,
C. H. Wilson, General Manager of Sales.

LETTER TO DEALERS.

New York, March 20, 1906.

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An announcement to the trade concerning Supplement List No. 2 of the Grand Opera Records, dated May 1, 1906, is enclosed herewith. It has been decided that during the first year at least we will not issue these Records more frequently than once every three months. We believe this will give the Jobber opportunity for the trade to exploit each new list thus getting them out more frequently would not only tax the facilities of Jobbers and Dealers to carry an adequate stock.

Supplementary List No. 2 will be shipped to all Jobbers with the regular May samples, unless we are advised to the contrary. Jobbers' orders must be sent us by April 10th, at the same time as regular advance orders, and shipments will be made with the May Records. Orders not received by Jobbers on or before April 10th will be held over for the next issue and shipped as soon as possible after the orders have been filled. The heavy demand for the Edison Grand Opera Records, together with the phenomenal increase in the regular Record business, makes it necessary that every one to have the co-operation of the trade in placing advance orders promptly, and we would urge upon Jobbers the importance of getting orders in as early as possible.

A limited number of printed supplements as before will be shipped to Jobbers with the Records. Jobbers will find that more simplements of the first list than they needed will confer a favor by at once advising the Advertising Department of the fact.

NATIONAL PHONOGRAPH CO.,
C. H. Wilson, General Manager of Sales.

The announcement and supplement No. 2, referred to in the above letters, are printed on the opposite page.

GRAND OPERA RECORDS.—Supplement No. 2.

Announcement to the Trade.

The second list of Edison Grand Opera Records will go out on May 1st, with the prestige of the greatest single success in the history of the Edison Phonograph. Until the first ten of these Records were fairly on the market it was uncertain how the trade and the public would receive them. In view of the money expended, the care taken to produce them, and their artistic excellence, we believed that they would be a success and we awaited the verdict of the public with great interest. The approval of the public was prompt and emphatic. It accorded them a most enthusiastic reception. Their success was far beyond the most sanguine expectations of all identified with the Edison interests. For clearness, naturalness and artistic reproduction they were pronounced superb. They were hailed as marking an epoch in the art of reproduced sound. No doubt remains that Edison Grand Opera Records will hereafter be one of the most attractive features of the Edison Phonograph, especially to those of refined musical taste.

As showing the extent of the demand for the Records we would state that orders in the first three months will reach a total five times as great as we anticipated when they were first issued. A better evidence of their popularity could not be wanted.

These new selections are sung by Messrs. Scotti, Knote, Dippel, van Rooy, Reiky, Constantino and Berti, the first five of whom sang the principal roles at the Metropolitan Opera House, New York, last winter. Messrs. Constantino and Berti have not yet sung in this country, but they have won a name abroad as artists of unusual talent.

The selections are among the most charming airs in the great operas from which they are taken. They are rendered by the several artists just as they sing them in the operas and, while listening to them, one can almost see the singers holding the Metropolitan Opera House audiences spellbound with the magic of their wonderful voices.

NATIONAL PHONOGRAPH CO., Orange, N. J.

GRAND OPERA SUPPLEMENT No. 2.—May, 1906.

B. 11—MATTINATA, "Il Barbiere di Siviglia".....*Rossini*
By Florencio Constantino, Tenor.
Sung in Italian Orchestra accompaniment

B. 12—CELESTE AIDA, "Aida" ..... *Verdi*
By Florencio Constantino, Tenor.
Sung in Italian Orchestra accompaniment

B. 13—PREISLIED, "Die Meistersinger von Nurnberg".....*Wagner*
By Heinrich Knote, Tenor.
Sung in German Orchestra accompaniment

B. 14—DUETTO, "La Traviata" ..... *Verdi*
By Sigrid and Signora Resky
Sung in Italian Orchestra accompaniment

B. 15—ROMANZE, "Die Hugenetten" .....*Meyerbeer*
By Andreas Dippel, Tenor
Sung in German Orchestra accompaniment

B. 16—PREGHIERA ..... *Tosti*
By Gustave Bebl Reskv, Baritone.
Sung in Italian Orchestra accompaniment

B. 17—SICILIANA, "Cavalleria Rusticana"....*Mascagni*
By Romeo Berti, Tenor.
Sung in Italian Orchestra accompaniment

B. 18—QUESTA O QUELLA, "Rigoletto" ..... *Verdi*
By Romeo Berti, Tenor
Sung in Italian Orchestra accompaniment

B. 19—O, DU MEIN HOLDER ABEND-STERN, "Tannhauser"....*Wagner*
By Anton van Rooy, Baritone
Sung in German Orchestra accompaniment

B. 20—PROLOGO, "Pagliacci" .....*Leoncavallo*
By Antonio Scotti, Baritone
Sung in Italian Orchestra accompaniment

NOVEL PHONOGRAPH ARRANGEMENT.

William Peeler, of the Early Music House, Fort Dodge, Iowa, has fixed a novel arrangement to wires, transmitters and receivers, whereby he can put a Phonograph Record on a machine in the Phonograph department, which is in the basement of their store, and transmit the selection by electricity upstairs, to be produced for their customers in that part of the store. The arrangement is very simple when explained. They have fastened to a machine a telephone transmitter, which receives the music, and sends it along the wires to the induction coil, and through other wires to the receiver, which is connected to a large flower horn. At present the horn is placed above the front door, and can be distinctly heard by all visitors. It is their plan to have a horn arranged on the outside of the building, where the music can be distinctly heard by every one going by. It is so arranged that they can attach three or four horns on the wire, which imagnifies the tone wonderfully. Violin and 'cello music is transmitted perfectly, for the vibration of the strings give a powerful force to the sound.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR MAY 1906.

The May Supplement of Edison Records contains quite as much variety as usual, but its most notable feature is the six Records by the Edison Minstrels. It has been deemed more advisable to issue these Records all at one time than to put them out one at a time, because they are most attractive when played in order, although each is complete in itself. The general public has no conception of the labor and time necessary to produce these Records.

No. 9266, "Everybody Works But Father," by the Edison Concert Band, is a comic composition for band, composed by Herman Bellstedt, Jr., and built on and around Jean Havez's world popular song of the same title. It introduces all the different instruments in our Edison Concert Band, from oboe to bass-soon, each playing bits of the well-known theme alternately. The selection is different from any other instrumental composition in our catalogue, and no collection of Records will be complete without it. This selection is being played by Sousa's Band at all of its concerts.

No. 9267, "My Little Dutch Colleen," by Ada Jones, is a comic sentimental Dutch and Irish waltz song, in which an Irishman talks lovingly of his Dutch wife. She responds in equally endearing terms. All familiar with Miss Jones' versatility will realize how attractively she can first sing in Irish brogue and then in Dutch dialect. This song is unlike anything else in our catalogue. The music is by J. B. Mullen and the words by Leo Curley.

No. 9268, "Jessamine," by Arthur Collins, is a very attractive coon love song, which Mr. Collins renders in a manner even better than usual. He sings with an orchestra accompaniment. The song has an attractive air. The words and music are by Albert Gumble.

No. 9269, "Colleen Bawn," by Harlan and Stanley, is a sentimental Irish love song written by J. Fred Helf and Edward Madden, who have written a number of extraordinary successes in Edison Records. The voices of Messrs. Harlan and Stanley blend nicely and the Record as a whole will be found most desirable. Although this is a new composition it is rapidly becoming very popular.

No. 9270, "La Traviata," by Eugene C. Rose, a flute solo, with orchestra accompaniment, is a concert waltz adapted by Wilhelm Popp from Verdi's opera "La Traviata." Mr. Rose's rendition of the composition is that of the real artist. It has been some time since we have listed a flute solo. It will, therefore, be considered by many as a feature of this list.

No. 9271, "Keep on the Sunny Side," by Byron G. Harlan, is a new motto song, with a waltz chorus that "beats them all." The music is charming. Mr. Harlan sings it up to his usual standard and the sentiment of the words will be appreciated by all. The music of this song was written by Theodore Morse and the words by Jack Drislane, both of whom are widely known as having written numerous song hits. The singer is accompanied by the orchestra.

No. 9272, "Let the Lower Lights be Burning," by Anthony and Harrison, is another fine sacred duet, the popularity of which seem to increase from month to month. They are attracting wide attention wherever the Phonograph is known. Dealers in Phonographs report that by means of these selections they are able to interest prospective buyers to whom other selections would not appeal. The music and words of this hymn were written by P. P. Bliss. It is sung with orchestra accompaniment.

No. 9273, "Then You'll Remember Me," by Marie Narelle, is the charming sentimental ballad from "The Bohemian Girl," by Balfe, which is too widely known to call for comment. We have had many requests for it in solo form and it is really a matter for regret that it is only now getting into our catalogue. Miss Narelle sings it in a delightful manner, and is accompanied by the orchestra.

No. 9274, "Imperial Life Guard" (*Gardes du Corps*), by the Edison Military Band, is a heavy military march with solid work for trombones and tuba. The orchestra bells are introduced into one of the strains in the trio. This composition is written by R. B. Hall, composer of the "New Colonial March" (our Record No. 8387)

In the six following numbers we have made a departure in presenting six Records that at a glance may seem to be similar in character. Such is not the case, however, for each Record is complete in itself and fully as attractive played alone as when made one of the series. The entire six present a most attractive minstrel performance in miniature. The first Record gives an opening overture, and second introduces one set of end men with jokes and songs; the third introduces another set of end men with other jokes and songs; the fourth is a monologue; the fifth is a dialogue specialty, and the sixth is a sketch quite similar to those with which the average minstrel performance comes to a close. The individual Records may be referred to as follows:

No. 9275, "At the Minstrel Show, No. 1," by the Edison Minstrels, is a grand introductory overture, "Around the World," by the entire ensemble. There is very little dialogue in this Record and the "trip" is represented almost entirely by appropriate musical numbers. The orchestra begins with "A Life on the Ocean Wave," England is "visited," and the quartette sings, "Rule Britania." Then comes Scotland and the bells and orchestra accompaniment contribute "Blue Bells of Scotland." The next is "Ireland," greeted by a tenor solo, "The Minstrel Boy." Germany next, and the bass sings "Die Wacht Am Rhein" in English. For France the quartette enlivens the occasion with "The Marseillaise," also in English. The grand old Russian National Hymn, "God Save the Czar," is next heard by the quartette, after which comes "Homeward Bound," with the quartette singing "Three Cheers for the Red, White and Blue" and

"Oh, it fills our hearts with joy,
To see our friends once more."

interrupted by "Yankee Doodle" and cheers.

No. 9276, "At the Minstrel Show, No. 2," by the Edison Minstrels, introduces the well-

known comedians, Arthur Collins and Byron G. Harlan, as end men (First Edition Premiers). Their end gags consist of poetic effusions of an extremely ludicrous character, each trying to outdo the other. Mr. Collins concludes the Record with an end song entitled, "When the Days Grow Longer," with quartette chorus, which introduces the orchestra and ensemble.

No. 9277, "At the Minstrel Show, No. 3," by the Edison Minstrels, introduces America's favorite comedians, Len Spencer and Billy Murray, as end men (Second Edition Premiers). These black-faced artists begin their evening's entertainment with a lively tilt concerning their respective offsprings, replete with laughable comedy and witty points. Harry MacDonough is then announced and sings beautifully "The Lighthouse by the Sea," with orchestra accompaniment and quartette chorus.

No. 9278, "At the Minstrel Show, No. 4," by the Edison Minstrels, introduces William F. Denny in his great monologue entitled "A Matrimonial Chat." A bright, crisp comedy talk of the kind that is always entertaining with love, courtship and marriage as chief topics, concluding with the topical song, "It's All a Matter of Taste," with orchestra accompaniment.

No. 9279, "At the Minstrel Show, No. 5," by the Edison Minstrels, introduces Len Spencer and Billy Murray in their great dialogue specialty of comedy flashes entitled "The Jokesmiths." A rapid-fire comedy conversation, bristling with repartee and laugh points, concluding with a popular parody entitled "Everybody Jokes but Father," accompanied by the orchestra.

No. 9280, "At the Minstrel Show, No. 6," by the Edison Minstrels, is a plantation sketch by the entire ensemble, entitled "A Darktown Serenade." The arrival at Parson Punkney's; the light in Evelyne's window; Jim's jealous rival; the serenade by quartette with banjo accompaniment; Evelyne appears; birthday ocsulations; the parson, as the boys depart singing, soliloquizes: "Those boys sing like birds. Speaking of birds, I guess I had better count my chickens."

No. 9281, "Sorella," by Edison Military Band, is a composition by L. Gallini which is described as a *Marche Exposante* by its publishers. Its popularity is world wide and is now all the rage in the United States. While the title "Sorella" is the most known, it is well known under the following titles: "La Mattchiche (Mexico)," "Amour Yeinin," "Zgegenoh Estelle" and "La Polo." It has an original and attractive melody that engages the attention at once. Our Military Band makes a fine Record of it.

No. 9282, "Anxious," by Miss Hoy and Mr. Anthony, is a serio-comic conversational duet by soprano and tenor, with orchestra accompaniment, that will appeal strongly to all admirers of a soprano voice. Mr. Anthony ably assists Miss Hoy in making an artistic Record of this selection. The music and words are by Kendis and Paley, who also wrote "Sympathy" (our Record No. 9164).

No. 9283, "Good Bye, Sweetheart, Good Bye," by Frank C. Stanley, is an old English song of exceptional merit, and one for which we have had repeated calls. Particular attention is called to Mr. Stanley's artistic rendering of this selection. The shading is exquisite. In fact, the whole performance is scholarly to a high degree. The Record is made with orchestra accompaniment.

No. 9284, "Dramatic Overture," by the Edison Symphony Orchestra, is a high-class overture, probably best known under its German title *Schauspiel*. All the instruments show up splendidly, but perhaps the part for oboe will be noticed the most. It is a brilliant and spectacular performance. The composition is by Chr. Bach.

No. 9285, "When the Mocking Birds Are Singing in the Wildwood," by Irving Gillette, is one of the prettiest ballads of the season. The music is by H. B. Blanke and the words by A. J. Lamb. Mr. Gillette's splendid voice appears to excellent advantage in this song. He is accompanied by the orchestra. In the song are introduced bits of Septimus Winner's ever popular "Mocking Bird" song. The flute is very effective in mocking bird embellishment.

No. 9286, "Pretty Pond Lillies," by Albert Benzler, is a bells solo, with orchestra accompaniment, of an old time melody familiar to almost everybody. It makes a splendid Record. The waltz chorus and yodle movement that follows it are particularly melodious. The composition is written by Willie Hall.

No. 9287, "Traveling," by Collins and Harlan, is a comic song somewhat on the order of "Rambling." It has a catchy rhythm with a splendid dash and go. One of those songs that cannot fail to be sung and whistled throughout the land as it becomes known. The music is by George Botsford and the words by James Dewhurst. The Record is made with orchestra accompaniment.

No. 9288, "So Long, Mary," by Ada Jones, is Fay Templeton's song in "Forty-five Minutes from Broadway," and it is without doubt the most popular song in the performance. The male chorus is a feature, and gives stirring realism to the effective scene in the play which this Record portrays. George M. Cohan wrote the music and words of this song.

No. 9289, "Chopin's Funeral March," by the Edison Concert Band, is a Record that in spite of its sombre title will be found one of the most artistic and most attractive that we have made in a long while. Those who pass it by because of its title will miss a great debate.

TALKING MACHINES AS A SIDE LINE.

A large retailer in musical merchandise, in speaking of the talking machine business as an auxiliary to his business, said to the *Talking Machine World* in the course of a conversation bearing upon that subject: "When I first took the matter into consideration, I could see nothing in it, and for a long time looked upon it as a detriment to any business. I found out, however, that some of my customers wanted these machines, and if I could not supply them, and the records as well, they

would go elsewhere, and in so doing, would in all probability buy more or less musical merchandise, so I placed in stock a few machines as an accommodation. In a short time I found that instead of conflicting with my interests they were of a direct benefit to my trade as they were the means of bringing in customers that had never before visited my place, and through the sale of a few records or a machine was able to sell them a good bill of my other wares. Later, I found that the talking machine was a good seller the whole year around, while much of my other stock moved only at the stated seasons, and that the sale of a talking machine meant a continued revenue from records. I now regard the talking machine part of my business as one of the most important, and have gone to a great deal of expense to properly take care of it by the erection of booths, etc. The man who says it is only a passing fad and cannot be made to pay, has never gone at it in the right way, and cannot handle any class of musical merchandise profitably. In the talking machine business, like any other branch of the musical trade, a dealer must study his customer. If I see that the desire is for classical and sacred music, I never think of offering a coon song or a piece of ragtime music except by request, and when I am in doubt I pick out some excellent rendition of some one of the old-time favorite songs that appeal to all classes. Another thing I have learned, and that is never to judge the size of a bank roll by the dress worn by the customer. There are many successful dealers in talking machines in the country at the present time, and as each year rolls on I expect to see the number greatly augmented. I regard the business as still in its infancy, and as perfection comes nearer, the time will come when the talking machine will be a fixture in almost every home where there is any love for music.

I see that sometimes it is spoken of as the 'poor man's' instrument. I take notice that the rich are becoming the best customers, and enjoy it as much as the poorest."

SANG AT HER OWN FUNERAL.

The voice of the dead was heard at the funeral of Miss Minnie Nelson, 1711 Kenmore avenue, Chicago. Three weeks ago she sang "Nearer, My God, to Thee," into a Phonograph, and every tone of her beautiful soprano voice was reproduced in the Phonograph at her funeral, causing her friends to-day to comment on the strange experience.

Miss Nelson, who was a music teacher, was possessed of a voice of unusual range. At a party she was induced to sing into a Phonograph—a song, a pathetic ballad and finally the famous hymn.

The three songs were reproduced at once, and all present were amazed at the fidelity of the reproduction of every tone in the singer's voice.

She was taken ill, and expired suddenly, and her funeral services were held yesterday. After the funeral address, the Phonograph solemnly reproduced the song the girl had sung before the shadow of death fell upon her. All present who knew of the circumstances were deeply affected.—*Chicago Evening American.*

MAKING RECORDS IN CUBA.

George Werner and Fred. Burt, connected with the Recording Department of the National Phonograph Co., returned to New York last month from a three months' visit to Havana, Cuba, where they made over 300 masters of Cuban selections by native artists. Their efforts were directed by Rafael Cabanas, manager of the Mexico office of this company, who made a special trip to Cuba for this purpose. At the conclusion of their work they gave an entertainment and dinner to a party made up of Phonograph Dealers and press representatives. The affair was described in the Havana *Daily Telegraph*, as follows:

About thirty gentlemen, including representatives of the daily press and weekly periodicals of Havana, together with a number of Phonograph Dealers from Havana and the surroundings, assembled at the residence of the Mexican manager, Rafael Cabanas, of the National Phonograph Co., Orange, N. J., and New York city, yesterday afternoon. They were entertained at the temporary Edison laboratory, which has been opened about three months ago at 146 Industria.

An instrumental trio furnished music for demonstration, which was to show the manner employed in securing master Records for the commercial production of Phonographic Records. A soloist also entertained the visitors with impromptu selections, and a vocal performance on the different representative Cuban newspapers, the Mexican manager, the ex-secretary and the expert, repeating operations. George Werner and Fred Burt, who are representatives of the Edison laboratory.

A delightful lunch was served by the Hotel Telegraph.

The remainder of the temporary laboratory was brought about by the demand for typical Cuban music and songs of this republic. Mr. Cabanas rented a building and was prepared to equip the laboratory with the latest of the expert recording force, for which he had cabled on his departure from Mexico.

After visiting all the places of amusement and hearing the vocal and instrumental artists, arrangements were made to secure the best typify them Phonographically. Comicsongs were made with bands, orchestras, instrumental duets, trios, duettists and soloists. The schedule of recording engagements was made up and the work of making the Records started.

About 300 selections were secured, among these being the Danda Mexicana, rendered under the direction of the well known band master, Sr. G. M. Tomas, the Banda de Artillaria, the orchestras of Pablo Valenzuela and Floriano Pons, sextetta of Antonio Torroella, Cuban comic songs, Spanish and vocal solos, duets, trios and quartettes by well known local talent in Havana and the rest of the republic. A large number of selections of typical Cuban country songs, Puntos Guarjiros, were made, which are a number of typical Spanish songs which are popular in Cuba.

All of these Records will be shipped to the Edison laboratory, where the permanent master Records will be made.

THE DOCTOR SOLVED THE PUZZLE.

A prominent New Jersey physician, who has an unenviable reputation for his unintelligible writing, not so very long had occasion to leave instructions for a nurse who had charge of one of his patients. Learning that they had a correspondence school Phonograph in the house he dictated his message, and found it such a successful means of communicating his wishes to both patient and nurse that he is seriously thinking of purchasing several and

installing them in homes where the care of a nurse is a necessity. He knows that they can easily misinterpret his writing, but cannot fail to understand his verbal instructions when delivered by means of a Phonograph.—*Talking Machine World.*

A CUTE WINDOW DISPLAY.

Although a little out of season, we print herewith a photograph of a novel window dis-



play made during the holidays by C. C. Crabb, an Edison Dealer at Columbus, Ind. The idea carried out in this display may easily be adopted at any time.

JACK TAR ENJOYS IT ALSO.

A sailor on board the battleship Kentucky, in subscribing to the *Phonogram*, wrote as follows:

"Also please find programmes of a concert given by me to the sick, confined to their beds, on Washington's Birthday. I can assure you that they appreciate the concerts and many heartfelt thanks have been expressed towards Mr. Edison for his invention of such a nice machine for giving good enjoyment to those who are unable to get on the upper deck to listen to the ship's band. I have now nearly 600 Records and the concerts are appreciated by the crew, especially of an evening, after a day's good hard drilling. It acts as a very antidote and relaxation."

THE DEALERS' CORNER.

I am writing this letter to show the success I have made in selling Edison Phonographs and Records. About 1900 I bought an Edison Gem Phonograph for my own use. At that time I was an instalment dealer in other goods. One day one of my customers asked me if I sold Edison Phonographs. I said yes, and she gave me an order for an Edison Phonograph and one dozen Records. This machine I bought from one of the Dealers I knew. Later, the same woman gave me an order for two dozen more Records. About two weeks later she recommended me to two other ladies. They also gave me an order for a Phonograph and one dozen Records. I then made up my mind to open a Phonograph store. At that time I lived in rooms. I signed with S. B. Davegs and bought a Gem, a Standard, a Home and about 150 Records. I soon did so well that I rented a store at 308 E. 8th street, New York. Here I did a good business, and soon found the need of a larger store. I then removed to my present location at 437 E. 6th street. I carry a big stock of Edison Phonographs and Edison Records, and my business is steadily growing. On March 2d, one of my customers came in and bought all the Band and Orchestra Marches from August 1, 1904, to March 2, 1906.—*A. Abelman, New York.*

Since placing my initial order, I find quite a demand for Edison machines and Edison Records have sprung up and I have got started good. I have ordered six machines and I suppose all are on railway lots, unless my Jobbers are temporarily out. I am ordering two more machines and a good supply of records, horns and supplies of all kinds. I'll shove sale of Edison goods and sell them strictly according to contract at full retail prices.—*T. L. Pierce, Vernon, Texas.*

We have owned one of your large Phonographs for some seven years and have sold talking machines for several years, but have never made a success of the business till we recently made a new contract for the handling of your improved machines. We report in one day's work only, the sale of two Triumphs, one Home and some ten dozen Records. We consider this a good day's work for this time of the year. We expect to place fifty machines in this territory this year.—*Ed. W. Hall, Atlecole, Ill.*

Since November 12th, when I took an Edison agency, I have sold 29 Homes, 27 Standards, 7 Gems, 2 Triumphs, a total of 59 Edison machines. Have two competitors in this town of 5,000, and Cleveland, twenty-five miles away. —*T. E. Lightner, Painesville, O.*

The Phonograph business is rapidly increasing. We are asked to furnish music by Phonograph all over the city. Requests also come for music from other towns; and many 100 miles away. We accommodate them all. Without exception they all testify to the merits of the Edison machines, and that the others are not in it. We find that one machine sells another. All that is needed is for a person to hear two or three Records played, and he is a convert. The genuine will prevail.—*T. B. Davis, Logan, Utah.*

DEALERS' SELLING LETTER.

FROM FARRELL & WULLER, OIL CITY, PA.

Dear Sir:—We are mailing you a copy of the February Phonogram. You are probably aware that we furnish you a complete outfit on the club-week plan, this to include one dozen Records, which you may select, with each outfit; we also furnish a rigid horn and stand, the prices ranging from $25 to $40, according to grade of machine desired. $2.50 and $5.00. An Edison Phonograph outfit will furnish entertainment for either the entire family as well as your friends like a $200 piano, as it brings to your home the finest music of the world, both vocal and instrumental. Here you have a complete minstrel show, the leading vaudeville corner, the solo and familiar songs, the banjo, the cornet, the violin or an entire orchestra or band. Possibly you have a lodge, society or church or more closely social nature. If so, you can have the selections of the grand opera singers of Europe—people who are paid enormous sums to entertain the royal families of the different nations. Possibly you have a birthday coming and a few of these great singers you simply start the Edison Phonograph and hear such singers as Harry Scottt, Knote, Dippel, von Rooy, Rosky, Constantino, as well as others such as your pleasure may call for. In addition to the many different selections of your own have at hand for the amusement of your friends, we have a number here in this machine in the voice, which the phonograph was in the old days. Possibly you may have a reunion, day with all the old-time records, a photograph, of course, will show the faces, but the voices of those who have been Phonographed will record the voices of an individual or the entire assemblage, or you may record the voice of the child on its birthday and save these selections from year to year, or you may study the different dialects or other languages. And the several uses mentioned above will put all these points at your command. Remember, that a small payment down and one dollar each week will not only amuse you as above but help to educate your children.

FROM D. M. RODGERS, CORNING, OHIO.

Dear Sir:—Your letter to the National Phonograph Co. has been referred to me for attention, as they have no Dealer in your town. We have been selling the Edison Phonographs and Records for years and to my notion they are unexcelled. I have had no use for an Edison Phonograph you know that is a perfect talking machine manufactured, and the Edison Gold Moulded Records are just as fine as can be made, while music and songs being plainer and sweeter than records for any other machine.

You come and buy the machine at my place of business and I will be pleased to have you call. Can furnish the machines at same price you would have to pay at the factory, thereby saving the freight for you. The Phonograph is a standard machine, at a standard price, and is a very good made, and up one can sell them cheaper at the same price. I keep over 1,200 Edison Records in stock, and also a complete assortment of horns, cranes and everything.

Trusting that you will call and that I will be able to sell you a machine and outfit, I am,

FROM PARK'S MUSIC HOUSE CO., LOUISIANA, MO.

Dear Sir:—We are in receipt of a letter this A. M. from the National Phonograph Co., stating that they had received a letter of inquiry from you recently in regard to a Phonograph. As we are Dealers for this immediate territory for the original Edison Phonograph we would be pleased indeed to handle your line of machines. The company wrote us that they had mailed you catalogue, list of Records, etc., and we would like to know the style of machine and Records which you prefer so can fill your order promptly, as we can furnish you anything in line of their goods. It is unnecessary perhaps for us to dwell upon the many advantages of this wonderful talking machine, for, as you know, it is the masterwork of the renowned Thomas Edison, who is the originator of all sound reproducing machines.

A Phonograph in a home is one of the most comforting and entertaining propositions that can be seriously considered. Its cost nowadays is very unimportant compared to what they were worth several years ago. The Records we have quoted in their catalogue, are absolutely new but we will do this: If you feel disposed to place an order with us we will prepay the express charges to your station, as we wish to get the Edison Phonograph into your neighborhood. We feel confident that it would lead to future business, for, no their instrument is the peer of all machines of that kind, it is but to be seen and heard to be appreciated. The Edison Records are perfection, as you will note by referring to catalogue. The Records sell at 35 cents each, and there is positively no deviation from these prices.

If you are interested we shall be pleased indeed to hear from you with an order, or if you wish further information concerning them we will be glad to supply it. Thanking you in advance, we may seek in reference to them.

Hoping we may have the pleasure of shipping you a nice Phonograph, and with very best wishes, we beg to remain.

PUBLISHERS OF MUSIC IN MAY LIST.

The publishers of the compositions made for our May list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9236 "Everybody Works but Father" (Humorous)—J. H. Remick & Co., New York.
9238 Jessamine—Jerome H. Remick & Co., New York.
9239 Down Dawn—Hoff & Hager, New York.
9270 La Traviata (Concert Waltz)—Carl Fischer, New York.
9271 Where the Sunny Side—P. B. Haviland & Co., New York.
9273 Then You'll Remember Me—G. Schirmer, New York.
9274 Imperial Life Guard (Garden du Corps)—Chas. Church Co., New York.
9281 Sunbeam Waltz—Boosey & Co., New York.
9282 Anvilone—J. H. Remick & Co., New York.
9283 Good Bye, Sweetheart, Good Bye—Oliver Ditson Co., Boston, Mass.
9284 Dramatic Overture—Carl Fischer, New York.
9285 When the Mocking Birds are Singing in the Wilderness—J. H. Remick & Co., New York.
9286 Pretty Pond Lilies—Willis Woodward & Co., New York.
9287 Yankee Doodle—J. H. Remick & Co., New York.
9288 My Lone Star—F. A. Mills, New York.
9289 Clorinda's Funeral—Carl Fischer, New York.

AN ACCIDENT IN BUSINESS.

It was an accident one morning that I picked up a Record No. 9142, after having sold some others to a lady. She wanted No. 9142 in place of the one she had already bought. I had only the one in the store; I knew it would be a seller, so I told her to come to-morrow and she could get one. A man who happened to pass by, heard the Phonograph, stepped in and said, "I only want to hear any new pieces you may have." He, too, heard "Fol-the-rol-lol" played and also wanted it. I told him to come the next day, knowing I could sell more of this number that day. I succeeded in selling seven of them, and that is why I call it an accident. The salesman had bought five Records the previous evening and perhaps did not intend to buy any the next morning, until he heard this Record played

and had a laugh, as did also the lady. Each Retailer should try to study the class of music or singing that his customers prefer and they will not be troubled to play forty or fifty Records and make perhaps two sales.—*Char. A. Kleinhaus, St. Louis, Mo.*

THE MEANEST MAN.

The meanest man has been found. He is a Phonograph fiend, too. Employes of Lightner's had noticed that he always asks for quartette selections. The clerks tried to sell him other pieces, but without success. Finally he explained. He said, "Do you suppose I'm going to pay thirty-five cents to hear one voice alone when I can hear four for the same money?"

In sending the above from his local paper, J. E. Lightner, Edison Dealer at Painesville, O., states that another customer asserts that listening to his Phonograph has been a great aid to his hearing, which was impaired.

A DAVID AND GOLIATH CONTEST.

The Nebraska Cycle Co., of Omaha, Neb., recently received the following from F. B. Torbert, one of their Dealers at Dorsey, Neb.:

"I had a Phonograph contest to-day, that may interest users of the Edison goods. A party here, whom I have been trying to sell an Edison outfit to, sent to Omaha and bought a ..... machine that retails at $40. His new machine and the little Gem, our smallest machine, were the competitors for the honor, and on a $10 bet. The three judges of the contest decided *emphatically* in favor of the Edison Gem. It was a David and Goliath contest."

THE PROGRAM.

The forms of the *Phonogram* close six weeks before date of issue and printing is completed one month in advance of date. Dealers desiring to get a supply to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobbers' orders unless placed with us a similar period in advance. Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1,000 copies	$2.50
Similar quantities per ream	2.50

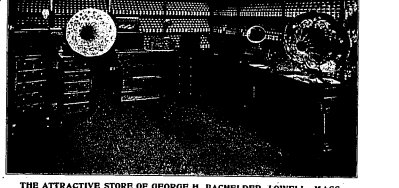
Imprinted with Dealer's name and address, 25 cents additional, without regard to quantity. No orders filled for less than 1,000 copies of any imprint, and all imprinting orders must be for multiples of 500.

Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ .25
Five copies to one address, per year	.60
Twenty-five copies to one address, per year	1.00
Fifty copies to one address, per year	2.00

Unless they have open accounts on our books, Dealers ordering *Phonogram* sent by mail are requested to send cash with their orders. The amounts are too small to handle in any other way.



THE ATTRACTIVE STORE OF GEORGE H. BACHELDER, LOWELL, MASS.
EVERY EDISON RECORD IN STOCK.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 161 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 186-188 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 614-16th street.
Hext Music Co., 1381 and California streets

CONNECTICUT.

New Haven—Pardee-Hitenberger Co., 115 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 39 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Townsend.

ILLINOIS.

Chicago—Damon Bros., 196 Michigan Ave.
Jones, Linick & Schaefer, 23 to 29 Adams St.
Jones, Lyon & Van Dorn Store.
The Vim Co., 62 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 329 Wabash ave.
Peoria—Peoria Phonograph Co., 118 S. Adams street.
Quincy—Quincy Phonograph Co., 806 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 42 Virginia Avenue.
C. C. Mellor Co., 37 S. Meridian street.
Wulf & Co., 17-19 S. Illinois street.
Lafayette—A. B. Wahl & Co., 316 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Iver Johnson Sptg. Goods Co., 107 Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Key, 830-832 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
National Automatic Fire Alarm Co., 624 Gravier street.

MAINE.

Bangor—S. I. Crosby Co., 180 Exchange street.
Portland—Hay & Son, 272 Commercial street.

MARYLAND.

Baltimore—E. P. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Mach. Co., 197 Tremont st.
Iver Johnson Sptg. Goods Co., 163 Washington street.
C. E. Osgood Co., 324 Washington street.
Read & Read, 650 Washington street.
Pittsburg—Iver Johnson Sptg. Goods Co., 147 Main st.
Lowell—Thomas Wardell, 121 Central street.
New Bedford—Howard Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Piano Co., 106 Woodward ave.
Grinnell Bros. 229 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Dyer, 124 Hennepin ave.
Minneapolis Drug Co., 118 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 106 East Third street.
Thomas C. Hough, 300 Wabasha st.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1057-1063 Walnut street.
J. F. Schmeiser & Sons Arms Co., 702 Main street.
Talking Machine Co., 11th and Olive streets.
O. H. Hoodenpyle, 1108 Olive street.
—Western Talking Machine Co., 923 Olive st.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

Continued on page 15.

NEBRASKA.

Lincoln—H. R. Sidles Cycle Co., 1227 O street.
Omaha—Nebraska Cycle Co., 1020 Farnam street.
Omaha Bicycle Co., 1618 & 1620 Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 1097 Washington st.
Newark—Columbia Phonograph Co., 10 New street.
A. D. Petit, New and Halsey streets.
C. H. Ropke, 382 Bank street.
Paterson—James K. O'Neil, 122 Ellison street.
Trenton—Sipley, Rice & Hill Stationery Co., 30 E. State street.
John Sykes, 107 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 52 State street.
Astoria—Lee.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Price Phonograph Co., 1060 Broadway.
Buffalo—E. A. Powers, 803 Main street.
Elmira—Elmira Arms Co., 117 Lake street.
Glovers—American Phono. Co., 49 W. Fulton st.
Kingston—Fogarty & Lounsbery, 323 Wall st.
New York City—Bettini Phono. Co., 106 W. 42nd street.
Blackman Talking Machine Co., 97 Chambers street.
J. F. Blackman & Son, 277-25 avenue.
C. C. Conrad, 1 and 3 Park place.
I. Davega, Jr., 241 Fulton st.
S. B. Davega, Jr. & Co., 128 Fulton st.
Douglas Phono. Co., 89 Chambers st.
H. S. Gordon, 1241 Broadway.
Hawthorne & Sheble, 124 Union Square.
Gotz Cycle Co., 1061 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1660 First avenue.
Owego—Frank D. Bellamy, 32 W. Bridge street.
Poughkeepsie—The Photograph Co., 372 Main st.
Rochester—A. Hospes, 25 State street.
Hosley Music Co., 48 & 50 State street.
Giles B. Miller, 69 State street.
Talking Machine Co., 30 State St.
Schenectady—Finch & Hahn, 202 State street.
Sidney—Sidney Drug Co., 193 Main street.
Syracuse—W. D. Andrus Co., 121 E. Fayette street.
Troy—Finch & Hahn, 3 Third street.
Utica—Clark-Horrocks Co., 120 Genesee street.
Arthur F. Perrine, 82 Washington street.
Utica Phonograph Co., 120 Lafayette street.
Union Cycle Co., 31 Columbia street.

OHIO.

Canton—Klaus & Hetman Co., 108 N. Market street.
Cincinnati—Hien & Co., 25 W. 4th street.
Keating Wurlitzer Co., 120-22 W. 4th st.
Cleveland—Eclipse Musical Co., 724 Prospect ave.
Columbus—Perry B. Whitsel Co., 23 S. High street.
Dayton—Rubens & Dehne, 32 E. 5th street.
Newark—Hall & Co.
Toledo—Haven Music Co., 6-8 Cherry street.

OREGON.

Portland—Graves & Co., 324 Washington St.

PENNSYLVANIA.

Allegheny—Henry Bower, 1 Diamond street.
Allentown—G. C. Aschbach, 439 Hamilton street.
Easton—William Werner, 412 Northampton street.
Harrisburg—S. K. Hamburger, 19-24 N. Market sq.
Philadelphia—E. Hoppe & Son, 1125 Chestnut street.
1, 3, 5 Bridge & Son, 1125 Chestnut street.
Penn Phonograph Co., 1031 Chestnut street.
John Wanamaker, 1218 and 1220 Market st.
Wells Phonograph Co., 42 N. 15th street.
Western Talking Mach. Co., 1018-20 6th st.
W. A. Weymann & Son, 1211 Market st.
Pittsburg—The Cable Co., 120 Liberty street.
H. Kleber & Bro., 504 Penn avenue.
C. C. Mellor Co., 3 Fifth avenue.
Pittsburg Phono. Co., 106 Fifth avenue.
Powers & Henry Co., 627 Penn ave.
Reading—Reading Phonograph Co., 911 Penn street.
Scranton—Ackerman & Co., 127 Wyoming avenue.
Technical Supply Co.
Sharon—W. C. DeForest & Son.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 32 N. Main St.
Providence—J. H. Dow Co., 82-92 Westminster street.
A. Foster Co., Weybosset st.
Osmond Furniture Co.
Sherman & Son, 94 Weybosset street.
A. C. Sisterson & Co., 106 Main st.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Exchange, 104 Gay street.
Memphis—P. M. Davis & Co., 82 Madison St.
G. K. Hosack Piano Co., 199 S. Main street.
Nashville—Nashville Talking Mach. Co., 310 Church st.
Negrotder & Co., 27 Arcada.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. D. Wait Co., 200 El Paso street.
Fort Worth—Hemming, Shepherd & Co., 700 Houston street.
Houston—Texas Piano Co., Capitol and Pannin Sts.
San Antonio—H. C. Rees Optical Co., 240 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 225 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 909 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—E. K. Williams & Sons Co., Limited, 74 Yonge street.
Winnipeg—E. K. Williams & Sons Co., Ltd., 121 Princess street.

SUSPENDED LIST, APRIL 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 619 Spring street.

NEW YORK.

Albany—G. LINDE, 255 S. Pearl street.
Auburn—CHAS. C. CHIRA CO., 18 Clark street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—WM. ALBERTSON, 164 Knickerbocker ave.
H. BINDERMANN, BUSHWICK PHONO-GRAPH CO., 1221 Myrtle avenue.
Hobart—F. H. HARRIMAN, 1410 Myrtle avenue.
Ilion—ALBANY SPECIALTY CO., 07 CHAS. F. RICH, Main street.
Ilonevia—G. D. LOOMIS & CO., Union Block.
New York City—BRENNER & ENGSTRUNG, or AMERICAN TYPE FOUND. CO., 200 Wall street.
AUTOMATIC SPRINKLER CO., N. Cohen, Prop., 38 Broadway.
BERN BRAKWALD, 223 W., 125th st.
EDWARD BRADLEY, 41 White ave.
BUSH & BUSHNO. CO. or DAVID SWITKY, 40 White ave.
CENTRAL PHONO. CO., 160 E. 2nd street.
H. L. CORWIN; also Newark, N. J.
EAGLE PHONO. CO., or C. LOWENTHAL, 31 Nassau street.
EMPIRE PHONO. CO., W. 11th street.
H. W. FIELD & CO., 1 Hanover Square, 1 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
C. HACKER, 1 Warren street.
HAWTHORNE & SHEBLE, 297 Broadway; also Boston, Mass.
I. P. HEINEMANN, 1350, 1352 and 491 West st.
H. HORN, 163 Third avenue.
W. L. ISAACS, 112 Fulton street.
S. LEMBURG & CO., 124 Broadway.
J. MCKENZIE, 149 Broadway.
RICHMOND PEARL, 24 W. 125th st.
MAX WEINBERG, 1 Union Square.
WITCHEOF CYCLE CO., 1021 Seventh ave.
Rome—CHARLES STOTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Waterford—CHARLES J. HARDY, or Arsenal st.
Watertown—J. HOWELL & CO., 39 Public Square.
Wolcott—J. A. MURPHY, 46 Main street.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

OHIO.

Cincinnati—I. I. ADAMS.
Cleveland—ROBIN & GOSSER.
Gorham—THE PHONOGRAPH SCHOOL.
Uhrichsville—J. A. MACHLEY.
*Steubenville—J. W. STEWART & CO.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1081 Emerald street.
HAWTHORNE & SHEBLE, 902 Chestnut st., or Oxford and Mascher sts.; also New York City.
KNOUSE, 60 & 1068 Arch.
Wells Novelty Co., 22 South 9th s
Phoenixville—A. C. HUNSICKER.
Pittsburg—A. LIPPARD, 619 Penn ave.

RHODE ISLAND.

Providence—P. P. MOORE.
Rockville Center—A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATZINGER.

*Added Since March 1, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Proof that "Double Service" will Increase YOUR Business

E. R. GUTHRIE

BICYCLES, PHONOGRAPHS

1540 O STREET

International Correspondence Schools, LINCOLN, NEB., Jan. 9, 1906.
Scranton, Pa.

Gentlemen:

Replying to yours of 5th inst. regarding my success in selling the I. C. S. Language Outfits will say, there is no other phase of the Phonograph business that has appealed to me as this language system does. The sales are naturally with the more well-to-do people and there is no question of installments to contend with. One can approach the most exclusive people with this language proposition and be sure of a respectful and interested hearing. By exercising a little judgment in selecting the people to be approached with it the dealer will find almost half of them will become good "prospects." The super-sensitive people who have always said they would not have a phonograph in the house fall right into line and enlarge the field for phonograph sales by a large proportion. A "demonstration" for a prospective customer usually consists in playing one record and having a quiet chat. Occasionally one who has already acquired a literary knowledge of a language asks for one of the advanced lessons to be run. Contrast this with playing "rag-time" for an hour for a lot of gigglers who buy one or two records and the dealer who tries it will surely become a devotee to the Language Outfit sales. Nearly every one he shows it to can tell him of some friend who will be interested also.

Yours truly,

E. R. Guthrie.

Isn't it worth 50 cents to YOU to try out such a promising business producer? That is all it will cost you for a complete demonstrating outfit, including demonstrating record for four languages, French German, Spanish, and English; pamphlets; advertising literature; etc. Every day dealers are proving the success of I. C. S. Language Outfits. CAN YOU AFFORD TO NEGLECT SUCH AN OPPORTUNITY TO INCREASE YOUR BUSINESS?

International Correspondence Schools

Box 920, SCRANTON, PA.

For Yorker, { Foreign Dep't, National Phonograph Co., New York City
Sole Address { European Headquarters, National Phono. Co., Ltd., London

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., MAY, 1906. No. 3.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 69-77, MEXICO CITY.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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TAKING MEASURES FOR RELIEF.

The action of this Company in deciding to drop entirely the June list of Edison Records, as referred to more fully in another column., tells in the strongest terms the facts concerning the state of the Edison business to-day. When a firm adopts methods to reduce the volume of its business there can no longer be a question in anyone's mind as to the truth of our statements about the demand for Edison Phonographs and Records. At this date we are over two and a half millions Records behind orders for current Records, and if no further orders were received we could not complete their shipment in less than five weeks' time, with everything at the factory working in the most advantageous manner. The elimination of one month's list will enable us to devote our Record making facilities for a few weeks to catching up on orders for current stock and we hope that this will do much to relieve the situation. As stated last month, plans are under way for completely doubling our Record making facilities, but their realization is too far away to affect the present demand. We are still considerably behind on orders for Phonographs, but the chances for catching up by July 1st now seem quite bright. Under the present conditions, and until we are in better shape to produce more goods, we would suggest that the trade forestall its needs to a greater degree than is necessary when prompt shipments can be made. Instead of executing Records to be shipped in two or three weeks, they should plan to carry a stock that will last from four to six weeks. In other words, do not let your stocks get low. Bear in mind that you will not get your Record orders filled in less than four weeks, and machine orders probably not much quicker. Unless the business changes entirely from what it has been in the past there will be a falling off during the summer months, which we hope will give us an opportunity to complete all

(Continued on page 2.)

THE ADVANCE LIST OF JUNE RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS.
ADVANCE LIST FOR JULY, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **June 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or re-shipped to Dealers before 8 A. M. on June 27th.** Supplements, Phonograms and Bulletins will be shipped with Records, and these also must not be distributed in any manner before **June 27th.** Jobbers are required to place orders for July Records on or before **May 10th.** Dealers should place July orders with their Jobbers before **May 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9290 Charge of the Hussars (*Spindler*) Edison Concert Band
9291 In Happy Moments (*Wallace*) *Ballad from "Maritana," Orch. accom.* Alan Turner
9292 It's Up to You to Move (*Rogers*) *Coon song, Orch. accom.* Collins and Harlan
9293 Sailor's Hornpipe Medley (*Original*) Leopold Moeslein
Violin solo, introducing "Sailor's Hornpipe," "Paddy Whack" Jig, "Haste to the Wedding" Country Dance and "Pilchett's Hornpipe," Orch. accom.
9294 Virginia Song (*Cohan*) Ada Jones
As sung by Ethel Levey in "George Washington, Jr.," Orch. accom.
9295 Everybody Gives Me Good Advice (*Kendis & Paley*) Bob Roberts
New Coon song by the writers of "Sympathy," Orch. accom.
9296 Here's To Our Absent Brothers (*Heif*) Byron G. Harlan
Descriptive song, introducing Male Quartette and other incidental effects. Fraternally inscribed by the composer to his brother Elks. Orch. accom.
9297 Nibelungen March (*Wagner-Sousa*) Edison Military Band
Adapted from Richard Wagner's Nibelungen Ring, "Rheingold," "The Valkyrie," "Siegfried" and "Gotterdammerung."
9298 I Like Your Way (*Witt*) Harry MacDonough
Sentimental Waltz song, Orch. accom.
9299 Why Don't You Try (*Van Alstyne*) Miss Hoy and Mr. Anthony
Soprano and Tenor conversational duet, Orch. accom.
9300 If Washington Should Come to Life (*Cohan*) Billy Murray
Song hit from "George Washington, Jr.", Orch. accom.
9301 My Little Dutch Colleen Medley (*Original*) Albert Benzler
Xylophone solo, introducing "My Little Dutch Colleen," "Henny Klein," "What's the Use of Knocking" and "Moving Day," Orch. accom.
9302 Here'it Comes Again (*Williams*) Arthur Collins
Coon song from Williams & Walker's new musical creation "Abyssinia," Orch. accom.
9303 Lonesome Little Maid (*Solman*) Irving Gillette
Sentimental song by the writers of "Little Girl You'll Do," Orch. accom.
9304 Is My Name Written There? (*Davis*) Edward Meeker
Gospel Hymn, Orch. accom. Anthony and Harrison
9305 Dance of the Nile Maidens (*Lasey*) Edison Concert Band
9306 Nothing Like That in Our Family (*Furth*) Will P. Denny
Comic song, Orch. accom.
9307 I Want What I Want When I Want It (*Victor Herbert*) Frank C. Stanley
Song hit from "Mlle. Modiste," Orch. accom.
9308 Chas. T. Ellis' Baby Song (*Ellis*) George P. Watson
German dialect yodle song, Orch. accom.
9309 Passion—Intermezzo (*Hager*) Edison Symphony Orchestra
9310 Good-Bye, Mister Greenback (*Allen*) Ada Jones and Len Spencer
Coon song by the composer of "Any Rags," Orch. accom.
9311 Maggie Clancy's New Piano (*Original*)
Vaudeville sketch, with incidental effects.
9312 Where the Morning Glories Twine Around the Door (*Von Tilzer*)
Male Quartette, Orch. accom. Male Quartette
9313 Flying Arrow (*Holzmann*) Edison Military Band
"Intermezzo Indicene" by the composer of "Uncle Sammy March," "Blaze Away March" and "Yankee Grit March"

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

orders and get a large stock ahead for the fall trade. It is our intention to run the factory to its fullest capacity during the summer, no matter what the demand of the trade may be, and in this way to accumulate a stock of Phonographs and Records, for we know that the fall business in Edison goods is going to be the greatest in the history of the business; so great that we will have difficulty in supplying the demand. Those who are wise, therefore, will take early steps to stock up.

NEW PLANS FOR RECORD SHIPMENTS

The demand for Edison Gold Moulded Records reached a point in April that made it imperative to adopt some radical measure to relieve the situation. Our Record making facilities at Orange were being strained to the utmost and no means could be devised for increasing them soon enough to have any appreciable effect. No other course seemed open, therefore, than to do something to reduce the demand. We could not tell the trade to withhold orders for current selections, as it was necessary for every Jobber and every Dealer to carry a stock of each selection already listed in order to supply his trade. It was decided that the manufacture of current Records must go on as usual.

No other course seemed open than to drop entirely the Records for one month and utilize the time that would be required to produce the monthly list in making just so many more current selections. This decision having been reached, it was considered an excellent opportunity to put into effect a new plan for distributing them to the public. The competition among Jobbers has become so keen in the past year or two that many of them were getting a large portion of their monthly orders shipped by express, at a considerable cost to them and a consequent reduction in their normal profits.

For some time there has been a general demand among Jobbers for the adoption of some method of shipment by which they could cut out the express shipments and have their entire order come by freight. The solution of the problem seemed to be solved by making shipments by freight far enough in advance so that they would be in the hands of Jobbers throughout the entire country before a certain day in each month and then fixing a date on which the Records could go on sale and be shipped to Dealers. Such a plan will go into effect with the July Records, and the details of it are given in the letters printed below, which have just been mailed to the entire trade.

The plan in brief is this: July samples will be shipped to Jobbers May 1st. Jobbers must mail their advance orders not later than May 10th. Orders mailed later than this date will be considered as second orders and filled after all first orders are completed. We will ship Jobbers' advance orders from factory so that, all things being favorable, they will reach every part of the country before June 27th. Jobbers will then be permitted to place them on sale and re-ship to Dealers at 8 A. M. on June 27th. As will be seen by the letters below, to allow a single Record to leave the store of a Jobber before this date will be considered a violation of the agreement. The schedule referred to above will be carried out for each succeeding month, samples of August Records going out on June 1st and the Records being placed on sale July 27th. Every Jobber and every Dealer is urged to carefully read both of the letters given below, in order that they may fully understand the new plan.

As another means of relieving our congested condition, it was also decided not to ship May Records until May 15th and Jobbers were advised of the fact early in April. The old plan of shipping will be followed with May Records. Deferring May shipments for fifteen days will serve to break the time between May 1st and July 1st.

As already stated, this new plan is intended to relieve the Jobbers of needless expense and in other ways to benefit the entire Edison business. At the same time it places the entire trade on its honor, and we trust that no one will be so indifferent to the welfare of the business as to violate the confidence reposed in him. The plan puts every Jobber on his honor not to allow new Records and printed matter referring to same to leave his possession before the specified date. It places every individual in his employ on his honor to see that no surreptitious methods are employed to violate the full intent of the plan. It places every Dealer on his honor to do nothing that will in any wise tempt a Jobber or his employees to send them Records in advance of the selling date.

We may seem to be laying special stress upon this feature, but to us it is very desirable that we shall not be called upon to impose the penalties for violation of contract. Those who do deliberately infringe are entitled to no sympathy, and yet it will be extremely difficult for us to impose penalties upon firms whose business with us aggregates many thousands of dollars each year. To

enforce the plan, however, we shall do it without hesitancy, although we will deeply regret the circumstances that make it necessary. Violations of the conditions imposed will not benefit anyone and will cause much hardship to those taking part in the violation. We, therefore, sincerely trust that we shall have the coöperation of the entire trade to the extent that we shall not have a single violation reported to us. The letters to the trade are as follows:

LETTER TO JOBBERS.

Apvil 28TH, 1908.

To save our Jobbers the expense of having new monthly Records shipped to express as well as to relieve us of our present congested condition; also to enable us to give better service to the trade on orders for current selections, it has been decided:

1st. To drop the JUNE list of new Records entirely.

2d. That, beginning with the JULY list, all first orders for new monthly Records will be shipped to Jobbers by freight, each Jobber's order going forward as soon as it can be gotten ready, but the Records are not to be placed on sale, or leave the Jobber's store or warehouse, before date specified and authorized below.

3d. Beginning with JULY list, new monthly Records must not be put on sale, either at wholesale or retail, until 8 A. M. on the 25th of the month preceding the month under which they are listed. That is, the JULY Records cannot be put on sale, or leave the Jobber's store or possession until June 25th, and so on. Records on July 25th, and so on. When the 25th falls on Sunday, the Records are not to go on sale until the following day.

4th. Before sending Records by freight, we will get them off in ample time to reach Jobber on or before date on which the Records are to go on sale, all things being favorable, but should any delay occur in transit, or on the part of the transportation companies or carriers, we will not be held in any way responsible therefor.

5th. Samples of new monthly Records will continue to be sent out at same time as though the JUNE list was not to be dropped, and first orders must be sent in at the same time as heretofore; that is, JULY Records, first orders, will be shipped about May 1st, consist of August Records about June 1st, etc., and first orders JULY Records must be mailed on or before May 15th, first orders for AUGUST Records not later than June 10th, etc.

6th. Any Jobber selling or offering for sale, or in any way disposing of new Records in advance of the date specified, will forfeit his right to the list of Jobbers Jobbers receive, and thereafter his orders for advance Records will not be shipped until after the date on which they can be put on sale by other Jobbers.

The foregoing conditions are hereby made part of the Conditions of Sale forming part of the Jobbers' AGREEMENT, and any breach thereof will be subject to the penalties provided for in said AGREEMENT.

Please acknowledge receipt of this communication on form attached below.

Yours very truly,
New York, N. Y. T. H. WILSON,
General Manager of Sales.

We are enclosing copy of a letter being mailed to the trade.

.....

To the National Phonograph Co.,
31 Union Square,
New York, N. Y.

Gentlemen:—We acknowledge receipt of your communication of April 28th, 1908, and fully understand the new methods and conditions mentioned therein, and, in consideration of the Jobbers' AGREEMENT to us, and subject to the Jobbers' AGREEMENT signed by me ..... day of .....

Name .....
Street & No. .....
Place & State .....
Date .....

LETTER TO DEALERS.

Despite our increased facilities, and the fact that we are running out many Records than ever before, it has been impossible to keep pace with the constantly increasing demand for Records. We are now over 2,000,000 Records behind-hand. For current stock, and to enable us to catch up to, and give better service to the trade, it has been decided, for the best interest of all concerned, to omit June list altogether, therefore, following May, the next new Record to be issued will be July list.

It has also been decided, that beginning with the July list, new Records cannot be shipped by Jobbers to Dealers, or put on sale by either Jobber or Dealer until 8 o'clock A. M. of the 25th of the month preceding the month under which they are listed. That is, August Records cannot go on sale until June 25th; August Records cannot go on sale until July 25th, and so on. When the 25th falls on Sunday, the Records cannot go on sale until same hour of the day following.

The issue of new monthly Records will continue to be sent out in same date as though June list was not being dropped. That is, first orders for July Records will be sent out about May 1st; of August Records will be sent out about June 1st, and so on, and to successfully carry out our new policy of getting Records to Jobbers, so that they will not be on sale before that day and at time above mentioned, it becomes also imperative that they mail us their stock orders not later than the 10th of the month following receipt of advance lists. In other words, Jobbers' first orders for July Records must be mailed to us not later than July 10th, and August Records not later than June 10th, etc. In order to do this, it will also become necessary that you place your stock orders with them immediately after you receive advance lists, or in time for them to include with their stock order to be mailed us on or before the 10th inst.

We will not be responsible for Records sold or in any way supplied to a Dealer before above mentioned dates, unless we have authorized them changes, which we believe will be of material benefit to the trade, and we ask your co-operation in order that they may be successfully carried out.

Yours very truly,
T. H. Wilson,
General Manager of Sales.

THE JULY ENTERTAINMENT.

The preparations for the entertainment of Edison Jobbers at New York and Orange in July are making excellent progress under the direction of F. K. Dolbeer, Manager of our Credit Department, who has had a wide experience in matters of this kind and who is devoting a large part of his time to the details of the forthcoming affair. Further information about this entertainment will be given Jobbers next month. There is a side to this affair that may not be considered by some of those to whom invitations have been extended. Superficially, it looks as if we wanted Jobbers to come to New York only that we might show them to some extent the cordial feeling that we have toward them by doing everything in our power to give them a good time. We do want this opportunity, and for just such a purpose, and we are going to leave no stone unturned to make the occasion a memorable one to all who attend. At the same time the affair will furnish an opportunity for Jobbers to get together and discuss matters of mutual benefit. Jobbers from the East can meet those from the West; those from the North will meet others from the South, and all may exchange views on many matters of interest and value from a business standpoint, and all will be broadened by the meeting. Even though the entertainment side may not appeal to some Jobbers, those who do not come will make a mistake from a business standpoint. No such opportunity has ever before been offered to get the Jobbers of the entire country together and it may be some years before it occurs again. The boat trip to West Point and return, occupying as it does an entire day, will furnish a splendid chance for all hands to get acquainted, socially and in a business way. We believe that the entire business will be greatly benefited by this entertainment, and we want every Jobbing firm represented. We must again emphasize our regret that it is not possible to extend an invitation to every one of our loyal Dealers.

NEW CUT OUT LIST.

Printed below is a list of 152 selections that will be omitted from the next edition of the Record catalogue to be issued July 1st. Notice of the dropping of Nos. 8115 and 8504 has already been given in the PHONOGRAM MONTHLY. With the exception of Nos. 8115 and 8504, all of these titles are being dropped for no other reason than to keep down the total selections in the catalogue and to make it easier for Jobbers and Dealers to carry a complete stock. They are well made Records, we have good moulds of them and they are still selling largely. This notice is given for the purpose of enabling the trade to work off any stock of these selections that they may have on hand or order such numbers as they may think will later be demanded by their customers.

8111	Bonnie Brier Bush March	*E. S. Orchestra*
8812	Rendezvous Waltz	*P. Orchestra*
8817	Charleston March	*P. Orchestra*
7787	Serenata	*Herfurter*
7808	Sharmond Overture	*E. C. Band*
7809	Dixie Land Echoes	*E. C. Band*
7824	Hail to the Spirit of Liberty	*P. Orchestra*
7925	O Shining Light	*E. H. Band*
7867	Calamity Waltzes	*E. H. Band*
7872	Ain't Dat a Shame	*Henry*
7882	Dance Divertissement of Switzerland	*Liberati*
8502	Donkey Land	*P. Orchestra*
8508	Young Werner's Parting Song	*Werner*
8509	Simplicity Gavotte	*Herfurter*
8516	Pyramid Polka	*Liberati*
8541	Selection from Dolly Varden	*P. Orchestra*
8615	Birds, Back to the Woods	*Collins and Kniss*
8617	Down in Dixie Land	*E. C. Band*
8797	Down in Louisiana	*E. C. Band*
8868	Coaching Party	*P. Orchestra*
8869	Parody on Good Bye Dolly Grey	*Harlan*
8888	Lois du Trot	*P. Orchestra*
8889	Those Big Eyes on You-oo-oo	*Thompson*
8890	Characteristic Negro Medley	*I. Quartette*
8168	Medley of Reels	*Collins*
8216	Lassley	*P. Orchestra*
8197	Rose of Killarney	*Redmond*
8268	Russian Fantasia	*Kryl*
8109	Down Deep in the Cellar	*Kryl*
8219	Jerry Murphy Was a Friend, Etc.	*Collins and Kniss*
8230	March Medley from Twirly Whirly	*P. Orchestra*
8234	Message of the Violet	*Strickfadt*
8236	Salute Galop	*E. H. Band*
8238	Bedelia Waltzes	*Thompson*
8249	In Old Judea	*MacDonough*
8265	Talmage on Missiles	*Harlan*
8266	Allen, Where Art Thou (*Parody*)	*North*
8268	Eva	*Hosmer*
8288	Reapers' Chorus	*Edison Brass Quartette*
8289	Dance of the Skeletons	*E. C. Band*
8302	Coliseum March	*E. C. Band*
8320	Selection from The Silver Slipper	*P. Orchestra*
8322	Reminiscences of Minstrelsy	*Minstrels*
8326	Echoes of Minstrelsy	*Minstrels*
8328	Amsterdam Echoes	*Kryl*
8329	Tannhäuser	*P. Orchestra*
8341	Little Cotton Dolly	*E. M. Quartette*
8342	I'll Be Busy All Next Week	*Harlan*
8342	Noreen Mavourneen	*Harlan*
8343	Uncle Jefferson	*Golden*
8366	Wedding Over the Hill	*Golden*
8367	Don't Cry Because They Me a Baby	*Harlan*
8392	In Old Alabama	*P. Orchestra*
8397	Bonzoni in Misery Hall	*Harlan*
8400	Little Dinah Jones	*Harlan*
8421	Every Mom I Bring Her Chickens	*Collins*
8422	Every Day Dinah Jones	*MacDonough*
8423	Don't Wake Me Up All the While	*Murray*
8426	Coney Love Song	*MacDonough*
8460	You Can't Beat All the People, Etc.	*Harlan*
8462	Only a Dream of the Golden Past	*Wallace*
8463	It's Lovely Day for a Walk	*Morgan & Stanley*
8477	I Could Never Love Like That	*Murray*
8478	Dixie Echoes	*I. Quartette*
8519	Casual on McKinley's Back Steps	*Collins and Harlan*
8522	My Coney Corner Girl	*MacDonough*
8526	By the Sycamore Tree	*MacDonough*
8527	Selection from Three Little Maids	*E. S. Orchestra*
8528	He Was a Sailor	*Collins & Harlan*
8561	Nigger Jew	*I. Quartette*
8570	Out Where the Breakers Roar	*Stanley*
8511	Under a Parasol	*Hosmer*
8553	Tell Me That Beautiful Story	*Schneider & Wallace*
8558	Mother	*Schneider, Wallace*
8562	Mortality	*Collins and Harlan*
8572	I'm Looking for You Sweetheart, Etc.	*Collins*
8577	Keen On Admiring Silv'y Moon	*E. H. Quartette*
8578	Pipes of Pan	*MacDonough*
8579	Don't Mind That Rain From Heaven	*Wallace*
8588	What Would the Neighbors Say	*Collins and Harlan*
8590	Little Dolly Driftwood	*Harlan*
8598	Nero	*E. S. Orchestra*
8601	Her Jiney	*Bowkus and Anthony*
8602	She Won't It Make You Hungry	*Collins*
8608	Harmony	*Collins and Harlan*
8617	Woodchuck Song	*Roberts*
8620	Bridal Rose Fantasie	*E. S. Orchestra*
8621	I Ain't Got No Time	*Collins and Harlan*
8622	Nigger Jew	*Collins*
8623	Winter's Evening Overture	*E. S. Orchestra*
8626	Twilight	*Hosmer*
8642	Over the Pitcher Room	*Collins and Harlan*
8643	Kiss Me Good Night, Dear Love	*Harlan*
8676	My San Domingo Maid	*MacDonough*
8678	Grandpa, Fetters	*Collins and Harlan*
8680	Will You Remember for You	*Hosmer*
8684	Idle Memories	*E. S. Orchestra*
8695	Nancy Lee	*Harlan and Stanley*
8702	Awakening of Spring	*E. S. Orchestra*
8703	Ghost That Never Walked	*Roberts*
8707	Mr. Dooley's Philosophy	*Bowkus & Anthony*
8711	Bonnie Countryside	*E. S. Orchestra*
8720	I Love You All the Time	*E. S. Orchestra*
8723	Good-Bye Fetters Medley	*E. H. Band*
8724	Jap, Tattoo	*E. H. Band*
8727	My Kalonga	*Morgan and Stanley*
8728	Encouragement Overture	*E. S. Orchestra*
8730	Sweetheart	*Collins and Harlan*
8731	Without Your Love, Ah, Let Me Die	*Morgan*
8737	Katunka (*Intermezzo*)	*E. S. Orchestra*
8739	Goon, Come, Goon	*Collins and Harlan*
8763	Don't You Cry, My Honey	*Morgan & Stanley*
8765	Dixie Echoes	*MacDonough*
8784	Pizzicato (*Schertzo*)	*E. S. Orchestra*
8770	Two Rose of Heaven	*Harrison*
8771	When the Leaves Have a Dreamland, Etc.	*Roberts*
8776	How Can I Leave Thee	*Morgan and Stanley*
8785	Dixie Land	*E. C. Band*
8787	Old Mother Goose	*Harlan*
8790	In the Gloaming	*E. M. Quartette*

8716 Stories Adam Told to Eve *E. M. Quartette*
8808 Swanee *Tally*
8814 What Colored Eyes Do You Love *Nelson and Stanley*
8916 It's Great to be Crazy *Collins*
8820 Tell in Love with Polly *MacDonough*
8821 Hiawatha's Wedding *E. S. Orchestra*
8823 Here's Your Request *Roberts*
8828 My Heart's Desire *T. Quartette*
8830 Feast of Lanterns Overture *E. S. Orchestra*
8836 Dinna Ninguere *Favor*
8838 Village Maid *Collins and Harlan*
8842 Wedding of a King *Stanley*
8852 Dusting with the Starch *E. C. Band*
8856 Auto Race *E. C. Band*
8860 Make a Fuss Over Me *Ossman Banjo Trio*
8867 Laces and Graces *E. S. Orchestra*
8866 Little Tommy Went a Fishing *C. Quartette*
8868 Sweet Adeline *E. J. Quintette*
8873 Secret Thoughts of Home *Chesebro*
8877 Tales from the Vienna Woods *E. S. Orchestra*
8911 Those Song My Mother Used to Sing *Favor*
8918 Skeleton Dance *E. C. Band*
8919 Chrysanthemum—Gallop *E. S. Orchestra*
8928 The White Swan *E. C. Band*
8931 The Wren Polka *E. S. Orchestra*
8903 Al Fresco *E. C. Band*
8941 If Mister Boston Lawson Has His Way *Murray*
8959 Panama Rag *E. S. Orchestra*
8962 Song of a Feather Flock Together *Roberts*
8964 Billy *MacDonough*
8969 My Little Dinah Lee *Roberts*

IMPORTANT TO DEALERS.

We have just mailed to the entire trade some literature with reference to furnishing Dealers with a copy of Massani's painting, "The Phonograph," these copies to be either framed or unframed at the option of Dealers. A letter sent to Jobbers, together with the literature sent to Jobbers, are re-printed herewith. These explain the plan for supplying the trade with copies of this picture, but they require the coöperation of both Jobber and Dealer, and unless the requirements of these forms are complied with at once, it will not be possible to supply the pictures in question. Dealers must sign and forward their copies of the order to their Jobber within ten days and the Jobbers must endorse them and forward the entire lot at one time within fifteen days. After these dates it will not be practicable to fill any order except by mail. Therefore, Dealers who neglect to give this matter immediate attention will have only themselves to blame if they do not receive a framed copy of the picture. We trust that Jobbers will not disappoint their Dealers who send them orders, by not properly forwarding them to us. Additional copies of this painting will be mailed *unframed* for 30 cents, or if *framed*, will be specially boxed and shipped by express only at $1.50 each—the express charges to be paid by the Dealer. This picture is a most artistic reproduction of the original painting and, when framed, will be worthy a place in any Phonograph store, no matter how handsomely furnished. The frame will be 4½ inches wide, made entirely of gilt, with sufficient depth to make a handsome setting for the picture. When varnished, mounted and placed in the frame it is difficult to realize that the picture is not an oil painting.

LETTER TO JOBBERS.

APRIL 28TH, 1906.

The enclosed papers are self-explanatory. They are in brief an offer to supply Dealers with a framed copy of Massani's fine oil painting. The Phonograph for general purposes. They provide for your coöperation to the extent of forwarding Dealers' orders, mailing same to us, and forwarding framed copies where so stipulated. This offer will involve several thousand dollars and a lot of clerical work, and for this reason it is only fair to ask your assistance in the manner suggested.

Approved orders must be forwarded to us within ten days after they are received by you, or they will be returned to you unfilled. We will then make a freight shipment to fill orders that require forwarding by you.

All unframed copies will be wrapped in paper with stiffening boards. These will not be separately boxed unless especially requested, and we suggest that Jobbers at a distance, whose orders can only be delivered by freight or express shipment. When, separate packing is necessary it must be indicated on Dealers' orders.

Framed and unframed copies of the picture will be supplied for your own use, but neither will be supplied for further trade distribution, nor will they be supplied for any Dealers other than those whose orders you send us. It is important that you fill in the Dealer's name and Duplicate Jobber's name at Chicago, so as to avoid possible errors and know for whom pictures are intended and shipped.

All correspondence concerning this subject must be addressed to the Advertising Department at Orange, *N. J.*, and not enclosed with other matter.

Very truly yours,
NATIONAL PHONOGRAPH Co.,
Advertising Department.

NOTICE TO DEALERS.

READ CAREFULLY AND ACT NOW, OR REGRET IT LATER.

The above reproduction of the oil painting by Massani has attracted much attention since the issue of our 1906 Calendar and you will doubtless see it in magazine advertising. Neither of these uses, however, do justice to the picture, and in order that the trade and the public may fully appreciate its striking beauty, we have had it reproduced in the best possible manner by the Hallmark process. These duplicates are the full size of the original painting, 17 x 25 inches, and are printed in nine colors, bringing out every detail both in form and color. Owing to the expense of the work it will cost the public 50 cents for each copy.

We want to present a copy to every Edison Dealer in good standing, for window or store display. We will also put it in a handsome gold frame where Dealer wishes it framed, at express charges, or will arrange to have their Jobber forward it to them. In any event, no copy will be forwarded to Dealers unless the ordered, order is first signed by a Jobber and then approved by a Jobber, who is to return the order to us for approval by our Advertising Department. This picture will be our only offer of premiums to Jobbers, nor in any other way than as above, except at a cost of 30 cents each for unframed copies, and $1.50 each for framed copies, shipment by the latter to be made at the expense of the Dealer.

To avail themselves of the above offer, Dealers must sign and forward the enclosed order to their Jobber within ten days. After this date, copies will be sent by mail only, and at the regular 30 cents price. If Dealers want to close the matter with one freight shipment to Jobbers, as it will require considerable clerical work to handle the orders and get them out in a reasonable time.

NATIONAL PHONOGRAPH Co.,
Advertising Department,
Orange, N. J.

Send Order Blank to Your Jobber, Not to Us.

Copy of Order Being Mailed to Dealers.

ORDER FOR PICTURE, "THE PHONOGRAPH"

To be signed by Dealers and mailed to Jobber, who will approve and mail to NATIONAL PHONOGRAPH CO., ADVERTISING DEPARTMENT, ORANGE, N. J.

This order, when approved by your Jobber and forwarded by him to us, will entitle you to one copy of

Massani's Painting, "The Phonograph," *according to your selection*, as follows (check your choice):

1. One framed copy to be shipped to our Jobber, who will forward it to us.
   (Advise your Jobber on separate letter how to ship to you.)
2. One framed copy to be shipped direct to us by express. We will pay express charges.

Name .....
Street, City and State .....
Do you have a Store in which to display this picture? .....

JOBBER'S APPROVAL.

The Dealer named above has an established store for the sale of Edison Phonographs and Records, and is buying Edison goods from us regularly. If his choice is No. 2, we will forward the framed copy without expense to you, provided it is delivered to us by freight.

Name .....
City and State .....
Jobbers must mail all of these Orders in Orange ten days after receipt of first copy.

JOBBER'S MEMO.

Fill in blanks below, and hold till arrival of frames, otherwise you will not know for whom frames are intended.

Name of Dealer .....
Address .....
Being mailed from Orange .....
Being mailed to Buyers from Orange .....
To be forwarded to Dealer .....
Check one of the last three to show Dealer's instructions.

DEATH OF WILLIAM S. LOGUE.

It is with deep regret that we announce the death at Chicago on April 24th of William S. Logue, for some time manager of the Chicago office of the National Phonograph Co. and for nineteen years connected with Mr. Edison and the Edison interests. Mr. Logue had been suffering from cirrhosis of the liver for some time, but when he went to Chicago on business early in April he seemed no worse than usual. His death at a Chicago hotel on April 24th was therefore entirely unexpected by his family and business associates. Mr. Logue was born at Frederick, Md., on June 26, 1849. At an early age he entered the employ of the the Northern Central Railway at Baltimore, Md., where, in 1861, he learned telegraphy. During the next two years he held various positions, both on this railroad and on the Baltimore and Ohio, until 1863, when he entered the Military Telegraph Corps. In this department of army service he remained until the close of the war, being located at Newport News, Jamestown Island and at Deep Bottom, Va., otherwise known as Butler's advance office. Leaving the army, Mr. Logue entered the Baltimore office of the American Telegraph Co. Subsequently, however, he found employment in turn with nearly all of the various commercial telegraph companies of that period until 1888, when, abandoning telegraphy as an occupation, he entered the employ of Thomas A. Edison at Orange, N. J. With these interests he has since been actively identified. For many years Mr. Logue had charge of the sales and installation of the Edison Phonoplex system of telegraphy, a work for which his telegraphic experience peculiarly fitted him. In 1891 he was sent to Chicago as Western Sales Manager of the National Phonograph Co. Two years later he was returned to New York and became Sales Manager of the Edison Manufacturing Co. (battery department) and the Bates Manufacturing Co. He held these positions at the time of his death.

Mr. Logue was a man who made friends everywhere. He possessed a genial, courteous temperament that won for him the love and esteem of all who knew him intimately. He was popular among his associates. His wide experience made him successful in the various business positions that he held, especially as Sales Manager of the battery department of the Edison Manufacturing Co. Here his extensive acquaintance among railroad men was a most valuable asset. Mr. Logue is survived by a widow and one son. Funeral services and interment took place at Baltimore on April 28th, the services being conducted with Masonic honors.

A CARLOAD OF PHONOGRAPHS.

Following is an extract from a letter from Graves & Co., Edison Jobbers at Portland, Oregon, dated April 14th:

"We are enclosing herewith an order for 500 Phonographs, which will make a car. Presume you will be somewhat surprised to see an order of that size for us, when you had such a time inducing us to take 300 or 400 machines when you were here, but we have since "seen the error of our ways" and have ascertained, by experience, how easy it is to sell Edison goods *when we can get them to sell!*"

Could a better testimonial be written concerning the merits of Edison goods?

PETER BACIGALUPI LOSES ALL IN SAN FRANCISCO DISASTER.

Peter Bacigalupi, Edison Jobber at San Francisco, lost everything in the disaster of April 18 and following days. His store at 706-708 Mission street was right in the path of the fire and his entire stock was destroyed. Up to April 28th no details had been received from him. A telegram filed by him on April 21st was not delivered in New York until April 24th. This simply stated that he had lost all and that he had established quarters at 1107 Fillmore street. Further facts about Mr. Bacigalupi's experiences will be printed next month.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR JULY, 1906.

Beginning with this issue, the PHONOGRAPH MONTHLY will contain the advance list and descriptions of new Records for two months later instead of one month as heretofore. This is because of the dropping of the June list and the new plan of shipping to the trade. The July list introduces two new artists to the Phonograph public and welcomes the return of a former favorite. The list is one of unusual excellence, as the following comments will show:

No. 9290. "Charge of the Hussars," by the Edison Concert Band, is a composition well known and much admired among pianists, to whom especially the masterful performance given by our Edison Concert Band will strongly appeal.

No. 9291. "In Happy Moments," is by Alan Turner, who makes his formal bow to the Phonograph public in this well-known ballad from Wallace's opera "Marriana." That Mr. Turner's splendid tenor voice will make him a favorite cannot be doubted. In this Record Mr. Turner embellishes the finale with a special passage which shows off his voice and artistic style to perfection. "In Happy Moments" is Mr. Turner's first Record in the monthly list, but he has also made over for us No. 7010, which has already appeared in our catalogue.

No. 9292. "It's Up to You to Move," is a coon song by Collins and Harlan. Ephraim Johnson wedded a girl of "high degree" and Ephraim sings of her extravagant tastes. He points out that unless she economizes the rent will not be forthcoming and the landlord will advise them that "It's up to you to move." The chorus is set to ragtime, being quite different from the opening verse. Both are attractive, and the talks between the two choruses will provoke laughter when the Record is played. The landlord knocks on the door and demands the rent. Mrs. Johnsons indignantly tells him that he will get no rent till he papers the dining-room and puts open plumbing in the bathroom. Ephraim also declares that he cannot be disturbed, for he is in his pajamas and being served with tea in the blue room. Messrs. Collins and Harlan sing the Record in their inimitable manner and are accompanied by the orchestra.

No. 9293. "Sailor's Hornpipe Medley," is a violin solo by Leopold Meeskein, an artist whose name appears in our catalogue for the first time. The medley includes the following airs: "Sailor's Hornpipe," "Paddy Whack" Jig, "Haste to the Wedding" country dance, and "Pickett's Hornpipe." This Record has been made because of persistent calls for each of the various selections, and it was thought advisable to include them all in one. The Record is one that will find ready sale.

No. 9294. "Virginia Song," by Ada Jones, is one of the big hits in George M. Cohan's play, "George Washington, Jr." in which it is sung by Ethel Levey. It has already achieved a popularity throughout the entire land which makes detailed reference unnecessary. As the title indicates, the song is of the State of Virginia, whose gallant men, fair women and hospitality have made it world famous. Miss Jones sings it in true Southern dialect, reminding one strongly of "My Carolina Lady," her first contribution to the Edison catalogue. It will probably be the most popular selection in the July list. Mr. Cohan is also the composer of a number of other popular Edison Records, among which are "You're a Grand Old Rag," (our Record No. 9256), and "Forty-five Minutes from Broadway" (our Record No. 9231). Miss Jones sings the song with orchestra accompaniment.

No. 9295. "Everybody Gives Me Good Advice," by Bob Roberts, is a coon song by Kendis and Paley, which tells the old story of how loss of money is followed by loss of friends and how appeals for assistance receive no other response than good advice—poor substitute for the needy drink or bite to eat. Sung with orchestra accompaniment. Kendis and Paley also wrote "Sympathy" (our Record No. 9161), and this new selection is somewhat similar in style.

No. 9296. "Here's to Our Absent Brothers," is a novelty by Byron G. Harlan. Some years ago J. Fred Helf, the composer of this song, while on the way to Denver with some brother Elks, proposed the usual toast of Elkdom. A lass of ten begged permission to offer the toast. It was granted. Mr. Helf then learned that she was the daughter of an Elk and on her way to join her invalid father in Denver. The incident inspired Mr. Helf to compose the song "Here's to Our Absent Brothers." The composition cannot fail to appeal to every Elk who hears it, and will also be welcomed by the many who have little knowledge of this organization. It is most ingeniously rendered by Mr. Harlan, with the assistance of the Male Quartette, and closes with the Elk's toast, as follows:

"Here back the clock of Elkdom to the hour of eleven,
That we may think of those on earth and in heaven,
And now with reverence to wives, sisters and brothers,
And drink in silence to our Absent Brothers."

No. 9297. "Nibelungen March," by the Edison Military Band, is a well-known standard march adapted from Richard Wagner's grand music drama, "Gotterdammerung," "Siegfried," "The Valkyrie" and "Rheingold." The Record will especially appeal to all admirers of high class music.

No. 9298. "I Like Your Way," by Harry MacDonough, is one of the prettiest and choicest waltz songs of the season, the music for which was written by Max S. Witt and the words by J. J. Walker. Mr. MacDonough lends himself in this sentimental waltz song and is accompanied most effectively by the orchestra.

No. 9299. "Why Don't You Try?" by Miss Hoy and Mr. Anthony, is a conversational soprano and tenor duet by Egbert Van Alstyne and Harry Williams. The duet is between a pair of lovers in which the fair one coyly meets the advances of her lover with the title of the song, "Why don't you try." The Record will appeal to all seeking something attractive in songs including women's voices. Made with orchestra accompaniment.

No. 9300. "If Washington Should Come to Life," by Billy Murray, is another one of George M. Cohan's clever songs and sung by him in his well-known play, "George Washington, Jr." The song tells of the strange things that Washington would see if he came to life. The things that he would see are best told by the Record itself. It will be one of the most popular of the month. Mr. Murray renders the selection with his usual clear enunciation which makes it possible to hear and understand every word, and he is accompanied by the orchestra.

No. 9301. "My Little Dutch Colleen Medley," by Albert Benzler, is a well-rendered xylophone solo, with orchestra accompaniment. It includes the following popular airs: "My Little Dutch Colleen," (our Record No. 9267); "Henny Klein," (our Record No. 9093); "What's the Use of Knocking," (when a man is down), (our Record No. 9234), and "Moving Day," (Our Record No. 9240). These medleys are original with our own recording plant and cannot be had in any published form.

No. 9302. "Here It Comes Again," by Arthur Collins, is a coon song by Bert A. Williams, with words by Alex Rogers and Earle C. Jones. It is sung by Mr. Williams in Williams and Walker's newest music creation, "Abyssinia." The first verse tells of a coon who went to a poker game and bet all his money on four kings, only to have his opponent produce four aces, and vowed never to make any insinuations about crooked dealing. In the second verse he tells a friend how homely one of two passing women are and when his friend tells him that the lady is his sister, he endeavors to side step by saying that he meant the other. This proves to be his friend's wife and the explanation makes matters worse. Mr. Collins embellishes the chorus with some of his characteristic coon talk and makes the Record a most attractive one throughout. He is accompanied by the orchestra.

No. 9303. "Lonesome Little Maid," by Irving Gillette, is a sentimental ballad by Alfred Solman (music) and Benjamin H. Burt (words). It has an attractive air, and is sung most artistically by Mr. Gillette with orchestra accompaniment. This ballad is somewhat above the ordinary as was these writers' former success, "Little Girl You'll Do," (our Record No. 9094).

No. 9304. "Is My Name Written There?" is by Anthony and Harrison, and in this widely known gospel hymn by Frank M. Davis and Mary A. Kidder, another splendid Record has been added to our catalogue of sacred selections by Messrs. Anthony and Harrison. These singers have now become so identified with this class of music that our monthly list would not be complete without one of their contribution. This number is made with orchestra accompaniment as usual.

No. 9305. "Dance of the Nile Maidens," by the Edison Concert Band, is a tuneful intermezzo, introducing a Spanish feature in one of the strains. The whole performance evidences the finished excellence that always characterizes the work of our Concert Band.

No. 9306. "Nothing Like That in Our Family," is a clever song by Will F. Denny. Topical songs have always been his forte and this selection is similar in character. The music for the song was written by Seymour Furth and the words by Edward P. Moran and Will A. Heelan. Sung with orchestra accompaniment. The verses tell of the things that have happened when the singer dines at the house of his swell friend. The second verse tells of the reception that the tramp met when he called at the house of Dr. Brown and asked for a pair of pants. Dr. Brown proved to be an old maid and her reply is amusing. Another verse tells of his treating experience with some friends.

No. 9307. "I Want What I Want When I Want It," by Frank C. Stanley, is a composition by Victor Herbert and Henry Blossom that was one of the most popular airs in the comic opera "Mlle. Modiste," in which it was sung by Fritzi Scheff. Mr. Stanley's fine baritone voice is heard to splendid advantage in it. He is accompanied by the orchestra. The song is that of a happy bachelor who can do as he pleases without a wife to scold or oppose him. It is this freedom from restraint that enables him to say, "I want what I want when I want it."

No. 9308. "Chas. T. Ellis' Baby Song," by George P. Watson, is one of the best German dialect and yodle songs now before the public. It was sung, written and composed by the late Chas. T. Ellis, whose recent death gives particular interest to this, his favorite song. Mr. Watson has not made a yodle song for us for some time, and many Phonograph owners to whom this character of music still appeals will be glad to hear him once again. He has lost none of his ability as a yodler. Both are excellent and are interpreted in Record and the song is made with orchestra accompaniment.

No. 9309. "Passion," by the Edison Symphony Orchestra, is a dainty intermezzo quite different from the orchestra selections listed lately. There are numerous changes and effects which show up to advantage the various instruments in our Symphony Orchestra. The oboe, which always contrasts effectively with the other instruments when properly featured, is in evidence, occasionally adding much to the Record's entertaining attractiveness. This composition is by Fred W. Hager, who also wrote "Laughing Water," (our Record No. 8532), and "Gleaming Star," (our Record No. 9218).

No. 9310. "Good-Bye, Mister Greenback," by Edward Meeker, is Mr. Meeker's third contribution to our catalogue and is beyond question the best of the three. He sings the Record clearly and strongly and is especially effective in the rag-time manner in which he sings the last chorus. This coon song is the latest sensation by Thomas S. Allen, who also wrote, "By the Watermelon Vine," (our Record No. 8963); "On Yo' Way," introduced in "Sandy and Her Man," (our Record No. 9238); "Scissors to Grind," (our Record No. 8794), and "Any Rags," (our Record No. 8583).

No. 9311, "Maggie Clancy's New Piano," by Ada Jones and Len Spencer, is another most

amusing vaudeville sketch, largely in Irish dialect. Maggie has a new piano and is playing Wagnerian music. Her father wants to know whether the piano is broken. An amusing dialogue follows and Maggie sings some Irish ballads to her father's great delight. The vaudeville sketches that Miss Jones and Mr. Spencer have made in the past will suffice to show how entertaining this will be, especially when Miss Jones' singing is so prominent a feature.

No. 9312, "Where the Morning Glories Twine Around the Door," by the Edison Male Quartette, is a descriptive song by Harry Von Tilzer and Andrew Sterling, beautifully arranged as a male quartette. The theme is the ever popular one of the New England home, where the fond mother and loving sweetheart await the return of the wanderer. Rendered by our Male Quartette in the artistic manner that has made these singers famous throughout the world. Sung with orchestra accompaniment.

No. 9313, "Flying Arrow," by the Edison Military Band, was written by Abe Holtzman, by whom it is styled an "Intermezzo Indienne." Mr. Holtzman is the composer of "Yankee Grit March," (our Record No. 9110); "Uncle Sammy March," (our Record No. 8632), and "Blaze Away March," (our Record No. 8098). "Flying Arrow" is full of characteristic melody and has a good swing. The brass instruments are brought out rather stronger than usual, and the whoops of the Indians add to the realism of the Record.

ANOTHER DECISION SUSTAINING OUR AGREEMENTS.

We give below a decision recently handed down by Judge John B. McPherson, United States District Judge at Philadelphia, in a suit brought against Fred G. Schaefer, at that city, for selling Edison Records in violation of our agreement. The charge of the bill of complaint was of a two-fold nature; first, that the defendant, not being a signed Dealer, had no right to sell Edison Records at any price; and second, that the defendant had sold Edison Records below the list price. In Judge McPherson's opinion, both of these points were sustained and an injunction has just been issued against the defendant, prohibiting him, and others acting in concert with him, from handling or in any way dealing in Edison Records, without the express license of this company. The opinion is also interesting in that it fully distinguishes conditional sales of unpatented goods from those of patented goods. The law seems to be reasonably established at this time that in the case of patented goods, the patentee may attach any reasonable conditions governing their sale. That our agreements do define reasonable conditions has been settled by many of the Federal courts. The opinion follows:

NEW JERSEY PATENT CO. and NATIONAL PHONOGRAPH CO.,
vs.
FRED G. SCHAEFER.

U. S. Circuit Court, D. of Pa., 7 April Term, 1906

FRANK L. DYER and CHARLES N. BUTLER, for Complainants.
JOHN H. GOW, for Defendant.

MOTION FOR PRELIMINARY INJUNCTION.

"The New Jersey Patent Co. is the owner of patent No. 782,775 which covers the phonograph records that are sold by the complainant, and the National Phonograph Co. is the exclusive licensee of the New Jersey Patent Co. of the Phonograph Company. The invariable custom of the Phonograph Company is to refuse to sell its records to any dealers, or to any dealers except such dealers, as are willing to sign carefully prepared agreements by which the Phonograph Company restricts the sale and use of its instruments and records in several particulars. The validity of such a restriction upon the sale is specified in the contracts, and therefore their sale also to any merchant who has not signed the appropriate agreement, that makes him what is known as an authorized dealer. Each contract provides, inter alia:

"All Edison phonographs, records and blanks are covered by United States patents and are owned by the National Phonograph Company under the condition that the license to use and vend them, implied by law, attaches to the property on the abservance by the vendee of all the following conditions; upon the breach of any of said conditions the license to use, vend, said phonographs, records and blanks, immediately ceases, and any vendee or user thereafter is guilty of infringer of said patents may be prosecuted against by suit for injunction or damages, or both:"

And among the conditions is one which every record is enclosed for sale the following notice appears:

"This record is sold by the National Phonograph Company upon the condition that it shall not be sold to any dealer who refuses to sign the following agreement, and that it shall not be sold or used by any one except the original or any subsequent purchaser for use on an authorized phonograph at a price not less than thirty-five cents apiece.

"A violation of any of said condition, the license to use and vend this record, implied for such sale, immediately terminates."

The defendant is not an authorized dealer, having never made any contract with the Phonograph Company. He is selling and offering for sale records at less than thirty-five cents, having obtained them from some jobbers or dealers who bought them as disclosed by the affidavits. I have no doubt that the defendant's purchases and sales have been made with full knowledge of the restrictions that have been placed upon the sale and use of these records, so far at least as those restrictions are valid. Hence, and that he is deliberately violating them when he is selling sales at a minimum price. Under such circumstances, the complainant's right is established by Ingram-Patterer Co. v. Eureka Co., 72 Fed. 288, and other decisions which have followed it, and the ruling there made by the circuit of appeals for the sixth circuit. Other citations are: Bauer & Cie. v. Bement v. National Harrow Co., 68 Fed. 991; Edison Phonograph Co. v. Kaufman, 105 Fed. 960; Edison Phonograph Co. v. Pike, 116 Fed. 862; Victor Talking Machine Co. v. Seltzer, 123 Fed. 424; Victor Cortelyou v. Johnson, 138 Fed. 955.

If it is supposed, as defendant's counsel seems to contend, that these cases are in conflict to some extent with Bobbs-Merrill Co. v. Straus, 210 U. S. 339; Straus v. Victor Talking Machine Co., 243 U. S. 490; Boston Store v. Ames, 119 Mass. 142; and Victor Talking Machine Co. v. Arlington Co., I can only reply that I am bound by the decisions of the federal courts if they are inconsistent with the rulings of the Massachusetts and of the Pennsylvania tribunals. But there is no conflict, as I think. The first of the cases cited relates to the right of a patentee to deal with his own property as he pleases, while the Grat cases are concerned with the right of a trademark and a proprietary medicine. The principles that govern the right of a patentee to do what he will with his own are not discussed in the opinions of the Massachusetts court, by whom, indeed it is expressly stated that in Victor Talking Machine Co., that Court's trade-mark did not pass to the rights of a patentee in property manufactured under a patent.

A preliminary injunction will be granted.

Mr. Dealer: Don't overlook the opportunity to get a framed copy of the Massani painting, "The Phonograph."

A MISSOURI BREEZE.

Lyon & Healy, Edison Jobbers at Chicago, recently incorrectly filled a customer's order for some Edison Records and the fact was called to their attention by the following breezy letter, which will repay reading:

CAPE GIRARDEAU, MO.

LYON & HEALY, Chicago, Illinois.

Gentlemen:—Inclosed herewith find check in payment for your invoice of talking machine and Phonograph records. Will say that the records were very fresh and nice, in every way with one exception, which I will kindly note.

I ordered, among others, a vaudeville Record called "Fishing," and to be a faithful reproduction of the "Fishing" sketches rendered by Collins and Harlan, Walter Jones and her starring partner, Mr. Lew Spencer. Judge of my surprise to find that you had substituted a ding-dong prayer hymn, entitled "Pass Me not, O Thou not Pass Me By," for vaudeville, or anything of any sense.

Possibly the sending of your invoice was by hours on things for you in your shipping department figured it out from the address that I belonged to that species of vertebrates called "Missourians,"—described in your local papers as consisting principally of a broad-brimmed felt hat and a stogie.

I have considered the purchase of your diseased talkects, as represented in passing his entire existence upon the banks of the Chicago Drainage Canal (formerly known as the Mississippi River). And thus the logical conclusion was—that, being a democrat, I had undoubtedly by mistake ordered a hymn, and something calculated to draw me nearer to the throne than to the footlights.

It is true that formerly the literati of Cape Girardeau and the bidding young intellects of its State Normal School, together with the Ladies' Aid of Nymera for inspiration and solid pabulum, had before we were brought into such close touch with Chicago through the medium of your picturesque canal. Now the entire population throngs the levee daily to view the mighty flood bearing upon its bosom annual consignments of pop bottles, and, ever and anon, a defunct canine.

A solemn thought, that you town with a long outline nose having a large intake, said that we did not seem to get more than a few minutes removed from dear old Chicago.

Well, I say, City of Chicago may pollute the water supply of Cape Girardeau to her heart's content, when you attempt to interfere with our amusements we must draw the line.

Then again, it might have been a mistake on your part, but I suspect not, as I have been told that the Chicago jobbers have been put on the "blink" list, a rain drown at Seldom Seen, Missouri, this winter. He came to the entire town late one evening and upon the wife of the guide asking him what he would have for breakfast, said he would take some pate-de-foie gras, some canvas back teke and it took the united efforts of the entire family to keep the boarder from having tears to keep the guide from killing him for using such language to a lady.

Another thing, the people of Missouri are suffering from too much substitution at the present time. We have a Democratic governor, a democratic senate and a four-flush reformer as Governor. The whole state is run for the benefit of the writers of feature articles in the 100 monthlies published in New York.

Do you know how a druggist could give out morphine for calomel, or how a crossyard man could vote the populist ticket by using the Australian ballot system, but for the life of me I cannot see how you could mistake the impulsiveness of "Pass Me not, O Thou not Pass Me By," for the snappy ozone of "Miss Ada Jones and the Fish Song."

I invited a friend to hear my new Records. He had been a river steamboat captain, that is to say, he was supposed to complicated rhetorical flourishes, Dutch Trimpets and Dago operatic music of all kinds. He yearned for the merry quip of the Mississippi deckhand, and the "Fishing" Record was the only laughable skit called "Fishing". He closed his eyes to recall the rising curtain, the blare of the band and the burst of applause as the headliner somersaults with the wicked wink, the reasonable hosiery and the knowing leer. Then came the low, low whine and tortured tones of the dialogue in "Pass Me not, O Thou not Pass Me By" and then—but Mr. Roosevelt is no particular, lately about what goes through the mails that I will not go into details.

The captain left without ceremony and while I have a Record as good as new, I have lost a *friend*. He passes me on the streets without speaking, but he don't care as he has had him, one hundred shares at par, in the Private Snap Gold Mining and Development Company.

Furthermore, the Record in question grates on my feelings and is still more incorporate for constant use, as the Frisco Railroad has not renewed my pass for the season. Will you please to give them scriptural authority for withholding the same.

Regretting to be obliged to call your attention to this preserved prayer, I am,

Yours truly,
C. D. BOWTON.

UNSHAVED BLANKS TO BE PACKED IN CARTONS.

Beginning April 2th, all unshaved blanks will be wrapped in cotton and packed in cartons, the same as shaved blanks. None will be packed in excelsior. These cartons have a special label to distinguish them from shaved blanks.

NO. 12295 CUT OUT.

We have no more molds of Record No. 12295, "Chanson à boire," sung in French, by M. Marechal, and when our present stock is exhausted we will be unable to fill orders for it.

A HIGH PRICED GEM.

Just because the auctioneer played "Everybody Works But Father," "Always in the Way," and other well-known airs, while disposing of an Edison Gem Phonograph at auction, at Darlington, Pa., recently, it was bid up by a crowd of eager buyers till it was knocked down at $125.

A FREIGHT "TIP".

For the benefit of other Jobbers, writes the Texas Phonograph Co., of Houston, Texas, we beg to advise that we have discovered a means of having Phonograph Record cabinets shipped at a reduced rate by the following method: The classification on Phonograph cabinets calls for a rate of 175 times first-class, while the rate on chiffoniers is only first-class. These cabinets are practically nothing but chiffoniers and we recently had a shipment of seventy-five of these come to us via freight, in three and billed as "chiffoniers." The pegs were shipped in a separate box and we inserted the pegs after the arrival of the cabinets. A controversy arose with the railroad company, but the decision was in our favor, inasmuch as we told them to open the goods and submit to a committee of furniture men, who pronounced them "chiffoniers."

We cannot see the equity in a difference in classification on these goods, and while it seems little trouble to have the pegs shipped at a separate time, and in a separate box, and then insert them ourselves, yet the saving of one-third of the freight more than justifies the additional trouble.

AMONG THE JOBBERS.

The Kipp Bros. Co., Edison Jobbers at Indianapolis, Ind., has been succeeded by the Kipp-Link Phonograph Co., with headquarters at 217 S. Illinois street, Indianapolis.

The large building of the Theodore F. Bentel Co., Inc., Edison Jobbers, at 632 Liberty street, Pittsburg, Pa., was discovered on fire early in the morning of March 31st, and the flames were not subdued until the interior of the building had been gutted, entailing a loss of $35,000, with $25,000 insurance. The company were preparing to move to Nos. 435-437 Wood street, and had removed about $3,000 worth of goods to the new store. The fire started on the second floor of the Bentel building and Mr. Bentel believes that it was caused by crossed electric light wires. His loss is total. He carried a full line of the Edison goods. More than 35,000 Records were destroyed. The fire did not interfere with the company opening in new headquarters the following week, although they were short of stock for a few days.

The O. K. Houck Piano Co., of Memphis, Tenn., have secured a long lease of three upper floors of the building No. 105 S. Main street, adjoining their Main street establishment. This building will be devoted to their retail and wholesale talking machine business. The new building will give them a great additional amount of space for their talking machine business and will permit of their carrying a much larger and more complete stock than was possible before.

PRINTED MATTER.

Since the May Records will not be shipped before May 15th, the *Phonogram*, supplements, bulletins, etc., will likewise not be shipped or mailed before that date. In addition to the regular forms, the May printed matter will include grand opera supplements and hangers. We shall also send out at the same time a sample copy of a little form printed in imitation of a theatre ticket. At a glance it looks as if someone had dropped an envelope and the ticket was falling out. The form is printed alike on both sides, so that the effect is the same, no matter which way the card falls. Quantities of these are being shipped to Jobbers, and by the time the sample copy is received by Dealers, Jobbers will be in a position to fill their orders.

We shall shortly mail to the trade a sample copy of a little booklet on the art of making Phonograph Records at home. This has been entirely re-written and gives some new and interesting facts about the matter of amateur Record making. The quantities that we are sending to Jobbers will not permit them to do more than give a limited number of copies to each Dealer, to be used only for furnishing information to Phonograph owners desiring to know more about the subject. It will not be possible to supply Dealers with large quantities for miscellaneous distribution.

The *Phonogram* has now reached an edition of 200,000 copies and is unquestionably a most useful piece of printed matter for increasing both Phonograph and Record business. This edition is the more surprising because of the fact that the entire trade are required to pay part of its cost and it is furnished to no one without charge. The fact that the trade so readily pays this charge proves that it is regarded as a valuable means of circulating information about Phonographs and Records.

TALKING MACHINE SALESMEN ORGANIZE.

The New England Talking Machine Salesmen's Association has just been organized at Boston, with the following officers: President, H. R. Skelton; Vice-President, Fred Howes; Secretary, S. J. Freeman; Treasurer, F. E. Lane. President Skelton has appointed several committees. The entertainment committee, is composed of W. J. Fitzgerald, W. E. Vele, Henry Winkleman, H. L. Royer and K. Campbell. The objects of the association as set forth in the by-laws are the general promotion of the interests of the business, and a better feeling among the salesmen in the business. At present the membership is confined to Boston and immediate vicinity, but the membership committee will make every effort to interest salesmen in the New England territory. Meetings will be held on the last Friday evening of each month, and from time to time dinners will be held.

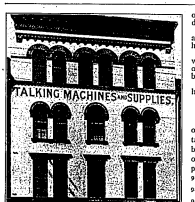
AN ECHO FROM SAN FRANCISCO.

The New York *Sun* correspondent from San Francisco, in writing of some experiences in the unfortunate city on April 23d, said:

"It seemed as if every person was carrying a Phonograph with the big trumpet tucked under the arm. I never saw so many Phonographs in my life. Didn't know there were that many."

This paragraph shows the regard that thousands of families have for their Phonographs. To them they are their most treasured possession. It was not surprising that in fleeing from their homes so many of the families saved their Phonographs and left everything else behind.

The report continues to be circulated that miss Grace Nelson, who has made Edison Phonograph Records, was killed in a railway accident in Massachusetts last summer. That a lady of this name may have met with such a misfortune we cannot question, but she is not the Miss Nelson who makes Phonograph Records. Miss Nelson is still living. In fact, this name is but a *nom de plume*.



PARDEE-ELLENBERGER CO.'S NEW BUILDING.

The Pardee-Ellenberger Co., of New Haven, Conn., whose success as Jobbers of Edison goods exclusively has been little short of phenomenal, have just bought a five-story building at 96-104 State street, and are now moving their wholesale stock into it. This building has a frontage of 35 feet on State street and runs back 160 feet, the five floors furnishing 26,400 feet of floor space. The entire building will be devoted to the wholesale end of the firm's business. No goods will here be sold at retail.

The front of the first floor contains space as offices, just back of which is a sales-room, where each of the different types of machines, record cabinets, horn cranes, horns and supplies of various kinds, are open to the customers' inspection. Directly in the rear is a general stock and shipping room with convenient arrangements for handling incoming and outgoing goods. A power elevator connects this with each floor in the building.

The second floor is devoted exclusively to a record stock room. Here bins of the most improved type have been constructed on generous lines, with facilities for carrying a stock of two hundred thousand Edison Records. In a separate section ample provision has been made for foreign selections. With these provisions the company feel that they can handle with accuracy and dispatch this important part of their business, no matter how large the demand.

The floors above give ample space for storage of the goods of a bulky character, such as horns, cabinets, and supplies in general.

The building is located in the heart of the wholesale district within a few minutes' walk of the railroad station, and at a central point between the boat, railroad and express offices.

The Chapel street store will be retained as heretofore for retail purposes only.

PUBLISHERS OF MUSIC IN JULY LIST.

The publishers of the compositions made for our July list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

9290 "Charge of the Hussars," Carl Fischer, New York.
9291 "In Happy Moments," Oliver Ditson Co., Boston, Mass.
9292 "It's Up to You to Move," Ed. Rogers' Music Publishing Co.
9293 "Virginia Song," A. A. Mills, New York.
9294 "Don't Forget Me, Dear, When I'm Gone," Jerome H. Remick & Co., New York.
9295 "Here's to Our Absent Brothers," Helf & Hagen, New York.
9296 "Nibelungen March," Carl Fischer, New York.
9297 "I Love You Way," Jos. W. Stern & Co., New York.
9298 "Why Don't You Try?" Jerome H. Remick & Co., New York.
9299 "If Washington Should Come to Life," F. A. Mills, New York.
9300 "Hail! Columbia Again," Gotham-Attucks Music Co., New York.
9301 "Longing Like This is My Family," M. Witmark & Son, New York.
9302 "Is My Name Written There?" Hymn Books.
9303 "Dance of the Nile Maidens," Carl Fischer, New York.
9306 "Nothing Like This is My Family," M. Witmark & Son, New York.
9307 "I Want What I Want When I Want It," M. Witmark & Son, New York.
9309 "Bells," Helf & Hagen, New York.
9310 "Coon Life Quadrilles," Walter Jacobs, Boston, Mass.
9312 "Where the Morning Glories Twine Around the Door," Harry Von Tilzer Music Publishing Co., New York.
9313 "Flying Arrow," Leo Feist, New York.

DEALERS' CORNER.

We have just started the sale of Edison goods and are more than pleased with them. They are sellers. Shall do all we can to encourage the sale of them.—*Jos. Weeks & Son, Harrisville, N. Y.*

Am having the best trade now I have ever had since I have handled Edison goods. Have sold more machines and Records since January 1st this year, than I sold during the whole year 1905.—*J. W. Maple, Ridgeway, Mo.*

I recently sold a customer a Home Phonograph, a flower horn and stand, $36; 100 Edison Records, $35; all at one time. He said that would do for a starter. That's the way I like them to start. He said he had heard all the other makes of machines but the Edison was the only good one. I have two stores and am selling Edison goods to many people that never dreamed of buying a machine.—*J. E. Jerd, Rochester and Randolph, Vt.*

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second Ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Pemick, 119 Dexter Ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 566-568 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 674 16th street.
Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Hitenberger Co., 96 State street

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenues.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 52 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Voorhees.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
The Talking Machine Co., 144 State street.
The Von Co., 78 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 300 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 646 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
Kipp-Link Phonograph Co., 203 N. Illinois street.
A. B. Wahl & Co., 115 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
The Von Co., 1021 Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 630-632 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Prenchman street.
National Automatic Fire Alarm Co., 614 Gravier street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Mach. Co., 197 Tremont st.
Iver Johnson Sptg. Goods Co., 165 Washington st.
C. H. Ingwood Co., 594 Washington street.
Read & Read, 630 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 197 Main st.
Lowell—Thomas Wardell, 171 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Bridgett Co., 1239 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Piano Co., 106 Woodward ave.
Grinnell Bros. 229 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 114 Hennepin ave.
Minnesota Phono. Co., 318 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 82-84 West 4th street.
Thomas C. Hough, 396 Wabasha street.
Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. P. Schmelzer & Sons Arms Co., 310 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive street.
Western Talking Machine Co., 915 Olive st.

MONTANA.

Helena—Frank Bozer, Diamond Block, Sixth avenue.

Continued on page 13.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1111 O street.
Omaha—Nebraska Cycle Co., 118and Harney streets
Omaha Bicycle Co., 1018 & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 109 Washington st.
Newark—Douglas Phonograph Co., 29 New street.
A. G. Pelt, New and Halsey streets.
Y. H. Rapke, 187 Bank street.
Paterson—Talking Machine Co., 127 Ellison street.
Trenton—Hall's Music Book and Stationery Co., 32 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.

Albany—Finch & Makin, 50 State street.
Astoria—John Koss.
Brooklyn—A. D. Matthews' Sons, 304 Fulton street.
Price Phonograph Co., 1186 Broadway.
Buffalo—P. A. Powers, 631 Main street.
Elmira—Elmira Arms Co., 107 Main street.
Gloversville—Empire Phono. Co., 104 E. Fulton st.
Kingston—Forsyth & Davis, 322 Wall street.
New York City—Bettini Phono. Co., 156 W. 23d street.
Blackman Talking Machine Co., 97 Chambers street.
J. Bergmann & Co., 127-131 3d avenue.
Sol Bloom, 31 E. 22d street.
I. Davega, Jr., 125 W. 125th St.
S. B. Davega, 36 E. 14th street.
Douglas Phono. Co., 89 Chambers st.
H. S. Gordon, 1241 Broadway.
Hawthorne & Sheble Co., 29 Union Square.
Victor H. Hammer, 1 Lexington avenue.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1602 First avenue.
Oswego—Frank E. Salway, 32 W. Bridge street.
Poughkeepsie—Platt & Schultz, 316 Main st.
Rochester—A. J. Deeley, 127 North Clinton st.
Mackie Piano, O. M. & Co., 100 State street.
Silas H. Miller, 63 State street.
Talking Machine Co., 37 Main st., E.
Schenectady—Finch & Makin, 316 State street.
Syracuse—W. J. Andrews, 128 E. Fayette st.
Troy—Finch & Makin, 3 Third street.
Utica—Clark-Horrocks Co., 22 Genesee street.
Arthur F. Wells, 1 Washington street.
William Harrison, 21 Columbia street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 226 N. Market street.
Cincinnati—Isaac G. Ash, 18 W. 6th street.
Rudolph Wurlitzer Co., 120-122 W. 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect ave.
Columbus—Perry B. Whitsit Co., 251 S. High street.
Dayton—Niesz Music House, 25 E. 4th street.
Newark—Hull-Price Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 500 Federal street.
Allentown—G. C. Ambach, 539 Hamilton street.
Easton—William Werner, 431 Northampton street.
Harrisburg—S. K. Hamberger, 16-18 Market st.
Philadelphia—C. J. Heppe & Son, 1310 Chestnut street.
John Wanamaker, 13th and Market sts.
Penn Phonograph Co., 1518 Arch street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 45 N. 4th street.
Western Talking Mach. Co., 1228 5th st.
C. H. Weygandt & Son, 1020 Market st.
Pittsburg—E. P. Boyle, 1011 Penn and 1016 Grant.
H. Kleber & Bro., 412 Penn avenue.
C. C. Mellor Co., 937 Penn avenue.
Pittsburg Phono. Co., 937 Liberty street.
Powers & Henry Co., 625 Penn ave.
Reading—Reading Phonograph Co., 521 Penn street.
Scranton—Acme Phono. Co., 129 Wyoming avenue.
Oakhall Supply Co.
Sharon—W. C. DeForest & Son.
Williamsport—W. A. Myers, 149 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 32 N. Main St.
Providence—J. M. Dean Co., 262-264 Westminster street.
J. A. Tilley, 1 Weybosset st.
Horseburgh Music Co.
J. Samuels & Bro., 82 Weybosset street.
A. D. Smallegood & Co., 106 Main st.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 17 Gay street.
Memphis—P. H. Atwood, 166 Main St.
O. K. Houck Piano Co., 102 S. Main street.
Nashville—Nashville Talking Mach. Co., 210 Church st.
Siegruhrer & Co., 19 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 242 Main st.
El Paso—Wm. C. Ward Co., 110 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston.
Houston—Texas Phono. Co., Capitol and Panola Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 81 Church St.

VIRGINIA.

Richmond—Magruder & Co., 109 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 125 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 191 Princess street.

SUSPENDED LIST, MAY 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

Y West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 619 Spring street.

NEW YORK.

Albany—C. D. LINDE, 313 S. Pearl street.
Auburn—Gilbert Bros. & Co., 56 Clark street.
Buford Park—GEO. F. DYER, 1 Lexington ave.
Brooklyn—WM. ALDERCHEIM, 1104 Knickerbocker ave
H. HINDEMARCH, HERKWICK PHONO GRAPH EXCHANGE, 1221 Myrtle avenue.
Hoberg—CARL HOBERG, 1 Lexington ave.
Jamaica—LAMB SPECIALITY CO., or CHAS. P. RICE, Main street.
Jamaica—D. D. LOWRIE & CO., Union Block.
New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 106 West 125th street.
A. CONRAD SITTNER CO., M. Cohen, Prop., 48 Second ave.
BENN BEARDSLEY, 1 W. 125th st.
EDWARD BIELFELD, 211 Willis Ave.
BROOK, HERMAN PHONO CO., or DAVID SWITKY, 206 Wyckle ave.
CLIPPERT PHONO. CO., 160 E. 2nd street.
C. E. CONOVER, 1182 Broadway, N. Y.
EAGLE PHONO. CO., 6 LOWENTHAL, 31 Nassau street.
EMPIRE PHONO. CO., 3 W. 125th street.
E. W. FAIRCHILD, or E. PECKET, 7 Bayley st., Staten Island (ft.); 4240 Fairfield, N. J.
O. HACKENBERG, 1 Convent street.
HAVEMEYER & CO., 297 Broadway also Philadelphia, Pa.
HUDSON PHONO. CO., 220 and 222 West st.
W. HORN, 156 E. 28th street.
H. HOWARD, 1 Lexington avenue.
H. LEMMING, 1 Lexington avenue.
J. MCELLYNNS, 1208 Broadway.
RICHMOND PEASE, 21 W. 125th st.
W. K. PRESCOTT, 21 Broad st.
SCHMIDT & CO., 1 Union Sq., 1402 Seventh ave.
Same—CHARLES SCHMIDT.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Watertown—HENRY A. HARDY, 14 Arsenal st.
H. WAINWRIGHT & CO., 39 Public Square.
Wolcott—J. A. MURPHY, 7 Main street.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

OHIO.

Cincinnati—J. L. ANDEH.
Cumberland—BUBBS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Steubenville—J. W. ZANE & CO.
Steubenville—J. W. ZANE & CO.

PENNSYLVANIA.

Philadelphia—H. S. CARSIDY, 1925 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Hamilton sts.; also New York City.
A. KROUSE, 840 Arch street.
PENN NOVELTY CO., 12 South 9th s
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 619 Wylie ave.

RHODE ISLAND.

Providence—F. P. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

GEORGIA.

Valdosta—H. K. McLendon, 209 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.
Ottawa—Edward Haynie.
Wheaton—E. Irving.

INDIANA.

Logansport—P. M. Neff, 206 Broadway.
South Bend—EUGENE HANSH, 126 Wayne avenue.
SOUTH BEND BOOK BINDERY, Robert Lebell, Prop., 122 North Michigan street.

IOWA.

Burlington—JOHN F. WEISS, 151 Jefferson street.
Sioux City—HAFTENBRACH BROS. CO.
A. V. LARSON, 418 Fifth street.

KANSAS.

Clay Center—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—H. REICHHOLM, 522 E. 4th street.

MAINE.

Biddeford—W. H. FITZGERALD.
Lewiston—J. W. SCENE.
Wilmington—C. H. PEARSON.
Waterville—FRANK M. RANCHARD, 130 Main street.

MASSACHUSETTS.

Boston—C. E. HOOK, 43 Milk st.
Lawrence—LOUIS A. CO., 214 Essex street.
Lynn—ELIAS DAVIDSON.
Malden—C. E. HOOK.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFE.
Somerville—J. F. WHEELWRIGHT, 32 Summoit avenue.
Worcester—JOSEPH TURNAN, 21 Front street.
Woburn—JOSEPH GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—P. J. SCHWANKOVSKY.
Saginaw—JAMES O'LEARY, Jr., Manager.
JAMES O'LEARY, 1109 Tennessee st.
TIBBITEY BROS., 227 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
PIANO PLAYER CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. HARNES.
Manchester—A. B. DIM & SON.
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAMU. D. WOLF, 1520 Arkansas ave.
Bayonne—WISDON & ANDERSON, 1264 Avenue A.
Jersey City—W. D. HOFFMAN, 120 Montgomery st.
Newark—S. D. CORWIN; also New York City.
Passaic—J. HIRSWITZ.
Paterson—GEO. M. KELLY, 98 N. Main street.
Plainfield—E. M. FRUCHT, or H. FRUCHT; also New York City.
NELSON M. LEWIS.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

What is the Difference Between An Edison and an Edison with I. C. S. Equipment?

Do you know the difference between an ordinary Edison Standard Phonograph and an Edison Standard Phonograph with the I. C. S. Language Equipment?

We use the new type Edison Standard, but each machine is equipped with our own patented Repeating Attachment—with a set of head band Hearing Tubes—with a Recorder, Brush and Horn. And the speed screw is above the bed-plate—ease in regulating the speed of the machine is essential, as Language records are run at ninety revolutions per minute. The machine is designed specially for double service—LANGUAGE STUDY AND AMUSEMENT.

Now about the special equipment. It is all necessary in connection with language study, and, if sold separately, would cost $100.00, in addition to the price of the regular Edison Standard Machine. With the hearing tubes, much greater concentration of mind is possible, the ear is trained to sounds of foreign words as they are spoken by natives and, again, none of the sound is lost. There is a sound modifier in the Hearing Tubes, so that the volume of sound can be regulated to suit the listener.

Absolutely correct pronunciation is acquired by repetition. With the I. C. S. Repeating Attachment the same word can be repeated over and over again without touching the speaker arm—simply operate the Repeating Attachment and listen. YOU CAN GUARANTEE ABSOLUTELY CORRECT PRONUNCIATION.

I.C.S. LANGUAGE SYSTEM. with Thomas A. Edison PHONOGRAPH

To learn to speak a foreign language, it is necessary to talk, therefore, to the Recorder—make records—hear yourself talk—compare your pronunciation with the pronunciation on the instruction records. This is a strong talking point in selling Language Outfits.

Two blanks are furnished with each Outfit, so that the party making the purchase has everything ready to start with his studies. The I. C. S. Language Outfit is complete and you will never have a dissatisfied purchaser.

IF YOU ARE NOT SELLING THESE OUTFITS, WRITE FOR PARTICULARS AND PRICES

INTERNATIONAL TEXTBOOK CO., Box 920, Scranton, Pa.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., JUNE, 1906. No. 4.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77, MEXICO CITY.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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MACHINE SITUATION BETTER.

It is with much gratification that we are able to state this month that the machine situation is well in hand and most orders for Phonographs are being filled with reasonable promptness. For the first time in nine months the trade now has no cause to complain about inability to get machines. The Record situation, however, has grown no better with the passage of another month, in spite of the large weekly output.

We continue to be more than two million Records behind on current orders and these orders, with orders for the monthly list, make it certain that there will be no break or falling off in the Record production during the entire summer. We shall be fortunate if we can open the fall season with less than a million Records behind on orders for current selections. Nothing but increased Record moulding facilities will make it possible to meet the larger demand of the fall. These facilities are being increased as rapidly as possible, and we hope that they will meet all normal demands until our proposed new Record moulding building can be constructed and fitted for work. It will require nearly a year to put up the latter.

The fact that the trade has not been able to get as many Records as were wanted has been quite a factor in relieving the machine demand, for Jobbers have found that inability to get Records enough to sort up their stocks has caused many firms to wait until they can get complete stocks of Records before becoming Dealers.

Even the lapsing of the June list did not bring the relief anticipated, for the last of the May Records could not be shipped until May 29th, nearly four weeks late. Part of this delay was due to the increased demand for the May list of Grand Opera Records, the advance orders being larger than for the first supplement issued in February.

THE ADVANCE LIST OF AUGUST RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR AUGUST, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **July 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or re-shipped to Dealers before 8 A. M. on July 27th.** Supplements, Phonograms and Bulletins will be shipped with Records, and these also must not be distributed in any manner before **July 27th.** Jobbers are required to place orders for August Records on or before **June 10th.** Dealers should place August orders with Jobbers before **June 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9314	Polonaise Militaire (*Chopin*)	Edison Concert Band
9315	Waiting at the Church (*Pether*) ("*My Wife Won't Let Me*"), *Vesta Victoria's great New York vaudeville hit, Orch. accom.*	Ada Jones
9316	Afloat on a Five Dollar Note (*Ilcil*) *New summer waltz song, Orch. accom.*	Collins and Harlan
9317	St. Louis Tickle (*Barney and Seymour*) *Banjo solo, Orch. accom.*	Vess L. Ossman
9318	After They Gather the Hay (*Henry*) *Sentimental song, Orch. accom.*	Harry MacDonough
9319	Heaven is My Home (*Sir Arthur Sullivan*) *Sacred song, Orch. accom.*	Anthony and Harrison
9320	Bill Simmons (*Stink*) ("*I've Got to Dance 'till the Band Gits Through*"), *Coon song from "A Social Whirl," Orch. accom.*	Arthur Collins
9321	Gen. Mixup, U. S. A. (*Allen*) *By the composer of "The Dixie Babe"*	Edison Military Band
9322	Smile on Me (*Sutton*) *Descriptive ballad, Orch. accom.*	Irving Gillette
9323	Daughter of Vanity Fair (*Rogers*) *Descriptive song, Orch. accom.*	Harlan and Stanley
9324	Bell solo from "The Magic Flute" (*Mozart*) *Bells solo, Orch. accom.*	Albert Benzler
9325	Bonnie Banks O' Loch Lomond (*Traditional*) *Old Scottish song, Orch. accom.*	Marie Narelle
9326	The Morning After (*Original*) *Companion Irish sketch to "Flanagan's Night Off"*	Spencer and Porter
9327	Minerva (*Heger*) *A South American Romance*	Edison Symphony Orchestra
9328	With the Robins I'll Return (*Witt*) *Sentimental song with march chorus introducing bird effect by Joe Belmont, Orch. accom.*	Byron G. Harlan
9329	I'm Up in the Air About Mary (*Solman*) *Semi-comic waltz song, Orch. accom.*	Billy Murray
9330	Baby Parade (*Pryor*) *Descriptive selection, patrol effect, by the composer of "The Whistler and His Dog"*	Edison Concert Band
9331	Poor Old Man (*Bryan*) *Comic song, Orch. accom.*	Bob Roberts
9332	While the Old Mill Wheel is Turning (*Mills*) *Descriptive song, Orch. accom.*	Harry Anthony
9333	Clancy's Wooden Wedding (*Sissons*) *Comic song, Orch. accom.*	Edward Meeker
9334	Fisher's Hornpipe Medley (*Original*) *Violin solo, introducing "Fisher's Hornpipe," "Little House Under the Hill," Straight Jig" and "Gypsy Reel," Orch. accom.*	Leopold Moeslein
9335	Bashful Henry and His Lovin' Lucy (*Original*) *A Darktown courtship, introducing the coon song "I've Such a Funny Feeling When I Look at You," Orch. accom.*	Ada Jones and Len Spencer
9336	Teacher and the Tack *(A catastrophe), Comic song, unaccompanied*	Edison Male Quartette
9337	Free Lance March (*Sousa*) *From John Philip Sousa's new opera "The Free Lance".*	Edison Military Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

CHICAGO OFFICE DISCONTINUED.

The Chicago office of the National Phonograph Company, so far as it refers to the sale of Edison Phonographs and Records for amusement purposes, and through the trade, ended its official existence on May 31st, 1906. The separate offices at 304 Wabash avenue, used for the sale of the Edison Business Phonograph, will be continued, but only the Business Phonograph will be sold from that address. Since the Business Phonograph is not sold through the trade the general Chicago office of the company has practically ceased to exist. Hereafter all Edison goods sold through the trade will be shipped and billed direct from the factory at Orange, N. J. The letter printed below was mailed to the entire trade on May 25th.

As this letter explains the conditions that made it necessary to open a branch office in Chicago—lack of a sufficient number of Jobbers to meet the demands of the trade—no longer prevail, and the company in deciding to discontinue the office has removed the only bar to a complete trade understanding. Arrangements have been made with Chicago Jobbers to take the entire stock of the Chicago office and no longer can it be said that the National Phonograph Company is a competitor of its own Jobbers in the sale of Edison goods.

Dealers who have been buying through our Chicago office are urged to at once sign the Edison agreement with one or more Jobbers, so that they will not be inconvenienced in getting Edison goods promptly.

We believe that this action will materially improve our standing with the entire trade, and especially with the Jobbers of the Central and Western States, and we look for a considerable increase in the volume of Edison business from that section. Although every effort has been made to conduct the Chicago branch in an impartial manner and to interfere as little as possible with the business done by Jobbers, yet an undercurrent of resentment has always existed among Jobbers and this has doubtless affected the volume of Chicago business, aside from that placed with our Chicago branch. The closing of the latter will probably cause other strong firms in the Central and Western States to seek to become Jobbers in Edison goods. The letter to the trade was as follows:

ORANGE, N. J., May 25th, 1906.

DEAR SIR:—On May 31st, 1906, we will close and discontinue our Chicago office, now located at No. 304 Wabash avenue, Chicago, Ill., after which all remittances, orders and communications of every kind for Edison goods formerly sent to Chicago office, should be addressed to the National Phonograph Company, 31 Union Square, New York City.

The original necessity which caused us to open this office (scarcity of representative Jobbers in the territory) has now ceased to exist, and we are pleased to be able to turn over, so far as is possible, the Dealers' business to Jobbers in Chicago who are now in a position to cover the Central and Western States.

In order that they will be in position to properly take care of Dealers' requirements, we would urge upon our Jobbers the necessity of carrying a full and complete stock of Edison goods, thereby placing themselves in position to obtain a share of the jobbing business. Jobbers who have been securing goods from our Chicago office direct are requested to sign our agreement with one or more Jobbers, thereby enabling them to obtain goods promptly and at the same or less transportation charges as was incurred from our Chicago office. Yours very truly,

W. E. GILMORE,
President and General Manager.

THE JOBBERS ENTERTAINMENT IN JULY.

The Jobbers' entertainment, which will take place July 17th to 21st, and for which the formal invitations have just been issued, has created considerable favorable comment among our trade and we are being deluged with correspondence on the subject, the Jobbers with very few exceptions having signified their intention of being present and joining with us in the celebration of the most successful year in the history of the Phonograph business. They are coming from all points of the compass, from Maine to California,—from Canada to Texas, and it is indeed gratifying to note the hearty responses we have had to our preliminary letters.

Our plans have now taken such definite shape that we can promise there will be no hitch in carrying out the arrangement as outlined, as only the details are now to be perfected. With the formal invitations a card has been enclosed which should be signed and returned promptly, thus enabling us to complete arrangements at the hotel for proper accommodations.

Aside from the social features, this gathering of prominent talking machine Jobbers will permit of an interchange of ideas which will prove of inestimable value to all concerned, and no one can afford to miss the opportunity thus provided.

Both Mr. Edison and Mr. Gilmore are taking the warmest interest in the plan and scope of this affair, and this alone will insure the success of an entertainment which has been in contemplation for the past two years.

Our one regret is our inability to include the thousands of loyal Edison Dealers whom we would be pleased to meet, and from whom we could obtain suggestions which would be to our mutual advantage. It would appear from present indications that our original estimate will be exceeded by at least fifty, and we can assure those who do come, a warm and hearty welcome and that they will be fully repaid for the time spent.

DEALERS SHOULD ADVERTISE.

Next in importance to keeping an adequate stock of Edison goods is to advertise so that the public will know that you have them. Our magazine advertising is arousing great interest in the Edison Phonograph, and when Dealers advertise locally they get the greatest possible benefit from this advertising. Try it, Mr. Dealer.

OUR AGREEMENT MUST NOT BE VIOLATED.

During the past month it has been found necessary, to our great regret, to reduce a Jobber to the Dealer's ranks because of violation of our conditions of sale. Complaint was made by some of his competitors and an investigation showed the charges to be true. A complete suspension followed but this was later modified to reinstatement as a Dealer, upon positive assurances that the offence would not be repeated. This Jobber was doing an excellent business in Edison goods, his accounts were in the best possible shape and his relations with this company were of the most pleasant character, but these facts did not deter us from meeting the issue squarely and imposing the penalty, although it was a most unpleasant duty.

We would not call such attention to a case of this kind if it was not necessary to point out the futility of any Edison Jobber or Dealer violating his pledged word by selling Edison goods in any manner not permitted by our agreement. He may do so a few times, and he may make a few dollars before being found out, but his profits will be small as compared to his losses after discovery, and discovery will be only a matter of a few days.

There is not a single firm selling Edison goods, whether its business amounts to $100 or $500,000 a year, that will not be punished if it wilfully violates the conditions of our agreement. This statement is not made because we take any pleasure in making it. On the contrary it is very disagreeable. It is made, however, in the hope that it will hold back some who may be tempted to break faith by the promise of a few immediate dollars. It is also made, and reiterated from time to time, because the agreement system under which Edison goods are sold has been and is the greatest factor in its present success and the continuance of this success makes it more than ever necessary to punish those who endanger it by overt acts. The maintenance of this agreement system is also a matter of great importance to the entire trade. Millions of dollars invested in Edison goods to-day would suffer heavy depreciation if we should even for a year permit our goods to be sold at any price and without restrictions. It, therefore, becomes the duty of all interested to keep faith and see that their competitors do likewise.

Recently our attention has been called to certain Dealers who have been selling three Records for $1.00 and a number of suspensions have followed. Others will be suspended as soon as the necessary evidence can be secured.

CONCERNING THE JUNE PHONOGRAM.

When a decision was reached two months ago to drop the June list of Records the question arose as to the advisability of getting out the *Phonogram* for June, in the usual manner. The matter was carefully considered and it was decided that not to issue it would cause the trade an almost endless amount of trouble in being compelled to explain to the 400,000 readers of the little publication why it did not appear. It was realized that to get it out when there were no new Records to describe would make it less attractive than usual, but on the whole it seemed better to issue it and the edition was accordingly printed, the work being completed six weeks ago. Had it then been possible to foresee the delay in shipping May Records it is possible that a different decision might have been arrived at. We would not have thought of getting out two issues to be distributed at so near the same time.

However, the June issue is entirely printed and the orders of many Jobbers have already been made with other goods, and in each case a request has been made that the *Phonograms* be not distributed before June 10th. We must ask the trade to put up with whatever inconvenience and friction may arise from the peculiar situation. It is not likely that a similar condition will again occur. Complaint has already been made that some Jobbers have received their June *Phonograms* ahead of their competitors but this has been due to the fact that we have been shipping them with other goods in order to save transportation charges. Jobbers will be permitted to re-ship this issue to Dealers at any time and in the least inexpensive manner, provided simply that Dealers be requested not to circulate them before June 10th.

COIN-SLOT PHONOGRAPHS.

A new catalogue of Edison Coin Slot Phonographs has just been mailed to Jobbers. It is Form No. 910. Copies will be mailed to Dealers on request. It has not been mailed to the trade for the reason that no discounts are allowed on the three electric current types and Dealers have no interest in their sale. The electric current types are the Windsor (battery current), Eclipse (direct current) and Acme (alternating current). The latter is an entirely new machine and is the first alternating Phonograph put out by this company. The Eclipse supersedes the Majestic, which has been discontinued. All of these types are sold singly at $65.00 each net and at $60.00 each net in lots of ten or more machines.

A WORD TO JOBBERS.

A long standing rule of the National Phonograph Company provides that no defective material, whether Phonographs, Records or other goods, shall be returned to our factory by Jobbers without *first* taking the matter up with the company. This rule is intended to save time, trouble and needless correspondence. Frequently, if we were first written on the subject, it would not be necessary to return the goods at all. We could offer suggestions that would make it possible to remedy the difficulty on the spot. Some Jobbers seem to be unaware of the existence of this rule, for they ship us material and it arrives with a simple request for credit, no explanation being made as to the reason therefore. To determine the reason letters must be written, causing annoyance and loss of time. Jobbers are urged not to return any material to us without first writing and getting our acquiescence or other instructions.

DEALERS AND DEFECTIVE MATERIAL.

Many Dealers do not seem to be aware of the procedure to be followed in connection with defective machines or other goods. Not infrequently Phonographs are returned to our factory by Dealers at a distance, with the statement that this thing or that is wrong, and a request is made that the trouble be remedied and the machine returned. In nine cases out of ten the trouble is one that could be remedied by the Jobber from whom the Dealer obtained the machines, with a saving of time and transportation charges. To send a Phonograph to Orange makes trouble and expense for everybody concerned. In the first place, we do not in most cases know anything about the Dealer. Nor have we any means of knowing how long a machine has been in the hands of the Dealer or to what extent we are responsible for the trouble complained of.

No matter what the trouble may be with Phonographs, Records or any other Edison goods, Dealers should return them to the Jobber from whom they were bought, with a simple statement covering the matter. The Jobber will then determine to what extent he or this company is responsible and act accordingly. If the trouble is one that he can remedy, like a broken mainspring in a Phonograph, he will have the work done and return the machine at once. If the difficulty is beyond the Jobber's facilities or ability he will take the matter up with our factory and later return the machine to Orange. We are always willing to furnish Jobbers with material to replace defective parts and do anything that will save them and us the trouble of having to handle returned machines. We especially desire that Dealers who do not buy from us direct should not send defective material back to the factory without at least first endeavoring to have their Jobbers take care of the matter.

GRAND OPERA RECORDS, LIST NO. 2.

Beyond the advance list printed on page 7, there is little to say concerning the third supplement of Grand Opera Records to be issued in August. These grand opera lists have now become part of the permanent plan of conducting an Edison business. They form a most desirable addition to the business done by Jobbers and Dealers, for although the sales are smaller than those of regular Records the better margins make the trade more anxious to dispose of them. These Grand Opera Records are doing much to popularize the Phonograph among an entirely new class of people and are adding to its popularity among all classes. The twenty Records now in the hands of the trade represent an outlay to a Dealer of $9.00, and for the credit of his business every Dealer should carry some of them, no matter how small his regular stock may be. Having these Records in stock will frequently mean the sale of a Phonograph when no other class of Records would interest a customer.

AN ALL YEAR ROUND BUSINESS.

The summer season now at hand is going to demonstrate beyond a doubt that the Phonograph business has become an all-the-year-round proposition. Of course the season will not be as busy as midwinter, but, considering the fact that most people spend so much for pleasures and recreations, it is certain to be profitable for Dealers. The advance orders for July, although a little less than for May, show that the trade do not anticipate any great falling off in the volume of business for the month.

NEW RECORD SHIPPING PLAN.

The new plan of shipping Records to Jobbers by freight in advance is now under way and much benefit is expected from it. The July Records have already been shipped to many Jobbers and other shipments are going out daily. Barring unforeseen contingencies, every Jobbers will have his July Records in ample time to re-ship them to Dealers and put them on sale on June 27th. The co-operation of the Jobbers is all that is needed to make the plan a complete success, and we have every assurance that we will have this co-operation to the fullest extent.

THE MASSANI PICTURES.

A surprising number of Dealers have failed to send Jobbers their orders for copies of the reproduction of the Massani picture, "The Phonograph." They have thus failed to get a framed copy of the picture. It will now only be possible to get an unframed copy, and this will be mailed direct from the Advertising Department upon receipt of the Dealer's order with the Jobber's approval. It will not be possible to supply framed copies hereafter, and it will be idle for Dealers to explain why they did not send in their orders and ask for special consideration. The literature sent out made the matter clear, and we feel that Dealers have themselves to blame in not complying with its requirements.

The orders for framed copies sent in by Jobbers will be filled by one freight shipment from Chicago, where the frames are being made, and the unframed copies will be mailed direct from Orange. None of these frames will be carried at the factory, and it will not, therefore, be possible to fill any further orders from Jobbers.

ANOTHER JOBBERS' ASSOCIATION.

The Eastern Talking Machine Jobbers Association, composed of talking machine jobbers in the Eastern and Middle Atlantic States, after holding several preliminary meetings, has been formally organized by the election of the following officers: President, W. D. Andrews, Syracuse, N. Y.; Vice-President, J. Newcomb Blackman, New York; Secretary, John P. Kelsey, Brooklyn, N. Y.; Treasurer, S. B. Davega, New York; Trustees, the foregoing officers and S. B. Davega and C. V. Henkel, New York; H. L. Ellenberger, New Haven, Conn.; C. G. Andrews and E. F. Taft, Boston; Thomas D. Barnhill, of Penn Phonograph Co., Philadelphia. They are to hold office until August 1st.

The object of the association is to work in harmony with the talking machine companies for the benefit of the entire industry. Committees are now at work endeavoring to secure a modification of conditions which seem to the members to adversely affect their interests. Meetings are being held every two months.

Following is an extract from an unsolicited letter written by a large Edison Jobber in Great Britain, who also handles several other makes of talking machines:

"In conclusion, it is a pleasure to me to be able to state, without any desire to flatter, that genuine Edison Phonographs and Records remain unrivalled in the Phonograph industry. It is further my candid opinion that all attempts hitherto made by rival manufacturers to excel genuine Edison products have been abortive."

PUBLISHERS OF MUSIC IN AUGUST LIST.

The publishers of the compositions made for our August list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

9314 Polonaise Militaire—Carl Fischer, New York.
9315 Waiting at the Church—Francis, Day & Hunter.
9316 Afloat on a Five Dollar Note—Helf & Hager, New York.
9317 Sir Tom Tickle—Victor Kremer Co., Chicago.
9318 After the Ball—Under the Stars—Jos. W. Stern & Co., New York.
9320 Bill Simmons—M. Witmark & Sons, New York.
9321 Gen. Stump, U. S. A.—Walter Jacobs, Boston, Mass.
9322 Smile on Me—M. Witmark & Sons, New York.
9323 A Dream of Days Gone By—Ed. Rogers Music Pub. Co., Memphis.
9325 Bonnie Banks O' Loch Lomond, Oliver Ditson Co., Boston, Mass.
9327 Minuetto—Helf & Hager, New York.
9328 With the Wooden Pi Reuter—Jos. W. Stern & Co., New York.
9329 I'm Up in the Air About Mary—Jos. W. Stern & Co., New York.
9330 The Baby Parade—Carl Fischer, New York.
9331 The Poor Old Man—Jerome H. Remick & Co., New York.
9332 While the Old Mill Wheel is Turning—F. A. Mills, New York.
9336 Teacher and the Task—Oliver Ditson Co., Boston, Mass.
9337 Free Lance March—The John Church Co., New York.

FOREIGN SELECTIONS CUT OUT.

We have no more moulds of the foreign selections named below and when our present stock of these Records is exhausted we will be unable to fill orders for them:

12010 Canto de Amor, Malagena (*Spanish*) *Vargas*
12129 La Fleur Id Gaulire (*Spanish*) *Vargas*
12258 Kriegsmarsch (*German*) *Hofmann*
12259 Klange aus Ungarn (*Hungarian*) *Delay*
12260 Glockchen ist, der verginat (*German*) *Walter and Hofmann*

PRINTED MATTER.

Copies of a new edition of the Foreign Record Catalogue, Form No. 885, has been mailed to all Jobbers. Because so few Dealers carry Foreign Records and also because of the trifling changes between the past and the new issue, copies have not been mailed to Dealers. Such Dealers as carry a stock of these Records can get a supply of the new edition from their Jobbers as usual. Sample copies will be mailed to Dealers on request.

We regret that we cannot comply with the requests of Dealers for a supply of forms for instalment sales of Phonographs. It has not been possible to get up any one form that can be used in all states, owing to the different laws prevailing in most states.

New discount sheets have just been mailed to Jobbers and Dealers. They differ but slightly from the previous edition.

ADVANCE LIST OF GRAND OPERA RECORDS.

Supplement No. 3, August, 1906.

The ten Edison Grand Opera Records listed below will be shipped by freight from Orange with the regular August selections and, all things being favorable, they will reach all Jobbers in the United States and Canada before July 27th. Like the regular list, the Grand Opera Records must not be placed on sale by Jobbers or be re-shipped to Dealers before 8 A. M. on July 27th. Supplements, hangers, etc., will be shipped at the same time and these also must not be distributed in advance of Records.

Jobbers are required to mail orders to us on or before June 10th. Orders not so mailed will be considered as second orders and filled later.

Dealers should place orders for Grand Opera Records with their Jobbers before June 10th to insure prompt and complete shipment when Jobbers' stock is received.

The third list of Grand Opera Records presented herewith will be even more popular than the two lists previously issued. These selections comprise four in German, three in Italian, one in Latin, one in Spanish and one in French. Each is sung by a different artist and three are by women's voices.

The list introduces four new artists in Mme. Rappold, soprano; Miss Bessie Abott, soprano; Mme. Jacoby, contralto, and Alois Burgstaller, tenor. All of these artists sang leading roles at the Metropolitan Opera House last winter and are, therefore, singers of the first rank.

For artistic rendition, natural and smooth reproduction and musical qualities these ten selections will be a delight to all lovers of the music created by the great composers.

NATIONAL PHONOGRAPH Co., Orange, N. J.

New York, London, Paris, Berlin, Brussels, Sydney, Mexico City.

Edison Grand Opera Records, price 75 cents each in the United States; 85 cents each in Canada.

SUPPLEMENT NO. 3, AUGUST, 1906.

B. 21—AVE MARIA, ... *Gounod*
By MME. RAPPOLD, Soprano.
Sung in Latin Orchestra accompaniment

B. 22—"FANGET AN," "Die Meistersinger von Nürnberg" ..... *Wagner*
By HERMANN KNOTE, Tenor.
Sung in German Orchestra accompaniment

B. 23—LAIS DES BIJOUX, "Faust" ..... *Gounod*
By MISS BESSIE ABBOTT, Soprano.
Sung in French Orchestra accompaniment

B. 24—ERZAHLUNG, "Königin von Saba" ..... *Goldmark*
By ANDREAS DIPPEL, Tenor.
Sung in German Orchestra accompaniment

B. 25—ARIA ("Ein Band der Freundschaft") "Don Giovanni" ..... *Mozart*
By ALOIS BURGSTALLER, Tenor.
Sung in German Orchestra accompaniment

B. 26—E LUCEVAN LE STELLE, "Tosca" ..... *Puccini*
By ROMEO BERTI, Tenor.
Sung in Italian Orchestra accompaniment

B. 27—LOS OJOS NEGROS ..... *Alvarez*
By GUSTAVE BEN. BERRY, Baritone.
Sung in Spanish Orchestra accompaniment

B. 28—ARIA DEL PAGGIO, "Gli Ugonotti" ..... *Meyerber*
By MME. JACOBY, Contralto.
Sung in Italian Orchestra accompaniment

B. 29—ARIA, "Wie oft in Meeres tiefen Schlund" ..... *Wagner*
"Der Fliegende Holländer"
By ANTON VAN ROOY, Baritone.
Sung in German Orchestra accompaniment

B. 30—"M'APPARI," "Marta" ..... *Flotow*
By FLORENCIO CONSTANTINO, Tenor.
Sung in Italian Orchestra accompaniment

AN INTERESTING EXHIBIT.

Although a little late to mention Easter Phonograph exhibits, we feel that the one made by McGreal Bros., of Milwaukee, is worthy of attention. The windows were tastefully decorated with Easter lilies, colored ribbons and draperies. In the center was a wire box containing several live rabbits. Above this box was a sign bearing the words, "Like the Edison Phonograph—Genuine, No Imitation." A little tot, between two and three years old, roamed at will in the window, adding much to the cuteness of the exhibit.

THE PHONOGRAPH AS A PEDAGOGUE.

The New York *Sun* recently printed an interesting article concerning the success of a self governing school established by Prof. J. Greene MacKenzie at Macon, Mo. One of its features was the installation of an Edison Phonograph, to which the professor dictated his problems. The schools elects its own officers. When school is opened the president of the class goes to the Phonograph and sets it in motion. The pupils rapidly jot down the problems and go to work solving them.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR AUGUST, 1906.

As more appropriate to the summer season, the August list of Edison Gold Moulded Records abounds in music of light character. It is the vacation month and the one time in the year when business and other cares are laid aside and people seek amusement. Therefore, this August list, in the main, seeks to amuse, although there are several selections of a more serious and dignified character. All of the selections are by the old favorites, whose past efforts have endeared them to the Phonograph public.

No. 9314, "Polonaise Militaire," by the Edison Concert Band, is a composition by F. Chopin, the celebrated composer, and is the first polonaise listed in our catalogue in some time. It is military in its character and the various instruments of the band in turn are featured with bits of solo work. "Polonaise Militaire" was one of the musical numbers played at the Longworth-Roosevelt wedding at Washington.

No. 9315, "Waiting at the Church," by Ada Jones, is the much talked of song in English dialect, sung by Vesta Victoria, the great English music hall singer, during her recent successful engagement at the New York vaudeville theatres. The music is by Henry E. Pether and the words by Fred. W. Leigh. The song relates the troubles of a young girl who had made all arrangements to be married and was waiting at the church when her lover sent word that he could not marry her, for his wife wouldn't let him. It is excellently sung, as are all of Miss Jones' Records.

No. 9316, "Afloat on a Five Dollar Note," by Collins and Harlan, is a new summer waltz song descriptive of the pleasures of a trip afloat by Dolly and her beau, the expenses of which are covered by a five dollar note. It has all the rhythm essential to the success of a summer waltz song. Collins and Harlan sing it with the abandon required by a song of this kind. They are accompanied by the orchestra. The music is by Fred J. Helf and the words by Arthur Lamb, both of whom have been identified with a number of successful songs.

No. 9317, "St. Louis Tickle," by Vess L. Ossman, is a decidedly gingery banjo solo by Barney and Seymore. We have had repeated requests for this selection. It is full of rag-time, and is played in a masterly manner by Mr. Ossman, a two banjo effect being one of the features, and the player is accompanied by the orchestra.

No. 9318, "After They Gather the Hay," by Harry MacDonough, is one of the late popular ballads written by S. R. Henry (music) and J. J. Walker (words) and splendidly rendered by Mr. MacDonough. The title suggests the sentimental character of the ballad. The singer lovingly recalls the past to his fair one, declares his devotion and states that he will come to her "After They Gather the Hay." Sung with orchestra accompaniment.

No. 9319, "Heaven is My Home," by Anthony and Harrison, is the well-known hymn by Sir Arthur Sullivan (music) and Thomas R. Taylor (words). The popularity of this selection will make the Record sought by all lovers of sacred music. The singers are accompanied by the orchestra.

No. 9320, "Bill Simmons," by Arthur Collins, is one of the biggest hits in the summer show, "The Social Whirl," which has had such a run at the Casino Theatre in New York. In this show the song is rendered by Maude Raymond. The sub-title of the composition is "I've Got to Dance 'till the Band Gits Through." It tells of the troubles of Bill Simmons, who had to dance when he heard a band no matter what happened. He got a job in a ham and egg place and one day was carrying a tray piled four feet high when the band began to play. Bill had to dance, the tray of eatables was thrown to the floor and Bill lost his job because he had to dance until the band got through. That Mr. Collins has made a splendid Record of a composition so well fitted to his style goes without saying. He is accompanied by the orchestra. G. A. Spink wrote the words and music for this song.

No. 9321, "Gen. Mixup, U. S. A.," by Edison Military Band, is a characteristic march, well described in its title and introducing various national and popular airs. At times two or three different airs are being played at one and the same time, each, however, being easily distinguishable and forming as a whole a brilliant, effective and interesting unity. Probably twenty different national airs are played at one time or another on this Record. The composition was written by Thomas J. Allen, composer of "Any Rags" and other song successes.

No. 9322, "Smile On Me," by Irving Gillette, is a sentimental ballad, the music of which was written by Henry O. Sutton and the words by Jean Lenox. Mr. Gillette's splendid voice appears to advantage, as usual, in this song, being accompanied by the orchestra.

No. 9323, "Daughter of Vanity Fair," by Harlan and Stanley, is a splendidly sung Record of a pathetic ballad written by Ed. Rogers (music) and Jimmie Burrell (words). Sung with orchestral accompaniment.

No. 9324, "Bell Solo from The Magic Flute," by Albert Benzler, is a fine bell solo from Mozart's favorite opera, "The Magic Flute," and never before produced so accurately on a Record. It is one of the most effective instrumental hits of the opera and one very difficult to perform well. This presentation of the selection was specially arranged for our Record and cannot be had in published form. We think this beyond question the most effective Record by the bells that we have ever made. It is played with orchestra accompaniment.

No. 9325, "Bonnie Banks O' Loch Lomond," by Marie Narelle, is a delightful Record of this well-known and ever popular Scotch Melody. Sung with orchestra accompaniment. The song is a great favorite of Miss Narelle's and one she takes unusual interest and delight in singing. Her specially fine rendition of the ballad abundantly bears out this statement.

No. 9326, "The Morning After," by Len Spencer and Steve Porter, is a companion selection to "Flanagan's Night Off," (our Record No. 9244). It is the morning after Flanagan's night off and he has the usual troublesome head. A desire for cracked ice is followed by a call for the doctor, whose suggestions make Flanagan think that he is having delirium tremens. The conversation between Mr. and Mrs. Flanagan and the doctor make up a most amusing Record. Mr. Spencer has become a past master in this character of work.

No. 9327, "Minerva," by Edison Symphony Orchestra, composed by Frederick W. Hager, is very prettily styled by the composer a "South American Romance." It has all the tunefulness and rhythmic characteristics of the music of the peoples to the south. Our Edison Symphony Orchestra gives it the essential dainty interpretation. Mr. Hager has contributed several highly appreciated selections to our Record catalogue. "Minerva" is quite unlike any of his former efforts. It is, however, none the less interesting and by many will be thought superior to anything he has heretofore written.

No. 9328, "With the Robins I'll Return," by Byron G. Harlan, is an effective new descriptive song with march chorus, in which Joe Belmont introduces his inimitable bird imitations. As usual, Mr. Harlan acquits himself most creditably in his rendition of the song and has the assistance of the orchestra. The music of the song is by Jos. S. Witt and the words by J. J. Walker.

No. 9329, "I'm Up in the Air About Mary," by Billy Murray, is a brand new waltz song with a very catchy air that will undoubtedly win for it a great popularity. The verses are replete with the latest slang of the day. Mr. Murray sings every word distinctly heard, a most desirable feature in this class of Records. He is accompanied by the orchestra. Alfred Solman wrote the music and Monroe H. Rosenfield, the words.

No. 9330, "The Baby Parade," by Edison Concert Band, is descriptive of the great baby parade given annually at Asbury Park, N. J., where Arthur Pryor and his band will play this selection (composed by Mr. Pryor) to delighted thousands. It is written as a patrol, giving the effect of the parade approaching from the distance, passing the reviewing stand and receding in the distance. This Record will make as great a hit as the composition itself when played by Pryor's Band.

No. 9331, "Father Old Man," by Bob Roberts, is another of the "Father" series, but unlike "Everybody Works But Father" and "Uncle Quit Work Too," it is a defense of the old man and tells in several amusing verses how he supports the family and does many other things that the ideal parent should do. Mr. Roberts' rendition of the song is perfect and the orchestra accompaniment is an added feature.

No. 9332, "While the Old Mill Wheel is Turning," by Harry Anthony, is a new sentimental ballad by Kerry Mills (music) and Will D. Cobb (words). Mr. Anthony has given this ballad a most artistic presentation as those who hear the Record will testify. It is made with orchestra accompaniment.

No. 9333, "Clancy's Wooden Wedding," by Edward Meeker, is a comic song descriptive of the things that happened when Clancy celebrated his wooden wedding anniversary. Witty references are made to the various presents of wood that are brought by the attending guests, and the singer's description of the row with which the affair terminated cannot fail to provoke laughter. This song was written by Teddy Simons, but has not yet been published.

No. 9334, "Fisher's Hornpipe Medley," by Leopold Moeslin, is another excellent violin solo by this artist, whose "Sailor's Hornpipe Medley" in the July list won instant popularity. The "Fisher's Hornpipe Medley" introduces "The Fisher's Hornpipe", "Little House Under the Hill", "Straight Jig" and "Gypsy Reel". This medley has been specially arranged for our Record and cannot be had in published form.

No. 9335, "Bashful Henry and His Lovin' Lucy," by Ada Jones and Len Spencer, is a vaudeville sketch descriptive of a darktown courtship and introducing the song, "I have Such a Funny Feeling When I Look at You" with incidental music by the orchestra. The dialogue shows how Lucy overcame the diffidence of her bashful lover and how she brought him to the proposal point. Everything ends happily and the Record closes with one of the typical Jones and Spencer duets.

No. 9336, "Teacher and the Tack," by the Edison Male Quartette, is a sad story of the pupil who placed a tack on a chair and of the things that took place after the teacher had sat upon the tack. The words are very funny and the singing by the quartette unusually well done. The singers are unaccompanied. The music of this song is by N. B. Sprague and the words by Chas. M. Sheldon.

No. 9337, "Stars and Lance March," by the Edison Military Band, is a new march by John Philip Sousa and bears the same title as his new opera "The Free Lance," which had an extended run at the New Amsterdam Theatre, New York, and, which will later in the year be introduced throughout the country. Like all of Mr. Sousa's marches, it is original in its character and includes a number of unusual effects in its melody. The march would win success on its own merits, aside from the fact that Mr. Sousa wrote it.

AMONG THE JOBBERS.

The Rudolph Wurlitzer Co., of Chicago, have removed from 302 Wabash avenue to 266-268 Wabash avenue.

William Emerson, of Utica, has removed to 50 Columbia street.

Robert L. Loud has succeeded P. A. Powers as Edison Jobber at Buffalo. He is located at 613 Main street.

The Western Talking Machine Co., of St. Louis, has removed to 1110-1112 Olive street.

H. Kleber & Bro., of Pittsburg, Pa., are now located at 513 Wood street.

New Edison Jobbers are the Proudfit Sporting Goods Co., Ogden, Utah; Clayton Music Company, Salt Lake City, Utah, and the Cable Company, Wabash avenue and Jackson Boulevard, Chicago.

POINTS FOR DEALERS.

Too much cannot be said by way of cautioning Dealers to see that their demonstrating Phonographs, as well as all machines delivered to customers, are adjusted to a speed of 160 revolutions a minute. Every Dealer should make a special effort to learn how to do this, if he does not already know, for there is nothing more important in the building up of a successful Phonograph business. The Dealer who gives this matter proper attention will soon gain a reputation for selling the "clearest and best" machines in town.

Another point of value to Dealers comes from a reader of the *Phonogram*, who writes as follows:

"I think the *Phonogram* could do a little missionary work in the way of informing some of the Phonograph Dealers as to the proper way to handle Records. I have observed that many Dealers when they take a Record out of the box grab it as though it was a piece of iron pipe. This almost always destroys the attractiveness of the Record because of the finger marks and I know that others like myself will not buy Records that have been marked by careless handling. I think the only right way to handle Records is to thrust the first and second fingers of the right hand into the till end of the Record and hold it fast by spreading the fingers apart. By handling them in this way Records will look like new for a long time."

BACIGALUPI THE PHOENIX.

Contrary to expectations, we did not receive from Peter Bacigalupi, Edison Jobber at San Francisco, an account of his experiences in the disaster that wiped out his business and cannot print them for the benefit of our readers. Mr. Bacigalupi is probably too busy looking out for the present and planning for the future to pay much attention to the past. We have, however, received from him a copy of an advertisement he has been running in the daily papers of San Francisco. A perusal of this will show that he is optimistic to a degree concerning the future of "Frisco" and himself.

STICK TO FRISCO
PETER BACIGALUPI

Veteran of Five Fires
Including the Baldwin Fire, Where I Lost $15,000 Without One Cent of Insurance.
AND YET I SAY
That First of All I Rise to Thank the SUPREME Rules as Follows:
For having spared the lives of my wife, eight children and the rest of my relatives, as well as my own; I want to thank Him for the energy which he has generously bestowed on me.
For the new and surprising 1 possessed in my three places of business.
786 Mission street—Wholesale and Retail Edison Phonographs, Records, Slot Machines, Automatic Pianos, etc., etc.
1 Fifth and Market street—(Phelan building) Penny Arcade, the first to be established on the Pacific Coast, and Retail Phonographs.
805 Kearny street—Old Bella Union Theater and Penny Arcade.

I am positively stuck that $15,000 in coin would not glue me up where I stood on the 17th day of April, 1906.

Those three places represented the labor of thirty-eight years of my life, but I am not discouraged and will

STICK TO FRISCO

My rent receipt for my present location is dated April 20, 1906.

Can anyone beat that?

I wish to thank my numerous friends in the East and Europe who kept the wires warm asking about my address.

I wish particularly to thank my old friend, H. W. MONIER of Stockton who came especially from that city and brought me $500, which came in the nick of time.

Also wish to thank the Ellen Mayo Music Company of Sacramento for sending them on account in greenbacks and even foregoing their cash discount and prepaying express charges.

Leon F. Douglas, vice-president of the Victor Talking Machine Company, Camden, N. J., who wired me $1,000 on account.

W. E. Gilmore, president of the Edison Phonograph Works.

Jones & Lennick of the White Cap, Chicago.

Edward R. Wurlitzer of Cincinnati.

All of whom sent me goodly sums of money—taking a chance perhaps, as I never getting it back.

Also wish to thank A. S. Wurlitzer of Wurlitzer Company, who happened to be here on business and who lost his clothes and working tools!

Oscar D. Adams,
Peter Bacigalupi,
Charlie Wahl,
Frank Green,

And others who helped me stand in the breadline and handed me food and water four blocks away, so as to feed my numerous family and others who stayed with me through the conflagration.

To all my workmen who helped me when stand by me in my trouble, and last but not least,

To the public, who always favored me in my different business enterprises.

Then follows a list of the enterprises in which Mr. Bacigalupi has embarked. He has taken his sons into the business and the firm name will hereafter be Peter Bacigalupi & Sons.

A STRONG COMMENDATION.

The April issue of the English edition of the EDISON PHONOGRAPH MONTHLY, published at London, contained an article by F. Proctor, of Murdock, Murdock & Co., Teddington, S. W., which shows that this country is not the only one in which Edison Phonographs and Records are appreciated at their full worth. After telling how he put off handling Edison goods till his competitors outdistanced his firm, Mr. Proctor says:

"Now why do I handle and give preference to Edison goods? I will tell you frankly, honestly, and briefly.

"They are unapproachable for quality and general excellence.

"There is no cylinder machine or record you can handle to-day that equals the Edison. Once you make a customer, he is yours as long as you treat him right. You find the purchasers of the Edison goods are the monied people. You have far less trouble to sell £10 worth of Edison goods than 30/- worth of other makes. You can always rely on the goods giving perfect satisfaction and creating more customers. Discriminating people buy

Edison Machines and Records, because they know they get full value for their money. This means much to the honest Dealer.

"The name Edison alone will almost immediately sell the Machine and Records for you. It acts like magic. It is the hall-mark of perfection, and buyers know it. There is no Record as natural, smooth, and musical as the genuine Edison, and none that gives the satisfaction in wear.

"The profit on all Edison goods is sufficient to encourage any Dealer to make a success of them. Buyers of Edison goods know what they want, and will eventually compel Dealers to stock them. Dealers cannot afford to lose money, and cannot push other people's goods on to Edison buyers, for they simply *will not have them*.

"These are a few of the reasons why I handle genuine Edison goods, and they are convincing proofs of the popular demand for the genuine thing. The best salesmen in existence to-day cannot convince the British public that other talkers and records are just as good as the genuine Edison. Try it if you like, brother Dealer, but I promise you this beforehand; it will be a failure. On the other hand, it will be a pleasure and delight to hand out the Edison goods, which are half sold before you have bought them. What more do you want?"

A WESTERN IDYLE.

Lately Bruce Carpenter's hens would not lay the requisite number of eggs. A near neighbor has a fine flock of hens that seemed to be working overtime in producing eggs. While hanging on the back fence listening to the merry cackle of his neighbor's hens an idea struck the resourceful Bruce. He went to the store and brought out an Edison Phonograph ($5 down and $1 a week, etc.), inserted a blank Record and got a fine imitation of the cackling of the laying hens. He then installed the Phonograph in his own hen house and started it going. The first day the hens were greatly excited. The next day they got down to business and ground out an egg every time the Phonograph cackled. The hens, however, have themselves stopped cackling and when the Phonograph stops the hens stop laying and poor Bruce has to sit in the coop all day long to keep the Phonograph going, and Grinnell Bros. are thinking maybe they will have to get a new Phonograph manager—*Saginaw (Mich.) Courrier.*

(Mr. Carpenter was formerly connected with the Chicago office of the National Phonograph Co., and is now manager of Grinnell Bros. Phonograph store at Saginaw, Mich.)

GOOD ADVERTISING.

Babson Bros., of Chicago, who are making a feature of selling Edison Phonographs by mail on the instalment plan, recently issued a sheet as large as a page of an ordinary daily newspaper, printed on both sides in small type, with testimonials from people in all parts of the country to whom they have sold Edison Phonographs. There are over 250 of these testimonials and all speak in the highest terms of praise concerning their machines. These sheets are sent to all prospective buyers and they present an argument of tremendous weight.

DEALER'S LETTERS TO PROSPECTIVE PURCHASERS.

FROM BROWN & DURHAM, NEW HAVEN, CONN.

Dear Sir:—We have recently received a complete line of Edison Phonographs, and it affords us pleasure to now solicit your trade. We will also have the twenty-four new Records which are published each month as soon as they appear.

We have fitted up the department, which is on the first floor near the front door, with comfortable chairs, and we cordially invite you to call and hear the machines.

If you have not heard the improved Edison you will be surprised and pleased at the clearness of tone and the absence of the metallic sound so noticeable in the earlier machines.

We have decided to offer, some from those on our books to whom we would like to sell an Edison Phonograph, and we offer you an instrument on exceptional terms at the regular cash prices, $10.00, $20.00 and $30.00.

If you are paying on an account we will add the Phonograph to the additional payment of one dollar per month. If you have not an account we will accept three dollars or five dollars as you please for the first payment, and one dollar a week.

If you already own a Phonograph, we hope you will find our store a pleasant and convenient place to buy Records. We carry a full line, and no matter whether you purchase or not, we are sure that you and your family would be delighted with an Edison, and that it would prove a great source of entertainment and education.

FROM C. F. MILLER, FREMONT, O.

Dear Sir:—Your inquiry to the National Phonograph Co. has been referred to me, as I carry the largest line of Edison goods in northwestern Ohio.

I have just received the new Edison Home Edition and have mounted a sample of each for you to hear. In the 1910 catalogue send you can therefore select just what you want. You have no extreme charges to pay. You can see and hear the different styles, something you cannot do if you order from catalogue.

I will collect on your payments if sure to purchase, which will save you trouble, your machine to repair, free of charge, providing you get it from us. The fact that the National Phonograph Co. has referred your inquiry to us should in itself be enough to convince you that we carry the most complete line of Edison goods in this section of the country.

We will all kinds and makes of talking machines but I am pleased to state that the Edison is the most perfect and best machine on the market.

I shall be delighted to have you call at my store and will gladly demonstrate the machine to you. If you will come with me where I can hear the Edison Phonograph is the best machine on the market.

Trade is bellowing; business will mean buying.

Hoping you will call and thanking you for interest shown in the Edison Phonograph, I remain,

P. S.—If you write kindly drop me a line, stamped envelope inclosed, stating the time when you will call, the writer will make it a point to meet you personally and to explain to you the different styles of Edison Phonographs, and play you the latest Records.

FROM THOMAS H. LEONARD, COLTON, CAL.

Dear Sir:—Your name is on my books as a prospective customer for a genuine Edison Phonograph, and, if you know of the real pleasure to be had from one of these instruments, I feel sure you would not be one of the slothful possible ones. You can have more pleasure with an Edison Phonograph than anything else you could buy with that amount of money.

I have been handling Phonographs for fourteen years, and have handled practically everything that is sold now, and I positively say to you none of them, for there is always something new to be had, and for the small sum of 25 cents. The Edison Phonograph seems to be the favorite, and the one I consider the best value for the money. I would be quite a little for me to come up to see you, but if you would like to see me, drop me a line, and I will name a time suitable for yourself, tell your friends I am coming, and perhaps I could get some of them interested also, for I will certainly make things lively if I come up.

Let me hear from you as soon as convenient; you may rest assured I will do my best to please you.

THE DEALERS' CORNER.

The demand for Edison Phonographs and Records continues good, with "Everybody Happy." There is no talking machine equal to the Edison, and ranchmen and others are enjoying it to the fullest extent, and every day we are having inquiries for new Records.—*S. L. Smith, San Angelo, Texas.*

In two months after we received our first order of Edison Phonographs and Records, we sold nearly $300 worth of Edison goods. Pretty fair for a small town, isn't it? The sales include seven machines, four Homes, two Standards and one Gem, over 250 Records, besides horns, cranes, etc. With the exception of two Standards and outfits, all of the sales have been made for cash. We are rather proud of the business done in two months on an invested capital of only $80. Dealers who have been skeptical about taking hold of Edison goods should hesitate no longer.—*Frank H. Reid & Sons, Suffield, Conn.*

Although but a beginner in this line of work, I feel very much interested in it and shall push the Edison Goods ahead of anything else. Of their merit I am convinced, and anyone of good sound judgment, after having examined them in comparison with other makes, would do the same.—*G. M. Webster, Monterey, N. Y.*

We find the Edison the only machine in this territory and can push it to the limit. We are fitting up a parlor for the exclusive use of these goods.—*J. L. Field, Pittsfield, Ill.*

We wish to report the sale of Edison goods is exceptionally good with us at present, and we hope to be able to build up a still larger business than we are doing now. We began the handling of your goods last July, and have occupied space in the rear of our jewelry store, only 8 x 18 feet, but the past month our sale of these goods run up to almost $2,000.—*Taylor Bros, Houston, Texas.*

I have been handling the Edison only forty days and in that time have sold more Edison goods than I have of the other machines and Records in the last six months. I was prejudiced against the cylinder machine for some reason, but was finally induced to try them. As soon as I advertised that I had a line of Edison Machines and Records, the people began to come in so fast that I have been unable to keep them supplied. I am now fully convinced that the Edison is the machine to handle.—*C. E. Mudge, Caro, Mich.*

Your one price policy, and that price a fair price, should make your line an attractive proposition to piano men. Piano manufacturers would do well to study your policy and adopt it.—*Roy B. Heizel, Avoca, Iowa.*

This is only a small town, about 800 to 1,000 population and we sold as high as $100 worth of Edison goods in a single day, which I think is good for this sized place. We sell only Edison goods.—*C. F. Schroeder, Syracuse, Neb.*

I am proud to say that my Phonograph business is increasing every day. The past month has been the best yet. The only thing that troubles me, I cannot get half the Records I order, although I order from three different Jobbers. It is the same everywhere. *Herbert F. French, Potsdam, N. Y.*

I am proud to count myself among your agents and admirers of Edison's great inventions. The more I see of your great machine the Phonograph, the better I like it and the more wonderful it becomes to me. I believe I shall be able to sell quite a few.—*S. B. Gjerde, Hobart, Wash.*

Since I have put in the stock of Edison goods I have had a very good trade on them. I find that they are as excellent line of goods, the Records being more natural tone, and the machines run more steady than other makes.—*Edwin J. Hoover, Kenton, O.*

VIRTUES OF THE PRICE AGREEMENT.

New or ill-informed talking machine dealers, and even jobbers are wont to question the utility of the agreement exacted by the manufacturing companies owning basic inventions and process patents; in fact, a large percentage do not thoroughly understand the price agreement. Many look upon it as being somewhat dictatorial or as a scheme of the manufacturer to coerce the dealer into doing something for the sole gain of the former. This feeling has now almost entirely disappeared, and the reputable dealer now sees the price agreement in an entirely different light and knows by practical demonstration that it is an instrument designed primarily for the good of the dealer, and that he is the greater gainer by its protection. As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cutting of prices which ultimately would destroy the reputation of his product that would otherwise be maintained.

Where is there a person who doubts that a manufacturer now selling his wares under price agreement principles could sell more goods (and get just as much for them wholesale) if he should lay aside the price agreement? And who is the real beneficiary under such a scheme? It must necessarily be the one who sells the article to the retail customer and gets the fair profit that the price agreement guarantees. Where there is no price maintaining agreement covering an article it is most often, if not always, sold by the stores at a reduction in price that the dealer cannot meet. History proves that the price agreement has done more good for the legitimate talking machine dealer than anything else that has ever been discovered since price cutting became popular. Of course the benefit derived from such a measure depends largely, if not wholly, on its rigid maintenance, and it is the wide dealer who sticks to the manufacturer whose agreement affords him the greatest protection.—*Talking Machine World.*

The advertising being done by this company has never been more attractive than at the present time. It is appearing in all the standard magazines, with a combined circulation of many millions. Then, too, the newspaper advertising being done in the most prominent papers in the large cities is having a great influence in creating business for the trade.

A MODEL LETTER TO PROSPECTIVE DEALERS.

The following excellent letter was recently written by the O. K. Houck Piano Co., Memphis, Tenn., to an individual who wanted to become an Edison Dealer:

We are just informed by the National Phonograph Co. that you contemplate putting in a stock of Edison Phonographs, Records and accessories for same.

We shall be glad to arrange with you to put in a stock of Edison goods, and in order to secure the Dealer's discounts on the Edison line it is only necessary to place an initial order for three (3) machines each of a different type, and one hundred and fifty (150) Records. The Edison Standard, Home and Triumph carry a Dealer's discount of 40 per cent. and the Gem 30 per cent. The Edison Records retail at 35 cents each and cost Dealers 21 cents each. Terms: Two per cent. ten days, thirty days net, f. o. b. Memphis.

On initial Dealer's order for Edison goods is as follows:

		Retail.	Cost.	Profit.
1	Gem	$20.00	$7.00	$13.00
1	Standard	38.00	15.00	23.00
1	Home	75.00	45.00	30.00
150	Records at 35c. each	52.50	31.50	21.00
		$185.50	$98.50	$87.00

We have quoted the three cheapest styles, but if you prefer more, at liberty to select any three of the machines listed above. After placing the initial order you will be added to the full discount on all future orders.

We are confident that you will not make a mistake in putting in the Edison line, as you can see by the above illustration, there is a machine to suit every class of trade and purse. There are many accessories, such as brass and flower horns, Record carrying cases, horn stands, cranes, etc., on which there would be a splendid profit for you. You also have the natural advantage of handling a line (records) protected against price cutting, as Edison goods are sold throughout the United States at strictly one price, thus giving protection to the Dealer and insuring him against the loss of that annoying competition in handling goods that cannot be sold under the one price system. The prices of Records are now firmly and well established and are as well known to the public, that you would rarely ever have a customer ask for a reduction on the price of either a machine or Record.

The talking machine business is unquestionably one of the cleanest and most profitable lines a Dealer can take up. The possibilities of the business are practically unlimited. Moreover a stock of these goods has been put in, and there is no reason why a business like yours has been already successful two months seems to be doing. Many Dealers throughout the United States who have put in talking machine as a side line are now devoting their entire attention to the talking machine business, and are making an unqualified success of it. We furnish our Dealers with plenty of advertising matter free of charge.

We are mailing you to-day, under separate cover, a complete set of catalogues of the Edison product, and trust you will think the matter over carefully, and if you decide to take on the agency, we shall be glad to go over with you in detail all matters pertaining to the line, and give you the benefit of our own personal experience in the talking machine business.

We are pleased to advise you further that we have secured a long lease on a building at 160 South Second street, located one block and a half from our Main street establishment, which is devoted exclusively to our wholesale talking machine business. This department is under the immediate management, and we intend to devote our entire attention to give our Dealers the best possible service.

We have in stock at the present time between thirty and forty thousand (30,000 and 40,000) EDISON GOLD MOULDED RECORDS, and intend to keep on hand at all times from twenty-five to fifty thousand (25,000 to 50,000) Edison Records, according to the season of the year.

We merely mention these details so that you may feel assured that we are in a position to fill your orders promptly and complete.

We hope the matter will have your careful consideration, and that you will decide to go into the business, and if we can serve you in any way, also to go over with you all details pertaining to it.

There are many ways in which we can assist you in getting business, and we want you to feel that you have only to write or call on us at any time. If you decide to enter the line, we assure you that we will do everything in our power to assist you in making the business a success.

Trusting to be favored with a reply as early as convenient, we remain.

A DEALER'S RECORD RACK.

D. Roberts, an Edison Dealer at Hastings, Neb., sends the following description of a handy and cheap rack for carrying a stock of Edison Records:

Go to the lumber yard and select the thickest corn-crib strips, and as free from knots as possible. Get them split with a circular saw so that each strip makes two strips which are four inches wide and a half inch thick. Have one side and one edge planed. Before putting together saw across the strips, making grooves 5 6-8 inches apart on both sides of the strip, and be sure to have the grooves exactly opposite each other. An eighth of an inch is deep enough for the grooves. Five and three-quarters inches will accommodate two records. Cut the strips the length you want your rack and use the same stuff for upright or end pieces. Nail these shelves or strips exactly two and three-quarters inches apart. Go to a tinsmith and get him to cut up tin into pieces the right length and width to shove into the grooves that you sawed. Before shoving in these tin partitions, cut the corners off of the ends you shove in, and they will shove into the grooves more readily. Made in this way each box or pigeon-hole holds two records in a horizontal position, which is safer than standing them on end. I got up this kind of a rack as I was hard up and could not afford to hire it done and pay for first class lumber. My rack occupies a little room 12x13 and ten feet high, and I have now on hand 3,000 Edison Records, and have room for more in this rack, for there are 1,600 pigeon-holes in it, each one of which holds two Records, which are numbered by the Numerical Catalogue from 1 to 9,000, and I never allow any one of them to stay empty any length of time. I order Records every week, and it is no trouble to make up an order. With this rack all you have to do is to memorize the number and look the rack over, and where you find a box empty order two Records; but if there is one Record in the box order one only, for that box. This rack cost me about $5, but if I had bought best lumber and hired it done, it would have cost four times that amount. Of course the strips are not as wide quite as the length of the Record boxes or cartons, but that is easily remedied, as one can nail a piece on each end of the rack which will hold it back from the wall a little; so by pushing the Records clear back against the wall, everything is smooth in front.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2003 Second ave.
Mobile—W. H. Reynolds, 169 Dauphin street.
Montgomery—R. L. Penick, 113 Dexter ave.

CALIFORNIA.

San Francisco—P. Bacigalupi & Sons, 1113 Fillmore St.

COLORADO.

Denver—Denver Dry Goods Co., 601-18th street.
Hext Music Co., 1518 and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 96 State street

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Yeomans.

ILLINOIS.

Chicago—Babson Bros., 248 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
Jacob Lyon, 196 Van Buren street.
Siegel-Cooper Co., 6th Floor.
The Vim Co., 36 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 628 Hampshire.

INDIANA.

Indianapolis—Indiana Phono. Co., 24 Virginia Avenue.
Kipp-Link Phonograph Co., 117 N. Illinois street.
A. B. Wahl & Co., 119 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 704 West Walnut street.
Fort Dodge—Early & Main House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Hay, 604-6 Fourth avenue.

LOUISIANA.

New Orleans—William Ballay, 622 Frenchmen street.
National Automatic Fire Alarm Co., Bienvie street.

MAINE.

Bangor—S. L. Crosby Co., 16 Exchange street.
Portland—W. H. Rand & Son, 209 Commercial street.

MARYLAND.

Baltimore—E. P. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.

Boston—Boston Talking Machine Co., 18 Hanover street.
Eastern Talking Machine Co., 272 Tremont st.
Iver Johnson Sptg. Goods Co., 185 Washington street.
C. E. Osgood Co., 292 Washington street.
Read & Read, 60 Washington street.
Fitchburg—Fitchburg Wheel Sptg. Goods Co., 247 Main st.
Lowell—Lowell Talking Machine Co., 142 Main st.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Piano. Co., 106 Woodward ave.
Grinnell Bros., 29 Woodward ave.

MINNESOTA.

Minneapolis—Thomas Cough, Hennepin ave.
Minnesota Phono. Co., 41 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 107 West 4th street.
Thomas C. Hough, 392 Wabasha street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1052-1054 Main street.
J. P. Johnson & Sons Arms Co., 710 Main street.
St. Louis—Conroy Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive street.
Western Talking Machine Co., 1110 Olive st.

MONTANA

Helena—Frank Bauer, Diamond Block, Sixth avenue.

Continued on page 15.

NEBRASKA.

Lincoln—H. B. Sidles Cycle Co., 1311 O street.
Omaha—Nebraska Cycle Co., 1418-20 Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 703 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
Eagle, New and Halsey streets.
O. H. Smith, 1 Clinton street.
Paterson—James H. O'Dea, 200 Main street.
Trenton—Scull Blank Book and Stationery Co., 32 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 44 State street.
Astoria—John Bauer.
Brooklyn—A. D. Matthews' Sons, 370 Fulton street.
Buffalo—Robert L. Loud, 360-362 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Piano Co., 49 W. Fulton st.
Kingston—Forsyth & Davis, 297 Wall street.
New York City—Bacigalupi & Son, 116 W. 23d street.
Blackmore Talking Machine Co., 97 Chambers street.
J. F. Blackmore & Son, 2337 3d avenue.
Sol Bloom, 3 E. 2d street.
L. Dreyfus, Jr., 31 W. 125th St.
Douglas Sptg. Co., 21 14th street.
John Hagan & Co., 1 Bowling Green st.
H. S. Gordon, 1241 Broadway.
Jacot Music Box Co., 34 Union Square.
Victor H. Kapke, 161 Second avenue.
Siegel-Cooper Co.
Sol Minzesheimer.
Albert Weber, 108 First avenue.
Oswego—Frank E. Bolway, 37 W. Bridge street.
Rochester—A. J. Dentinger, 144 North street.
Michels Piano, O. & M. Co., 100 State street.
Otto Rau, 56 State street.
Gibbs & Smith, 34 State st., E.
Schenectady—Finch & Hahn, 320 State street.
Jay A. Rickard & Co., 214 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 251 River street.
Utica—Arthur Horrocks, 62 Genesee street.
Jay A. Rickard & Co., 59 Genesee st.
William Harrison, 74 Columbus st.
Utica Cycle Co., 51 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Isaac & Co., 25 W. 4th street.
Rudolph Wurlitzer Co., 102-4 W. 4th st.
Cleveland—Cleveland Phono. Co., 714 Prospect ave.
Columbus—Perry G. Whitlock Co., 113 S. High street.
Dayton—Niehaus & Dohse, 32 & 36 Ludlow st.
Newark—Ball-Pierce Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 292 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 200 Federal street.
Allentown—Finch & Hahn, 539 Hamilton street.
Easton—Wolfe's Store, 430 Northampton street.
Harrisburg—S. K. Hammond & Co., 18 North 3d st.
Philadelphia—C. J. Heppe & Son, 1113 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 27 S. 9th street.
John Wanamaker, 13th and Market sts.
Wm. H. Wanamaker, 1218 Chestnut st.
Western Talking Mach. Co., 1110 Chestnut st.
H. A. Weymann & Son, 917 Market st.
Pittsburg—Thos. F. Bentel Co., Inc., 431 Wood street.
H. Kleber & Bro., 513 Wood street.
Pittsburg Phono. Co., 503 Penn avenue.
Pittsburg Talking Mach. Co., 259 Liberty street.
Powers & Henry Co., 1 Sixth street.
Reading—Reading Phonograph Co., 521 Penn street.
Scranton—Ackerman & Co., 212 Wyoming avenue.
Technical Supply Co.
Sharon—W. C. DeForrest, 56 Son.
Williamsport—Finch & Hahn, 122 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Phono. Co., 39 N. Main St.
Providence—J. W. Dean Co., 181-183 Westminster street.
J. A. Foster Co., Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 154 Weybosset street.
A. T. Scatterood & Co., 106 Mail st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 257 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 201 Gay street.
Memphis—P. W. Atwood, 16 N. Main St.
O. K. Houck Piano Co., 197 S. Main street.
Nashville—Nashville Talking Mach. Co., 210 Church st.
Magruder & Co., 117 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 327 Main st.
El Paso—W. G. Walz Co., 110-112 Paso street.
Fort Worth—Cummings, Shepherd & Co., 300 Houston st.
Houston—Texas Piano. Co., Capitol and Pannin Sts.
San Antonio—H. E. Sears Optical Co., 230 West Commerce St.

VERMONT.

Burlington—American Piano Co., 51 Church St.

VIRGINIA.

Richmond—Magruder & Co., 229 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 909 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 87-93 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 221 Princess street.

SUSPENDED LIST, JUNE 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.

Valdosta—H. K. McLendon, 200 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.

Logansport—P. M. Neff, 406 Broadway.
South Bend—EUGENE HANSIL, 102 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lubeck, Prop., 223 North Michigan street.

IOWA.

Burlington—JOHN P. WEBB, 203 Jefferson street.
Sioux City—HATTENHAUER BROS. CO.
A. V. LARIMORE, 1 Fifth street.
*State Center—ORA SAMGHANT.

KANSAS.

Clay Center—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—B. H. MORRHOUSE, 210 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.
Lewiston—W. H. GILMAN.
Monmouth—D. H. STETSON.
Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—B. C. PESE, 31 Hills st.
T. SINGER, 8 Leverett street.
Franklin—Franklin Pharmacy.
Lawrence—LORD & CO., 714 Essex street.
R. O. MOSHER, 290 Essex street.
Malden—A. P. FULLER.
Nantucket—ARTHUR H. GAYLOR.
New Bedford—J. T. HOWARD.
Northampton—C. L. NEWBERRY, 9 Summit avenue.
Worcester—JOSEPH TURMAN, 44 Front street.
Webster—GREGORY GILLETTE, 67 THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—P. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
JAMES V. CALAHAN, 227 Genesee st.
TIERNEY BROS., 227 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
PIANO PLAYER CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. H. BARNES.
Manchester—A. E. DUMAS.
Nashua—F. A. MCALLISTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 1036 Arkansas ave.
Bayonne—I. WIDDOP, 256 Avenue D.
Jersey City—A. HOFFMAN, 232 Montgomery st.
Newark—H. BAUMANN; also New York City.
Passaic—J. HOWARTH.
Paterson—CHAS. H. KELLY, 19 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also New York City.
ELSTON M. LEONARD.

NEW YORK.

Albany—G. LINDE, 453 S. Pearl street.
Auburn—CHAS. ST. JOHN, 23 and 25 Clark street.
Bedford Park—GEO. H. PYERLE.
Brooklyn—WM. ALBRECHT, 901 Knickerbocker ave.
E. HINDERMANN, 1 BUSHWICK PHONOGRAPH EXCHANGE, 1221 Myrtle avenue.
*EDWARD SMITH, 634 Eleventh st. and 250 Stimmer street.
Hobart—F. H. MARSHALL.
Fishkeek—ALAATT SPECIALTY CO., or CHAS. F. RICE, Main street.
Floral Park—LOUIS S. CO., Union Block.
New York City—CHARLES F. GOLDSMITH, 27 AMERICAN PHONO. CO., 258 Wolf street.
AUTOMATIC MUSIC CO., H. Cohen, Prop., 58 Second avenue.
BEHR BROS., 1 and 3 W. 125th st.
HERMAN HOSPELD, 482 Willis Ave.
BROMS PHONO. CO., or DAVID SWITKY, 206 Willis ave.
CENTRAL PHONO. CO., 16 E. 42d street.
R. L. CO., 1476 Broadway, Room 31.
EAGLE PHONO. CO., or C. LOWENTHAL, 1476 Broadway.
HERMAN FRANKEL, 1 W. 125th street.
S. W. FRUCHT, or R. FRUCHT, 2 Barclay st., or 56 Cortlandt street; also Plainfield, N. J.
O. MACKEY, 2 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway
HOLDEN BROS., 220, 222 and 292 West st.
N. HORN, 146 E. 14th street.
W. L. ISAACS, 114 Fulton street.
LEMBECK & CO., 259 Broadway.
C. MCKELVEY CO., 92 Broadway.
MORRISON BROS., 1 and 3 3d st.
P. H. O'NEIL, 708 Sixth avenue.
WITCHERS CYCLE CO., 1122 Seventh ave.

NORTH CAROLINA.

Rome—CHARLES TUTTLE.
Saratoga—W. J. TOFFEY.
Saratoga Springs—ALVIN A. COTE.
Watertown—CHARLES HARDY, 14 Arsenal st.
H. S. WARDWELL & CO., 39 Public Square.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

OHIO.

Cincinnati—I. L. ANDEM.
SALM TALKING MACHINE CO., 632 Vine st.
Coshocton—BURNS & GOSSETT.
Dennison—D. & S. DRUG & JEWELRY POOL.
Fostoria—H. C. BEVER.
Steubenville—J. W. STEWART & CO.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1781 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Mascher sts.; also New York City.
PENN NOVELTY CO., 1426 Arch.
PENN NOVELTY CO., 1011 South 9th s
Phoenixville—EBINARD BROS.
Pittsburg—A. LIPPARD, 601 Wylie ave.

RHODE ISLAND.

Providence—P. V. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATZSK.

*Added since May 1, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

What is the Difference Between An Edison and an Edison with I. C. S. Equipment?

Do you know the difference between an ordinary Edison Standard Phonograph and an Edison Standard Phonograph with the I. C. S. Language Equipment?

We use the new type Edison Standard, but each machine is equipped with our own patented Repeating Attachment—with a set of head band Hearing Tubes—with a Recorder, Brush and Horn. And the speed screw is above the bed-plate—ease in regulating the speed of the machine is essential, as Language records are run at ninety revolutions per minute. The machine is designed specially for double service—LANGUAGE STUDY AND AMUSEMENT.

Now about the special equipment. It is all necessary in connection with language study, and, if sold separately, would cost $10.00, in addition to the price of the regular Edison Standard Machine. With the hearing tubes, much greater concentration of mind is possible, the ear is trained to sounds of foreign words as they are spoken by natives and, again, none of the sound is lost. There is a sound modifier in the Hearing Tubes, so that the volume of sound can be regulated to suit the listener.

Absolutely correct pronunciation is acquired by repetition. With the I. C. S. Repeating Attachment the same word can be repeated over and over again without touching the speaker arm—simply operate the Repeating Attachment and listen. YOU CAN GUARANTEE ABSOLUTELY CORRECT PRONUNCIATION.

I.C.S. LANGUAGE SYSTEM WITH Thomas A. Edison PHONOGRAPH

To learn to speak a foreign language, it is necessary to talk, therefore, to the Recorder—make records—hear yourself talk—compare your pronunciation with the pronunciation on the instruction records. This is a strong talking point in selling Language Outfits.

Two blanks are furnished with each Outfit, so that the party making the purchase has everything ready to start with his studies. The I. C. S. Language Outfit is complete and you will never have a dissatisfied purchaser.

IF YOU ARE NOT SELLING THESE OUTFITS, WRITE FOR PARTICULARS AND PRICES

INTERNATIONAL TEXTBOOK CO., Box 920, Scranton, Pa.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., JULY, 1906. No. 5.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CISCO DE MAYO, NO. 69-77, MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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NO LET-UP IN MANUFACTURING.

Judging by the reports from the trade in general, and also in measure by the somewhat smaller number of imperative orders for goods, we are aware that the more quiet months of summer are at hand, and that the demands of the trade are going to be less for a few weeks than they have been for the past ten months. This is the natural order of things. When so many persons are bent on summer pleasures and vacations, it is not to be expected that as many of them will want Phonographs or any other device for indoor amusement. Consequently the volume of sales is smaller in summer than at any other time of the year. This decrease is not without its benefits from a manufacturing standpoint. If the demand of months past was to continue unchanged right through the summer it would mean a shortage of machines and Records next fall compared to which the past shortage would be a trifle.

The present demand for Phonographs does not equal the number being made every week, and we are able, therefore, to begin accumulating a surplus stock that we hope will aid in relieving the great demand that will come in the fall. Our factories are being pushed to the limit just as they have been for a long time and the output of machines is as large as when the trade was clamoring for them. The difference between present orders and the weekly output is not large, but it will help some a little later.

Record orders also show a lower tendency, but we are still so far behind on current orders, and the orders for new Records are so heavy that we hardly expect to any more than break even by the time the fall rush comes. This does not matter so much. We shall have Record facilities by that time that will, we believe, meet any demand. Even allowing for an increase of a third more business than the phenomenal demand of last fall and winter, we shall still have ample facilities to meet it.

THE ADVANCE LIST OF SEPTEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR SEPTEMBER, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **August 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or re-shipped to Dealers before 8 A. M. on August 27th.** Supplements, Phonograms and Bulletins will be shipped with Records, and these also must not be distributed in any manner before **August 27th.** Jobbers are required to place orders for September Records on or before **July 10th.** Dealers should place September orders with Jobbers before **July 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9338 Ride of the Valkyries (*Wagner*) Edison Concert Band
From Richard Wagner's Music Drama "The Valkyrie"

9339 Bull-Frog and the Coon (*Nathan*) *Descriptive coon love song, Orch. accom.* Ada Jones

9340 Waltz Me Around Again, Willie (*Shields*) Billy Murray
'Round, 'Round, 'Round, Comic waltz song, Orch. accom.

9341 American Cake Walk (*De Yean*) *Accordian solo, Piano accom.* John Kimmble

9342 Is There Any Room in Heaven for a Little Girl Like Me? (*Ifeil*, *Descriptive song, Orch. accom.* Harry Anthony

9343 I'm Crazy 'Bout It (*Edmonds*) *Coon song, Orch. accom.* Collins and Harlan

9344 Where the River Shannon Flows (*Russell*) Harry MacDonough
Irish descriptive ballad, Orch. accom.

9345 Manhattan Beach March (*Sousa*) *Performed "A la Sousa"* Edison Military Band

9346 Give My Love to Dixie (*Keith*) Irving Gillette
Descriptive ballad with march refrain, Orch. accom.

9347 I'd Rather Be Outside a-Lookin' In Than on the Inside a-Lookin' Out (*Rose*)
Coon song, Orch. accom. Bob Roberts

9348 Spoontime (*Albert von Tilzer*) *Xylophone solo, Orch. accom.* Albert Benzler

9349 Two Jolly Irishmen (*Original*) Spencer and Porter
Irish vaudeville sketch, Orch. incidental effects.

9350 Good Old U. S. A. (*Morse*) Byron G. Harlan
New March song by the writer of "Keep on the Sunny Side" Orch. accom.

9351 Jubilee Overture (*Bach*) Edison Symphony Orchestra

9352 The Umpire is a Most Unhappy Man (*Howard*) Edward M. Favor
Comic song bit from the musical comedy "The Umpire," Orch. accom.

9353 I Surrender All (*Weeden*) *Sacred selection, unaccompanied* Edison Mixed Quartette

9354 Old Heidelberg (*Mills*) Edison Concert Band
Characteristic march, introducing Xylophone, Bells and Male Chorus

9355 When Love is Young (*Ellis*) Frank C. Stanley
Descriptive song from "Brown of Harvard," Orch accom.

9356 Shall We Meet Beyond the River? (*Rice*) Anthony and Harrison
Sacred duet, Orch. accom.

9357 I Don't Know Where I'm Goin', But I'm on My Way (*Bren*) Arthur Collins
Coon song, Orch. accom.

9358 Kiss of Spring Waltz (*Rolfe*) *Whistling solo, Orch. accom.* Joe Belmont

9359 Peaches and Cream (*Original*) Ada Jones and Len Spencer
Vaudeville sketch, introducing the new waltz song, "Peaches and Cream," (Lewitz and Blumenthal,) Orch. accom.

9360 One Called Mother and the Other Home, Sweet Home (*Morse*) Edison Male Quartette
Descriptive song, Orch. accom.

9361 Afloat on a Five Dollar Note Medley (*Original*) Edison Military Band
Introducing "Afloat on a Five Dollar Note," "I Like Your Way," "After they Gather the Hay" and "I'm Up in the Air About Mary"

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

THE JOBBERS' ENTERTAINMENT.

The entertainment to be given to Edison Jobbers of the United States and Canada by the National Phonograph Company at New York and Orange on July 17th to 20th, will be unique in the history of the talking machine industry. Few events of similar kind and equal magnitude have ever been given by a manufacturing concern. This entertainment is given for a two-fold purpose: to afford an opportunity for Edison Jobbers to come together for their mutual advantage, and to commemorate the greatest year's business of the National Phonograph Company. The matter of bringing our Jobbers together has been under consideration for more than a year, but it did not take concrete form till the close of the fiscal year on February 28th showed the phenomenal increase that had been made in the business of this company. This was so largely due to the splendid and enthusiastic coöperation of the Edison Jobbers that the coming event became necessary as a means for working off our feeling of good-will.

It is hoped to have representatives present from every Jobbing firm in the country and, as many firms will send more than one, it is expected that about 200 Jobbers will take part. A number of export houses will also be represented. The general management of the affair is in the hands of F. K. Dolbeer, manager of the Credit Department, and he will have the assistance of every official and important employe who can be spared from his duties while the entertainment is in progress. All of the salesmen will also be on hand. J. R. Schermerhorn, Assistant General Manager, who is now in charge of the London and European offices, has returned home to take part in the entertainment.

As has already been announced, the headquarters for our visitors will be the Waldorf-Astoria Hotel, Fifth avenue and 34th street, New York City. From the time the visitors arrive on the afternoon of Tuesday, July 17th, until they leave on the morning of Saturday, July 21st, they will be the guests of this company. Upon their arrival they will be met by Mr. Dolbeer and a number of his assistants. They will be required to register in the company's own registry book as well as on the hotel register. The Reception Committee will supply them with tickets and such data as may be essential for their comfort while in the city. They will be assigned rooms as rapidly as possible and nothing left undone that will add to their pleasure. Special rooms will be provided where Jobbers may conduct their correspondence with the aid of Edison Business Phonographs and a corps of stenographers. The afternoon and evening of July 17th will, therefore, be taken up in seeing that the arriving guests are comfortably housed.

The formal entertainment will really begin on the morning of July 18th, when the guests will leave the hotel at 9.30 o'clock and be taken in automobiles to the 23rd street ferry of the Erie Railroad. On the Jersey City side of the ferry a special train will be in waiting to carry the party to the Edison laboratory and factories at Orange. Here the party will be met by another section of the Reception Committee and under the escort of men familiar with the factory, a tour of inspection will be made of the laboratory and the various factory buildings. Work on our new office building is being hurried with the idea of serving luncheon to the party on the third floor. It is expected that Mr. Edison and Mr. Gilmore will assist in receiving the visitors at Orange. The party will return in the special train about 4 o'clock, arriving at the hotel in time for dinner. In the evening a visit will be paid to one of the leading theatrical attractions in the city.

The second day's programme will consist of seeing New York by water and paying a visit to the U. S. Military Academy at West Point. Automobiles will leave the hotel at 9.30 o'clock for the foot of East 21st street, where the Iron Steamboat Cepheus, which has been chartered for the occasion, will be in waiting. Leaving the pier at 10 o'clock the party will be taken up the East River to and around Blackwell's Island; then back and down the East River, through the Narrows to New York Bay, passing many points of interest. At a point opposite Coney Island the boat will turn and sail up the Hudson River to West Point. There the party will spend some time in inspecting the Academy. The daily dress parade will take place about 6.30 o'clock and the guests will be given an opportunity of seeing it. The boat will then return to the city, reaching its destination about 9 o'clock. Luncheon, dinner and other refreshments will be served on the boat and suitable music will be provided by the Edison Concert Band.

It is expected that this boat trip will furnish a splendid opportunity for the entire Edison trade to become better acquainted than would be possible under any other circumstances. The entire day will be informal.

The principal features of the third day will be seeing New York by land in the afternoon and a banquet in the evening. The sight seeing trip will be made in automobiles and the route will cover the most interesting points in New York City, including Fifth avenue, Central Park, Grant's Tomb, Riverside Drive, etc. The automobiles will leave the hotel at 2 o'clock and will return in ample time for the evening's banquet. This will be held in the Astor Gallery of the hotel at 7 o'clock. Mr. Edison and Mr. Gilmore will be present. A musical programme will be rendered by the Edison Symphony Orchestra during the banquet, and later a short entertainment will be given by well-known Edison artists.

The more detailed arrangements that Mr. Dolbeer has made for the comfort of our guests seems to leave no question that the affair will be notable and well worth the time that it will take many Jobbers to participate, especially those who come from the far West and South. Many Jobbers will attend a considerable sacrifice of time and personal interest, but we feel sure they will never regret coming. Aside from the opportunity that it gives us to express our good-will toward Jobbers, it cannot fail to be of benefit to the latter from a purely business standpoint.

THINK IT OVER IN JULY.

It is, of course, too early for Jobbers or Dealers to take active measures toward stocking up for the fall and winter. They have only just reached a breathing spell after months of strenuous business endeavor and must naturally rest a little before beginning again. It is not too early, however, to *think* of the coming season. The month of July can safely be taken to review the past and plan, in a preliminary way at least, for the future. We doubt if a longer time can be taken, for every indication now points to an unusually early beginning of the fall campaign. A number of large Jobbers have already signified their intention of ordering early and in much larger quantities than ever before. They have declared their determination not to be caught "without the goods" as they were last fall, although they then thought they had builded big.

It behooves every progressive Jobber and Dealer to look over the events of the past ten months and set down: 1. The number of Edison Phonographs and Records that he sold. 2. The approximate additional number he might have sold had he had the stock. 3. Wherein he failed to provide in advance for an adequate supply of goods. If he learns the lesson that this exhibit places before him he will in the coming twelve months do the greatest Edison business in his career.

If he is a Jobber he will place his fall orders earlier than usual and for a larger number of machines than ever, determining the number by his review of the past, and arranging for monthly shipments to cover all contingencies. Early orders may seem to give him more machines than he wants, but he should bear in mind that the interest on the cost of a considerable number of machines is small, and it is much better to make the outlay and have the goods ahead of time than not to be prepared when they are wanted. The shrewd Jobber will also decide in advance if his method of ordering Records is the best that can be found. Some Jobbers do not have a good system for keeping track of their Record sales and rely almost entirely upon their racks or bins to tell them when to order a new lot. It is possible to keep a set of cards or books that will tell at a glance how each Record sells, the stock on hand and when to order without the head of the firm ever seeing the racks or bins. There is an art in keeping up a Jobber's stock of Records, and any Jobber who doesn't know how should plan it out this or next month.

Edison Dealers may also learn useful lessons from their exhibit. Theirs is not so large or so complex a task as the Jobber's, but it none the less requires careful consideration and is quite as likely to produce results when so considered. The arguments as to ordering early and planning for improvements apply quite as much to the Dealer as the Jobber. He should not later than next month give his Jobber a stock order, requiring him to deliver so many machines each month for the remainder of the year. The sales of the past will tell how many it is safe to order, allowing for an increase that seems certain to come.

Summed up, our advice is: Plan in July and act in August.

EXIT CHICAGO OFFICE.

The closing of our Chicago office on May 31st was accomplished without much trouble or inconvenience to any of the Dealers buying through that office. Dealers who had before bought only from our Chicago branch, have since signed with Jobbers clore to their cities or towns and are getting goods in a satisfactory manner. F. K. Dolbeer, credit manager, spent several days in Chicago right after June 1st, and accompanied each statement with a specially dictated letter, pointing out the new conditions and stating that accounts due would be payable direct to Orange. He also arranged to have the Jobbers in Chicago take nearly all of the stock carried by our branch office. The remainder was returned to Orange. The closing of this branch office has met the hearty approval of all Western Jobbers, and we look for a largely increased business from this territory because of it. Dealers who have been buying through our branch office are again reminded that all matters pertaining to such business should be addressed to the company at 31 Union Square, New York. Supplies of printed matter must come from their new Jobbers.

WE BUY A NEW YORK OFFICE.

The four-story brown-stone residence building at the north corner of Fifth avenue and 8th street, New York City, has just been purchased by the National Phonograph Company, which will occupy it as its New York headquarters in the near future. The house was recently the New York home of C. H. McCormick, of Chicago, the present American Ambassador to France. It is a beautiful old brown stone mansion, with solid mahogany doors and stairways. The company obtained possession July 1st, and plans are now being made for remodelling the interior to fit its needs. All of the departments now quartered at 31 Union Square will be accommodated at the new location. In addition the Foreign Department will use the basement for repacking and reshipping for export. This is now being done at 251 West Broadway. It is probable that the building will not be occupied till the close of the year. Until then the present offices at 31 Union Square will be retained.

NEW PLAN NOW ON TRIAL.

In accordance with the new plan for shipping, the July Records were placed on sale by Jobbers and reshipped to Dealers on June 27th, this date being the same throughout the entire country. So far as we now know, the Records reached every Jobber in time to permit him to repack them and have them all ready for shipment to Dealers on June 27th. This work was done without the hustle and bustle incident to the former plan. The success of the new method depends entirely upon the trade. If all Jobbers and Dealers give it the co-operation they should it cannot fail to benefit every one.

PRINTED MATTER.

We are mailing a copy of a new Record Catalogue, Form 940. This succeeds No. 840 and contains all Records listed to and including July. The selections cut out in the May issue of the PHONOGRAPH MONTHLY have been eliminated from this catalogue. A number of selections have been made over by new talent and appear in this catalogue for the first time. Other selections have been made over by the same talent and, although they are much better Records than before, the catalogue shows no change in the title or talent. Orders for Record Catalogues after this date will be filled with the new issue, but it will not be possible to furnish large quantities to any one Jobber. With nearly 150 Jobbers wanting the new edition, it will be necessary in a measure to limit the shipments of each. This is because of the difficulty in getting catalogues fast enough. Even an average of 2,000 to a Jobber makes 300,000 catalogues, a quantity not easy to produce in a short time.

Copies of a new edition of the Numerical Catalogue, Form No. 930, is being mailed with this issue of the PHONOGRAPH MONTHLY. It includes all Records to July and those cut out in the May issue of the PHONOGRAPH MONTHLY have been dropped. Copy of this catalogue is being mailed to every Dealer, who is expected to reserve it for store use. It cannot be supplied in quantities for retail distribution, being intended only for trade purposes. Jobbers will save correspondence by not ordering in quantities.

Because of a slight error in the new Discount Sheet, dated May 1st, a second copy is being mailed to the entire trade. In the first sheet the discount on accessories was given at 25% when it should have been 25⅝%.

With the June issue the *New Phonogram* completed its second year. From an edition of 90,000 two years ago, this little publication has increased to 210,000 each month and is to-day regarded as one of the most useful forms we have for increasing business. When it is stated that, with the exception of less than 10,000 copies used for our own mailing, this edition is paid for by the trade, it will be realized that the form must be a useful one in getting Edison business. It seems quite probable that the edition of the *Phonogram* will reach a half million copies within the next year.

"THE PHONOGRAPH"

Shipping instructions have been forwarded to the firm in Chicago who are making frames for the Massani picture, "The Phonograph," and it is now too late to make any changes in these instructions so as to include Dealers' orders sent in by Jobbers since June 10th. After shipment has been made from Chicago, an effort will be made to fill these late orders from Orange. If possible, framed copies will be supplied. Otherwise, we will take the liberty of mailing an unframed copy. Jobbers may continue to send in orders from Dealers and they will be given such attention as circumstances will permit. We really regret that all Dealers did not embrace this opportunity to get a framed copy of this picture, for it frames up in a most attractive manner and will be an interesting feature in the store of every Dealer who will have one.

GRAND OPERA RECORDS.

Dealers who have not given their Jobbers an order for at least one each of the ten Grand Opera Records in Supplement No. 3 should lose no time in doing so. They should, by all means, have at least one of these and the Grand Opera selections previously listed, on hand for the possible demands of their trade. No Dealer can tell at what moment he will be asked for one or more of these selections and not to have them may mean a loss of business that in profit would pay the cost of one each of the entire thirty selections. To carry one represents too small an outlay of money to consider. Dealers who get their greatest business from selling the most popular selections should bear in mind that all do not prefer operatic selections, but that here and there he will find individuals who want the better class of music. The announcement sent to the trade this month gives the titles of the entire thirty, and we trust that Dealers will give the matter of carrying at least one of them the attention it deserves.

AMONG THE JOBBERS.

During the past month interesting meetings have been held by the Eastern Talking Machine Jobbers Association and the Central States Talking Machine Jobbers Association. Matters of much importance to the trade in general have been discussed. Owing to the space that would be required to refer to these matters in an adequate way, and the further fact that many of them refer to other companies, it will not be possible to give much space in these columns to the doings of these associations. The meetings are being fully reported by the talking machine and music trade publications, and the general trade who desire to know more about them can get the information from these publications. The function of the PHONOGRAPH MONTHLY is not to provide information of a general character about the talking machine industry, but simply to exploit the Edison end of it and furnish information for our own trade. As a company, however, we are greatly interested in the organization and progress of these associations and believe that they will be of great benefit to the entire industry if conducted on broad lines. We shall do all that we can to further their growth and will co-operate with them as much as possible.

The Vim Co., Edison Jobbers at Des Moines, Iowa, have moved from 704 West Walnut street to 808 West Walnut street.

NO AGENTS OR TERRITORIAL RIGHTS.

It is becoming quite common for Dealers to designate themselves as Edison Phonograph *Agents* and generally making use of the word agent in a way to create the belief that they are the direct agents of the National Company. Whenever this has come to our attention, we have requested the Dealer to discontinue such designation; but the cases which come to our attention are probably few compared to the many numbers of Dealers we have, and we fear that a considerable percentage of them make use of that designation.

We want it clearly understood that we employ no agents and grant no territorial rights. Dealers who are designating themselves as agents must discontinue the practice at once. We would also call attention to the last clause of our Dealers' agreement, which reads as follows:

"I also understand that this agreement gives me no exclusive right whatsoever either as to agency or territory."

Anyone continuing the practice of designating himself as agent, violates the agreement and makes himself liable to suspension from the advantages and privileges of our Dealer's agreement.

DEATH OF A. T. E. WANGEMANN.

A. Theodore E. Wangemann, who for many years had been connected with Mr. Edison in experimental work on the Edison Phonograph and Edison Records, was killed while attempting to board a moving train at Bath Beach, Long Island, on June 2d. Mr. Wangemann was born at Berlin, Germany, February 13th, 1865. He had lived in this country many years. He entered Mr. Edison's employ in the early days of the Phonograph and had been identified with nearly every phase of its later evolution. He was connected with the Edison laboratory at the time of his death. He was a skilled pianist, a fine musician and possessed an excellent musical education. He was a member of the committee of Edison officials who meet twice each month to pass upon Records before they are formally listed and his musical ability made him a useful member. He is survived by a wife. He was a member of the Pleiades Club, of New York city, which had charge of his funeral in Brooklyn on June 5th. In accordance with his own wishes his body was cremated at Fresh Pond, Long Island, on June 6th.

FOREIGN SELECTIONS CUT OUT.

We have no more moulds of the foreign selections named below and, when our present stock of these Records is exhausted, we will be unable to fill orders for them:

10321—Der Vogelwald (Intermezzo (German) *Gutheil*
10322—Girl Wanted There (Ilettish) *MacKay*

CHANGE IN CONCERT EQUIPMENT.

Hereafter all Edison Concert Phonographs and all other machines on which a twenty-four-inch horn, or larger, is used will be equipped with a new horn crane, the bracket of which will be fastened to the rear of the cabinet. This crane will take the place of the horn stand, now shown as part of the concert equipment in our machine catalogue. This change will be shown in the next edition of the machine catalogue.

PHONOGRAPHS AND RECORDS IN A WRECK.

A consignment of 400 Edison Phonographs and 30,000 Edison Records, shipped to our Sydney office, was lost on the steamer Oakburn, from New York, which was wrecked near Cape Town on May 21st. The loss was covered by insurance. As soon as our Foreign Department learned of the loss it duplicated the shipment.

AUSTRALIAN BUSINESS GROWING.

A total of 1746 cases of Edison Phonographs and Records were shipped to our Sydney branch in May. This is excellent evidence of the growth of the Edison business in Australia.

A GOOD LETTER.

Following is a letter being sent by the Reading Phonograph Co., of Reading, Pa., to prospective Dealers:

MR. DEALER:—

INCREASE YOU BANK ACCOUNT.

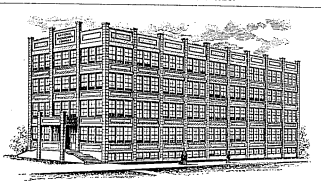
Do you know that Edison machines *stand first*, " " " records are *forever*, and
" " " *dealers are favorited* by
" " " *goods according to the*

Have the *complete catalogue* of Edison records on your shelves, keep *your stock well arranged*, have an effective *window display*, change the display *at least* once a week, or even better—once *a day*. Keep *posted*, acquaint *yourself* with the records, *suggestive* talk, a word there, will very often sell a record when least expected.

GET IN LINE.

June 15, 1902, we started a dealer in a near-by-town of 25K population. His first investment was $100.00, two weeks later, feeling that his venture would be a success, he invested another $100.00. In six weeks he had the complete catalogue on his shelves. To August 15, 1902, his investment in Edison goods was $1,000.00, Edison goods of *one-half Edison*. From August 1, 1902 to January 1, 1903 his success was greater than ever. Keep up you stock—advertise the fact and you are sure to get the business.

The PHONOGRAPH MONTHLY is a great source of knowledge to the Dealers, and I always read it from beginning to end. We have been selling the Edison Phonographs and Records for two months now, and we are very enthusiastic over our steadily increasing business. The company's new plan as to the time new Records are to be placed on sale ought to meet with the approval of every Edison Dealer all over the country, as it gives each one an equal chance, and your strict enforcement of the rules laid down in contracts with Dealers is a good thing. We have now over 600 selections in Edison Records, and before winter we hope to have all the Records made so that we may have a complete line of them.—*Henry L. D'Entremont, Peabody, Mass.*



NEW OFFICE BUILDING AT ORANGE.

The new concrete office building of the Edison companies at Orange, shown above, is rapidly nearing completion. The time department has already taken possession of its quarters on the ground floor. The departments that are to occupy the first and second floors expect to move in before August 1st. The third and fourth floors will be occupied later.

This building is practically five stories high, for the basement floor is almost entirely out of ground. It is 137 feet along on Lakewood avenue and 50 feet deep. A hallway runs the full length of the structure on each floor, with offices on either side. The building will have a complete elevator service and every modern equipment for business. It is built entirely of re-enforced concrete, and is absolutely fire-proof.

PUBLISHERS OF MUSIC IN SEPTEMBER LIST.

The publishers of the compositions made for our September list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9339 "The Bull-Frog and the Coon," Leo Feist, New York.
9240 "Waltz Me Around Again Willie," F. A. Mills, New York.
9242 "In There Any Room in Heaven for a Little Girl Like Me?" Hall and Hagen, New York.
9243 "I'm Crazy 'Bout It," Shepard N. Edmonds Music Co., New York.
9244 "Where the River Shannon Flows," M. Witmark & Sons, New York.
9245 "Manhattan Beach March." The John Church Co., New York.
9246 "Give My Love to Dixie," Walter Jacobs, Boston, Mass.
9247 "I'd Rather be Outside a-Lookin' In Than on the Inside a-Lookin' Out," F. A. Mills, New York.
9248 "Spoonime," The York Music Co., New York.
9250 "Good-by, U. S. A." F. B. Haviland Pub. Co., New York.
9251 "Jubilee Overture," Standard Music Co., New York.
9252 "The Umpire is a Most Unhappy Man," Chas. K. Harris, New York.
9254 "Old Heidelberg," F. A. Mills, New York.
9255 "When Love is Young," M. Witmark & Sons, New York.
9256 "Shall We Meet Beyond the River," Hymn Book Publishers.
9257 "I Don't Know Where I'm Going, But I'm on My Way," Jos. W. Stern & Co., New York.
9258 "Kiss of Spring Waltz," Walter Jacobs, Boston, Mass.
9260 "One Called Mother and the Other, Home, Sweet Home," F. B. Haviland Pub. Co., New York.

A MISTAKE SOME DEALERS MAKE.

Indications would tend to show that not more than half of the Edison Dealers of the country reach the pages of the PHONOGRAPH MONTHLY and look over the literature mailed them by this company once or more each month. This is a serious mistake on their part and one that is undoubtedly causing them losses in money and business all the time. Everything we send out to the trade contains information or instruction of unquestioned interest and value to all, and it should be read by every Dealer. It is fair to assume that every individual or firm that has invested enough money in Edison goods to become a Dealer, did so with the idea of making money on the line. He cannot, therefore, be too well informed on the business and cannot afford to slight any opportunity to gain information or ideas that will enable him to become successful. Most of the matter in the PHONOGRAPH MONTHLY is dry reading and much of the literature dull from a fiction standpoint, but a careful reading or inspection of every bit of it will pay. Try it, Mr. Dealer, and apply what you learn.

F. K. Dolbeer, Credit Manager of the Edison companies, attended the national convention of Credit Men's Associations at Baltimore, June 12th to 19th, as a delegate from the New York association.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR SEPTEMBER.

Edison Gold Moulded Records have reached such a high standard for excellence that it is difficult to believe that a new month's list can be better than its predecessor, and yet so carefully do our recording experts carry on their work that there is an improvement each month. This fact is recognized at the Edison factories, although the difference from month to month may not be noticed by the public. Edison Records do not stand still. When to high quality is added excellent variety and attractiveness you have a monthly list that cannot fail to suit all Phonograph owners. Such is the Edison list for September—the opening of the fall season.

No. 9338. "Ride of the Valkyries," by the Edison Concert Band, is a selection from Wagner's music drama, "The Valkyrie," that has been made in response to numerous requests from lovers of high-class music. We feel sure that it will meet the approval of all admirers of music of this character, and it will also find favor among those not ordinarily interested in classical music. This selection is very difficult to perform by a band or orchestra, and it is much more difficult than most music to make a Record of. We feel especially proud of the success achieved by our Recording Department, for we doubt if a better piece of recording has ever been done by this or any other company. The clarinet work is especially brilliant.

No. 9339. "The Bull-Frog and the Coon," is a new coon song by Ada Jones. A coon went wooing his Susan, on a night when the moon looked on with envy, and the stars seemed rather friendly. As they wandered by a brook they saw two frogs a-wooing. The chorus cutely sings of the love-making of the frogs. The song has a charming air, and it goes without saying that Miss Jones has given the song a splendid rendition. A feature is the natural frog imitation in the chorus. The Record is made with orchestra accompaniment. The music of this song was written by Jos. S. Nathan and the words by Felix F. Feist.

No. 9340. "Waltz Me Around Again, Willie," by Billy Murray, was written by Ben Shields (music), and Will D. Cobb (words). Willie was a dry goods clerk, and was required to be on his feet the live long day. He grew spoony on Madeline Mooney, who would rather dance than eat. Madeline tugged him to a dance hall every night, and despite his protests she would grab tired Willie, steer him to the floor and sing, "Waltz Me Around Again, Willie; Round, Round, Round." Mr. Murray makes the Record with his usual clear enunciation. He has the assistance of the orchestra.

No. 9341. "American Cake Walk," by John Kimmble, is an accordion solo, with piano accompaniment, and is the first Record of the kind that we have ever listed. Mr. Kimmble is an especially fine player on this instrument, probably one of the best in the country, and he has chosen for his initial selection a non-published composition by Edward De Veau, that is well adapted to this popular musical instrument.

No. 9342. "Is There Any Room in Heaven for a Little Girl Like Me?" by Harry Anthony, tells a pathetic story about a little girl whose mother was too taken up with social calls and whose father was too worried with business cares to give her any attention. Their daily injunction to "run along, you're in the way," causes the child to sing, "Is There Any Room in Heaven for a Little Girl Like Me?" Mr. Anthony's splendid voice clearly brings out the meaning of the song. The music of this composition was written by J. Fred Helf and the words by C. M. Denison.

No. 9343. "I'm Crazy 'Bout It," is by Collins and Harlan. If Shepherd N. Edmonds, who wrote the music and words of this song, had written it especially for these two favorite Edison singers he could not have produced a selection better adapted to their attractive method of singing coon songs. Unlike the usual run of coon songs, this one is sung by a lady coon, who tells how she is crazy about her man. The Record is made with orchestra accompaniment.

No. 9344. "Where the River Shannon Flows," by Harry MacDonough, is a very attractive Irish ballad that tells in tender words and sweet music of the attractions of a pretty spot in Ireland where the river Shannon flows and where lives the singer's little Irish rose. Mr. MacDonough, with the assistance of the orchestra, sings this selection in a manner that will make it one of the most popular numbers on the September list. The words and music are by James I. Russell. The music is similar in character to Harrigan's well-known song, "Where Poverty Years Ebb and Flow."

No. 9345. "Manhattan Beach March," by the Edison Military Band, is a popular march by Sousa, that was listed when our Records were made by the wax process, but it was not made over by the Gold Moulded process. Many Phonograph enthusiasts have told us it was a mistake not to do so and have repeatedly requested that it be re-listed. We now take pleasure in doing so. Many regard "Manhattan Beach March" as better than any of Sousa's recent compositions. The manner in which our Military Band renders the selection for our Record is quite a departure, being played "in Sousa," with all the lights and shades characteristic of the "March King."

No. 9346. "Give My Love to Dixie," by Irving Gillette, is a descriptive tenor ballad, with march refrain, by Lester W. Keith (music) and John Kemble (words). As the title indicates, it is the song of a Southerner longing for a glimpse of his Dixie home. Like all Dixie songs, it cannot fail to be popular. Mr. Gillette has been most successful in his rendition of songs of this character. The orchestra accompaniment is attractive.

No. 9347. "I'd Rather Be Outside a-Lookin' In Than On the Inside a-Lookin' Out," by Bob Roberts, is a coon song that should find a wide sale if for no other reason than to find out how the song writers can produce an attractive selection with such a title. Mr. Roberts renders effective assistance in making a good Record

of the selection by making every word unmistakably clear. The music of this song was written by Edward Rose, the words by Ted Snyder, and the Record is made with orchestra accompaniment.

No. 9348. "Spoontime," by Albert Benzler, is a xylophone solo, with orchestra accompaniment, of a very catchy composition now quite the go throughout the country. Albert Von Tilzer, who wrote it, is a brother of Harry Von Tilzer, and he has contributed a number of successes to our catalogue. "Spoontime" is written in march tempo.

No. 9349. "Two Jolly Irishmen," by Len Spencer and Steve Porter, is another Irish vaudeville sketch. These sketches have become features of our supplements whenever they appear. Their contribution this month presents a witty dialogue between two Irishmen, and closes with a laughing chorus that will become infectious whenever the Record is played.

No. 9350. "Good Old U. S. A.," is a song by Byron G. Harlan, in which a lad asks his father what causes the crowd to cheer. The father replies that it is because the band plays "My Country 'Tis of Thee." He tells the lad that "no matter where he wanders, no matter where he roams, he will not have to stop and ponder for a place to call his home." When asked where he was born, he must be proud to say that his home is the land of Uncle Sam. "The Good Old U. S. A." Theodore Morse wrote the music of this composition and Jack Drislane the words. They also produced "Keep on the Sunny Side," (our Record No. 9272).

No. 9351. "Jubilee Overture," by the Edison Symphony Orchestra, is a remarkably fine and clean-cut rendition of this composition by Chr. Bach. Bound to please admirers of orchestra music.

No. 9352. "The Umpire is a Most Unhappy Man," is a laughable topical song by Edward M. Favor. The baseball public will so universally agree with the title of this song that it seems hardly necessary to attempt to describe it. In the language of Hough and Adams, who wrote the words, "the umpire is a cross between a bullfrog and a goat; he has a mouth that is flannel-lined, with brass tubes in his throat"; "work like his is merely play, he don't even have to ask for all the things that come his way." Jos. E. Howard wrote the music of this song, which is one of the most popular numbers in the musical comedy, "The Umpire."

No. 9353. "I Surrender All," by the Edison Mixed Quartette, is a most attractive sacred selection by W. S. Weeden (music), and J. H. Van De Venter (words). Two stanzas are given. The contralto and tenor sing a duet, the quartette coming in on the refrain. It is not surprising that this selection has been much called for, it being one of unusual attractiveness.

No. 9354. "Old Heidelberg," by the Edison Concert Band, is a characteristic march, introducing xylophone, bells and male chorus, the whole comprising a novel effect never before attempted on a Record. Kerry Mills, who has written a number of other successful compositions in our catalogue, is the writer of "Old Heidelberg."

No. 9355. "When Love is Young," by Frank C. Stanley, is a song with which Harry Woodruff made such a success in "Brown of Harvard." It is already widely popular and fully deserves its popularity. It has a catchy air and Mr. Stanley's fine baritone voice makes a splendid Record of it. He is accompanied by the orchestra. The music of this song was written by M. Melville Ellis and the words by Rida Johnson Young.

No. 9356. "Shall We Meet Beyond the River," by Anthony and Harrison, is a hymn by Elliott S. Rice and Horace L. Hastings, and it is too well known throughout the Christian world to need comment. Messrs. Anthony and Harrison have made the Record up to their usual high standard of excellence. They have the assistance of the orchestra.

No. 9357. "I Don't Know Where I'm Goin', But I'm On My Way," by Arthur Collins, tells how Sam Jackson led a quiet married life until he became unruly. His wife then took him in hand and said that they must separate, making some remarks by ways of explanation, which caused Sam to sing, "I Don't Know Where I'm Goin', But I'm On My Way." Mr. Collins not only sings in good coon style, but he enlivens the Record with a funny talk between the choruses. Joe Bren wrote both the words and music of this song.

No. 9358. "Kiss of Spring Waltz," is a whistling solo by Joe Belmont. It is an excellent addition to his Records already listed in our catalogue. The orchestral accompaniment is quite as attractive a feature of the Record as Mr. Belmont's clever whistling. This composition is the work of Walter Rolfe.

No. 9359. "Peaches and Cream," by Ada Jones and Len Spencer, is a vaudeville sketch, with orchestral incidental effects, introducing the new waltz song "Peaches and Cream." The scene of the sketch is laid in the Bowery and the dialogue is distinctly of the Bowery. It gives a very hearable talk by Chimmy and his "gal" Maggie, and the song "Peaches and Cream" by the two is as though built for it. These vaudeville sketches are arranged by Mr. Spencer, and the Phonograph public will agree with us that he has made a great success with them.

No. 9360. "One Called Mother and the Other Home, Sweet Home," by the Edison Male Quartette, is a descriptive ballad, the music of which was written by Theodore Morse and the words by William Cahill. It is artistically sung with orchestra accompaniment by our famous quartette. The singer tells of his two best friends, his mother and his home. The words are set to an attractive bit of music and combined they make a most desirable Record.

No. 9361. "Afloat on a Five Dollar Note Medley," by the Edison Military Band, is a medley of waltz songs and introduces the following popular airs: "Afloat on a Five Dollar Note" (our Record No. 9316), "I Like Your Way" (our Record No. 9298), "After They Gather the Hay" (our Record No. 9318) and "I'm Up in the Air About Mary" (our Record No. 9329).

MR. BACIGALUPI'S OWN STORY.

[On the day after the June PHONOGRAPH MONTHLY went to press we received from Peter Bacigalupi, Edison Jobber at San Francisco, the interesting story of his experiences and losses in the great disaster in his city in April. Although somewhat delayed in its publication, we feel sure that the entire Phonograph trade will be interested in it.]

On the morning of the 18th of April I was awakened very rudely from a sound slumber by a terrific trembling, which acted in the same manner as would a bucking broncho. I sat up in bed with a start. My bed was going up and down in all four directions at once, while all about me I heard screams, wails, and crashing of breaking china-ware and nick-nacks. I was very quietly watching the clock on the mantel, which was doing a fancy stunt, while the ornaments in the parlor could be heard crashing to the floor. A great portion of the plaster right over the head of my bed fell all around me, and caused a cloud of dust, which was very hard to breathe through.

I did not get up until the quake was over, then dressed in a hurry, with the thought in my mind that there must have been a great deal of damage done down town. I managed to get a cup of coffee with the gas that remained in the pipes, which was very slow work, indeed. After this I rushed to the street, and looked all round for a car, but there were no cars running that morning.

I started to walk down town, and arriving within about eight blocks of the business section, noticed that there were hardly any panes of glass left in any of the show windows. When I got still further down I began to see still further vagaries of this sleeping giant, which had so disturbed us. Buildings were tumbled over on their sides, others looked as though they had been cut off short with a cleaver, the whole front having fallen through the sidewalk into the basement.

On seeing this my first thought was of the condition of the Records in my store. I hurried as much as possible, but did not make much headway, owing to the fact that the majority of the people were hurrying in the opposite direction to which I was going. They were taking to the hills. Some were dragging trunks; others carrying valises on their shoulders. I saw more talking machines in that one day than I believe I will ever see all together again at one time. It seems that the first thought of the owners of these machines was to save them first in preference to anything else.

There were also a great many comical sights, such as women carrying ironing boards and an iron. One woman carried a parrot's cage in one hand, while in the other was a bundle of clothes, hurriedly gathered together. I noticed that the bottom of the cage was gone, having doubtlessly dropped out on the way, without being missed. It is needless to say anything further regarding this, as the papers were full of it, and they have been read by all.

On reaching 7th street, I noticed that Mission street, one block from Market, the street on which I was walking, was in flames. I again hurried on, and reaching 6th street, still saw a massive wall of flame eating up that section of the town. Seeing this I broke into a run, and continued running over bricks on the sidewalk, and dodging automobiles, which were doing ambulance duty, until I reached my store on 4th and Mission streets.

Immediately across the street from my store was a brand new building, lately finished, and which had never been occupied, six stories in height. This was one sheet of flames, bearing down on my side of the street. I ran down to my store, trying to unfasten the door, but the lock was so hot that in trying to unfasten same I scorched my fingers. I worked for what seemed to be an hour, but which in reality must have been from twenty to thirty seconds. Some of my men who had gotten there before me motioned to the show window. Then I noticed that the plate glass was in splinters on the sidewalk. I climbed through this into the store.

We immediately started to work moving such machines as we had in front of the store towards the back to get them away from the heat of the fire, thinking that perhaps our place might be saved. Later we packed our books in a large basket, such as those used in a dry-goods store, taking them to the back of the store, awaiting the arrival of our express wagon, which we expected every minute. When all of this was ready, I took a trip through the whole store for one last look. You can imagine my feelings on going to the second floor where my Phonograph salesroom was located, and seeing everything intact—even its shelf in perfect order; just as though there had been no earthquake at all. This was the greatest wonder to me of all—for those Pianos had been thrown down on their faces, and Records, which stood by the thousands on our shelves, had not been moved.

After locking all doors securely to keep out the drought, I went to the third floor, which we had just had plastered and fixed up as a show-room for musical instruments. I was all alone in this trip, and feeling the great heat that came from the front of the store, moved three or four pianos the whole length of the store. I then locked this floor, and went through the fourth and fifth floors in the same manner, locking the doors and windows securely, and then up to the roof. As soon as I got there I saw how hopeless was my chance of saving our building from the fire, which was then burning in front. It was consuming a building on either side of us, and as I stood there I saw the flames break through the roof, and attack our walls. When I looked around to go down the fire escape at the back of the building, I saw that the fire was also coming on the opposite side of the alley, on which the back entrance of our store faced. The fire was consuming a row of frame buildings, which had stood for years and years, and were now burning like so much paper. The fire was then so hot that I decided it was better for us to get away.

The basket containing our books and papers we shouldered from Mission street to Penny Arcade, which was on Market street, and which we did not think for a moment was in any danger of fire. Aside from this all we saved was a small hand basket, also containing books. We placed implicit reliance upon a large safe that we had in our office, and which contained all of our valuable books and papers, and they were left just as they were. On Market street automobiles were going at the rate of forty or fifty miles an hour, carrying the wounded and the dead, so we had quite a task in getting indoors, which we finally succeeded in doing.

Near the Penny Arcade, where we were now quartered, there were great stacks of clothing; in fact, goods of all kinds, which had been taken into the streets by the crazed owners. I was so overcome with my feelings that I sunk into an office chair, from which I could watch my place on Mission street, which seemed to be withstanding the fire at that time. A great many of my employees were around me, trying to say a cheering word. I watched the wholesale house burn; first the roof falling, then floor after floor.

The fire kept on coming, never stopping, reaching Market street, opposite the Arcade, until it got so hot that we had to move, carrying our books with us, which we were bound to save. It took about eight of my men to move this basket to the store of a friend of mine, about four blocks away, where we thought they would be in safety. We could not carry them any further if we wanted to, as we were all tired out. I have discovered a friend, who took a snap at us as we were shoving the basket on Market street, near Taylor street, three blocks away from our store, and an enclosing same. We could not stay to see whether the Arcade burned or not, as we were ordered off Market street by the militia, which had been called out, being put in charge of the city. The next day I learned that the Arcade burned about 17 o'clock that night. I did not hear for about two days later that my third place on Kearny street had also burned.

The same morning of the earthquake, while standing across the street from the fire, I saw a merchant of the city, who was sobbing as though he were in mortal agony. I was feeling pretty bad at the time, but could not help asking him what his troubles were. He said: "Don't you see the fire right next to my store? I have $10,000 that I will lose if my store is burned." I thought that I saw a chance for a store in a good location, and offered him $500 for the lease of his place just as it stood, and, after much thinking and deliberation, he refused me the offer. While we stood there fifteen minutes later his place was burning fiercely.

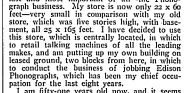
I then went home to my wife and children, whom I knew were worried about me, and in terror of more earthquakes. I could not stay very long, being restless, and went around town watching the city burn. For two days and two nights the fire ate its way gradually towards my home, but was finally stopped within six blocks of my residence. This was all that was spared me, with the exception of my son's house, which is also standing. For this I am thankful.

The earthquake was on the 18th, and on the 20th, of the same month, and while the fire was still burning close to my store from which I am now writing, I secured this good location at a nominal cost for my Phonograph business. One week later I was offered three times what I am paying for rent, but I refused.

I am now engaged in the real estate business; have opened a market place two blocks from the main street of New 'Frisco, and am also interested in a restaurant, cigar stand, and last and most important of all—the Phonograph business. My store is now only 22 x 60 feet—very small in comparison with my old store, which was five stories high, with basement, all 25 x 165 feet. I have decided to use this store, which is centrally located, in which to retail talking machines of all the leading makes, and am putting up my own building on leased ground, two blocks from here, in which to conduct the business of jobbing Edison Phonographs, which has been my chief occupation for the last eight years.

I am fifty-one years old now, and it seems hard for me to start business anew, just as I did thirty-five years ago, but I am game, and intend to go to it now as I did then. I have taken into the firm my two sons, with the aid of whom I believe I will be able to do a better and larger business in talking machines than has ever been done in the West.

I wish to take this opportunity to thank all parties who have written to me sympathizing with me, and especially to those from whom I have received help in a more substantial manner, and to those Dealers who have been so kind as to furnish me with statements of



SCENE ON MR. BACIGALUPI'S FORCE MOVING A LARGE BASKET OF BOOKS FROM THE MISSION STREET FIRE TO A PLACE OF SAFETY, WHERE THEY WERE LATER DESTROYED.



MISSION STREET, LOOKING EAST FROM FOURTH STREET. THE CROSS SHOWS WHERE MR. BACIGALUPI'S FIVE-STORY BUILDING STOOD.

their accounts, with which to start in my

books, for, I have neglected to state, that every paper, book and record of any kind that I ever had was destroyed inside of my safe.

Regardless of all these ordeals I AM GOING TO SEE 'EM TO 'FRISCO.

MR. EDISON AUTOMOBILING IN THE SOUTH

It is undoubtedly true that the average person evinces as great an interest in the private lives and doings of prominent men as in their public labors and successes. For, naturally enough, a knowledge of the more intimate personal characteristics and a closer view of the life at home, at work, or at leisure appears to bring the celebrity closer to us and to make his achievements appeal the more strongly to the individual.

The accompanying photographs of Thomas A. Edison [not reprinted for want of space] show the dean of the inventors of America, if not of the world, in situations that are as interesting as they are unconventional. They were taken during a vacation trip planned some time ago and carried out recently. It is not strictly correct to designate this automobile trip as a vacation, for the word vacation is almost unknown to the great electrician whose working days often last for eighteen or twenty hours. And even in this instance the vacation tour was undertaken with a view to study and investigation, and the causes that gave rise to it were these: For the last few years Edison has been working steadily and enthusiastically at his alkaline storage battery, and while he has succeeded in developing a cell that is decidedly superior to the lead accumulator for many purposes, a great deal still remains to be accomplished before his success can be called complete. In the course of his investigations Edison has employed and tested a great variety of different metals, and among these recently was cobalt. As this metal is comparatively rare, and consequently expensive, the inventor has been on the lookout for possible sources of cobalt-bearing minerals which would make it better available for his purposes.

It was reported that cobalt existed in considerable quantities in the neighborhood of Charlotte, N. C., and thereupon Edison dispatched three prospectors to search through this region for the metal. Favorable reports having been received from these investigators, Edison determined to see for himself whether or not the reports were warranted, and so undertook this trip. For several years past the inventor has been an enthusiastic automobilist, and he decided to make the journey from his home in Orange to Charlotte by means of his two White steam cars with which he last year accomplished the Glidden tour, though in a reverse direction from that taken by the various contestants. He strongly favors the steam machine for long and rough trips, and declares that it is far superior to the gasoline car for such purposes.

The party consisted of Edison, his son Charles, and a Mr. Miller, in one car, and two laboratory assistants in the second car. The machine driven by Edison was in the usual condition for touring with tonneau and Cape cart top. The tonneau of the second machine, however, was removed and replaced by a box-like structure in which was packed a complete camping outfit, baggage, provisions, and a small amount of laboratory apparatus for use in mineralogical investigations. Needless to say, provision was made for the repair of almost all possible injury to mechanism or tires. The tourists, of course, encountered the troubles, but there were practically no difficulties with the engines. That the trip was rather strenuous will be understood by all those familiar with the roads in that section of the South traversed by tourists. The departure from Orange was made on May 16 and from there the route lay through Philadelphia, Baltimore, Washington, through the Shenandoah Valley, over the mountains across Virginia, into North Carolina to Charlotte. The Shenandoah Valley and mountain trip is one that is not often undertaken, for the roads are unusually ungradable. Edison, however, revels in a tour of this kind and thoroughly enjoyed even the most difficult portions of the country. Fortunately the weather was uniformly good, and rain and mud were not added difficulties. Gasoline was easily procurable along the route, and no trouble was encountered in supplying the engines with the water available.

Edison is unquestionably one of the most unassuming and democratic of our great men and he makes a splendid companion for such a trip. He sturdily objects to posing for pictures, however, and the accompanying photograph of the inventor asleep was taken during a noon rest near Leesburg, Va. It is probably the first of Edison taken under such circumstances. The idea appeals to us as rather novel; our conceptions of Edison as usually of the inventor as very "wide awake." Wherever necessary the tourists camped alongside the road and only availed themselves of hotels or inns where such were reached without trouble. It is not the intent of the party to return in the same manner. The machines will be shipped north, and after a stay of several weeks in the region around Charlotte, the party will return by rail.—*Scientific American.*

The above account was published while Mr. Edison was on his trip South. He has since returned to his laboratory, none the worse for his novel experience.

GOOD MATERIAL.

In a recent railroad case in the Superior Court in Boston a Phonograph Record was accepted as a vital witness and won the suit. The name of Edison is and will be held in the highest esteem by present and future generations. His achievements have so revolutionized the world's work and pleasure that he is rightly termed the wizard. In all the successful efforts of his fertile brain, none have proven more generally useful and entertaining than the Phonograph. Its scope and influence is, although world wide, not yet fully appreciated. It has already entered the lists as an unrivalled instructor of languages. It is a complete storehouse of the expressed thought of the world's deepest thinkers and brightest minds rendered in the actual tones of voice of the author. The possibilities of this wonderful machine are almost limitless. Almost every day brings new importance to the machine. The reproduction of familiar voices and sounds of daily life are not the least important features of the Phonograph. How many white haired hard headed business men would gladly stop, in the whirl of money getting, and listen to the voice of their younger days. There was no Phonograph then, however, and there are but memories faint and fading of their boyhood home. Voices stilled forever live only in the memory that year by year grows more hazy. Had the Phonograph been known, when these men were young, the voices could have been preserved and their tones repeated now as fresh as the first utterances.

In the home of the present day, the prattling of the little ones, or the feeble tones of cherished age, may be preserved in all their natural intonations for the coming generations. This alone is a valuable and important argument in favor of the machine that reaches the heart, instead of looking at the cold silent letters of the pen or type. A Phonograph Record forwarded across ocean or continent, will bring the voices of distant loved ones into the family circle. And would you hear the gifted orator, the noted divine, or the charming minstrel, you may have their voices in your home. Would you enjoy the best of the world's vocal or instrumental music? It is at hand if you possess a Phonograph and without expense and travel from your own fireside. And with all these advantages, this can be accomplished by the man of moderate means as easily as by the millionaire.

The Edison Phonograph stands at the head of the list of these instruments. Its clearness of tone, purity of pronunciation and absence of blurred or scratchy sounds, make it preeminently the machine for either the fireside or the public hall. Its moderate price places it within the reach of all. From $10 up are the quantities. Every machine possesses the qualifications of excellence whether of the lowest or highest price, and the Edison Phonograph represented by Joseph H. Roberts, of Croton Falls, comes direct from the manufactory and are new, tested and perfect. He does not handle imperfect or second machines.—*Advertisement of a New York State Dealer.*

DEALER'S FOLLOW-UP LETTERS.

From L. R. Porter, Brockton, Mass.

We are in receipt of a communication from the National Phonograph Co. asking us if our quarterly letter regarding the Edison Phonograph and Records pleases us, sending you under separate cover the latest catalogues of Edison Phonographs and Records, together with certain other printed matter relative to same. Should it be convenient, we should very much appreciate a visit from you at our store when in this vicinity. We have pleasure in stating that we stock every Edison Record made, also the following Edison Phonographs, e. g.: Gem, $10; Standard, $20; Home, $30; Triumph, $50, and will give you easy terms of $1.00 down and $1.00 a week on either machine.

We also carry a very large stock of supplies, including all the latest and improved Horns, Stands, Record cases, etc., and can make you up an outfit which we feel sure would please you. If you so desire, it will give us the greatest pleasure to demonstrate this line of goods at your home at any time convenient to you. We are located at Porter's Furniture Rooms, Centre street, and are open every day and evening in the year except Sunday, and would appreciate a call from you at any time, and permit us to show you the finest machines and Records on the market. We feel sure you can make no better investment than in an Edison outfit.

Trusting to be favored with your valued patronage, I remain,

Very truly yours,

From O. A. Reynolds T. M. Co., Springfield, Ill.

The National Phonograph Co. have written us in regard to your inquiry as to the Phonograph. They say they have sent you catalogues which you no doubt have received by this time.

We have in stock all the machines that you find listed in the catalogue—your store being the only one in Central Illinois where you can hear and see all the different size Edison machines. We also have them equipped with the Edison repeating attachment, which is quite a feature. We also carry a full line of Edison Gold Moulded Records from which to make your selections.

As this is a very busy time on the farm, and if you cannot spare the time to call at our store we would be glad to ship you any machine you should select on approval.

We are making largest sales on the $30.00 Home. This machine we can furnish complete with the repeating attachment. We also have the Triumph with repeater at $50.00. This machine you can put a Record on and start it going and have music all during your dinner hour; as it plays over and over about three-quarters of an hour without attention.

We would be pleased to have you consider this matter, and if you, after looking them over, we will allow you an exchange for the larger without any additional expense, except the difference in price.

So confident are we that you would be satisfied with any machine in the above mentioned list that if you once start, we will allow a week's trial and if not perfectly satisfied in every way, we will refund your money. Thanking you for interest shown and asking for an early reply, we are

Yours very respectfully,

I wish to relate a little incident which happened to me, and how it proved successful.

A few days ago one of our customers came over to me and said if I wanted to try to sell a Phonograph he would take me to the place, and if the party would like it they might buy it.

I packed up a few Records, took along a Standard Phonograph and started for the house. Upon my arrival I found my intended customer to be so drunk that she could not stand on her legs. I set up the Phonograph, started to play Harlan's "Keep on the Sunny Side," and she nearly threw me out because the tune was not Irish. I put on the "Wearing of the Green," which I happened to bring along, and that worked fine, but she wanted "The Girl I Left Behind Me," "The Minstrel Boy," and many other Irish tunes, which I told her I would get. I returned to the store and thought it would be a good idea to take along "Paddy's Day." When I came back, the first Record I put on was "Paddy's Day," and it worked fine. She started to jig and sing; she made me participate, which I did to keep on the right side. As a result I made a cash sale. I have had some pretty hard cases, but this one I will never forget.—*Jos. Schwetz, Manager Phonograph Department., J. Dawgs, Jr., Third avenue, New York.*

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 1227 Second ave.
Mobile—W. H. Reynolds, 56 Dauphin street.
Montgomery—R. L. Pinkhil, 112 Dexter ave.

CALIFORNIA.

San Francisco—P. Bacigalupi & Sons, 1111 Fillmore St.

COLORADO.

Denver—Denver Dry Goods Co., 614-18th street.
Hext Music Co., 1526 and California streets

CONNECTICUT.

New Haven—Pardee-Risenberger Co., 98 State street

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 924 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenue, S. E.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 30 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George H. Vonnoy.

ILLINOIS.

Chicago—Barnes Bros., 48 Madison Ave.
Lyon & Healy, Wabash Ave. & Adams St.
Jewel, I. Lyons, 119 Van Buren street.
The Cable Co., Wabash avenue.
The Cable Co., 88 E. Lake street.
Montgomery Ward & Co., 1st Michigan ave.
Montgomery Ward & Co., 6 Wabash ave.
Peoria—Peoria Phonograph Co., 108 S. Adams street.
Quincy—Quincy Phonograph Co., 526 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
Klipe-Link Phonograph Co., 127 N. Illinois Street.
A. R. Wahl & Co., 112 S. Illinois street.
Lafayette—A. H. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
Wiest Co., 308 West Walnut street.
Fort Dodge—Harry Shook, 820 Central ave.

KENTUCKY.

Louisville—C. A. Rey, 630-632 Fourth Avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
National Automatic Fire Alarm Co., 612 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 162 Exchange street.
Portland—W. H. Ross & Son, 209 Commercial street.

MARYLAND.

Baltimore—E. P. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Mach. Co., 177 Tremont st.
Iver Johnson Sptg. Goods Co., 165 Washington street.
S. Sagoff Co., 292 Washington street.
C. H. Stanley Co., 124 Washington street.
Read & Read, 600 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 112 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Grimes & Hickerl Co., 235 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward Ave.
Grinnell Bros., 29 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 324 Hennepin ave.
Minnesota Phono. Co., 518 Nicollet avenue.
St. Paul—Hext & Son, 172-6 E. 6th, 271-3 West 4th street.
Minnesota Phonograph Co., 370 Wabasha street.
Minnesota Phonograph Co., 31 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. P. Schmelzer & Sons Arms Co., 710 Main street.
St. Louis—Conrad, Prince, 1131 and Olive streets.
O. K. Houck Piano Co., 1109 Olive st.
Western Talking Machine Co., 1112 Olive st.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

Continued on page 15.

NEBRASKA.

Lincoln—H. S. Sidles Cycle Co., 1312 O street.
Omaha—Nebraska Cycle Co., 1118and Harney streets.
Omaha Buggy Co., 1618 & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Piano Co., 109 Washington st.
Newark—Douglas Phonograph Co., 29 New street.
G. G. Felt, New and Halsey streets.
Orange—Wm. Hahne & Co.
Paterson—James K. Quinn, 117 William street.
Trenton—Stoll Music Book and Stationery Co., 30 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.

Albany—Finch & Hale, 408 State street.
Astoria—John Knie.
Auburn—Smith, Chapman' Sons, 394 Fulton street.
Buffalo—Robert L. Loud, 617-621 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 24 W. Fulton st.
Kingston—Forsyth & Davis, 291 Wall street.
New York City—Institut Pasteur, 146 W. 23d street.
Blanchard Talking Machine Co., 37 Chambers street.
J. F. Blackmar & Son, 2737 3d avenue.
Sol Bloom, 18 2nd street.
I. Davegen, Jr., 124 W. 125th St.
I. Davegen, Jr., 1435 Broadway.
Bond Talking Machine Co., 1 Nassau st.
H. S. Gordon, 1164 Broadway.
Janot Music Box Co., 29 Union Square.
Victor H. Kanke, 1182 Second avenue.
Siegel-Cooper Co.
Alfred Weaver.
Alfred Wiest, 1761 First avenue.
Oswego—Frank E. Bolway, 32 W. Bridge street.
Rochester—A. J. Deringer, 141 North street.
Mackie Plush, O. & M. Co., 100 State street.
Giles L. Miller, 51 State street.
Talking Machine Co., 37 Main st. E.
Schenectady—Robert Gair, 15 Jay street.
Jay A. Rickard & Co., 211 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hale, 251 River street.
Utica—Clark-Horrocks Co., 19 Genesee street.
Gilbert Bros., 59 Genesee street.
Gilbert Harrison, 59 Genesee street.
Utica Cycle Co., 31 Columbia street.

NORTH CAROLINA.

Canton—Klein & Heffelman Co., 106 N. Market street.
Cincinnati—Ilges & Co., 31 W. 4th street.
Rudolph Wurlitzer Co., 120-22 W. 4th st.
Cleveland—Eclipse Musical Co., 112 Prospect ave.
Columbus—Geary S. Whiten Co., 172 S. High street.
Dayton—Lyon & Healy, 24 E. 4th street.
Newark—Bell-Pinney Co.
Toledo—Haves Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 326 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 200 Federal street.
Allentown—E. C. Ambach, 839 Hamilton street.
Easton—William Werner, 231 Northampton street.
Harrisburg—C. M. Stahl, 1306 N. 3d street, 1306 N. 3d st.
Philadelphia—C. J. Heppe & Son, 1211-13 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 17 S. 9th street.
John Wanamaker, 13th and Market sts.
Penn Phonograph Co., 1108 Chestnut st.
Wenzel Talking Mach. Co., 1118 4th st.
H. A. Weymann & Son, 1013 Market st.
Pittsburg—Theo. F. Beisel Co., 1811-1813 Wood street.
H. Kleber & Bro., 313 Wood street.
C. C. Mellor Co., 319 Fifth avenue.
Pittsburg Piano Co., 222 Liberty street.
Wm. Volkmann's Sons, 537 Penn ave.
Reading—Reading Phonograph Co., 521 Penn street.
Scranton—Ackerman & Co., 117 Wyoming avenue.
Technical Supply Co.
Sharon—W. C. DeForrest & Son.
Williamsport—W. A. Myers, 143 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Phono. Co., 29 N. Main St.
Providence—J. M. Dean Co., 180-182 Westminster street.
J. A. Foster Co., Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 132 Weybosset street.
A. T. Scatergood & Co., 106 Main st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 322 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood, 160 S. Main St.
O. K. Houck Piano Co., 303 S. Main street.
Nashville—Nashville Talking Mach. Co., 220 Church st.
Hagmyer & Co., 21 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 322 Main st.
El Paso—W. J. Wash Co., 221 to 231 Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston street.
Houston—Texas Phono. Co., Capitol and Pasaic Sts.
San Antonio—H. C. Rees Optical Co., 245 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 24 Church St.

VIRGINIA.

Richmond—Magruder & Co., 119 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173-56 street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 191 Princess street.

SUSPENDED LIST, JULY 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

West Hoboken—PHIL HOLLANDER, of THE WEST HOBOKEN BICYCLE & PHONO. CO., 60½ Spring street.

NEW YORK.

Albany—G. LINDE, 18 N. Pearl street.
Auburn—CHAS. O. SMITH, 18 Clark street.
Bedford Park—GEO. H. ECKEL, 2,929 Webster ave.
Brooklyn—WM. ALBRECHT, 994 Knickerbocker ave.
H. HINDERMANN, BUSHWICK PHONOGRAPH EXCHANGE, 1201 Myrtle avenue.
EMIL SMITH, 634 Eleventh st. and 230 Summer street.
Hobart—F. MARSHALL.
Ilchawk—ALBANY SPECIALTY CO., or CHAS. F. RICE, Main street.
Horseys—C. D. LOOMIS & CO., Union Block.
New York City—H. ARMSTRONG, or AMERICAN PHONOGRAPH CO., 1,476 Broadway.
AUTOMATIC ZITHER CO., Cohen, Prop., 48 Second avenue.
BEHN BEARWALD, 233 W. 11th st.
BIDWAY & CUNNINGHAM, 21 Wins Ave.
EDWARD BUSCHING CO. or DAVID SWITKY, 208 Willis ave.
CENTRAL PHONO. CO., 169 E. 2nd street.
R. L. CORWIN; also Newark, N. J.
EAGLE PHONO. CO., or C. LOWENTHAL, 83 Nassau street.
EMPIRE PHONO. CO., 8 W. 14th street.
R. W. FRIGHT, or FRIGHT, Barclay st., or 58 Cortlandt st.; also Plainfield, N. J.
O. HACHER, 1,181 st.
HAWTHORNE & SHEBLE, 297 Broadway or 1,181 Broadway.
KOLESER BROS., 20 and 491 West st.
N. HORN, 158 E. 125th street.
W. L. ISAACS, 116 Nassau street.
S. LEMBURG & CO., 194 Broadway.
C. MORLAND, 292 Broadway.
RICHMOND PEASE, 24 W. 125th st.
SIEGEL-COOPER CO., 6th ave.
WHOLESALE CYCLE CO., 2222 Seventh ave.
Rome—CHARLES TOTTLE.
Saratoga—W. J. TOTTLE.
Saratoga Springs—HARVIN & COTT.
Watertown—GEO. W. KENDRICK, 24 Arsenal st.
H. S. WARDWELL & CO., 23 Public Square.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

OHIO.

Cincinnati—I. L. ANDEN.
Cleveland—THE WURLITZER CO., 631 Vine st.
Coshocton—HOENI & GOSSER.
Springfield—E. & M. VANDERPOOL.
Uhrichsville—F. A. HAINES.
Steubenville—J. W. STEWART & CO.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 1184 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Mascher sts.; also New York City.
A. HOFFMAN, 1,220 Market st.
PENN NOVELTY CO., 1,220 9th s
Pittsburg—A. LIPPARD, 604 Wylie ave.

RHODE ISLAND.

Providence—F. P. MOORE.
Rockville Center—A. S. CLARK.

WISCONSIN.

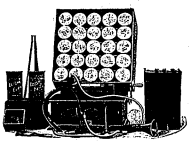
Milwaukee—J. C. BLATZER.

*Added since June 1, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

What IS the I.C.S. Language Outfit?

The I. C. S. Language Outfit consists of an Edison Standard Phonograph with I. C. S. repeating attachment, recorder, special head-band hearing tubes with patent sound modifier, 14-inch brass horn, brush, 25 conversational gold-moulded records, and four textbooks for the study of French, German, or Spanish. The records and textbooks may be sold separately to those who already have a cylinder phonograph. This Outfit forms the most perfect language teacher in the world, and enables the student to speak the foreign language as the natives speak it, with a pronunciation guaranteed to be absolutely correct. The I. C. S. system is indorsed by the French, German, and Spanish embassies and all the leading educators. *For you* it is a proposition that will appeal not only to new trade, and to people who would not invest in a phonograph for amusement purposes, but to every phonograph owner in your section as well, who will be only too glad to find a profitable as well as a pleasurable use for their phonograph. Past experience has proven that it *will* increase *your* business. For proof, ask the dealer who has tried it. Write today for particulars and prices.



Complete I. C. S. Language Outfit

I.C.S. LANGUAGE SYSTEM with Thomas A. Edison PHONOGRAPH

International Correspondence Schools

BOX 920, SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., AUGUST, 1906. No. 6.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

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340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 69-71, MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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NOW ACT.

The time has come for every Edison Dealer to give his fall business most careful consideration. It will not do to say that there is plenty of time and put off planning until the fall is here. The Jobbers began in July to stock up and also to place orders for future shipments. It is doubtful if there will be a single Jobber on September 1st who has not placed with our sales department his orders for immediate and future deliveries. Jobbers generally have learned by past experience that early orders are necessary if goods are wanted later. Orders now received are for much larger numbers of machines that at any similar time in the past and we are assured that Jobbers yet to be heard from will also order much heavier than ever before.

If Jobbers order from the manufacturer this early in the season so as to get their share of the machines when the fall rush comes, why is it not equally necessary for big Dealers to similarly stock up and place advance orders in anticipation of their own trade? To do so helps the Jobber and enables the Dealer to keep up his stock. It does not involve the outlay of much capital to order in advance, whereas having a stock means the making of many a sale to people who will not wait till your Jobber fills your order.

During the past two months we have been able to make a few more Phonographs than were needed to fill orders and we thus accumulated a stock that seemed large compared to the shortage of the past six months. This stock, however, is now disappearing like dew under a summer sun to fill the orders of Jobbers who are taking time by the forelock. Long before September 1st this surplus will be entirely used up and thereafter the weekly output must take care of all orders. The output of machines has never been so large and we have the added advantage of having every department of the factory in fine running order and turning out the maximum of work every

THE ADVANCE LIST OF OCTOBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR OCTOBER, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **September 27th**, all things being favorable, but **they must not be placed on sale by Jobbers or re-shipped to Dealers before 8 A. M. on September 27th.** Supplements, Phonograms and Bulletins will be shipped with Records, and these also must not be distributed in any manner before **September 27th.** Jobbers are required to place orders for October Records on or before **August 10th.** Dealers should place October orders with Jobbers before **August 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9362 Torch Dance (Packeltanz in Bb) (*Meyerbeer*) Edison Concert Band

9363 The Stars, The Stripes and You (*Wheeler*) *March song, Orch. accom.* Frank C. Stanley

9364 When a Poor Relation Comes to Town (*Kriddle and Paley*) Arthur Collins
Coon song, Orch. accom.

9365 Is Your Mother In, Molly Malone? (*Mills and Evcrard*) Helen Trix
Comic waltz song, Orch. accom.

9366 Simple Confession (Simple Aveu) (*Thome*) *'Cello solo, Piano accom.* Hans Kronold

9367 Softly and Tenderly (*Thompson*) Miss Hinkle and Mr. MacDonough
Sacred soprano and tenor duet, Orch. accom.

9368 Grand-Pa, I'm Going to be a Soldier (*Rogers*) Byron G. Harlan
March song, Orch. accom.

9369 Sisseretta's Visit to the North (*Original*) Billy Golden
Vaudeville specialty, Orch. accom.

9370 Irish Hearts March (*Evans*) *Characteristic selection* Edison Military Band

9371 Love Me, and the World is Mine (*Ball*) Harry Anthony
Sentimental song, Orch. accom.

9372 If the Man in the Moon were a Coon (*Fischer*) *Coon song, Orch. accom.* Ada Jones

9373 Foolishness (*Peters*) *Comic song, Orch. accom.* Edward M. Favor

9374 La Balladora—Pirouette (*Tobani*) Edison Symphony Orchestra
By the composer of "Hearts and Flowers"

9375 Sweet Julienne (*Hanes*) W. H. Thompson
Sentimental song, as sung in Dockstader's Minstrels, Orch. accom.

9376 Why Don't You Write When You Don't Need Money? (*Edwards*) Bob Roberts
Coon song, Orch. accom.

9377 Susan, Kiss Me Good and Hard (*Hell*) *Coon song, Orch. accom.* Collins and Harlan

9378 Champagne Galop (*Lumbye*) Edison Concert Band

9379 Somewhere (*Harris*) Irving Gillette
Charles K. Harris' new sentimental song, Orch. accom.

9380 Come Take a Skate with Me (*Browne and Edwards*) Billy Murray
Characteristic waltz song, Orch. accom.

9381 Come Down McGinty (*Rogers*) *Irish sketch, Orch. accom.* Campbell and Roberts

9382 Belle of the East (*Liberati*) *Bells solo, Orch. accom.* Albert Benzler

9383 Let Me See You Smile (*Original*) Ada Jones and Len Spencer
Vaudeville sketch with orchestra incidental music and introducing the song hit, "Let Me See You Smile" (Fischer)

9384 Good Old Songs (*Original*) Edison Male Quartette
Introducing "Twinkling Stars are Laughing Love" (Ordway), "When I Saw Sweet Nellie Home" (Fletcher), "Would I Were with Thee" (Bassetti), and "There's Music in the Air" (Root) unaccompanied

9385 Chicken Chowder (*Giblin*) *Characteristic march* Edison Military Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

day. The difficulties of past summers in laying off part of our force, cutting down the output, then putting on new men and working up to the capacity again, has this year been entirely obviated by operating the factory to the limit right through the summer.

We shall probably make fifty per cent. more Edison Phonographs between now and January 1st, than ever before in the same period, and yet we are convinced that even this great output will not meet the demand of the public for them. We are going to spend more money than ever before to send the American public to the stores of Edison Dealers and we should regret if Dealers did not have the goods when wanted. We are going to spend more for magazine advertising; will have another and larger newspaper campaign. We are going to post every state in the Union; we are putting up painted bulletins along the principal railroads; the editions of all catalogues and other printed matter will be larger. Our large corps of salesmen will hustle as never before, making it easy for Dealers to get Phonographs and Records quickly, and in such quantities as they need. But more important than all, the quality of the goods will be uniformly maintained, no matter how great the demand may be. We say "more important" advisedly for without the quality no amount of advertising or hustling could long maintain the present prestige of Edison Phonographs and Edison Gold Moulded Records.

Speaking of Records recalls the necessity of saying a word about the Record situation. We never were so well equipped in this department as at present. Several new crews are at work and every crew is working together like a piece of well-oiled machinery. As a result the output grows each day. During July all past totals for a day's output have been broken several times. If Jobbers do not begin to place stock orders too early we shall by September be nearly caught up on back orders. Thereafter it seems as if we could not get far behind. Still the prospects for the fall and winter are so good that even our present Record-making facilities may not meet the demand. The foresighted Jobber and Dealer will take no chances but will keep ahead with orders.

MR. WHITE RESIGNS.

James H. White resigned on June 15th as managing director of the National Phonograph Co., Ltd., London, England. His connection with the company ceased on that date. Mr. White had been managing director of our London office since February, 1903. Mr. White takes with him the best wishes of his former associates both in London and in this country.

JOBBERS ENTERTAINMENT A GREAT SUCCESS.—PRESENTATIONS BY JOBBERS TO MR. EDISON AND MR. GILMORE.

The entertainment of the Edison Jobbers of the United States and Canada by the National Phonograph Company, at New York City and Orange, from July 17th to 20th, has passed into history. And we believe that it is the kind of history that will endure. To a large extent this event was unique in the careers of commercial houses. It was a success beyond the most sanguine expectations of its promoters. Even St. Swithin, upon whose day it rained this year, felt the necessity of departing from his time-honored practice of causing it to rain on each day for forty days thereafter, for on none of the days did it rain enough to mar a moment's pleasure of any of the company's guests. The weather was as near ideal for a gathering of this kind as the middle of July usually produces. That the event will further increase the bond of good feeling that exists between Edison Jobbers and the organization back of the Edison Phonograph cannot be doubted. We believe that the former will be benefited by their graciousness in becoming our guests on this occasion. We know that our own people will be better able to perform their duties because of their three days' intercourse with the men to whose business efforts the Edison interests owe so much. In no other way than a personal visit to Orange could Edison Jobbers have gained such an impression of the magnitude of the business being done in Edison Phonographs and Records. Only by a personal inspection of the varied processes of manufacturing Phonographs and Records could they be convinced of the care and skill necessary to the production of goods to meet the Edison standard. Nothing but a visit of this kind could show our executive, selling and manufacturing forces as a whole how cordial are the feelings of the trade toward the Edison product.

Mr. Edison himself, anxious that nothing should be left undone that would add to the success of the affair, dropped his work and for three days mingled with the company's guests in a most democratic manner. Since Mr. Edison rarely does anything of this kind it may be accepted as indicating the marked regard he feels toward those engaged in furnishing music and amusement for the world by means of the Edison Phonograph.

The entire entertainment was a personal triumph for Frank K. Dolbeer, Manager of our Credit Department, upon whom as chairman of the Committee of Arrangements devolved practically the entire burden of planning the affair. The editor of the PHONOGRAPH MONTHLY voices the views of his associates in according him all credit for its success. We early found that he knew better than we and that he was willing, so we con-

tented ourselves by offering counsel while he did the work. We are not flattering Mr. Dolbeer when we say that he is the only man in the National Company who could have made such a success of this entertainment.

TUESDAY—REGISTRATION.

The Waldorf-Astoria Hotel, 34th street and Fifth avenue, New York City, was selected as the headquarters for the visitors. Room 151 was used for registration purposes and two large rooms on the corner of Fifth avenue and 34th street were used as reception rooms. Mr. Dolbeer and several members of the committee took possession of these rooms on the morning of July 17th and began to get ready for the affair. The registration bureau was in charge of Frank E. Madison, Manager of our Contract Department. The reception rooms were equipped with Edison Business Phonographs and facilities were provided for dictating and writing letters.

E. A. Link, of the Kipp-Link Phonograph Co., Indianapolis, Ind., was the first jobber to register at headquarters. As each visitor registered, he was handed a badge pin, bearing the words "Edison—1906," and containing an Edison Record, done in relief in blue and black enamel on a gold field: tickets for the various entertainments that were to follow, together with a number of souvenirs of the occasion were also provided. By night nearly 200 visitors had arrived and been assigned to rooms. The afternoon and evening were spent in making all hands acquainted.

WEDNESDAY—VISIT TO FACTORY AND PRESENTATIONS.

The sight-seeing began at 9.30 o'clock Wednesday morning when the party was taken in large touring cars to the 23d street ferry of the Erie railroad. From Jersey City a special train conveyed them to the factory at Orange, reaching there at 10.30 o'clock. Here the visitors were met by President Gilmore. They were at once divided into groups of about twenty and shown through part of the factory buildings, each group being in charge of a guide familiar with the different work carried on. The visitors manifested great interest in what they saw, and all who were visiting the plant for the first time were amazed at its magnitude and at the amount of work being done. They found 3,300 employes at work, requiring $18,000 a week to meet the pay rolls. They saw the plant turning out Phonographs at the rate of 1,000 a day and Records at the rate of 100,000 every twenty-four hours. They found no automatic screw machines at work and were told that fifty more would be installed in a month. Within the past three months orders had been placed for $100,000 worth of machinery, exclusive of special machinery and tools made in our own tool room and not including the new equipment of the power plant, which cost $40,000. Since December, 1900, eight concrete buildings had been started and partially completed at an expenditure of $175,000 to date. All this concrete work is being done by our own force. Some of the other improvements to be begun in the near future were also explained.

The factory inspection was partially completed at noon and the visitors were then taken to the new office building now nearing completion. The first floor had been converted into a dining room and here lunch was served by a New York caterer. Mr. Edison joined the party at this point and held a reception, each visitor being introduced and shaking his hand.

The lunch over, Mr. Edison was led to one corner of the room, where stood a Triumph Phonograph, equipped with a large horn. He was at once surrounded by the expectant visitors, whose faces plainly showed that something was "doing." W. D. Andrews, of Syracuse, N. Y., mounted a small platform alongside of the Phonograph, and addressed Mr. Edison as follows:

We are gathered here together at the invitations of the National Phonograph Co., not as exclusive representatives of these interests, for we represent the trade in all its branches—all companies. But I want to assure you that we consider your company the company. (Applause.) We are familiar with your methods and with your aspirations, and we are working with the same, which is designed to benefit the trade. We have attended several meetings of the Jobbers' associations, and the conclusion arrived at is that your company is our company; your interests are our interests, and we are with you. For a long time we have entertained the idea of a token to you, Mr. Edison—a slight token of our high personal regard and appreciation of your eminent labors in the development and perfection of the Phonograph. I was a member of the committee who had charge of the banquet to Mr. Gilmore, when the directors of the Douglas Phonograph Co. was the first consideration. The privilege of presenting you with this souvenir, if you do not reserve of the gift you must look to Mr. Gilmore, but I feel sure you will accept it in the same spirit in which it is given. Therefore, Mr. Edison, on behalf of the Jobbers of the United States and Canada, I present you with the solid gold record. May it always be a reminder of this momentous occasion for the spirit which fittingly expresses our feelings to you is on the record.

The gold record was then placed upon the Phonograph and Mr. Edison heard the following address:

Mr. Edison: The record of pure gold which addresses these words to you is a gift from the jobbers engaged in the distribution of the Edison Phonograph and Records. They have come from the East, the West, the North and the South of this fair land of ours. They are your loyal and admiring friends, your ambassadors of commerce, whose mission it is to spread the name and fame of your wonderful work the globe. By the touch of your colossal inventive genius you have created industries giving employment to countless thousands the world over. The products of commerce occupied in the production of your inventions, if loaded upon freight cars, would require several kilometers of railway to carry them. Your name is known in every civilized country of the world you added the Phonograph, which is the eighth wonder of the world. It speaks every language uttered by human tongue, and in the field of language study it is the greatest educator the world has ever known. With song and story it will continue till the end of time to entertain the people of all nations. We place the name of Thomas A. Edison at the head of the column of the world's greatest captains of industry.

The record closed with a band rendition of "Auld Lang Syne," in which all present joined most heartily. Mr. Edison responded with his thanks. A replica of the record, moulded in the usual manner, was later given to every visitor.

The stand supporting the gold record presented to Mr. Edison is made in solid sterling silver, ornamented with solid gold inlay and surmounted with three beautifully modelled figures, representing music, art and progress. On the sides of three panels are imbedded a portrait of Mr. Edison and appropriate inscriptions of the event. The style followed throughout was that of the celebrated Louis XV period, the rococo design

with its graceful flowers and scrolls artistically intermingled, showing intricate chasing. Above the decorative work was the holder for the record, the entire affair being mounted on an ebony base and being in all about twelve inches high.

When the applause had subsided Geo. Ilsen, of Cincinnati, mounted the platform and said:

We all know that Mr. Edison gave the world the Phonograph, but the man who made the Phonograph possible commercially was the man who has surrounded himself with assistants to aid him, Mr. Edward H. Gilmore. (Tremendous cheering.) He is the commercial man of Mr. Edison, and we honor Mr. Gilmore in presenting him with this magnificent silver loving cup—which is small one, by any manner of means—for (Cheers.) It will take three men to handle it to action. (Renewed cheering.) As you will notice, Mr. Gilmore, each leaf on the cup bears the name of some Jobber, a contestant, and therefore a lasting testimony of his high esteem for you and who honors the distinguished man who is President of the Phonograph Co. We may here know Mr. Gilmore I respect him. He has the biggest heart of any man I know of. He is full of love and esteem of the Jobbers, and it is in this spirit we take the greatest pleasure in presenting you with this elegant cup.

Mr. Gilmore acknowledged the gift in these words:

Gentlemen, you take me off my feet. I did not know that anything like this was contemplated. On behalf of Mr. Edison, who never makes a speech, who is not here, I thank you. As to myself, I thank you. As to myself I thank you most heartily. I can assure you that I shall always endeavor in the future, to treat you just the same as I have in the past. We are going to try to maintain the reputation we have for liberal methods of upholding prices. We will also continue to believe in living and let live. We started with these adages before us. We propose to continue following them.

The solid sterling silver loving cup presented to Mr. Gilmore is of the massive Grecian style, being about twenty inches wide and placed on an ebony base about two feet high. The bowl of the cup is set in foliage of repoussed laurel leaves and berries, with the name of a different firm on each leaf (about 160 in all), representing donors. In center of leaf work, on one side, is a bas-relief of Mr. Gilmore; on the second side is the picture of the old couple listening to a Phonograph, and on the third side, etching of the inscription presentation. The cup is surmounted by three beautifully carved handles. Between the different handles are three panels, each showing a bas-relief of cherubs representing music, progress and art. The cup is a handsome example of the modern silversmith's art. The inscription on the cup is as follows: "Presented to William E. Gilmore, July 18th, 1906, by the Edison Phonograph Jobbers of the United States and Canada as an expression of their personal esteem."

These ceremonies over, the entire party was photographed in a group with Mr. Edison's main laboratory building as a background. The remainder of the afternoon was spent in completing the inspection of the factory, going through Mr. Edison's various laboratory buildings and exchanging business views with each other. A part of the factory that the visitors found very interesting was the building in which Records are moulded. Some of them found it difficult to leave its attractions.

Returning to New York by the special train the party was met at the 23d street ferry by the automobiles and taken back to the Waldorf-Astoria. The entire party sat down in the Fifth avenue dining room to an informal dinner. This was followed by witnessing a performance of "The Governor's Son" at the Aerial Gardens on the roof of the New Amsterdam Theatre.

THURSDAY—WATER TRIP TO WEST POINT.

Thursday was taken up with seeing New York by water and a trip by boat up the Hudson to West Point. The iron steamboat Cephens had been chartered for the occasion, and the start was made from the foot of East 34th street, East River. The large automobiles, which seemed ever to be at the call of the party, carried the guests from the hotel to the dock. They found to their great surprise that Mr. Edison had arrived before them and was to make the trip with them.

While the boat lay at the pier, some one among the excursionists threw a coin into the crowd of children gathered at the dock and immediately several hundred typical street gamins were struggling like teams of college football players as coin after coin was thrown to them. This sport amused the Jobbers till the boat left the pier, a considerable sum being distributed among the struggling boys. Coins were handed to numbers of girls who could not join in the scramble, and some ragged and sickly mothers, giving their equally pale and sickly children an airing, were handed bills by several of the party.

Before proceeding up the Hudson river the boat proceeded down New York bay to a point off Coney Island and turned, giving the excursionists opportunity of seeing the "sky line" and shipping of the great city. The trip up the historic and scenic "Rhine of America" was very enjoyable. The Edison Concert band accompanied the party and its playing was a delightful feature. Luncheon, dinner and other refreshments were served. A landing was made at West Point, and through the courtesy of Capt. H. C. Wilson the party was given an opportunity of inspecting the United States Military Academy and its historic setting. After the dress parade of the cadets, which was witnessed by the excursionists, they reimbarked for the return to New York City, which was reached at 11 o'clock.

The day was marked by many interesting and amusing incidents, and the utmost good feeling prevailed. Mr. Edison was at all times the center of an interested group and apparently no one enjoyed the trip to a greater degree. At midnight, when he left for his home at Orange, he declared that he was not a bit fatigued.

FRIDAY—AUTOMOBILE TRIP AROUND NEW YORK AND BANQUET.

To use a theatrical term, Friday morning was "open." The Jobbers held a meeting at the hotel and discussed the advisability of organizing a national association. Matters of mutual interest and profit were also discussed, informally. In the afternoon a tour of the city was made in the automobiles, a trip that proved quite as interesting to New Yorkers as to the visitors. Grant's Tomb was visited and a stop made at the historic Cleremont Inn.

The closing feature of the entertainment was the banquet, which was served in the famous Astor gallery of the Waldorf-Astoria Hotel at 7 o'clock. The banquet hall was decorated with potted flowering plants and flags

and the dinner was served on round tables, to the number of twenty-four, each seating eight guests. On the 34th street side was the head table, at which were seated Mr. Edison, Mr. Gilmore and other prominent men in the company and trade. The menu cards were unusually handsome and artistic. They included a phonogravure of Mr. Edison, each one of which had been personally signed by Mr. Edison. Other pages bore the menu, the names of guests, committee and of the artists who were to appear after the dinner. Each guest also found at his plate a bronze bust statuette of Mr. Edison. The menu was as follows:

Caviare
Graves Superieur
Potage a l'Oseille
Amontillado Passado
Radis Olives
Celeri Amandes salees
Filet de Kingfish, Sauce de Hennard
Salade de Concombres
Riesentaler
Mousse de Ris de Veau
Sauce Bearnaise Maison
St. Estephe
Mignons de filet de boeuf, Sauce a la rose
Pommes de terre, Fabvolon
Haricots verts nouveaux
G. H. Mumm & Co.'s Selected Brut
Sorbet de Fantaisie
Pigeonneau de Philadelphie rotis
Salade de Saison
Asperges
Glaces de Fantaisie
Fruits
Cafe
Liqueurs

During the progress of the dinner the Edison Symphony Orchestra, under the leadership of Conductor Eugene A. Jandas, rendered the following selections, which were interspersed with other numbers of a timely and popular character:

Coronation March from "The Prophet"....*Meyerbeer*
Overture, "William Tell"....*Rossini*
Paraphrase, "Merry in Tune"....*Rollinson*
Selection from "Faust"....*Gounod*
Selection from "Lucia"....*Donizetti*
Grand Fantasia American....*Tobani*

It had been announced that there was to be no speechmaking, but Mr. Bowers, of Lyon & Healy, Chicago, violated this rule by securing the attention of the company, at the close of the dinner, and after a few words of explanation offered a set of resolutions, expressing the appreciation and thanks of the Jobbers, which were adopted by a rising vote:

WHEREAS, The National Phonograph Company has taken occasion to entertain as its guests in New York City the Jobbers of the United States and Canada in its line of manufacture, and

WHEREAS, Such action has been accepted by the attending Jobbers in the trade in this country and Canada to the number of two hundred and fifty or more, and

WHEREAS, While it might reasonably be anticipated that the entertainment offered by the National Phonograph Company to its guests would be of the high order of excellence set by the standing and reputation of the company, and

WHEREAS, The entertainment has far surpassed the warmest anticipation held in regard to it, therefore be it

Resolved, That the Jobbers of the product of the National Phonograph Company in meeting assembled at the Waldorf-Astoria Hotel in New York City do hereby tender to Messrs. O. Edison, William E. Gilmore, Carl H. Wilson and Frank K. Dodge, and their great corps of assistants, their sincere and heartfelt thanks for the magnificent entertainment and unbounded courtesy extended them by the National Phonograph Company; and be it further

Resolved, That a copy of these resolutions, suitably engrossed, be sent to the National Phonograph Company for preservation in its archives as a memento of one of the most agreeable and highly enjoyable occasions in the lives of all its participants.

A. F. Bowers,
Robert T. Lyon,
Wm. H. Lyon,
W. H. Andrews,
Sol. Bloom,
Committee on Resolutions.

Then the visitors were given an opportunity of seeing and hearing several of the Edison talent so well known to them by their Records. As each artist appeared he or she was greeted with rounds of applause, and the efforts of the artists were most cordially rewarded. This part of the entertainment was arranged by W. H. A. Crosskite, Assistant Manager of the Recording Department. The programme was as follows:

EDISON SYMPHONY ORCHESTRA.
College Life March, *Frantzen.*

HARRY MACDONOUGH.
I'll Sing Thee Songs of Araby.
Will You Love Me in December as You Do in May.

EDISON G. HARLAN.
Cheer Up, Mary.
The Good Old U. S. A.

ADA JONES.
Just Plain Folks.
To the Only Star that Twinkles on Broadway.
My Ward.

ANTHONY COLLINS.
Pretty Deadwood.
Rufus Rastus Johnson Brown.

EDISON MALE QUARTETTE.
Beauty's Eyes.
Breeze of the Night.
Teacher and the Tots.

ADA JONES AND LEN SPENCER.
Mandy and Her Man.
Honest.
Peaches and Cream.

COLLINS AND HARLAN.
It's Up to You to Move.
Nigger Loves His Possum.
When Mose with His Nose Leads the Band.

The evening's entertainment concluded with an exhibition of motion pictures by the Edison Kinetoscope, including a motion picture of the party, taken as it was leaving the hotel for the trip to Orange on Wednesday.

Many of the guests did not leave until Saturday, and it was not until Saturday afternoon that the last of the entertained and the entertainers left the hotel and the affair became history. The visitors were lavish in their praise over the success of the entertainment. Without exception, they declared that they had not had a dull moment from beginning to end of the affair. Many said that it was the most enjoyable event of its kind they had ever taken part in.

ENTERTAINING THE LADIES.

A feature of the week was an entertainment arranged at short notice for the ladies accompanying some of the visitors. It was announced that the Jobbers' entertainment was to be a "stag," but when it was learned that a number of the Jobbers had brought their wives with them it was realized that we could hardly take the husbands away and leave the wives to amuse themselves. Consequently a programme of drives, luncheons and dinners at famous New York restaurants and hotels; visits to theatres and Manhattan Beach, was arranged. Nelson C. Durand, Manager of the Commercial Department, consented to see that the ladies were taken care of. For three days he was a most popular man. The ladies voted him the best ever, and the men were no less

grateful, because he relieved them of all care in the matter. The party comprised about twenty ladies, the wives of several company officials assisting Mr. Durand in entertaining the visitors. This part of the week was brought to a close about 9 o'clock Friday night, when the party returned to the hotel in time to hear the entertainment part of the banquet. At the close Mr. Edison was introduced by Mr. Gilmore to all of the ladies, an event that gave them much pleasure, for they had hardly expected an opportunity to meet Mr. Edison.

THE GUESTS.

The guests of the company during the week were:

G. L. Ackerman, Scranton, Pa.; C. N. Andrews, Syracuse, N. Y.; W. D. Andrews, Syracuse, N. Y.; J. Andrews Boston, Mass.; G. C. Auchbach, Allen, Ariz.; Frank Autrey Ashton, Detroit, Mich.; T. Axtell, Boston, Mass.

F. K. Babson, Chicago, Ill.; Wm. Bailey, New Orleans, La.; E. F. Ball, Cleveland, O.; H. H. Barbour, New York City; T. W. Barnhill, Philadelphia, Pa.; W. H. Barrett, New Bedford, Mass.; Theo. P. Bassi, Pittsburg, Pa.; H. Bernoill, New York City; John F. Bickelhaupt, Canton, O.; Wm. Blackman, New York City; A. N. Blackwell, New York City; Wm. Bliss, Fitchburg, Mass.; Sol. Bloom, New York City; F. Boedinger, New York City; Geo. F. Bowery, Cowan, Tenn.; A. R. Boone, Birmingham, Ala.; C. F. Bowers, Brooklyn, N. Y.; Wm. H. Boyd, Boston, Mass.; J. S. Bradley, Bay City, Mich.; Henry Braun, Allegheny, Pa.; J. C. Brobeck, Syracuse, N. Y.; Frederick Brown, Brixton, New York City; Hudson Brown, Nashville, Tenn.; Louis Buehn, Philadelphia, Pa.; Frank Bugge, Odessa, Mo.

Burt B. Caldwell, Quincy, Ill.; J. C. Caldwell, Quincy, Ill.; E. Campbell, Boston, Mass.; Wm. Campbell, Rome, Ga.; Wm. Carlin, Philadelphia, Pa.; Jos. Carr, Collins, Philadelphia, Pa.; P. E. Conroy, St. Louis, Mo.; Chas. F. Craig, Indianapolis, Ind.; Thos. Cross, Elmira, N. Y.; S. L. Cree, Atlanta, Ga.; E. E. Curtis, Cleveland, O.

W. H. Dalton, Cleveland, O.; L. Darling, Pawtucket, R. I.; J. Davega, Jr., New York City; Wm. Davega, New York City; Abbey Davies, Nashville, Tenn.; Wm. H. Davis, Kingston, N. Y.; Foster Davis, Chicago, Ill.; Jos. Dayton, Rome, Ga.; Wm. Decker, Boston, Mass.; Ed. Dorsett, Sharon, Pa.; W. C. Dorsett, Sharon, Pa.; Jos. Dreyfus, New York City; Wm. Dreyfus, N. Y.; C. F. Dubee, Dayton, O.; E. H. Dunlap, Washington, D. C.

H. C. Ehrenberger, New Haven, Conn.; H. P. Emery, Worcester, Mass.

W. E. Fairchild, Elmira, N. Y.; W. S. Ferguson, Denver, Colo.; Arthur P. Ferris, Utica, N. Y.; C. M. Field, Little Rock, Ark.; Chas. Fifield, Pawtucket, R. I.; W. A. Finch, Schenectady, N. Y.; James Finan, Newark, O.; Geo. W. Flint, Springfield, Mass.; J. A. Fontaine, Providence, R. I.; F. Foster, Scranton, Pa.; Wm. Foster, Spokane, Wash.; S. J. Francis, Boston, Mass.

Edw. A. Gilker, Reading, Pa.; M. Goldfarper, New York City; Harry Goodman, Philadelphia, Pa.; C. E. Goodwin, Chicago, Ill.; H. A. Gordon, New York City; H. S. Gordon, New York City; John F. Gotha, Rochester, N. Y.; Wm. Grafflin, Baltimore, Md.; C. A. Grinnell, Detroit, Mich.; Thos. Groff, Berlin, Germany.

W. E. Hahn, Schenectady, N. Y.; S. E. Hamburger, Harrisburg, Pa.; J. W. Harrison, Chicago, Ill.; C. H. Harris, Boston, Mass.; Geo. E. Haynes, Geo. E. Haynes Co., Boston, Mass.; H. B. Harvey, Boston, Mass.; J. M. Hayes, Toledo, O.; H. Hayes, Boston, Mass.; Geo. H. Hemsley, Chicago, Ill.; Wm. C. Hessler, New York City; W. E. Henry, Pittsburg, Pa.; Thos. Henry, Cleveland, O.; Wm. Hillcoat, Boston, Mass.; W. M. Hollins, New York City; D. F. Hopkins, Boston, Mass.; Jos. Horn, Philadelphia, Pa.; Chas. E. Hough, Memphis, Tenn.; Thos. C. Howe, Minneapolis, Minn.; B. A. Howland, Providence, R. I.; Geo. Hunt, Cincinnati, O.; Samuel Insull, Chicago, Ill.

A. H. Jaost, New York City; C. H. Jaost, New York City; A. C. Jones, Waverly, Ga.

Lipman Kaiser, New York City; Sigmund Kann, Washington, D. C.; Geo. Kaufman, Reading, Pa.; John P. Kelsey, Brooklyn, N. Y.; A. B. King, Knoxville, Tenn.; W. F. Kipp, Indianapolis, Ind.; Chas. B. Klein, Canton, O.; Chas. Klinger, New York City; Geo. W. Koch, Cleveland, O.

Boston, Mass.; Otto Lion, New York City; F. G. Loeffler, New York City; Robt. T. Lyon, Buffalo, N. Y.; L. H. Lockon, St. Paul, Minn.; Jas. F. Lockor, St. Paul, Minn.; Jas. F. Lyons, Chicago, Ill.

L. Mallett, New Orleans, La.; Hugh J. McGreal, Milwaukee, Wis.; Jas. McGreal, Milwaukee, Wis.; J. Macfarlane, Boston, Mass.; J. T. Madison, New York City; B. F. Majestic, Galveston, Tex.; Geo. W. Maire, St. Paul, Minn.; Max E. Marx, New York City; Geo. E. Mabbett, Oneida, N. Y.; F. K. Miles, Memphis, Tenn.; G. B. Miller, Rochester, N. Y.; H. Miller, Boston, Mass.; John B. Miller, Philadelphia, Pa.; Thos. Mitchenerville, Philadelphia, Pa.; W. A. Myers, Williamsport, Pa.

Chas. F. Osborne, Dundee, O.

Jas. K. O'Dea, Paterson, N. J.; Robt. C. Oglesby, New York City; L. A. Olmsted, Chicago, Ill.; T. Osmundsen, Pittsburg, Pa.; Daniel Orndorff, Knoxville, Tenn.; E. Ogden, Boston, Mass.

W. G. Parlow, New Britain, Conn.; W. E. Park, New York City; R. L. Peelle, Montgomery, Ala.; M. J. Peters, Allentown, Pa.; P. Pelt, New York City; G. C. Petit, Newark, N. J.; S. E. Philpit, Atlanta, Ga.; Chas. Powers, Buffalo, N. Y.; A. F. Prendel, Opelika, Ala.

C. G. Quade, St. Louis, Mo.

H. H. Eagle, New York City; C. A. Ray, Louisville, Ky.; W. H. Reynolds, Mobile, Ala.; J. A. Rickard, Binghamton, N. Y.; J. F. Riley, Atlanta, Ga.; Geo. Rittenhouse, Utica, N. Y.; Chas. H. Robinson, Providence, R. I.; Thomas Rose, Troy, O.; W. G. Rose, Portland, Me.

J. Samuels, Providence, R. I.; E. E. Saul, Providence, R. I.; Eugene Sauter, Boston, Mass.; H. J. Schaefer, Providence, R. I.; C. F. Schmelzer, Cincinnati, O.; Wm. Schmidt, Cincinnati, O.; H. Schultz, New York City; W. Scott, Shields, New York City; D. W. Shultz, Omaha, Neb.; W. Shultz, Omaha, Neb.; Wm. Simpson, Jr., New York City; Wm. Smith, Rochester, N. Y.; E. B. Smith, Rochester, N. Y.; Geo. H. Stanley, Scranton, Pa.; Chas. Stayman, Fort Dodge, Ia.; J. Stickney, St. Paul, Minn.; A. V. Stoffel, Scranton, Pa.; Thomas Sturgeon, Detroit, Mich.; A. F. Swanson, Omaha, Neb.

H. P. Tifft, Boston, Mass.; A. W. Tenmiles, Jr.; Hathaway, N. J.; W. Tremmle, N. J.; Hoboken, N. J.; F. H. Trevell, Cleveland, O.

W. H. Van Dusen, Detroit, Mich.

Wm. Vonde, Bonder, Mexico; G. Vintscher, New York City.

D. H. Wagoner, Pittsburg, Pa.; J. L. Wagoner, Pittsburg, Pa.; A. B. Wahl, Indianapolis, Ind.; E. E. Walker, Jr., Pittsburg, Pa.; Wm. Walker, Philadelphia, Pa.; Harry W. Walker, Niagara Falls, N. Y.; Geo. Walker, New York City; Alfred Walker, New York City; Wm. Walker, Philadelphia, Pa.; L. M. Walter, Columbus, O.; Wm. Warner, Easton, Pa.; A. C. Weymann, Philadelphia, Pa.; Harry W. Weyman, Philadelphia, Pa.; W. White, Schenectady, N. Y.; F. H. Whitsit, Cincinnati, O.; Wm. Wilcox, Boston, Mass.; Chas. Wilkinson, St. Louis, Mo.; Clement Williams, Boston, Mass.; Dudley Williams, Birmingham, Ala.; John Williams, Elmira, N. Y.; H. Wilson, Worcester, Mass.; R. H. Howard & Wurlitzer, Cincinnati, O.; Rudolph Wurlitzer, Cincinnati, O.

Eugene Zimmerman, Peoria, Ill.

THE COMMITTEE OF ARRANGEMENTS.

The committee in charge of the arrangements were:

F. K. Dalbey, *Chairman*	G. D. Lay
C. E. Bell	W. E. Maddison
W. Ashesworth	J. McConaughey
W. Bee	F. McCoy
J. Bell	H. H. Miller
W. J. Buckler	H. C. Miller
W. H. Bundy	C. Mitchell
W. H. Carkhuff	W. H. Mitchell
E. F. Davidson	A. F. Moore
W. J. Dyer	Geo. Moran
E. E. Dyer	G. S. Osborne
W. E. Elliott	W. H. Pennington
W. E. Fairchild	William Peiser
J. A. Forster	Thomas Peiser
C. B. Haynes	George Reimer
G. A. Holden	H. W. Root
F. E. Holm	J. W. Scott
C. A. Hilliard	H. D. Squire
J. M. Hill	Thomas Simmons
W. T. Howe	H. W. Spencer
W. H. Hog	Peter Weber
A. G. Ireton	C. H. Wilson
A. H. Kloebe	F. R. Wilson, Jr.
H. H. Kreusch	G. E. Youmans
H. T. Leeming	

ABOUT THE SUIT OF THE NEW YORK PHONOGRAPH CO.

Our readers in the State of New York have, no doubt, from time to time, during the past three or four years, received threatening circulars from the New York Phonograph Company, in which they have been solemnly warned under the pain of suits for injunctions and damages against selling Edison Phonographs and Records in that State. Regarding such threats, we have always assured Jobbers and Dealers to handle our goods that we will protect them fully by defending any suits which may be brought against them for the sale of our goods and by the payment of any costs or damages which may be recovered. It is not necessary to go into the details of the litigation in which this company has been involved ever since early in the year 1901.

Briefly stated, the claims of the New York Phonograph Company are based on a license granted to that concern by the defunct North American Phonograph Company under certain early Edison patents. When the assets of the North American Phonograph Company were sold they were acquired by Mr. Edison and turned over to the National Phonograph Company, and among these assets were the patents that were contemplated in the license of the New York Phonograph Company. This was in 1896, at which time the Phonograph business was in a depressed condition, but it developed slowly until the advent of the moulded Record in 1902, when it reached enormous proportions.

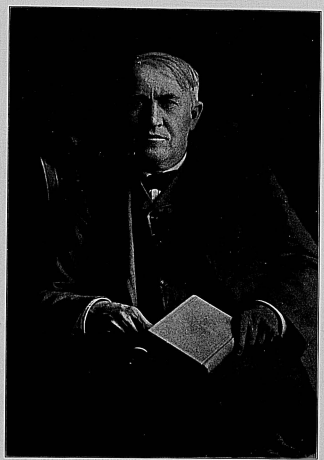
In 1901 the New York Phonograph Company brought suit against the National Phonograph Company, alleging that its territory was invaded. That suit was vigorously fought, and was finally decided last year by Judge Hazel, whose decision was affirmed by the Circuit Court of Appeals last spring. By this decision it was held that the New York Phonograph Company did, in fact, have a license under certain early Edison patents, but by the time the final decision was rendered, all of these patents had expired, except two of them, which were promptly discarded by this company. At the present time, therefore, the National Phonograph Company does not make use of a single patent for which the New York Phonograph Company holds a license, and manifestly, therefore, cannot infringe any rights of the New York Phonograph Company. We are advised by our counsel that so far as Jobbers and Dealers within the State of New York are concerned the New York Phonograph Company has no possible claim against them. In fact, it has been decided by the United States Supreme Court that where patented goods are purchased outside of a restricted territory, as is the case of the sale of our goods at Orange, N. J., they can be taken and sold anywhere in the United States, free of restriction, even within the exclusive territory of a licensee.

It is not necessary for us to call attention to the misleading statements which have been extensively circulated in the trade by the New York Phonograph Company. The cry of "wolf" has been so frequently made that it no longer creates any excitement or interest. After the decision of the Circuit Court of Appeals the statement was industriously circulated that the National Phonograph Company had been enjoined from selling Phonographs and Records in the State of New York, when, as a matter of fact, that company was only enjoined from selling Phonographs and Records *in violation of certain contracts, the rights to which have expired*, as we have before stated. As proof of this fact, it is only necessary for us to say that, although the injunction was issued on March 26, 1906, the company continued to do business, dispensing only with the two patented features, before referred to, without the slightest move being made by the New York Phonograph Company to punish us for contempt, which of course they would have done had there been any invasion of their rights as thus defined by the Federal courts.

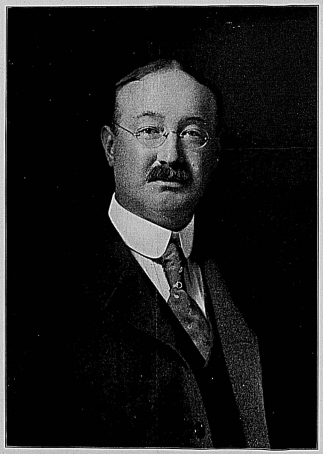
Realizing the hopelessness of proceeding against the National Phonograph Company, the New York Phonograph Company started on a campaign of misrepresentation with the apparent purpose of intimidating Jobbers and dealers engaged in the sale of our goods and forcing some sort of a settlement with us. To this end notices were served broadcast throughout the State of New York to the effect that the National Phonograph Company and its dealers had been enjoined from selling Phonographs and supplies therefor in that State, which statements were intentionally and deliberately misleading, since, as we have already stated, no such injunction was ever issued. Like all the notices which the New York Phonograph Company has circulated since its apparent rejuvenation for the purpose of litigation, these notices were received by the Jobbers and Dealers with the contempt they deserved.

The next step in the campaign of the New York Phonograph Company was the bringing of upwards of two hundred and twenty-five suits against Jobbers and Dealers, when it would be apparent to any one that no more than two of such suits were necessary if it were only sought to test the questions presented in a legal way. Undoubtedly these numerous suits were brought with the hope that the business might be embarrassed and some sort of a settlement thereby forced out of this company. The scheme, however, failed of effective consummation, because at the hearing before Justice Keogh at New Rochelle on June 30th, 1906, he refused to consider more than two of the cases and held the others in abeyance until the test cases thus selected were disposed of. The argument before Justice Keogh was on a motion for a preliminary injunction, it evidently being the hope of the New York Phonograph Company to thereby tie up the business of Jobbers and Dealers in such a way that the National Phonograph Company would be compelled to buy them off. At the argument Justice Keogh was plainly impressed with the fact that the rights of the

[Continued on page 17.]



THOMAS A. EDISON,
Inventor of the Phonograph.



WILLIAM E. GILMORE,
President and General Manager.



Solid Gold Record presented to Mr. Edison by the Jobbers.

Massive loving cup presented to Mr. Gilmore by the Jobbers.





Photo by the Geo. R. Lawrence Co., New York.

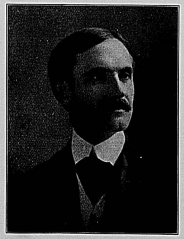
BANQUET AT WALDORF-ASTORIA HOTEL.



J. R. Schermerhorn,
Assistant General Manager.



Frank K. Dolbeer,
Manager Credit Department.



C. H. Wilson,
General Manager of Sales.



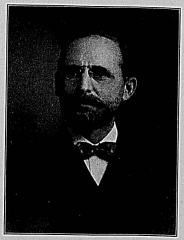
Walter Stevens,
Manager Foreign Department.



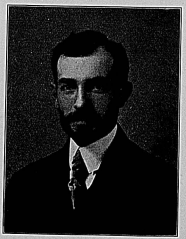
Frank L. Dyer,
Head of Legal Department.



William Pelzer,
Legal Department.



Peter Weber,
Factory Superintendent.



Nelson C. Durand,
Manager Commercial Department.



WALTER H. MILLER,
Manager Recording Department.



L. C. MCCHESNEY,
Manager Advertising Department.



NEW OFFICE BUILDING (not yet completed) IN WHICH JOBBERS' PRESENTATIONS TOOK PLACE.

[Continued from page 8.]

New York Phonograph Company were, to say the least, of doubtful effect, and hence, his decision "that no injunction should issue before a decision by the court after a trial on the merits of the many serious questions of fact made by the opposing affidavits" was no surprise, but was expected.

The meaning of this decision of Justice Keogh is, of course, that if the New York Phonograph Company proceeds with the two test suits, the questions will have to be threshed over again through the courts of the State of New York, and possibly on appeal to the United States Supreme Court. As a result of a trial of the cases on the merits, we think no Jobber or Dealer in the State of New York need have the slightest fear; first, because, as we have said, so far as modern Phonographs and Records are concerned, the rights of the New York Phonograph Company have expired; and second, because even if those rights had not expired Jobbers and Dealers would, under the decisions of the Supreme Court, be always free to purchase goods at Orange and sell them in New York or anywhere else.

After the decision of Justice Keogh, refusing to grant a preliminary injunction, articles appeared in some of the daily papers to the effect that the court had "signed an order temporarily restraining the National Phonograph Company and 1,500 agents from selling Phonographs and Records of that company in the State of New York." We cannot, of course, say that these false and misleading articles originated with the New York Phonograph Company, although, as we have before pointed out, that concern has not hesitated in the past to circulate statements that have been just as erroneous and as far from the truth. If, however, the articles were circulated by the New York Phonograph Company, the desperate condition of their case must be apparent to Jobbers and Dealers in the State of New York.

Therefore, we say, first, that no injunction has been issued restraining the National Phonograph Company from selling Phonographs and Records as now made; second, that no injunction, provisional or permanent, has been issued against any Jobber or Dealer in the State of New York, restraining him from selling Edison Phonographs and Records; third, that no injunction can issue against a Jobber or Dealer for selling Edison Phonographs or Records until the present test cases have been finally concluded, and as to the result of those cases we have not the slightest uneasiness; fourth, that, according to our confident belief, and to the assurances of the ablest counsel the country affords, the New York Phonograph Company is successful in any suit against a Jobber or Dealer for the sale of our goods, we stand ready to protect him to the full extent of any costs or damages that may be recovered. Under no circumstances do we propose to permit the New York Phonograph Company to force us into any settlement or compromise, by which the business of any Jobber or Dealer within the State of New York will be affected. We say now, as was said more than a century ago, "Millions for defence, but not one cent for tribute."

PUBLISHERS OF MUSIC IN OCTOBER LIST.

The publishers of the compositions made for our October list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9262 Torch Dance—Carl Fischer, New York.
9263 The Stars, The Stripes and You—M. Witmark & Sons, New York.
9264 When a Poor Relation Comes to Town—Cooper, Agnda & Paley, New York.
9265 In Your Master, In—Molly Malone?—Francis, Day & Hunter, London, Eng.
9266 Simple Confession—C. Schirmer, New York.
9268 Grand Pa, I'm Going to be a Soldier—Ed. Rogers Music Publishing Co., New York.
9270 Irish Hearts March—P. H. Haviland Publishing Co., New York.
9271 Love, You're the World is Mine—M. Witmark & Sons, New York.
9272 If the Man in the Moon were a Coon—Conn & Fischer, New York.
9273 Pantaloon—M. Witmark & Sons, New York.
9274 La Bailadora (Pirouette)—Carl Fischer, New York.
9275 Sweet Jolleene—Law Dockstader Publishing Co., New York.
9276 Why Don't You Write When You Don't Need Money?—Gus Edwards Music Publishing Co., New York.
9277 Some, Kiss Me Good and Hard—Heft & Hager, New York.
9278 Champagne Galop—Carl Fischer, New York.
9279 Somewhere—Chas. K. Harris, New York.
9280 Come Down, Maria, Steve, Wife, Me—Gus Edwards Music Publishing Co., New York.
9281 Come Down McGinty—Howley, Haviland & Dillon Publishing Co., New York.
9282 Belle of the East—Brand Publishing Co., Cincinnati, Ohio.
9283 Let Me See You Smile—Conn & Fischer, New York.
9285 Chicken Chowder—Jerome H. Remick Co., New York.

DEALERS' CORNER.

Frost & Goffe, Edison Dealers at Brockport, N. Y., send a clipping from their local paper, showing the picture of a house at Brockport that was completely wrecked in a wind storm. They state that a Standard Phonograph was about the only article in the house not ruined. This was taken with its cabinet broken, but the mechanism was in good condition.

The other day I was playing Record No. 9056, "Here is to Our Absent Brother," when a band of gypsies were going down the street. They heard the music and came back. They asked me to play that Record, and then bought an Edison Phonograph. Record No. 9056 had done the work and I sent them on their way rejoicing.—*Samuel Lee, Bunker Hill, Ill.*

Long live the Edison Phonograph for it has proven the victor in our city, being tested by competitors of other makes. I wish to push it with energy, for it brings sunshine to homes where darkness prevails. We have had on hand another style machine for at least two months, and we not only fail to dispose of it but our people do not even want to hear it.—*J. E. Lescher & Son, Sikeston, Mo.*

PRINTED MATTER.

The new Record Catalogue, Form No. 910, shows a change in arrangement of several departments that we think will meet with the approval of the public as well as the trade. The various classifications of band selections have been abolished and all are now included under one heading. The same is true of the orchestra selections. All vocal solos are now arranged under one heading, with notations to show the accompaniment where it varies from the heading. The vocal duets are also grouped together, the sub-classifications being abolished. These changes will make it easier to find any selection by name without interfering with the other good features of the catalogue. A large number of these catalogues have already been supplied to Jobbers and all orders received in the future will be filled as rapidly as possible. This catalogue will be in force until November 1st.

We are about to mail to the trade a new Catalogue of Parts, Form No. 900, in which the various parts of the Gem, Standard, Home and Triumph machines are illustrated with separate drawings. This catalogue is intended only for the use of the trade and a copy is being mailed to every Dealer. It has been gotten out at considerable expense and trouble, and we must ask Dealers to preserve the copy being mailed to them. Nor will we attempt to fill large orders so that Jobbers may duplicate to their Dealers the copy already mailed. We will take the liberty of cutting down any order placed for these catalogues without advising Jobbers of the fact. A number of the prices given in this catalogue are different from those that have prevailed for some time past. The new catalogue, therefore, must be considered as superseding the previous editions. No electros of any parts shown in this catalogue will be furnished without charge. Wherever required they must be made to order and a charge will be made for the full cost.

REWARDED THE PLAYER.

We recently received from A. Macrow & Sons, of Bendigo, Victoria, a letter containing the following little story, which we thought would be of interest to the trade:

"We were playing Record No. 8625 the other day, when an old fellow, close up to the seventies, stood in the doorway, made a right turn, gave us a step, wheeled back again, and threw some coppers into the store. Evidently the Phonograph not only suits the grave and the gay, but revives the old fellows' vitality, makes them bright and happy. So much for bright, crisp and catchy Records; they catch on and sell like green peas."—*National Phonograph Co. of Australia, Limited, W. W. Wyer, Manager.*

PERSONAL.

J. R. Schermerhorn, Assistant General Manager of this company, and now chairman of the Board of Directors of the National Phonograph Co., Ltd., London, returned to the latter place on July 21st, after a three weeks' business visit here. He took an active part in the Jobbers' entertainment.

Thomas Graff, manager of the Berlin office of the National Phonograph Co., has been making a three weeks' visit to this country, principally on business. He was also an interested participant in the Jobbers' entertainment.

Frank E. Madison, manager of the Contract Department, with an office at 31 Union Square, New York, has been promoted to the management of the Boston branch of our Commercial Department. He will take charge this month. E. E. Davidson of the Sales Department will succeed to his former post.

"THE PHONOGRAPH" PICTURES.

The framed copies of the Massani painting, "The Phonograph," are now being shipped to Jobbers by the firm in Chicago that manufactured them and all shipments should be made within a few days. Those Dealers who took advantage of our offer and sent orders to their Jobbers will receive the framed copies from the latter as fast as they can handle them. Dealers who did not fill in and forward orders may have an unframed picture mailed to them upon request. Believing that this picture will be sought by the public, and not being in a position to supply copies gratuitously, we have decided to furnish them in quantities to the trade on the following basis:

Unframed—1 to 100, 15 cents each; 100 to 250, 12½ cents each; 250 or more, 10 cents each.

Framed copies, specially boxed, $1.50 each, F. O. B. Orange.

FROM NEW ZEALAND.

Contributions from "The Talkeries," Wellington, the only exclusive talking machine Jobbers in New Zealand.

One customer writes: "Please send me the *'Phonogram'* for one year, and I'm very pleased with the 'Gem'; it has many admirers here."

Another one writing for Records says "Any other but Edison no use."

And a third country customer says: "It gives me great pleasure to let you know what we all think of the Edison Standard Phonograph I purchased from you last month. We are all delighted with it. It is very clear and seems to be getting better every day. Please find enclosed order for another four dozen Records.

FACTORY CHANGES.

Contrary to expectations, we were not able to get into the new office building at the Orange factory in July. Work on the interior was pushed night and day by Superintendent Weber, and much has been accomplished, but considerable work still remains before the building can be occupied. It looks now as if September 1st would be about the date. The new polishing building has been completed and is now being equipped with machinery. The exterior of the five-story concrete extension to the cabinet and case-making building, No. 18, has been completed. It will be ready for occupancy in another month. The new five-story concrete Record building was fairly started during July. Owing to its great size, it will require five months to finish. Other buildings in contemplation will be begun at once in the hope that they can be enclosed before freezing weather sets in.

During the past month the scenery in our factory yard has undergone considerable changes. Several old frame buildings, relics of the early days of the factory, or buildings formerly used for experimental purposes by Mr. Edison, have been torn down. A vast amount of unused machinery and "junk" has been removed and the grounds graded and generally "tidied" up. Other improvements to follow will make the factory a different looking place than it has been in the past.

AMONG JOBBERS.

G. C. Aschbach, the progressive music dealer, has started operations for the enlargement and rebuilding of his well-known music house and when completed he will have one of the largest and most complete of its kind to be found in Pennsylvania. On account of his largely growing music business Mr. Aschbach has found it necessary to add more room to his already extensive building and the new improvements of three additional floors of 100 feet in depth and 21 feet in width, which will be added, making a total of five floors, each 170 feet in depth will give an idea of the magnitude of his building, all of which will be used for the display of musical wares—*Allentown (Pa.) Call.*

The new Edison Jobbers during the past month are Koehler & Hinrichs, of 255 East 2d street, St. Paul, Minn.; the Southern California Music Co., 332-334 South Broadway, Los Angeles, Cal., and the A. J. Pommer Co., 9th and J streets, Sacramento, Cal. All of these firms are among the largest in their respective lines. All expect to do a large jobbing business in Edison goods.

The Reading Phonograph Co., Reading, Pa., has removed to 48 N. 8th street.

EDISON GOLD MOULDED RECORDS FOR OCTOBER, 1906.

It is doubtful if any previous supplement of Edison Gold Moulded Records has contained a greater number of what are considered popular selections than this October list of twenty-four Records. Every selection has been chosen to fit the special talent of the singer, player or organization making it. The list introduces a new singer in Miss Helen Trix, who possesses an excellent contralto voice and of whom much is expected. There are also new duet combinations in Miss Florence Hinkle and Harry MacDonough, Campbell and Roberts.

No. 9362, "Torch Dance," by the Edison Concert Band, is a classical composition by Meyerbeer, played in the artistic manner characteristic of our Concert Band. Each member of this organization is a picked musician—most of them being soloists on their respective instruments—and their Record work is always of the highest standard.

No. 9363, "The Stars, the Stripes, and You," by Frank C. Stanley, is a new patriotic march song that possesses all the elements essential to a big musical success. Its words were written by George J. Green and Edward P. Moran, and the music is by Justin Wheeler. It tells of a soldier who is about to leave for the front, and in bidding good-bye to his sweetheart he declares his determination of fighting for "The Stars, the Stripes, and You." The chorus has an especially good swing that cannot fail to meet popular approval. Some of Mr. Stanley's most popular Records have been of patriotic songs, his fine baritone voice being peculiarly fitted to the music of these compositions. The Record is made with orchestra accompaniment.

No. 9364, "When a Poor Relation Comes to Town," by Arthur Collins, is a song by Kendis and Paley that graphically describes the difference between the greetings accorded the wealthy and the poor relatives when they come on a visit. When the poor one arrives no one meets him at the station and he is left alone with the wintry winds and his hunger. But let some rich uncle come and his greetings are very different. This difference in the reception accorded the poor and the rich is most humorously brought out in the Record. Incidental to the arrival of the poor one there are winds that make you shiver, and cold effects that make you want an overcoat. When the rich uncle comes the band plays and the waiting relatives cheer. The composer of this song also wrote "Sympathy," our Record No. 9162.

No. 9365, "Is Your Mother In, Molly Malone?" by Miss Helen Trix, presents to the army of Phonograph owners a new singer in Miss Trix, whose clear, well modulated contralto voice will, we believe, gain her a firm place in the galaxy of Edison stars. Her first offering is a song in Irish dialect, telling of the Irish lover, who, whenever he went to court Molly Malone, felt it his duty to first

inquire if her father and mother were in. The song is one that will be re-demanded wherever heard. It is the work of Mills and Everard. Miss Tyas is accompanied by the orchestra.

No. 9366, "Simple Confession," is a 'cello solo by Hans Kronold. Modern music contains nothing more charming than this dainty composition by Thomé. It is also well known by the title "Simple Aveu." Mr. Kronold's rendition of it on this delightful solo instrument is quite as graceful as the composition itself. Since an orchestra would detract from the attractiveness of the 'cello as a solo instrument Mr. Kronold plays "Simple Confession" with piano accompaniment.

No. 9367, "Softly and Tenderly," by Miss Hinkle and Mr. MacDonough, is a sacred duet by a new combination of Edison talent. Miss Florence Hinkle was heard last month as one of the Edison Mixed Quartette, although her name was not given. Mr. MacDonough is an Edison veteran. This is the first time they have sung together for an Edison Record. Their voices blend finely, they sing with excellent expression and we are sure that the public will vote them a most desirable addition to the list of Edison duet singers. The words and music of "Softly and Tenderly" are by Will L. Thompson.

No. 9368, "Grandad, I'm Going to be a Soldier," by Byron G. Harlan, is a new march song. A child sitting by his grandfather's side tells proudly that his father died defending the flag of his country and he manfully declares that when he grows up he is going to be a soldier. He is going to place Daddy's gun on his shoulder and fight for liberty. The words and music of this song were written by Ed. Rogers, the composer of many song successes. It is sung with much feeling by Mr. Harlan. He is accompanied by the orchestra.

No. 9369, "Sieseta's Visit to the North," by Billy Golden, is the first Record that Mr. Golden has made for our catalogue in some time. He comes back with renewed vigor and makes this vaudeville specialty perhaps better than anything he has previously done. This Record is a combination of talking, laughing and singing. Sieseta is so fat that it is hard to tell her from a round-house. She made a trip to the North and the talking part of the Record tells in a laughable manner of what happened. To hear Mr. Golden do the telling is to laugh heartily. The singing is characteristic of Mr. Golden's best style.

No. 9370, "Irish Hearts March," by Edison Military Band, a march by Everett J. Evans, that is decidedly Irish in its favor. Closely woven into the melody are bits of well-known Irish airs—airs that are dear to the hearts of Erin's sons and descendants. Ireland may never know the satisfaction of self-government, but its music will for all time be cherished by its loyal sons. As played by the Edison Military Band our Record does full justice to the selection. Not since "A Bit of Blarney," (our Record No. 8742) has there been written a selection of this character so entertaining and tuneful.

No. 9371, "Love Me, and the World is Mine," by Harry Anthony, is a sentimental song by Ernest R. Ball (music) and Dave Reed, Jr., (words) that is above the average ballad in musical merit. Mr. Anthony's rendition of it is also above the average. Between the song and its rendition the Record is unusually attractive. "I care not for the stars that shine," sings the lover. "I dare not hope to e'er be thine; I only know I love you; love me, and the world is mine."

No. 9372, "If the Man in the Moon were a Coon," by Ada Jones, treats of the things that would happen "if the man in the moon were a coon." He would fade with his shade the silvery moon away. There would be no roaming in the park at night and no spooning in the bright moonlight. It would also be dangerous to henroosts if the man in the moon were black. The words and music of this song were written by Fred Fischer, author of "Every Little Bit Helps," (our Record No. 9016) and other song hits. Miss Jones, as usual, has made a most striking Record of the song.

No. 9373, "Foolishness," by Edward M. Favor, is a song that is quite in keeping with its title. It was sung last winter in the farcical Japanese opera, "The Mayor of Tokio" and was the subject of many encores each night. It is practically impossible to describe the silliness of the words of this song. The Record must be heard to do it justice. We believe that the Record will almost equal in popularity the noted "Fol-de-rol-lol-al" (Record No. 9142), also sung by Mr. Favor. The words of "Foolishness" were written by Arthur Gillespie and Mr. Favor, and Mr. Frederick Peters. The Record is made with orchestra accompaniment.

No. 9374, "La Balladora" (*Pirouette*) by Edison Symphony Orchestra, is a composition by Theodore Moses-Tobani, that may not equal the fame of his latter's "Petals and Flowers," (our Record No. 7742), but it is nevertheless a charming selection. Sweetly delicate is its melody, featuring the clarinets, oboes, and other reed instruments.

No. 9375, "Sweet Julienne," by W. H. Thompson, is a sentimental ballad that was featured in Dockstader's Minstrels, and all who hear it will recognize it as one of great attractiveness, both in words and in music. Mr. Thompson's splendid voice makes it a delightful Record. "Sweet Julienne" was written by Jean C. Havez, composer of "Everybody Works But Father" (our Record No. 9190), and "Uncle's Quit Work Too," (our Record No. 9281). It is entirely unlike either of the latter two songs. Mr. Thompson is accompanied by the orchestra.

No. 9376, "Why Don't You Write When You Don't Need Money?" by Bob Roberts, tells the old story of the coon girl who never hears from her lover until he wants money. The lover is a minstrel man, and all goes well until the troupe "busts" up on the road and he goes broke. Then he writes a touching appeal to his girl. She replies in these words:

"Why don't you write when you don't need money?
All your notes sound alike too much.
All of 'em starts with I love you, Honey,'
But they ends with the same old touch.
Just for a change try to send a loving letter,
Without a check to make it sweet.
Why don't you write when you don't need money?
Honey, that would certn'y make a hit.',

Those familiar with Mr. Robert's songs will realize how well he can render one like this. The music of this song is by Gus Edwards and the words by Raymond A. Browne. The orchestra accompanies the singer.

No. 9377, "Susan, Kiss Me Good and Hard," by Collins and Harlan, is a new coon song by J. Fred Helf (music) and Robert F. Roden (words). If written especially for Messrs. Collins and Harlan it could not have been better adapted to their peculiar style of making Records of coon songs. Sung with orchestra accompaniment.

No. 9378, "Champagne Galop," by the Edison Concert Band, is descriptive of the popping of corks, the effervescence of champagne, the clink of glasses and the laughter and merriment of the drinkers. This composition is by H. C. Lumbye. As interpreted by the Edison Concert Band it makes a Record worthy of a place in the most artistic collections.

No. 9379, "Somewhere," by Irving Gillette, is Charles K. Harris' new ballad and it has made rapid strides towards popularity since it first appeared. As usual, in Mr. Harris' songs, the words are sentimental. The music is, in our opinion, better than anything Mr. Harris has produced in some time. It would seem as if this song might equal in popularity "After the Ball" and other of Mr. Harris' successes. Mr. Gillette's voice seems especially adapted to sentimental songs of this kind and his rendition of this one is well nigh perfect.

No. 9380, "Come Down McGinty, Let Me Slide," by Billy Murray, is a song of the roller skating fad, which promises to be as great a craze in the coming winter as it has been at any time in the past. The scene is laid in a skating rink and the song is an invitation to Katie to take a skate with the singer. Between the verses there is a very funny dialogue, introducing the skating ring expert in his specialties, on "two feet," "one feet," "no feet." The words and music of this song are by Browne and Edwards. The Record is made with orchestra accompaniment.

No. 9381, "Come Down McGinty," by Campbell and Roberts, is an Irish sketch, with orchestra accompaniment, that introduces a new vaudeville team in Campbell and Roberts, who though well known as makers of solo Records have not before sung together. McGinty was at work on a building on a windy day and, being thin, was carried in the air. On his way up his shoes came down and struck McGuire on the head, causing the latter to exclaim:

"Come down, McGinty, I'll show you where I'm standing.
Come down, McGinty, you came down from that landing
Don't you know I'm not back you,
But I'll break your bones, yis see you.
If you come down, come down here, McGinty."

No. 9382, "Belle of the East," by Albert Benzler, is a belle solo, with orchestra accompaniment, of a composition by A. Liberti and previously listed in the catalogue as a band selection, with cornet solo. It makes a much more entertaining Record in its new dress. The composition is written in schottische tempo, which changes of all movements makes the best bells Records.

No. 9383, "Let Me See You Smile," by Ada Jones and Len Spencer, is another of Mr. Spencer's clever vaudeville specialties. The dialogue is between a pair of colored lovers. He has worked overtime, because they did not wake him up at quitting time and he slept two hours after six o'clock. He lost his job, consequently the times are out of joint. In his misery he says that he must leave his girl and marks she gets him to cheer up as she sings, "Let Me See You Smile," a song written by Fred Fischer.

No. 9384, "Good Old Songs," by the Edison Male Quartette, is a medley of songs that will meet with a cordial reception if for no other reason than the fact that it has been a long time since this group of artists have made a Record containing more than one song. The Record includes, "Twinkling Stars Are Laughing, Love" (*Ordway*); "When I Saw Sweet Nellie Home" (*Fletcher*); "Would I Were a Bee" (*Bassetti*), and "There's Music in the Air" (*Asael*). This combination will make a good seller. The singers are unaccompanied.

No. 9385, "Chicken Chowder," by Edison Military Band, is a characteristic march selection by Irene M. Giblin, in which the crowing of roosters and cackling of hens are mingled with music otherwise suggested by its title. Will be popular with all seeking odd effects in Records.

GOOD ADDITION TO ANY BUSINESS.

The following letter was written by R. L. Penick, Edison Jobber at Montgomery, Ala., to a business friend who wanted his advice as to the feasibility of carrying talking machines in connection with sewing machines, Mr. Penick having carried both with marked success:

NEW YORK, June 11, 1906.

MR. R. L. PENICK,

Dear Sir:—I wish to obtain, for publication, the opinion of a few of the representative sewing machine dealers founded on personal experience with talking machines as side lines. Kindly tell me what you think of that branch as a money-maker and of its effect on the machine trade to which it may be added.

Thanking you in advance, I am

Very truly yours,

E. H. CRAIGE.

My Dear Sir:—Yours in regard to sewing machines and talking machines being handled together received to-day. I have been handling sewing machines and musical instruments for the past twenty years. Recently I have taken a great interest in the Edison Phonograph. While my sewing machine men have very little interest, so far as waiting on customers, I think it is a good addition to any business. Understand me, I mean the Edison Phonograph. The others are too loud, and get the sewing machine customers rattled. I know because I have the different makes of talking machines in stock.

Respectfully yours,

R. L. PENICK.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2009 Second ave.
Mobile—W. H. Reynolds, 107 Dauphin street.
Montgomery—H. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Sacramento—A. J. Pommer Co., 9th and J Sts.
San Francisco—F. Bacigalupi & Sons, 1165 Fillmore St.

COLORADO.

Denver—Denver Dry Goods Co., 624 16th street.
Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenbrecher Co., 98 State street

DISTRICT OF COLUMBIA.

Washington—H. P. Dreer & Sons Co., 925 Pennsylvania avenue.
Kiess Bros. & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 25 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George E. Varnedoe.

ILLINOIS.

Chicago—Lyon Bros., 140 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
Hesse L. Lyon, 191 Van Buren street.
The Cable Co., Wabash avenue.
The Vim Co., 78 Jackson street.
Rudolph Wurlitzer Co., 266 Michigan ave.
Rudolph Wurlitzer Co., 256 Wabash ave.
Peoria—Peoria Phonograph Co., 102 S. Adams street.
Quincy—Quincy Phonograph Co., 6th and Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 25 Virginia Avenue.
Kipp-Link Phonograph Co., 127 N. Illinois St.
A. R. Wahl & Co., 37 Illinois street.
Lafayette—A. R. Wahl & Co., 324 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
Iver Johnson Sptg. Goods Co., 629 Walnut st.

KENTUCKY.

Louisville—C. A. Key, 630-632 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 620 Frenchman street.
National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 100 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 18 Hanover street.
Eastern Talking Mach. Co., 131 Tremont st.
Iver Johnson Sptg. Goods Co., 165 Washington street.
C. H. Parker Co., 344 Washington street.
Read & Read, 620 Washington street.
Pitchburg—Iver Johnson Sptg. Goods Co., 197 Main st.
Lowell—Thomas Varnell, 111 Central street.
New Bedford—Household Furnishing Co., 139 Purchase street.
Springfield—Pliny G. Bridgman Co., 239 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros., 224 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 624 Hennepin ave.
Minnesota Phono. Co., 338 Nicollet avenue.
St. Paul—Thomas C. Hough, 360 Robert street.
Koehler & Hinrichs, 123 E. 3d St.
Thomas C. Hough, 392 Wabasha street.
Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1003-1005 Walnut street.
J. P. Schmeisser & Sons Arms Co., 720 Main street.
St. Louis—Conroy Piano Co., 12th and Olive streets.
O. K. Houck Piano Co., 1218 Olive street.
Western Talking Machine Co., 1120 Olive st.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1127 O street.
Omaha—Nebraska Cycle Co., 1116-18 Harney streets.
Omaha Bicycle Co., 1518 & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
O. H. Felt, New and Halsey streets.
Price & Speer, 180 Halsey street.
Paterson—James Heddon's Sons, Market street.
Trenton—Stoll Piano Rack and Stationery Co., 32 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 40 State street.
Astoria—John Rose.
Auburn—Auburn Manufacturers' Sons, 192 Fulton street.
Buffalo—Robert L. Loud, 62-64 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 24 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Bristol Phono. Co., 156 W. 125th street.
Blackmer Talking Machine Co., 97 Fulton street.
J. F. Blackmer & Co., 1151 3d avenue.
Sol Bloom, 2 E. 42d street.
I. Stevens, Jr., 183 W. 125th St.
S. B. Davega, 32 E. 14th street.
Edison Phono. Jobbers, Jobbers at S. B. Gordon, 1181 Broadway.
Jacot Music Box Co., 19 Union Square.
Victor H. Kemp, 1060 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Arlington Phono. Co., 1 First avenue.
Osego—Frank E. Bulway, 32 W. Bridge street.
Rochester—A. J. Dempsey, 249 North street.
Mackie Piano, O. M. Co., 100 State street.
Otto H. Miller, 65 State street.
Talking Machine Co., 37 Main st., E.
Schenectady—Wells & Hagaman, 15 N. Ferry street.
Ivy A. Richard Co., 323 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Co., 6th and Fulton streets.
Utica—Clark-Horrocks Co., 19 Genesee street.
Frederick Loos & Co., 59 Genesee street.
William Skerman, 35 Columbus street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 106 N. Market street.
Cincinnati—Jaeger & Co., 24 W. 6th street.
Rudolph Wurlitzer Co., 10-12 W. 4th st.
Cleveland—Gallagher Music Co., 21 Prospect ave.
Columbus—Perry B. Whitall Co., 113 S. High street.
Geiser-Strobridge Co., 19, 21, 23 E. Gay st.
Newark—Heil-Pease Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 128 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 900 Federal street.
Allentown—G. C. Aschbach, 939 Hamilton street.
Easton—William Werner, 439 Northampton street.
Harrisburg—Cable Piano Co., 18 S. Third street.
Philadelphia—C. J. Heppe & Son, 1113 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 16 S. 9th street.
John Wanamaker, 13th and Market sts.
Wm. Wanamaker, 1218 Chestnut street.
Western Talking Mach. Co., 1418 Arch st.
H. A. Weymann & Son, 1011 Market st.
Pittsburg—Theo. F. Beisel Co., 29 Wood street.
H. Kleber & Bro., 313 Wood street.
Nicholson Cycle Co., 5th avenue.
Schoenberg Piano Co., 250 Liberty street.
Penn Phonograph Co., 29 Wood st.
Reading—Reading Cycle Co., 48 N. 8th St.
Scranton—Ackerman & Co., 117 Wyoming avenue.
Technical Supply Co.
Sharon—W. C. DePorrest & Son.
Williamsport—W. A. Myers, 125 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Phono. Co., 32 N. Main St.
Providence—J. H. Dean Co., 180-182 Westminster street.
J. A. Foster Co., Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 133 Weybosset street.
A. T. Stutterguard & Co., 106 Main st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 251-256 street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

Continued on page 23.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—P. M. Atwood, 16 N. Main St.
O. K. Houck Piano Co., 105 S. Main street.
Nashville—Nashville Talking Mach. Co., 210 Church st.
Magruder & Co., 10 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 342 Main st.
El Paso—W. G. Walz Co., 211-213 Main street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Pennin Sts.
San Antonio—H. C. Enss Optical Co., 240 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 24 Church St.

VIRGINIA.

Richmond—Magruder & Co., 109 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 909 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 273 2d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 221 Princess street.

SUSPENDED LIST, AUGUST 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

West Hoboken—KHIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 169 Spring street.

NEW YORK.

Albany—C. LINDE, 318 S. Pearl street.
Albany—MAX ADLER, 67 Clark street.
Bedford Park—FRED. O. HERELL.
Brooklyn—WM. ALBRECHT, 1 Hulsebrecker ave.
H. HIDDEMANN, HIGHWAY PHONOGRAPH ENCHANDLE, 1231 Myrtle avenue.
EMIL SMITH, 624 Sterling pl. and 430 Bammer st.
Hobart—F. H. MARSHALL.
Ithaca—ALBANY NOVELTY CO., or CHAS. F. RICH, Main street.
Norwich—C. A. COLE & CO., Union Block.
New York City—JOHN H. ANDERSTRONG, or AMERIAUTOMATIC PHONO. CO., 42 Wall street.
AUTOMATIC PHONO. CO., M. Cohen, Prop., 41 Second avenue.
BERG & LEOPOLD, 227 W. 125th st.
EDWARD HOLEFIELD, 181 White Ave.
JACOB WILLIAMS, CO., or DAVID SWITKY, 1 Whitehall street.
CENTRAL PHONO. CO., 160 E. 23d street.
R. L. DUNCAN, 1 Newark St.
EAGLE PHONO. CO., or C. LOWENTHAL, 1 Bowery street.
EDISON PHONO. CO., 10 W. 14th street.
S. W. FRUCHT, or PEOPLE'S PHONO. CO., 2 Barclay st., or 258 Fulton street, Brooklyn, and Hoboken, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 197 Broadway also Philadelphia, Pa.
HERMAN HOLTZ, 1181 and 691 West st.
N. HORN, 18 E. 14th street.
W. L. ISAACS, 114 Fulton street.
S. LEMMING & CO., 194 Broadway.
J. MORLOVINE, 203 Broadway.
I. SILBERSTEIN, 124 W. 125th st.
THE PHONOGRAPH CO., 10 Broad st.
WINTHROP CYCLE CO., 2212 Seventh ave.
Rome—CHARLES PUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Watertown—CHARLES L. HARDY, 81 Arcenal st.
H. S. WARNER & CO., 30 Public Square.

NORTH CAROLINA.

Klaston—S. A. Quinerly.

OHIO.

Cincinnati—I. I. ANDES.
J. KLIMPLING MACHINE CO., 639 Vine st.
Coshocton—BURNS & CO.
Springfield—W. M. VANSCHOOL.
Uhrichsville—P. A. MAZURIE.

PENNSYLVANIA.

Philadelphia—A. K. CASSIDY, 1908 Emerald street.
HAWTHORNE & SHEBLE, 824 Chestnut st., or Oxford and Mascher sts.; also New York City.
S. SINGER, 82 Arch street.
SMITH, RETTEW & CO., 16 South 9th s
Pittsburg—A. LIPPART, 1104 Wylie ave.

RHODE ISLAND.

Providence—P. T. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

To Whom You Can Sell I.C.S. Language Outfits

Any dealer who gives the matter serious and thoughtful consideration must admit that there is an enormous field for I. C. S. Language Outfits. The average person who purchases a phonograph and records for amusement purposes sooner or later becomes tired of his fad and stops investing in records. If he can put his now unused phonograph to some profitable use by purchasing an I. C. S. Outfit, he will readily do so. Here is one big field for the I. C. S. Language Outfit.

Next, there is a class of people, which consists of the wealthy and highly cultured, whom you can never interest at all in the phonograph for amusement purposes, but who are the easiest to sell I. C. S. Language Outfits to, since nearly all of them are desirous of learning a foreign language either for purposes of travel or culture. Here is the second big field.

The third field consists of all present phonograph owners, including your steady customers, who would only be too glad to find a profitable as well as a pleasurable use for their phonograph.

In addition to this large and ready market, you have an article to sell which is of real worth, and which would naturally appeal to any person. The I. C. S. Language system is indorsed by the best educators in the country. The pronunciation is the purest of native tongues, guaranteed to be absolutely correct, and indorsed by the French, German, and Spanish Embassies. The phonograph is an Edison Standard phonograph with the I. C. S. attachments specially designed for Language study.

I.C.S. LANGUAGE SYSTEM
Thomas A. Edison
PHONOGRAPH

Could anything be more conducive to increased business for *YOU* than such a field, and such a meritorious article? Dealers who have tried them out, heartily indorse the I. C. S. Language Outfits. Have you ever given them a trial? If not, send now for particulars and prices.

International Correspondence Schools
BOX 920, SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., SEPTEMBER, 1906. No. 7.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
240 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 69-77, MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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THE BUSINESS YEAR OPENS.

September is practically the last call to the enterprising man who would plan to do a prosperous business in the coming fall and winter. The man who does not complete his plans this month may be set down as indifferent to his own best interests. To an unusual extent those engaged in the sale of Edison Phonographs and Records have been hoping goods and laying plans for two months past. They are the ones who will be found doing the business a few months hence. They will have the stock and be taking good care of their trade, while others are clamoring for goods. There are still many others who have put off stocking up or arranging to do so, believing that they will be taken care of somehow if the demand comes, and they continue skeptical as to the demand being as good as it was last fall, winter and spring. To such, this article is especially addressed.

The Sales Department and all others connected with the National Phonograph Company can see nothing in the next nine months but a period of unexampled demand for Edison goods. Every indication points to such a condition. We have kept our factories running to their utmost limit right through the summer, making more Phonographs and Records than at any time in the history of the company. The little surplus gained over the regular demands of the trade has already disappeared into the stores of the Jobbers and we begin September on practically an even basis. From now on the weekly output must take care of the trade. This output is something tremendous and will go a long way toward meeting the demand. Yet we know that it will not fully do so. We shall a little later be getting an increased output by reason of the new buildings being erected and new machinery installed. Still we are confident that the demand will exceed the supply.

Our advice to the trade, therefore, is to order well in advance. If you are a Jobber

(Continued on page 3.)

THE ADVANCE LIST OF NOVEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR NOVEMBER, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **October 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on October 27th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after October 20th, but must not be circulated among the public before **October 27th.** Jobbers are required to place orders for October Records on or before **September 10th.** Dealers should place October orders with Jobbers before **September 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9386 Bohemian Festival (Fete Boheme) (*Massenet*) Edison Concert Band
From Massenet's suite "Scenes Pittoresque"

9387 The Moon Has His Eyes on You (*Albert Von Tilzer*) Ada Jones
Descriptive song, Orch. accom.

9388 The Bee that Gets the Honey Doesn't Hang Around the Hive (*Heif*) Bob Roberts
Coon song, as sung by Lew Dockstader in Dockstader's minstrels, Orch. accom.

9389 Medley of Reels (*Original*) John Kimmble
Accordion solo, Piano accom.

9390 Face to Face (*Herbert Johnson*) Harry Anthony
Sacred song, Orch. accom.

9391 Songs of the Rag Time Boy (*Von Tilzer*) Collins and Harlan
Coon song, Orch. accom.

9392 The Next Horse I Ride On (*Murray and Everard*) Helen Trix
Vesta Victoria's vaudeville comic song hit, Orch. accom.

9393 Blue Ribbon March (*Eeke*) Edison Military Band
Conducted by the composer

9394 Won't You Come Over to My House (*Williams & Van Alstyne*) Irving Gillette
New descriptive song by the writers of "In the Shade of the Old Apple Tree," Orch. accom.

9395 Are You Coming Out To-night, Mary Ann? (*Von Tilzer*) Billy Murray
An Irish serenade, Orch. accom.

9396 Draw Me Nearer (*Doane*) Anthony and Harrison
Sacred duet, Orch. accom.

9397 Happy Lena Polka (*Heidelberg*) Albert Benzler
Xylophone solo, Orch. accom.

9398 Not Because Your Hair is Curly (*Adams*) Harry MacDonough
Sentimental song, Orch. accom.

9399 The Rube and the Country Doctor (*Original*) Harlan and Stanley
Rube sketch, introducing the old time song, "Sally Come Up," and incidental effects.

9400 Lover and the Bird (*Guglielmo*) Florence Hinkle
Soprano song, with bird imitations by Joe Belmont, Orch. accom.

9401 Frau Louisa (*Pryor*) Edison Concert Band
A comedy waltz.

9402 Song of the Nations (*Belmont*) Edward Meeker
Descriptive song, introducing "Wacht am Rhein," "Wearing of the Green" and "Red, White and Blue," whistled by Joe Belmont, Orch. accom.

9403 Cheer Up, Mary (*Kendis and Paley*) Byron G. Harlan
Descriptive song, Orch. accom.

9404 Jingles, Jokes and Rhymes (*Burt*) *Comic song, Orch. accom.* Edward M. Favor

9405 Golden Crown Overture (*Herman*) Edison Symphony Orchestra

9406 Everybody Have a Good Old Time (*Rogers*) Arthur Collins
Coon song, Orch. accom.

9407 Jim Jackson's Last Farewell (*Original*) Ada Jones and Len Spencer
With orchestra incidental effects, and introducing the Coon song, "I've Said My Last Farewell" (Fisher).

9408 Since Nellie Went Away (*Taylor*) Edison Male Quartette
Male Quartette, unaccompanied.

9409 Waiting at the Church Medley (*Original*) Edison Military Band
Introducing "Waiting at the Church," "Souvenirs," "The Stars, the Stripes, and You" and "Bill Simmons."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

arrange for periodical shipments covering several months at least. If you are a Dealer get your Jobber to promise you a certain number of machines each month and as many Records as you may need. At the same time put in a stock as large as you can afford. We are quite selfish in offering this advice, and yet the trade will later find that it will benefit them quite as much as it will us.

Don't think, however, Mr. Jobber or Mr. Dealer, that all you have got to do is put in the goods. That's a good start, but it's only part of the game. We are going to do a whole lot ourselves to make selling easy, by extensive advertising to get people to your stores, but you have got to do your share, too. If you are a Jobber you must follow up Dealers. Get them to put in a good stock and show them how to handle and push its sale. If you are a Dealer you must seek to interest the people in your locality by various kinds of advertising. The Dealer who heretofore waited for people to come to him will be surprised to find the business he will do in Edison goods if he goes after it in the right way.

AT THE FACTORY.

The old red one-story frame building which has sheltered the office force at Orange ever since Mr. Edison's companies began to manufacture the Phonograph was abandoned on August 4th. On that date the various executive departments were moved into temporary quarters on the third floor of the new concrete office building. Here they are practically camping out in one large room occupying a full floor. They will eventually occupy the first and second floors, and although the interior work is going rapidly forward it will be two months before they will be ready for occupancy. The old frame office building had scarcely been abandoned before it was dismantled and moved to a neighboring street. Where it stood in the factory grounds another large five-story concrete building is already under way. This building will connect the extensions to buildings Nos. 17 and 18. When completed these buildings will occupy three sides of a parallelogram about 450 feet long and 200 feet wide.

Work on other new buildings has also made fine progress during the month. The new Record moulding building is up to the fourth floor. It will be enclosed in another six weeks. This building is being pushed more rapidly than others because it is hoped to occupy it before January 1st and thus greatly increase our Record making facilities and greatly aid in handling shipments.

THE PHONOGRAM.

There seems to be no limit to the popularity of the little *Phonogram* among Jobbers and Dealers. Its monthly edition is rapidly nearing the half million mark—a most remarkable showing considering the circumstances under which it is being distributed. For the benefit of new Jobbers and Dealers we print below the schedule of prices at which it is sold to the trade. These prices are alike to Jobber and Dealer. The former handle them without a margin, realizing that the more printed matter of this kind their Dealers use the greater will be the Dealers' business with them. Dealers desiring to get a supply of *Phonograms* to mail to their customers must order them of Jobbers two months in advance, and we cannot agree to fill Jobber's orders unless placed with us a similar period in advance.

DELIVERED WITH GOODS.

Blank, per 1,000 copies.....$2.50

25 cents additional for imprinting with Dealer's name and address, without regard to quantity. No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

BY MAIL.

Single copies, per year.....$ .20
Five copies to one address, per year..... .80
Twenty-five copies to one address, per year..... 1.60
Fifty copies to one address, per year..... 2.50

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

OUR SEPTEMBER ADVERTISING.

On page 13 of this issue we print a copy of our full page advertisement in September magazines and weeklies. The publications in which it is appearing are the leading ones of the country and they go into many million homes. This advertising cannot fail to arouse a greater and ever growing interest in the Edison product. The public knows that Mr. Edison will not stand behind anything that he does not regard as the best of its kind. When to this fact is added widespread advertising, the trade will realize why the Edison business is growing so tremendously. A Dealer who does not carry the Edison line is only half equipped for doing a successful business.

THE JOBBERS' ENTERTAINMENT.

An aftermath of the Jobbers' entertainment in July was a lot of splendid letters from the company's guests on that occasion, all speaking in the highest terms of the success of the affair and of the delightful time they had as individuals.

ONLY NAME "EDISON" ON CABINETS.

For several years the popular styles of Edison Phonographs have had the cabinets marked in large gold and black letters with the words "Edison Gem Phonograph," "Edison Standard Phonograph," etc. Since most Edison Phonographs now occupy prominent places in homes, objection has often been made to the lettering as being too prominent. Consequently this lettering has been abandoned, and all Phonographs now being shipped from Orange bear on the front of the cabinet only the name "Edison," printed in gold in imitation of Mr. Edison's own signature. This change very much improves the appearance of the cabinet. The new transfer does not in any manner effect the construction of the machines.

DEALERS' LABELS ON CARTONS.

We have had occasion several times to write Dealers on the Pacific coast in reference to making use of small labels on Record boxes, some of which obliterate our restriction notice. In each instance we have taken the position that the company had no objection to the trade making use of a small label to indicate to the purchaser where the Record was bought, so long as the Dealer's label was used in a way not to obliterate any part of our own label, and suggested that such labels be affixed either to the bottom or the cover of the cartons. We have particularly suggested that such a label be used in the form of a narrow strip which could be pasted around the rim of the cover. Dealers desiring to use special labels of their own should comply with the above suggestions.

NET THIRTY DAYS, TWO PER CENT. TEN DAYS.

Our attention has been called to alleged violations of the terms under which goods of our manufacture are sold to Dealers. It is claimed that Jobbers are offering to deliver goods to Dealers on better terms than thirty days net, or 2 per cent. ten days; and in some instances, are making immediate delivery and giving advanced dating on invoices.

The sale of goods of our manufacture under such terms is a positive violation of the Jobber's Agreement, and all Jobbers are hereby warned not to allow Dealers better terms than thirty days net, or 2 per cent. ten days, as specified in the agreement, and they are further warned that upon receipt of positive evidence of violations of these terms, we will immediately take such action against the Jobber as the case may warrant.

AMONG THE JOBBERS.

The Powers & Henry Co., of Pittsburg, have removed from 619 Penn avenue to 101 Sixth street.

W. D. Andrews and the Neal, Clark & Neal Co., have become Jobbers in Edison goods at Buffalo, N. Y., during the past month. Mr. Andrews is also a Jobber at Syracuse, N. Y., but under the new rules of the National Phonograph Co. he was required to sign a new agreement and purchase the initial quantity to become a Jobber at Buffalo. Hereafter Jobbers will not be permitted to do a jobbing business at branch stores in other cities except on the same conditions as a new Jobber. The Early Music House, of Fort Dodge, Ia., also opened a new jobbing branch at Sioux City, Ia., under the new conditions last month.

The Musical Echo Co., of 1217 Chestnut street, Philadelphia, have joined the ranks of Edison Jobbers and plan to make a hustling campaign for business.

Kohler & Chase, Inc., of Oakland, Cal., have just become Edison Jobbers.

The Kipp-Lintz Phonograph Co., Edison Jobbers at Indianapolis, have just added 2,000 feet more to their wholesale department, and have added an extensive quantity of machines, Records and supplies to their stock. All of this is in anticipation of the great increase of business which is coming this fall, and so that they may be in a position to give the Dealers better service.

PHONOGRAPH IN PULPIT.

The Rev. Jay N. Taft, Ph. D., an uncle of Rev. Clinton J. Taft, will preach at the East Side Congregational church to-morrow morning on "Common Sense Religion." The evening meeting will consist of a sacred concert on the Phonograph, to be followed by a lecture by Dr. Taft on "Following Old Glory," illustrated by Phonograph.—*Binghamton Republic, August 11th, 1906.*

For the use of Dealers at fairs in September we have printed a good sized edition of a little folder in four colors, Form 945, and another large edition of the popular imitation theatre ticket, Form No. 875. Jobbers are being supplied with quantities of both forms and will in a few days be in a position to fill the wants of Dealers. Since all of our shipments to Dealers direct are F. O. B. Orange, Dealers can save transportation charges by getting all printed matter from Jobbers.

SIX NEW HEBREW SELECTIONS.

We beg to advise the trade that we have just made six new Hebrew selections as named below. These Edison Records will be ready for shipment on and after September 1st. Advance orders may be placed at any time and shipment will be made after September 1st, with other goods by freight, unless different shipping instructions are given. A limited number of a special supplement will be printed and where orders for them are given by Jobbers they will be shipped with Records. The selections are as follows:

SOLOS BY SOLOMON SMULEWITZ, TENOR.

18851	Freitag af der Nacht.	*Comic song, Orch. accom.*
18853	Sommer hut Nacht auf die Aechter (Rooney)	*Comic song, Orch. accom.*
18854	Dunkl Monkl Blauen (von die Grine Kinder) (Friedzell)	*Comic song, Orch. accom.*
18855	Oi, oui, schneidnen jüden (Gumbrecht)	*Comic song, Orch. accom.*
18856	Beseelias (Engelrath)	*Comic song, Orch. accom.*
18857	Der Pastuehl von Palestine (Smulewitz)	*Patriotic song, Orch. accom.*

All of these songs have been selected because of special demands, each composition being very popular among Hebrews. Mr. Smulewitz, who sings them for our Records, is very prominent in the musical world. He is the author of about 250 musical compositions, including three successful operettas. Mr. Smulewitz is a very fine tenor and his voice is especially suitable for Record singing.

PUBLISHERS OF MUSIC IN NOVEMBER LIST.

The publishers of the compositions made for our November list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

9287	The Moon Has His Eyes on You—York Music Co., New York.
9288	The Bee that Gets the Honey Doesn't Hang Around the Hive—Hirt & Hagen, New York.
9290	Face to Face—Waldo Music Co., Boston, Mass.
9291	The Songs of the Dog Time Boy—Harry Von Tilzer, New York.
9292	The Girl I Love I Ride On—Francis, Day & Hunter, New York.
9294	Won't You Come Over to My House—Jerome H. Remick Co., New York.
9295	Are You Coming Out To-night, Mary Ann?—Harry Von Tilzer Music Publishing Co., New York.
9298	Not Because Your Hair is Curly—Victor Kremer Co., Chicago, Ill.
9299	The Lover and the Bird—Oliver Ditson Co., Boston, Mass.
9401	Dixie Land—Carl Fischer, New York.
9403	Three Little Marys—Cooper, Kendis & Paley Music Publishing Co., New York.
9404	Jingles, Jokes and Rhymes—M. Witmark & Sons, New York.
9405	The Golden Crown Overture—Thompson & Odell, New York.
9406	Everybody Have A Good Old Time—Ed. Rogers Music Publishing Co., New York.
9408	Since Nellie Went Away—New York Publishing House, New York.

PERSONAL.

Mr. and Mrs. Thomas A. Edison and family are making a five weeks' automobile trip in Canada. They left Orange on August 7th and will make the entire trip both ways in automobiles.

When too late to note the fact in the August PHONOGRAPH MONTHLY, a decision was reached to retain Frank E. Madison as manager of the Agreement Department at the New York office, instead of sending him to Boston to take charge of the branch office of the Commercial Department.

MICA DIAPHRAGMS CANNOT BE FURNISHED.

Now that the copper diaphragm has been adopted as the standard in connection with Edison Reproducers, the trade is hereby advised that we are unable to furnish reproducers equipped with mica diaphragms or to furnish mica diaphragms as extras. Orders for either of the latter will be returned unfilled. The trade will save correspondence by not sending such orders.

FOREIGN SELECTIONS CUT OUT.

We have no more moulds of the foreign selections named below and, when our present stock of these Records is exhausted, we will be unable to fill orders for them:

12129	Ist denn kein Stuhl da für meine Holda (*German*)	*Gottschall*
12182	Aria del Trovador (*Spanish*)	*Vargas*

HOW HE BECAME A DEALER.

It was along in the infancy of the Phonograph that I and some friends were invited into a store to listen to a church choir make a Record. It was the first Phonograph that I had ever heard. After the choir had made the Record the Dealer, to amuse us, played a familiar hymn on the machine. In the meantime I had noticed a lady who was purchasing some other articles in the store who seemed amazed at the voices as they came from the Phonograph. Presently she broke into a flood of tears and departed from the store. Curious to know of the cause I followed her and persuaded her to return to the store, when we learned that the boy whose voice we heard in the hymn was her son who had been dead for two months. I was so impressed with the usefulness of the Phonograph and how that it would supplant the photograph in keeping the voices of departed ones in place of their faces that I became an Edison Dealer. I have any amount of Records that have been made by those who have gone, and friends call at my store to hear the voices of some loved ones.—*Wallace Duncan, 2832 Kensington avenue, Philadelphia, Pa.*

DEALERS MAY NOW GET PRINTED MATTER AHEAD OF RECORDS.

Realizing the justice of the claim of Dealers, that they should be permitted to have *Phonograms*, supplements, etc., in advance of Records, so as to get their mailing lists ready, the following letter was, on August 4th, mailed to all Jobbers, and a similar notice was mailed to all Dealers:

DEAR SIR:—Beginning with the September issues, we now supply your Dealers with *Phonograms*, supplements and other printed matter on the 20th of that month, provided your Dealers will agree not to sell or distribute the same before the 25th. Should any of your Dealers fail to comply with the latter restriction, you will be expected to refuse to let them have assembly printed matter in advance of Records.

We have adopted this plan only because of complaints of Dealers that the new shipping plan placed them at a disadvantage with Jobbers, in that it gave the latter an opportunity to get their mailing lists ready in advance and denied the same privilege to them.

Please advise your Dealers concerning this new arrangement, and caution them against mailing the matter in advance.

We hope that no Dealers will abuse this privilege by sending out *Phonograms* or other printed matter before they get their Records for the month. Those who do abuse it will be denied the right to get it in advance.

Many Dealers have written their appreciation of this new plan for handling printed matter.

RECORD CARTONS FIVE CENTS EACH.

Owing to the demand for the new style felt lined Record boxes we have placed a list price of five cents each on them, less fifty per cent. discount to the trade, F. O. B. Orange, N. J.

NOTICE TO THE TRADE CONCERNING PHONOGRAPH EQUIPMENTS.

The following letter, which has just been mailed to the entire trade, is self explanatory:

DEAR SIRS:—Referring to the notice issued in the equipment of Edison Phonographs, whereby a speaking-tube or hearing-tube was included in place of the 14-inch horn, please take notice that effective this date this notice is withdrawn, and that hereafter we will supply all machines with the regular equipment, only listed to go with them, that is:

"Standard" with Model C Reproducer, 14-inch horn, wicker carrying cover, camel's-hair chip brush.

"Standard" with Model C Reproducer, 14-inch horn, camel's-hair chip brush, winding crank, antique finish.

"Home" with Model C Reproducer, improved Edison Recorder, 14-inch horn, wicker carrying cover, winding crank, camel's-hair chip brushes and knife.

"Triumph" with Model C Reproducer, improved Edison Recorder, 14-inch horn, sapphire shaving knife, camel's-hair cabinet and oak cover, winding crank, camel's-hair chip brush.

"Rational" with Model C Reproducer, improved Edison Recorder, 14-inch horn, sapphire shaving knife, camel's-hair chip brush.

"Conqueror" with the same equipment as the "Rational."

"Concert" with Model D Reproducer, improved Edison Recorder, sapphire shaving knife, 14-inch horn and cover, 14-inch black and gold horn, and shelf (support), winding crank, camel's-hair chip brush.

"Opera" and "Oratorio" with the same equipment as the "Concert."

Also please take notice that all Phonographs must be delivered with the horn and other parts or accessories furnished by us; and that under no circumstances or conditions can a credit be allowed in any way, shape or manner for the horn or other parts furnished by us as part of the equipments; neither can a Phonograph delivery be made for the horn or other accessories which may be of a different material or style, or for any other article not regularly included by us as a part of the Phonograph outfit. In other words, the outfits must be sold by you as furnished by us, and at the regular scale of prices. In cases where a larger or a different style horn, or any accessories are desired, they must be sold as an add entirely separate from the Phonograph outfit, and at the full price of such horn, accessory or other article.

Any violation of these requirements will be considered a violation of our conditions of sale.

Yours truly,
H. WESSON,
Gen. Mgr. of Sales.

EDISON AND THE ROENTGEN RAYS.

The Roentgen Rays, though not, in the first instance, an American discovery, is responsible to Edison for the state of practical utility to which its operations have been brought. If Edison had never done anything in developing science beyond this, he would have placed the world and humanity under the greatest obligation. Inventors as a class are generally a jealous and reticent company. They keep their discoveries so carefully locked up that the majority of inventors pass on to the next world unheard of, and the few who show any enterprise only succeed so far as to produce something that will merely benefit humanity. Edison is not one of this class. He is the coworker with, not the rival of, others. He is "at home" to all who have a serious object in view. Men who would have gone down to posterity as mediocrities, perhaps as nonentities, owe their position and wealth to his assistance, encouragement, and advice; they have personally prospered and benefited the world by entrusting their confidence to him. Giants are usually modest men, and Edison is a typical example—*Irish Weekly Independent.*

BETTER THAN A BAND.

If the Edison Phonograph was not in existence the town of Laguna, New Mexico, would not have had half the Fourth of July celebration its people had figured on. After the day's festivities were concluded we had arranged for a grand ball to take place in the large warehouse of the S. Bibo Mercantile Co. Under a misunderstanding the band of music engaged for the occasion failed to arrive, and after much skirmishing an Edison Phonograph owned by Mrs. Gus. Weis was brought into use and from 9 P. M. until 4 A. M. a merry crowd danced to the music of the machine. The music was as good as could have been had if that engaged had arrived and all gave a vote of thanks to Mr. Edison for providing music. During the evening and between dances numerous selections were played for the entertainment of the people. You should have been here to see the faces of some of the audience. This being an Indian village lots of native Indians were in attendance as lookers-on and the way they opened their eyes and enjoyed the music of the machine was a sight to see.—*Gus Weis, Manager S. Bibo Mercantile Co.*

ADVANCE LIST.

GRAND OPERA SUPPLEMENT No. 4, NOVEMBER, 1906.

The fourth list of Edison Grand Opera Records comprises Nos. B-31 to B-40 and includes selections by ten different artists of high rank in the grand opera world. From every standpoint these are most desirable Records. Each song is one of the most popular airs in the opera from which it is taken. All are rendered just as the artists sing them on the stage. They are recorded in that smooth and natural manner so characteristic of the Edison product.

These Records will be shipped with the regular monthly Records for November and will be placed on sale at the same time, i. e., October 27. In order that shipments may be made so as to reach all Jobbers in ample time, the latter are required to place advance orders for Grand Opera Records on or before September 10. It is equally desirable that Dealers should place advance orders with their Jobbers at the same time.

Compared to the demand for regular Records, there never will be a large sale for Grand Opera Records, but every Dealer striving to build up a business in Edison goods should make it his duty to carry one or more of the entire forty thus far listed. One of each represents an outlay of only $18.00, a sum easily within the means of every live firm. Having them in stock, stamps a Dealer as being progressive and permits him to cater to all classes. Then, too, having them on hand may at any time mean the sale of a machine to a customer who could not be interested in popular music. Special supplements will be shipped to Jobbers with their Records. Get a few and mail them to your good customers. Send an order for Grand Opera Records to your Jobber at once.

B. 31—Aria, "Durch die Wälder" ("Thro' the Forests") "Der Freischütz" *Weber*
By ALOIS BURGSTALLER, Tenor.
Sung in German, Orchestra accompaniment

B. 32—Sortita d'Amonasro ("Amonasro's Air") "Aida" *Verdi*
By ANTONIO SCOTTI, Baritone.
Sung in Italian, Orchestra accompaniment

B. 33—Balkon Scene, "Euch Lüften" ("Ye Breezes") "Lohengrin" *Wagner*
By MME. RAPPOLD, Soprano.
Sung in German, Orchestra accompaniment

B. 34—Deserto Sulla Terra, ("Alone in the World") "Il Trovatore" *Verdi*
By ROMEO BERTI, Tenor.
Sung in Italian, Orchestra accompaniment

B. 35—El mar sin playas ("The Sea Without Shores") *Sancedo*
By GUSTAVE BEL RESKY, Baritone.
Sung in Spanish, Orchestra accompaniment

B. 36—Lohengrin's Abschied, ("Lohengrin's Farewell") "Lohengrin" *Wagner*
By ANDREAS DIPPEL, Tenor.
Sung in German, Orchestra accompaniment

B. 37—L'aria di Gilda, "Caro Nome" ("That Dear Name") "Rigoletto" *Verdi*
By MISS BESSIE ABOTT, Soprano.
Sung in Italian, Orchestra accompaniment

B. 38—Siegmund's Liebeslied ('Siegmund's Love Song) "Walküre" *Wagner*
By HEINRICH KNOTE, Tenor.
Sung in German, Orchestra accompaniment

B. 39—L'air de Stephano (Stephano's Air) "Romeo et Juliette" *Gounod*
By MME. JACOBY, Contralto.
Sung in French, Orchestra accompaniment

B. 40—Dei miei bollenti Spiriti ("Fervid and Wild My Dreams of Youth") "
"La Traviata" *Verdi*
By FLORENCIO CONSTANTINO, Tenor.
Sung in Italian, Orchestra accompaniment

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR NOVEMBER, 1906.

No better illustration of the great versatility of the Edison Phonograph could be had than this list of twenty-four Edison Gold Moulded Records for November. Twenty-two different artists or combinations of artists are represented, only the Edison Military Band and the Edison Concert Band having more than one selection. Seven of the selections are instrumental and seventeen vocal. In the latter there are twelve solos, four duets and one quartette. The list runs from classical to ragtime, from sacred to vaudeville, from grave to gay—truly a variety from which all may find something to suit.

No. 9286, "Bohemian Festival" (*Fete Boheme*), by the Edison Concert Band, is a decidedly characteristic composition from Massenet's celebrated suite "Scenes Pittoresque," that will appeal to those whose tastes run to the higher grade compositions. This particular selection is one of the best known in the suite. It is featured on the programmes of the best musical organizations.

No. 9287, "The Moon Has His Eyes on You," by Ada Jones, is a sentimental ballad by Billy Johnson (words) and Albert Von Tilzer (music), a class of songs in which she is quite as charming as she is in dialect or rag-time compositions. This song tells of the lover wooing in the moonlight. He entwines his arms around his sweetheart's waist, and when he asks her to be his, gets this reply:

The moon has his eyes on you,
So be careful what you say or do,
Every time you go a-courting with your lady love,
Mister moon is watching from above.
He's got his eye on the skies,
Be wise, don't let him surprise,
Don't you dare,
For way up there the moon has his eyes on you.

The words are set to a catchy melody, making a song of unusual merit. It is being featured by its publishers, The York Music Co., of New York, and is already very popular. Miss Jones sings it with orchestra accompaniment.

No. 9288, "The Bee That Gets the Honey Doesn't Hang Around the Hive," by Bob Roberts, is sung by Lew Dockstader in Dockstader's Minstrels, and is one of the big hits of the show. The words are by Ed. Rose and the music by Fred Hall. The song is another variation of the oft told tale of the lazy coon who sits around the house while his wife supports the family at the wash-tub. The wife points out his shortcomings in a decidedly personal manner, dwelling upon his purchase of a rocking-chair so that he could sit and dream, when she had sent him to buy a washing machine with her savings of a year, and closing with the statement that "The bee that gets the honey doesn't hang around the hive." Mr. Roberts' rendition of the song is a close imitation of Mr. Dockstader. The Record is made with orchestra accompaniment.

No. 9289, "Medley of Reels," is another accordion solo by John Kimmble. Mr. Kimmble's first Record was a great success. That this one will be equally as popular will be admitted by all who hear this selection. It is full of variety and well rendered.

No. 9290, "Face to Face," is a sacred selection by Harry Anthony. Mr. Anthony has sung ballads and sentimental songs and he has been heard numerous times in sacred duets with Mr. Harrison, but this is the first sacred solo that he has made for us. It is one of the most beautiful sacred selections that we have ever listed. The words and music are the kind that appeal to all hearers, and Mr. Anthony's training as a church singer enables him to make a Record of great attractiveness. He sings with orchestra accompaniment. Herbert Johnson wrote both the words and the music.

No. 9291, "Songs of the Rag Time Boy," by Collins and Harlan, is another song hit by Andrew B. Sterling (words), and Henry Van Tilzer (music), writers of some of the most popular songs of the present day. Many of them are listed in our catalogue. The rag time boy is the merriest of souls. He always knows the latest songs and is ever humming and whistling them. The chorus is quite unique, being made up of a line of music from seven different songs. Collins and Harlan sing it in their best style, being accompanied by the orchestra.

No. 9292, "The Next Horse I Ride On," by Helen Trix, is a new popular song by Fred Murray and George Everard, which has been chosen by Miss Trix for her second Edison Record. A young girl's father came into some money and he insisted that his daughter should learn to ride horseback. The first time she was on the horse she wrote a note asking backward. Her position was more correct the second time, but the horse went so fast that the girl had a no less unhappy experience. Each time she declared that "The next horse I ride on, I am going to be tied on." The song has a good swing. Miss Trix has made a Record of it that will add to her popularity as an Edison artist. She sings with orchestra accompaniment. This song has been widely sung by Vesta Victoria, who also made a great success with "Waiting at the Church."

No. 9293, "Blue Ribbon March," by the Edison Military Band, is an unpublished composition by Frederick W. Ecke, the new leader of the Edison Military Band. Mr. Ecke is a musician of unusual talent, as all who hear this selection can testify. The air is characteristic of the riding-ring, with its highstepping and stylish horses. It has the full rousing tone so much admired by many lovers of band Records.

No. 9294, "Won't You Come Over to My House," by Irving Gillette, is a new popular song by Egbert Van Alstyne (music), and Harry Williams (words), who became famous as the writers of "In the Shade of the Old Apple Tree." This fact will lend more than ordinary interest to this song, which, however, is more pathetic than sentimental. A young mother, who has lost her own little daughter, invites a lonesome little lass over the way to come to her house and play. Much popularity for this song is predicted by its publishers. Mr. Gillette has made a fine Record of it, the orchestra accompaniment being an attractive feature.

No. 9295, "Are You Coming Out To-night, Mary Ann?" by Billy Murray, is an Irish serenade written by Harry Von Tilzer (music) and Andrew B. Sterling (words). The words are an appeal from Mike McGee to his sweetheart and his soft words, or "blarney," are typical of his race. Sung with orchestra accompaniment.

No. 9296, "Draw Me Nearer," the sacred duet for November by Anthony and Harrison, is a beautiful composition by Fanny J. Crosby, set to music by W. H. Doane. The tone of this hymn makes comment unnecessary. It is also needless to say that our Record of it is artistically made. The orchestra accompanies the singers.

No. 9297, "Happy Lena Polka," by Albert Benzler, is another of Mr. Benzler's excellent xylophone solos and the first polka selection made by this instrument for our catalogue. It has a pleasing melody and is well played by Mr. Benzler, with orchestra accompaniment. The composition was specially arranged for our Record and has not yet been published.

No. 9298, "Not Because Your Hair is Curly," by Harry MacDonough, is a song by Bob Adams that is very popular in the West and its popularity is fast coming East. We have listed it in response to many calls from the West. It is a sentimental love song. He loves her, not because her hair is curly, not because her eyes are blue, but "cause its you, just you." Mr. MacDonough makes the most of the attractive air, and he sings with orchestra accompaniment.

No. 9299, "The Rube and the Country Doctor," by Harlan and Stanley, is a Record that will be welcomed by the thousands of admirers of the Rube series made by these two Edison artists. This one gives a witty dialogue between Rube and the country doctor. It has the usual song duet and some realistic features new to these Records. "The Rube and the Country Doctor" must be heard to be appreciated.

No. 9300, "Lover and the Bird," by Florence Hinkle, is the first solo Record that Miss Hinkle has made for us, although she has been heard to advantage in the Edison Mixed Quartette. Miss Hinkle has a fine soprano voice and her Record of this composition by P. D. Guglielmo is most attractive. An incidental feature is some remarkably fine bird imitations. The Record is made with orchestra accompaniment.

No. 9301, "Frau Louise," by the Edison Concert Band, is a composition written by Arthur Pryor, the well known band master, by whom it is styled a "comedy waltz." The music is characteristic of a German hall where the old style waltz is still popular, and where the modern two-step is unknown. In fact, the music is almost German enough to talk. A few words in German dialect give the Record a unique finish.

No. 9302, "Song of the Nations," by Edward Meeker, is a selection that was not published when our Record was made. Joe Belmont, who is so well known as a whistler, has tried his hand at composition. Those who hear the Record will agree that he has succeeded admirably. The words lead up to the "Wacht am Rhein." "The Wearing of the Green," and the "Red, White and Blue," all of which are played by the orchestra when introduced. This Record is quite different from anything listed in some time and because of its variety cannot fail to be popular. Mr. Meeker sines it with orchestra accompaniment.

No. 9303, "Cheer Up, Mary," by Byron G. Harlan, has become one of the popular sentimental ballads of the day. Its music was written by Kendis-Paley and the words are by Alfred Bryan. It is the sort of a song that suits Mr. Harlan's voice and he makes the most of it, being assisted by the orchestra.

No. 9304, "Jingles, Jokes and Rhymes," by Edward M. Favor, is a Record that includes three verses and two choruses of a topical song written by Benjamin Hapgood Burt and sung with orchestra accompaniment. Mr. Favor has made a great success with songs of this character, some of his Records in the past year being among the largest sellers we have had. It is safe to predict that this Record will be near the top of the November list. "Jingles, Jokes and Rhymes" treats of Washington and his hatchet, Dowie and religion on the installment plan, and Jonah and the whale.

No. 9305, "Golden Crown Overture," by the Edison Symphony Orchestra, is an excellent addition to the high-class orchestra selections already listed in our catalogue. The music is of a light, graceful character. It is one of those compositions that cannot be recorded by any other process than that employed in making our Records. This overture was written by A. Herman.

No. 9306, "Everybody Have a Good Old Time," by Arthur Collins, is a new coon song by Ed. Rogers, composer of "Grand-Pa, I'm Going to be a Soldier" (our Record No. 9268), "Who Don't You Write When You Don't Need Money" (our Record No. 9276). The burden of this song is an invitation of the coon, who has suddenly become very wealthy, to his many friends to have a good old time. He lives in the height of style. He has pajamas for his breese. He feeds him lamb and peas. He has fifty courses for every meal. His carpets and rugs are of finest seal. His money is stacked so high that he has to walk on stilts. He has a blanket made of fifty dollar notes. He uses ten dollar bills to line his coat. He lights his pipe with twenties when the fifties are shy. Consequently he can afford to invite everybody to have a good old time. Mr. Collins renders the song most effectively and he is accompanied by the orchestra.

No. 9307, "Jim Jackson's Last Farewell," by Ada Jones and Len Spencer, is another clever addition to the vaudeville Records made by these two talented artists. It contains the usual funny dialogue between Jim and his Desdemona, and the customary duet singing. The Record must be heard to be appreciated. The singing is done with orchestra accompaniment.

No. 9308, "Since Nellie Went Away," by the Edison Male Quartette. is a very popular descriptive song made for the first time on a Record by a quartette. It sends the following

message to Nellie in the city, inviting her to return to the farm:

Tell her that the blue bells are growing on the heather,
And that her mother longs for her each day;
Just say at evening pray'r we gently speak her name together,
And say it's very lonely alone Nellie went away.

The song is written by Herbert H. Taylor, and is most effectively sung by our quartette without accompaniment.

No. 9490, "Waiting at the Church Medley," by the Edison Military Band, is written to march time and introduces the following selections: "Waiting at the Church" (our Record No. 9315), "Somewhere" (our Record No. 9379), "The Stars, the Stripes and You" (our Record No. 9363), "Bill Simmons" (our Record No. 9329).

OFFENDING JOBBERS PUNISHED.

Below is printed part of a letter sent to all Jobbers on August 11th by General Manager of Sales C. H. Wilson. It refers to four violations of the agreement under which monthly Records are being shipped to Jobbers with the understanding that they will not be reshipped to Dealers before 8 A. M. on the 27th of each month:

DEAR SIR:—For not complying with our conditions of sale in regard to the 27th (27th of the month), and four (8 A. M.), on which new monthly Records could leave their store or possession, we will be compelled to limit your shipment of October Records to 50 per cent. of your October order. Your shipment of these Records will be delayed to them until September 28th, or one day later than the same Records can be shipped or leave the store or possession of other Jobbers.

Here were given the names of the four offending Jobbers, with the facts about each violation. In no case did the Records reach Dealers until after the prescribed time and in one instance they left the Jobbers' store only a few minutes before time. The letter continued as follows:

In each of these cases our conditions of sale were absolutely and unquestionably violated in reshipping Records before the time mentioned. After having received our letter advising that new monthly Records could not leave *their store or possession* until 8 o'clock on the morning of the 27th of the month.

Similar action will be taken in all cases where we find that Records have been shipped, or have been allowed to leave their store or possession with the new monthly Records before 8 o'clock on the morning of the 27th of the month preceding the month under which the Records are listed.

Yours very truly,
C. H. WILSON,
Gen'l Mgr. of Sales.

In commenting upon the new plan in the EDISON PHONOGRAPH MONTHLY for May, we said:

* * * At the same time it places the entire trade on its honor, and we trust that no one will be so indifferent to the welfare of the business as to violate the confidence reposed in him. The plan puts every Jobber on his honor not to allow new Records and printed matter referring to same to leave his possession before the specified date. It places every individual in his employ on his honor to see that no surreptitious methods are employed to violate the full intent of the plan. It places every Dealer on his honor to do nothing that will in any wise tempt a Jobber or his employees to send them Records in advance of the selling date.

"We may seem to be laying special stress upon this feature, but to us it is very desirable that we shall not be called upon to impose the penalties for violation of contract. Those who do deliberately infringe are entitled to no sympathy, and yet it will be extremely difficult for us to impose penalties upon firms whose business with us aggregates many thousands of dollars each year. To enforce the plan, however, we shall do it without hesitancy, although we will deeply regret the circumstances that make it necessary. Violations of the conditions imposed will not benefit anyone and will cause much hardship to those taking part in the violation. We, therefore, sincerely trust that we shall have the cooperation of the entire trade to the extent that we shall not have a single violation reported to us."

The above may rest assured that it has given no pleasure to impose the penalty referred to in Mr. Wilson's letter. All of the offending Jobbers are enterprising Edison firms and their purchases of Edison goods each year entitle them to every consideration. Then, too, the personal relations between them and our people are of the most cordial character. If the matter in question was not, in our opinion, of the most vital importance we gladly have passed the violations by with a caution not to do it again. It was realized, however, that others would expect the same clemency and that the only certain way of stopping further violation was to apply the remedy at once.

We trust that we shall not again be called upon to issue a letter like the above. However, an absolute compliance with the conditions of the new shipping plan is necessary to its success, and we shall unhesitatingly impose a similar or more drastic penalty on any Jobbers who do not keep faith.

IT PAYS TO GO AFTER THEM.

ALLENTOWN, PA., Aug. 15, 1906.

About eight months ago you sent us the name and address of a prospective customer for an Edison Phonograph. This customer lived in Sewickley, Pa., which is about fourteen miles below our place. We did not waste time by writing and sending catalogues, etc., but sent one of our agents to see him, taking a Home and twelve Records with him. To cut a long story short, we sold the outfit. This customer tells us that he has been in the notion of purchasing a Phonograph these past two years but could never make up his mind to come to the city to buy one. Now had we written him instead of taking a machine to him, chances are that that sale would still be hanging fire.

SMITH & PITTENS.

BELIEVES IN THE GOODS.

The following is an extract from a letter received from B. Carrington, Blue Ash, Ia., dated August 8th:

"Blue Ash is a town of about 150 souls. In the past two months I have sold 5 Homes, 2 Standards, 1 Triumph, 2 Gems, and have a sale for a Balmoral as soon as I find out exactly what it will cost per hour to operate it.

* * * * * * *

"I have often wondered why you do not establish an agency for your machines in every town of the United States. I believe a hustler could open an agency in every town in the country if he thoroughly realized how much your machines are superior to all others and could convince the best man in each locality that it is very little trouble to sell your goods. I am sure that you have an agency in all the larger cities, but am afraid you neglect the cities from 1,000 to 10,000 population. I will sell more machines in twenty-five places of 1,000 population than I could in Chicago with its 2,500,000 people. People in the smaller cities buy Phonographs quicker than they do in the large cities. There are less poor people probably than in the small towns. In the large cities there are many other products."

This letter is printed to show the faith that Dealers have in the Edison Phonograph as being a desirable line in small places. Mr. Carrington is assured that we do not neglect cities of from 1,000 to 10,000 population. As a matter of fact there are few cities of 1,000 or more population that do not have at least one Edison Dealer.

NOTICE TO DEALERS CONCERNING EDISON MODEL D REPEATING ATTACHMENTS.

The following letter was mailed to all Dealers in August, accompanied by copies of instruction sheets:

Enclosed we send you direction sheets for attaching the Edison Model D Repeating Attachment to the various types of Edison Phonographs. We would suggest that you file these sheets away so that they may be readily found when needed.

In this connection we would call your attention to the fact that every Edison Phonograph Jobber in Europe and America will have his exhibition machine equipped with them. There is something fascinating about the almost human manner in which they cause a Phonograph to play the same Record over and over, and few Phonograph owners can resist the desire to own one. Besides being useful as a Demonstrator, it can perform other duties while the machine runs itself and sells Records.

You are making a mistake if you do not have one of your machines equipped with an Edison Repeating Attachment and make an effort to sell them to your customers. The price is only $10.00 each, and we attach to every Phonograph, and the trade discounts enable you to make an excellent profit on each sale. We are selling thousands of these devices each year. Your Jobber will tell you more about them.

NATIONAL PHONOGRAPH CO.

August 10, 1906.

A BUSINESS MARVEL.

As the year grows apace the development of the talking machine business is causing manufacturers to marvel The principal Jobbers throughout the country are enlarging their stocks in a manner quite unexpected, and it is to meet this demand for Records and machines that factories have not only increased their output and facilities, but are being operated continuously, night and day. Traveling salesmen are turning in orders from entirely new sources, not to mention duplicates from regular customers. Jobbers in turn are arranging their business on a larger scale than ever before, securing more commodious quarters so as to store and handle stock of the general line to better advantage. In brief, the entire trade only since the opening of the year seems to have broadened out in obedience to current selling conditions and is occupying a new high level. Dealers are imbued with the same spirit and especially is this apparent in the music trade. Recognizing the peculiar fitness of this having a talking machine department, they are now going ahead with commendable enterprise in order to make up for lost time and to regain what they have missed by an opportunity too long neglected.—*Music Trade Review.*

"FOL-THE-ROL-LOL" AGAIN A WINNER

Believing that it might interest some of the readers of the PHONOGRAPH MONTHLY to learn how Record No. 9142 sold a Phonograph, I submit the following:

I carry a line of Edison Machines and Records and also a few disc records and needles to accommodate the wants of the people here who own disc "squeaking" machines, which were given away as premiums here last summer. A customer who owns one of these wind-squeaking machines came in several weeks ago to get some supplies when I was playing "Fol-the-rol-lol," your Record No. 9142, on an Edison Triumph Phonograph. "Why!" he said, "that piece is made up of some pieces I used to speak at school." He wanted to know if I could get the piece in a disc record. I told him that I could not, and he went away, but came in again several times and asked me to play it for him.

Last week he came in again and wanted to know the prices of the different outfits. He wanted to know if I would send him out a Home machine, cranz, 30-in. horn, and a dozen Records on approval. As I knew him to be responsible, I did so. The next day he came in and wanted 18 more Records to take out and try. I let him take them, and the day following he came in again and picked out nine more Records, and said he guessed he would keep the outfit and all the Records, giving me his check for $40.65 in payment. He also gave me an order for seven Records I was out of at the time.

I credit that one Record with making the sale, as I had tried several times to show him that it was very poor policy to pay a high price for disc records to play on such "horn" machines as those premium machines are, but he thought as he already had that machine, that he would keep it, until he heard No. 9142.—*E. T. Gossett, Cerro Gordo, Ill.*

HIS LAUGH IS ECHOING OVER THE WORLD.

"Vs—sl, a, ha, ha, ha, ha—a, ha, ha, ha, ha—I am old but I'm awfully tough!"

To sing this and other laughing songs, the selling agent for talking machines hunted high and low, over the whole United States. And where do you think he found the man? Right here in Albany. There may have been another man capable of singing these songs, but after a search of months and after trying some of the most talented performers on the vaudeville stage, the right man was found here in the Capital city of the Empire State, in the person of Andrew Keefe, once a junk dealer, and now conducting a retail stove store.

Possessing a hearty laugh that is infectious; a voice that is musical and versatile, capable of imitating the female voice, from contralto to soprano range, or the male from baritone to tenor, Mr. Keefe also tells "Rube" stories into the Phonograph, one of his best, but which has not yet made its appearance on the market, being held for the summer months, is "The Visit of Uncle Josh to a Department Store." The story recites a number of funny little incidents that happen in a large drygoods store, and after each incident Keefe sets you laughing so he makes the point of the story reach you by emphasizing it with his inimitable laugh.

The discovery of Keefe by the talking machine men was quite an accident. While a Phonograph traveling man—Mr. Hedden—was visiting W. J. Killen's store here, about three months ago, Keefe came strolling in.

"Say, I want to make a Phonograph Record for you," said Keefe. At the time a Record was being played, sung by Miss Ada Jones. The recording of a woman's voice is one of the hardest tasks for the Phonograph men, but Miss Jones's voice is perfect for the machine.

"Say," said Keefe, "I can sing like that."

Now, to anybody acquainted with the Phonograph business this sounded like a boast, for be it known that Miss Jones is simply in a class by herself. However, Keefe sprung a surprise. Twisting his mouth into a peculiar shape, he started in on "Just Plain Folks." It was Miss Jones's voice almost perfect.

However, it was in his own natural laughing songs that Keefe made his hit. He was instructed to sing in his own way a song, being accompanied by a piano. The experts agreed that they had found a star performer. Keefe was told to return to the laboratory three days later, when they would start making some of his Records, with the band accompaniment.

He did not know what was in store for him when he arrived at the laboratory at the time specified to begin making his Records for the largest audience a singer can ever have—the Phonograph audience. Andy Keefe's songs, which he sung then and there in the Phonograph are now being sung through that instrument in over a million homes—throughout America, from ocean to ocean. His delightful laughter is cheering our soldiers in the Philippines, is making happy the people of England, and in fact every civilized country on the globe.

Keefe was ushered into the record-making room, which is a sound-proof apartment, but constructed in such a way as to avoid all echo. He was instructed to take his position in front of a horn, about 30 inches long, with a bell opening of about six inches. The various players of the band took their places, but not the same as a regular band. All the instruments but the basses were placed behind the horn and all were pointing directly at Keefe's ears. It was here that Keefe showed his aptitude for record making.

The band started the introductory bars and there was a terrific din in the room. He started to sing, but his voice was lost down in the long narrow horn, and all he could hear was the tremendous sound from the band. Of course the first attempt was a failure—it always is.

As Keefe put it: "If I could only have heard myself sing the first word, so I could get started, I would have been all right."

The reason for this arrangement is in the fact that the human voice is many times weaker than a brass band. Every Record is now made with band accompaniment. As the singer is directly in front of the horn it cuts off a great deal of the sound and the music from the band must be very loud.

For a day and a half Keefe, the Phonograph band, and the experts persevered until they obtained a perfect master-record of the laughing song, from which millions of other Records can be duplicated by the gold mould process. Thus an Albany laugh is sent echoing all over the world.—*Albany, N. Y., Exchange.*

THE PHONOGRAPH AS A BAND TEACHER.

Nearly everything that is good comes from the country. Even the men who make the cities great originated in the rural districts. The latest musical novelty from the outlying section is the use of the Phonograph as a teacher for bands and orchestras. It makes rehearsals delights rather than tortures. It helps the musician who is not as clever as the others by giving him the correct time and expression at once. What would take half a dozen rehearsals to properly learn, can be accomplished in a few with the aid of the Phonograph.

A good feature about the automatic instrument is that the selection can be repeated until the musicians are sure that they have the right swing and emphasis. It is possible to secure Records of all compositions that possess merit, and as they reproduce the playing of skilled musicians they can always be relied upon. Thus the country band has simplified a labor that used to be onerous. In the Phonograph it has found a device that will save time, toil, wear and tear.

It will not be long before bands and orchestras throughout the entire country will be using the Phonograph as a sort of critic at rehearsals. Its use in this connection should be encouraged. Its value can easily be recognized.

Hats off to the new leader, the Phonograph! —*Musical Advertiser.*



WHAT you want is your kind of music. It may be classical or it may be "rag-time." It may be the "hit" of the latest musical comedy or it may be a selection from "Faust." With the

Edison Improved Phonograph

you can have your kind of music and your friends can have their kind. This wonderful music-maker has no single specialty. It is a versatile entertainer. It produces, with fidelity, the songs of all singers; the music of the masters; the old tunes as well as the popular airs of the day.

"The American Nights Entertainment," a booklet which will suggest many ways of making home more desirable than the club, which will help entertain friends, which will give ideas for money-making programs, sent free on request.

National Phonograph Co.
18 Lakeside Ave., Orange, N. J.

New York London Paris Berlin Brussels Sydney Mexico City

[Full page advertisement in September Magazines.]

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.
Birmingham—Talking Machine Co., 2009 Second ave.
Montgomery—H. Reynolds, Dexelius street.
Mobile—Henry—R. L. Penick, 109 Dexter ave.

ARKANSAS.
Little Rock—O. K. Houck Piano Co.

CALIFORNIA.
Los Angeles—Southern California Music Co., 332 South Broadway.
*Oakland—Kohler & Chase, Inc., 1021 Broadway.
Sacramento—A. J. Pommer Co., 5th and J sts.
San Francisco—Sherman, Clay & Co., 1224 Fillmore St.

COLORADO.
Denver—Denver Dry Goods Co., 614 16th street.
Texas Music Co., 1518 and California streets

CONNECTICUT.
New Haven—Pardee-Hilmenger Co., 58 State street

DISTRICT OF COLUMBIA.
Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue.
Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.
Atlanta—Atlanta Phonograph Co., 25 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George P. Young.

ILLINOIS.
Chicago—Babson Bros., 215 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
James L. Lyons, 232 Van Buren street.
*The Cable Co., Wabash avenue.
The Vim Co., 88 E. Lake street.
Northern Talking Mach. Co., 1611 Michigan ave.
Nusbaum Fulcher Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 108 S. Adams street.
Quincy—Quincy Phonograph Co., 8d Hampshinet.

INDIANA.
Indianapolis—Indiana Phono. Co., 46 Virginia Avenue.
Kipp-Link Phonograph Co., 20 N. Illinois St.
A. R. Wall & Co., 34 Illinois street.
Lafayette—A. B. Wahl Co., 204 Main street.

IOWA.
Des Moines—Iowa Phono. Co., 600 Locust street.
Vim Co., 801 West Walnut street.
Fort Dodge—Iowa Music House, 810 Central ave.
Sioux City—Early Music House.

KENTUCKY.
Louisville—C. A. Ray, 620-622 Fourth avenue.

LOUISIANA.
New Orleans—William Bailey, 600 Frenchmen street.
National Automatic Fire Alarm Co., 624 Gravier street.

MAINE.
Bangor—S. L. Crosby Co., 166 Exchange street.
Portland—W. H. Ross & Son, 997 Commercial street.

MARYLAND.
Baltimore—E. P. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.
Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Mach. Co., 197 Fremont st.
Iver Johnson Sptg. Goods Co., 165 Washington st.
C. H. Parsons Co., 294 Washington street.
Pitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Hickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.
Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros., 229 Woodward ave.

MINNESOTA.
Minneapolis—Thomas C. Hough, 512 Hennepin ave
Minnesota Phono. Co., 1318 Nicollet avenue.
St. Paul—Kohler & Chase, 378 Wabasha street.
Koehler & Hinrichs, 27 E. 3d St.
Thomas C. Hough, 370 Wabasha street.
Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.
Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. F. Schmelzer & Sons Arms Co., 719 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
Edison Phono Co., 1118 Olive st.
Western Talking Machine Co., 1119 Olive st.
Wurlitzer Co.

NEBRASKA.
Lincoln—H. E. Sidles Piano Co., 11th and P streets.
Omaha—Nebraska Cycle Co., 1418-20 Harney streets.
Omaha Bicycle Co., 1418 & 1420 Harney.

NEW JERSEY.
Hoboken—Eclipse Phono. Co., 403 Washington st.
Newark—Douglas Phonograph Co., 22 New street.
A. O. Petit, New and Halsey streets.
V. H. Ropke, 582 Bank street.
Paterson—Hall & Rose, 117 Main street.
Trenton—Old Book Store and Stationery Co., 30 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.
Albany—Finch & Hahn, 52 State street.
Astoria—John Rose.
Brooklyn—A. D. Matthews' Sons, 324 Fulton street
Buffalo—W. D. Andrews, Seneca and Wells streets.
Eclipse Phono. Co., 1 Seneca street.
Hunt, Clarke & Hall, 468 Main street.
Elmira—Elmira Arms Co., 112 Main street.
Gloversville—American Phono. Co., 29 W. Fulton st.
Kingston—Forsyth & Davis, 301 Wall street.
New York City—Bettini Phono. Co., 143 and 145 West. Blackmore Talking Machine Co., 97 Fulton street.
J. F. Blackman & Son, 1037 3d avenue
Carl Bloom, 3 E. 2d street
L. Boehmer, Jr., 163 E. 3d St.
S. B. Davega, 32 E. 14th street.
Edison Phono. Co., 10 Chambers st.
Jacot Music Box Co., 65 Union square.
Victor H. Rapke, 160 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weile, 1804 First avenue.
Oswego—Frank Wilcox, 32 Bridge street.
Rochester—A. J. Deninger, 25 South street.
Frank W. & M. D. Gies, 82 State street
Giles B. Miller, 65 State street.
Talking Machine Co., 8 Main st., E.
Schenectady—Finch & Hahn, 302 State street.
Frank W. Healy, 316 State street.
Syracuse—W. D. Andrews Co., 126 Railroad street.
Troy—Finch & Hahn, 7 Third street.
Utica—Clark-Horrocks Co., 14 Genesee street.
Arthur P. Perrine, 89 Washington street.
Talking Machine Co., 58 Bleecker st.
Utica Cycle Co., 32 Columbia street.

OHIO.
Canton—Klein & Heffelfinger, 124 N. Market street
Cincinnati—Isen & Co., 24 W. 6th street.
Wurlitzer Co., 120-122 W. 4th st.
Cleveland—Eclipse Musical Co., 721 Prospect ave.
Columbus—Perry B. Whitsel Co., 251 S. High street.
Dayton—Nicholas & Dohse, 31 E. 5th street.
Springfield—Arcade Co.
Toledo—Hayes Music Co., 208 Superior st.

OREGON.
Portland—Graves & Co., Inc., 308 Washington St.

PENNSYLVANIA.
Allentown—G. C. Aschbach, 259 Hamilton street.
Easton—William Werner, 432 Northampton street.
Harrisburg—S. K. Hamburger, 19-21 N. Market st.
Philadelphia—C. J. Heppe & Son, 1119 Chestnut street
Eclipse Phono. Co., 1006 Chestnut st.
Edison Echo Co., 1006 Chestnut street.
Penn Phonograph Co., 17 S. 9th street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 45 N. 4th street
Western Talking Mach. Co., 1218-20 Arch st.
Wilmot Brooke & Son, 223-225 Market st.
Pittsburg—Thos. F. Beatty & Son, 537 Penn avenue.
Pittsburg Piano Co., 537 Liberty street.
Powers & Henry Co., 501 Sixth street.
Reading—Reading Phonograph Co., 28 N. 5th st.
Scranton—Ackerman & Co., 117 Wyoming avenue.
Lackawanna Phono. Co.
Sharon—W. C. DePriest & Son.
Williamsport—W. A. Myers, 122 W. 3d st.

RHODE ISLAND.
Pawtucket—Pawtucket Furniture Co., 29 N. Main St.
Providence—J. M. Owen Co., 186-192 Westminster street.
I. A. Foster Co., Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 154 Weybosset street.
A. E. Sontertgood & Co., 1 Main st.

UTAH.
Ogden—Proudfit Sporting Goods Co., 331 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

Continued on page 15.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.
Knoxville—Knoxville Typewriter and Phonograph Co., 421-423 Gay street.
Memphis—P. M. Atwood, 345 Main St.
Nashville—Cumberland Phono. Co., 161 Main street.
Nashville Talking Mach. Co., 510 Church st.
Negrotor & Co., 17 Arcade.
O. K. Houck Piano Co.

TEXAS.
Dallas—Southern Talking Machine Co., 147 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Peanin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.
Burlington—American Phono. Co., 84 Church St.

VIRGINIA.
Richmond—Negrotor & Co., 709 E. Main st.

WASHINGTON.
Seattle—D. S. Johnston Co., 909 Second Ave.
Spokane—Spokane Phonograph Co., 1 Post St.

WISCONSIN.
Milwaukee—McCrea Bros., 139-36 street.

CANADA.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 122 Princess street.
*Added since August 1st.

SUSPENDED LIST, SEPTEMBER 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.
Petaluma—THOMAS MCGUIRE, 823 Main street.

GEORGIA.
Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.
Champaign—EGGLESTON BROS.
Ottawa—EDWARD HAYNE.
Wheaton—R. IRVING.

INDIANA.
Logansport—P. M. NEFF, 216 Broadway.
South Bend—EUGENE HARSH, 106 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lobolt, Prop., 203 North Michigan street.

IOWA.
Burlington—JOHN P. WEISS, 222 Jefferson street.
Sioux City—PLATTENBURG BOOK CO.
A. V. LARIMORE, 1211 Fifth street.
State Center—CHARLES FAY.

KANSAS.
Clay Centre—S. M. GOWENLOCK.
Lawrence—BELL MUSIC HOUSE.
Topeka—R. H. HORRHOUSE, 510 E. 4th street.

MICHIGAN.
Bildeford—W. H. FIELD.
Lewiston—J. W. KERR.
Monmouth—D. H. STEPHENS.
Waterville—H. M. BONCHARD, 130 Main street.

MISSOURI.
Boston—E. C. PECK, 33 Hills st.
P. SINGER, 61 Leverett street.
Franklin—E. P. Blackman.
Lawrence—Perry B. Whitsel Co., 914 Massa street.
H. O. MOSHER, 1400 Exans street.
Maldon—W. H. ROSS & SON.
Methuen—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—H. WINCHESTER, 92 Summit avenue.
Worcester—JOSEPH DUEMITT, 44 Front street.
Wobarn—GEORGE W. WILSON, Jr., THE BOLTON JEWELRY CO., L. P. Mooney, Manager.

MICHIGAN.
Detroit—F. J. SCHWAGMOSKY.
Saginaw—GEO. W. EMENDORFER.
JAMES V. CALAHAN, 107 Genesee st.
TIERNEY BROS., 107 Genesee st.

MISSOURI.
Kansas City—THE WITTMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
PIANO INSTRUMENT CO.

NEW HAMPSHIRE.
Hillsboro Bridge—E. R. BARNES.
Manchester—E. G. DUMAS.
Nashua—F. A. HOSMER & CO.

NEW JERSEY.
Atlantic City—SAML D. WOLF, 1013 Arkansas Ave.
Bayonne—I. WIDDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 191 Montgomery st.
Newark—E. CORWIN; also New York City.
Passaic—C. HOLLENBECK.
Paterson—CHARLES KELLY, 22 N. Main street.
Plainfield—S. W. PRUDHT; also New York City.
ILSTON M. LEONARD.

NEW YORK.
Albany—G. LINDE, 251 E. Pearl street.
Auburn—CHAS. OTTER CO., 18 Clark street.
Beckley Creek—C. CONVERY, Jr.
Brooklyn—WM. ALDERCROFT, 1104 Bushwerbacker ave
M. HINDEMANN, BUSHWICK PHONO-GRAPH EXCHANGE, 1491 Myrtle avenue.
EMIL SMITH, 252 Steventh st. and 150 Summer street.
Hobart—H. W. MARSHALL.
Ilchester—ALLANY SPECIALTY CO., or CHAS. F RICE, Main street.
Horseheads—CHARLES A. CO., Union Block.
New York City—FRANCIS C. ARMSTRONG, 97 AMERI-CAN PHONOGRAPH CO., 31 Union square.
AUTOMAKER CO., M. Cohen, Prop., 21 Second avenue.
BERN BEAVALO, 3 W. 11th st.
EDWARD BIRLFELD, 46 White Av.
BRONX PHONO. CO. or DAVID SWITKY 3 E. 170th st.
E. CORWIN; also Newark, N. J.
EAGLE MUSIC CO., or L. LOVENTHAL 80 Nassau street.
EMPIRE PHONO. CO., W. 125th street.
S. W. PRUDHT, or F. PRUDHT, 7 Barclay st.
Also Plainfield, N. J.
O. HAECKEL, 1 Broadway.
HAWTHORNE & SHEBLE, 297 Broadway also Philadelphia, Pa.
HOLBORN BROS., 360, 362 and 492 West st.
W. HORN, 1 E. 125th st.
H. HOWARD, 1 E. 125th street.
S. LEHRINGS & CO., 104 Broadway.
J. MCELLINNS, 202 Broadway.
RICHMOND PRASS, 44 W. 125th st.
SIEGEL-COOPER CO., Broad st.
STERN PHONO. CO., 2212 Seventh ave.
Rome—CHARLES COTTER.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Watertown—JESSE A. HARDY, 24 Arsenal st.
H. S. WARDWELL & CO., 39 Public Square.

NORTH CAROLINA.
Kinston—S. A. Quinerly.

OHIO.
Cincinnati—I. L. ANDEM
SALM TALKING MACHINE CO. 639 Vine st.
Coshocton—EBENS & GOSSER.
Hamilton—THE HUESTIS CO., 27 N. 3d street.
Springfield—C. W. BLACKWELL.
Ulrichsville—P. A. MADURIE.

PENNSYLVANIA.
Philadelphia—A. S. CASSIDY, 1063 Emerald street.
HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Mascher sts.; also New York City.
S. ENGLISH, 840 Arch street.
PENN NOVELTY CO., 10 South 4th st
Pittsburg—A. LIPPARD, 691 Wylie ave.

RHODE ISLAND.
Providence—F. P. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.
Milwaukee—J. C. BLATZEK.

*Added since August 1st, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

To Whom You Can Sell I.C.S. Language Outfits

Any dealer who gives the matter serious and thoughtful consideration must admit that there is an enormous field for I. C. S. Language Outfits. The average person who purchases a phonograph and records for amusement purposes sooner or later becomes tired of his fad and stops investing in records. If he can put his now unused phonograph to some profitable use by purchasing an I. C. S. Outfit, he will readily do so. Here is one big field for the I. C. S. Language Outfit.

Next, there is a class of people, which consists of the wealthy and highly cultured, whom you can never interest at all in the phonograph for amusement purposes, but who are the easiest to sell I. C. S. Language Outfits to, since nearly all of them are desirous of learning a foreign language either for purposes of travel or culture. Here is the second big field.

The third field consists of all present phonograph owners, including your steady customers, who would only be too glad to find a profitable as well as a pleasurable use for their phonograph.

In addition to this large and ready market, you have an article to sell which is of real worth, and which would naturally appeal to any person. The I. C. S. Language system is indorsed by the best educators in the country. The pronunciation is the purest of native tongues, guaranteed to be absolutely correct, and indorsed by the French, German, and Spanish Embassies. The phonograph is an Edison Standard phonograph with the I. C. S. attachments specially designed for Language study.

I.C.S. LANGUAGE SYSTEM with Thomas A. Edison PHONOGRAPH

Could anything be more conducive to increased business for *YOU* than such a field, and such a meritorious article? Dealers who have tried them out, heartily indorse the I. C. S. Language Outfits. Have you ever given them a trial? If not, send now for particulars and prices.

International Correspondence Schools

BOX 920, SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., OCTOBER, 1906. No. 8.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
360 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77, MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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RETAIL SEASON OPENING STRONG.

October may be set down as the opening month for retail trade in Edison Phonographs and Records, and judging by reports from Jobbers and Dealers generally, the season is beginning fully up to the expectations of the most sanguine. It also promises to be all that has been predicted for it, namely, the greatest season in the history of the business. With the retail season fairly opened, greater activity may be looked for in the entire trade. Orders thus far placed with us for Edison goods have been largely from Jobbers with plenty of capital and ample room to store a large stock of machines and Records. These Jobbers have exhausted our surplus stock of machines and kept our Record making plant on the jump to fill their orders. Now will come the Jobbers, whose facilities will not enable them to carry a heavy stock. The demands of the retail trade will cause the stock of these Jobbers to move quickly and then will follow the usual fall demand for goods.

We never have been in such good condition as at present to meet the requirements of the trade, and the demand must be great indeed that we cannot handle reasonably quickly. Both the machine and Record making departments are in splendid shape. They have been working up to their capacity right through the summer and consequently are turning out the maximum number of Phonographs and Records, avoiding the delays of previous years incident to putting on and breaking in new men and gradually working up the weekly output. The trade will recall the delay of a year ago, due to the working up process. The output is now and for months has been considerably greater than the best months of last year. For months we have averaged over a thousand Phonographs a day. The present output is still greater. This will be maintained and probably increased through the fall

(Continued on page 2.)

THE ADVANCE LIST OF DECEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR DECEMBER, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **November 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on November 27th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after November 26th, but must not be circulated among the public before **November 27th.** Jobbers are required to place orders for November Records on or before **October 10th.** Dealers should place November orders with Jobbers before **October 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9410 Joy to the World *(Handel-Eckr)* Edison Concert Band
A Christmas instrumental number. Specially arranged for the occasion.

9411 O Leave Me Not Dear Heart *(Vito Mattei)* Harry Anthony
A standard sentimental song. Always new. Orchestra accompaniment.

9412 He's a Cousin of Mine *(Smith)* Bob Roberts
Marie Cahill's coon song hit from "Marrying Mary." Orchestra accom.

9413 The Swan *(Saint-Saëns)* Hans Kronold
'Cello solo from Camille Saint-Saëns' "The Carnival of Animals." Piano accom.

9414 I'll Do Anything in the World for You *(Cobb and Edwards)* Harry MacDonough
A cute serio-comic song. Orchestra accom.

9415 Camp Meeting Time *(Williams and Van Alstyne)* Collins and Harlan
The new coon song duet. Orchestra accom.

9416 Meister's Musical Masterpiece *(Original) A humorous vaudeville specialty* Len Spencer

9417 Iola—Intermezzo *(Johnson)* Edison Military Band
Another "Hiawatha" say its publishers

9418 Hottentot Love Song *(Heinz)* Ada Jones
Marie Cahill's other song hit in "Marrying Mary." Orchestra accom.

9419 Norma Darling *(Ball)* Irving Gillette
Sentimental ballad. Orchestra accom.

9420 Two Little Sailor Boys *(Jerdon)* Harlan and Stanley
Male duet. A pretty story and catchy melody. Orchestra accom.

9421 Danube Waves Waltz *(Ivanovici)* Edison Symphony Orchestra
An old favorite in a new dress.

9422 Annie Laurie *(Dunn)* Marie Narelle
The old Scotch song by soprano. Orchestra accom.

9423 Abraham Jefferson Washington Lee *(Von Tilzer)* Arthur Collins
New coon song. Orchestra accom.

9424 Eternity *(Bliss)* Edison Concert Band
Tenor and baritone duet. Orchestra accom. Anthony and Harrison

9425 Persia—Oriental Intermezzo *(Darnell)* Edison Concert Band
A Western success, the popularity of which is rapidly spreading.

9426 A Chip of the Block *(Kelley)* Helen Trix
Comic song. You'll find yourself humming it. Miss Trix's whistling will also interest you. Orchestra accom.

9427 Your Eyes So Dear *(Bennett)* W. H. Thompson
A splendid sentimental song. Orchestra accom.

9428 In the Evening by the Moonlight, Dear Louise *(Von Tilzer)* Byron G. Harlan
One of the newest popular songs by the writers of many successes. Orchestra accompaniment.

9429 Dearie *(Kummer) A bells solo played in a new style. Orchestra accom.* Albert Benzler

9430 My Mariuccia Take-a Steamboat *(Piantadosi)* Billy Murray
Comic Italian dialect song. Something new. Orchestra accom.

9431 Down on the Farm *(Original)* Ada Jones and Len Spencer
A Christmas scene with all incidental effects. Miss Jones sings "You Grown So Hard to You."

9432 Stop Knocking at the Door *(Wimermere)* Edison Male Quartette
One of the first of the old minstrel songs. Unaccompanied.

9433 Bombasto March *(Farrar)* Edison Military Band
A stirring march descriptive of its title.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title If Concert Records are wanted, give the number and letter C.

(Continued from page 2.)

and winter. Stock orders now on file from Jobbers will take about three-quarters of the output till January at the present rate of manufacture. The orders yet to come from Jobbers must be filled out of the remaining quarter and the additional machines and Records gained by an increased output as we get possession of our new buildings. It will, therefore, be seen that in spite of the greatly improved manufacturing situation it is going to be a struggle to keep up with the demand of the next six months or more. It is not too late to urge Jobbers still hanging back to arrange with our Sales Department for periodical shipments of Phonographs and for sufficient Records to make their stock complete. To defer it much longer will be to take chances that may later cause much regret. The Record exchange proposition referred to on other pages is also going to complicate the Record situation for some time and make it even more desirable to arrange for future shipments.

ADVERTISING—PRESENT AND FUTURE.

The advertising that the National Phonograph Co. is now doing and will do during the fall and winter is going to be an important factor in creating a demand for Edison goods. We shall not only advertise as much as ever in the general magazines and periodicals of large circulation, but we shall also spend an equal sum in one of the largest and most thorough newspaper campaigns in the history of the trade. This takes no account of the many million pieces of printed matter that will be placed in the hands of Dealers for the purpose of getting business. All of this advertising is going to be so distributed that it will benefit the entire trade. Remote indeed will be the Dealer whose business will not be improved by it. Dealers generally will benefit by it according to their preparedness. If they are carrying a stock sufficient in size and variety to meet ordinary demands it will do them much good. If the public cannot find what it wants in Dealers' stores the latter will get little out of the advertising. The moral of this is: Stock up. This does not mean that the small Dealer must carry every Record in the catalogue, but he can put in a stock that will supply most of the requirements of his trade.

On page 13 is printed a copy of our advertisement in the October magazines and weeklies, copies of which probably go into half the homes of the United States and Canada. Mr. Dealer, are you doing all you can to get the good of this advertising?

PRINTED MATTER.

Dealers in the large cities, where many Hebrews live, should make an effort to push the sale of the six new Hebrew Records listed September 1st. Copies of the Hebrew supplement may be had from Jobbers. These should be mailed to special lists and especially to Hebrews who own Edison Phonographs.

Copies of a very pretty card printed in four colors and gold are being mailed to the trade with this copy of the PHONOGRAPH MONTHLY. It is a reproduction of the now famous Massini painting "The Phonograph," showing the old couple listening in amazed delight to an Edison Phonograph. It is Form No. 935. Orders from Jobbers are now being filled and most of them will be in a position to supply Dealers by October 15th. This card is so nicely printed that it should be used for a better grade of distribution than throwing them around the street. We believe that Dealers would get the best results from them by mailing copies to prospective customers.

Between August 1st and September 15th nearly four million pieces of printed matter were shipped by our Advertising Department to Jobbers for use by Dealers at county fairs. The demand by Dealers has been enormous. It had exhausted our entire stock of forms printed for fair use by September 15th. We could readily have disposed of much greater quantity had it been available.

No more orders from Jobbers can be filled for Forms Nos. 635, 690, 746, 825, 875, 898 and 945. The editions are exhausted and will not be reprinted.

In ordering Record catalogues, Jobbers should remember that a new issue will appear in November and not order a stock to last longer than November 15th. The new issue will contain all Records to and including the November supplement. None of the new issue will be shipped till November 1st. The new edition will be in use till March.

PERSONAL.

B. R. Barklow, former manager of the Bettini Phonograph Co., New York City, is now attached to the Sales Department of the National Phonograph Co., with headquarters in New York. Mr. Barklow, while comparatively new in the talking machine trade, has had a wide and varied business experience.

An Edison Phonograph and a selection of 100 Records have been purchased for six-year-old B. Forney Wiley, Jr., a musical prodigy of Atlanta, Ga. The youngster has created a mild sensation among those who know him by playing difficult piano accompaniments to the music of his Phonograph.

AMONG JOBBERS.

E. F. Droop & Sons have secured larger accommodations in Washington, where they are going to devote an entire floor to exclusive wholesale trade. They are also negotiating for larger quarters in Baltimore, so that they may be in a better position to cater to the wholesale trade this season than ever before.

Koehler & Hinrichs, of St. Paul, Minn., among the most recent of Edison Jobbers, wrote under date of September 5th as follows:

"We are having a very fine trade on Edison machines and Records, and it is surprising to see how quickly they sell. We received a letter from one of our customers this morning which read as follows: 'We are glad you have had such luck with the Records. Is it luck though or good business?' We congratulate you on your being able to fill such a large percentage of the order, which is the best we have ever had since we started in the business.' This would indicate that we ought to get some business from these parties."

C. B. Haynes, who for several years has represented the National Phonograph Co. as a salesman in New York and later in the South, has become a Jobber in Edison Phonographs and Records at 602 East Main street, Richmond, Va. Mr. Haynes has been in the Phonograph business for eight years, in which time he has become one of the best informed men in his line. He has a store exclusively in one of the most prominent parts of Richmond and is now hard at work getting his stock in shape. He will sell Edison goods only, his experience having shown that they meet every ordinary requirement. He will carry every Edison Record, making a special feature of being able to fill every order of his Dealers out of stock. Mr. Haynes's knowledge of the mechanical side of the business will also be useful to his trade.

The Early Music House, of Fort Dodge, Iowa, have moved their Phonograph department into a separate building, and have increased their capacity about four times as large as it has been. They now have a building that they are using exclusively for their wholesale Phonograph business, and have one of the best arranged stocks to be found anywhere.

George M. Nisbett, formerly at the head of the Chicago office of the National Phonograph Co., which position he held when this company decided to abolish the Chicago office, has been secured by Babson Bros., of Chicago, to manage the wholesale department of their business. Mr. Nisbett's knowledge of the Phonograph business is second to none. This, combined with excellent executive ability, should enable him to make a success of his new position. Babson Bros. have secured the third floor of 304 Wabash avenue, formerly the Chicago office of the National Phonograph Co., for their wholesale business and are now putting in a very large stock of Edison goods, which will be handled exclusively.

NOT EARLIER THAN THE 27th.

Although Jobbers are now permitted to let Dealers have Record supplements and *Phonograms* as early as the 20th of each month, it is important that neither Jobbers or Dealers shall distribute them to the public before the 27th. This stipulation is made for the good of the trade itself and not because of any damage that might be done by sending them out earlier. If some Dealers are permitted to mail or distribute them on the night of the 26th, their competitors will next month send theirs out at noon on the 26th. This policy of trying to best one another would eventually cause much confusion and trouble. Whenever we learn of any Jobbers or Dealers sending out this printing matter ahead of the 27th we shall endeavor to persuade them not to do so again. The best results from supplements and *Phonograms* will be secured by creating mailing lists of Phonograph owners; putting up the printed matter in advance and mailing it at 8 o'clock on the morning of the 27th. It will reach most customers the same day and when the Dealer has the new Records on his shelves.

DEALERS SHOULD ADVERTISE.

Among the plans that Dealers should consider for the fall is that of advertising. This includes newspapers and circularizing. Where the expense of advertising in newspapers is greater than a Dealer feels that he can afford, much may be accomplished by mailing printed matter to carefully prepared lists of people. Efforts should be made to get the names of all owners of cylinder machines and a copy of the Edison Record supplement or a copy of the *Phonogram* mailed to each every month. An excellent Record business may be secured in this way. An occasional letter will also prove profitable. Another list should be made up of people who are in a position to buy Phonographs and a letter, a circular or other piece of printed matter mailed to them at intervals. Advertising of this kind costs little but yields excellent return. Whenever a Dealer can afford it he should by all means advertise in the local papers. This directs to Dealers' stores the people who have become interested in the Edison Phonograph because of our national advertising.

JOBBERS AND PHONOGRAMS.

A Jobber recently asked the Advertising Department if the giving away of *Phonograms* to Dealers by a Jobber constituted a violation of agreement. We replied that, although it was not technically a violation, the practice was to be deplored, because if continued it would sooner or later make Jobbers stand the entire expense of furnishing *Phonograms*, or possibly compel its eventual discontinuation. This reply was made without giving the matter much thought. A more careful consideration shows that giving away *Phonograms* in quantities to dealers does constitute a violation of that paragraph in the conditions of sale which forbids the giving away of premiums of any kind to induce the sale of goods. When a Jobber gives a Dealer a quantity of *Phonograms* without cost he certainly does so as an inducement to that Dealer to buy of him. If any Jobbers are sending *Phonograms* to Dealers in quantities without making the usual charge for them we hope that they will stop doing so.

GO AFTER NEW DEALERS.

E. F. Droop & Sons, Edison Jobbers at Washington, D. C., and Baltimore, used a one-quarter page in the Washington duplex of August 25th for the purpose of interesting firms in becoming Dealers in Phonographs and talking machines. The effort to get new Dealers, and assist them in establishing and building new a business in this line is worth more attention than given it by many Jobbers. The most successful Jobbers are those who find good territory unoccupied and bend their efforts toward establishing a Dealer in it. Every Jobber should make a careful canvass of the live towns in his territory and make it his duty to sign a Dealer in each.

NO MORE FRAMED PICTURES.

In order that a large amount of correspondence might be avoided concerning supplying framed copies of the Massani painting "The Phonograph," a letter was, on September 5th, mailed to all Jobbers, asking them to send in requests from all Dealers whom they knew had not received a framed copy. This letter has brought in requests that will exhaust our supply of these frames and with their shipment the subject will be closed. Because of the lack of interest on the part of Dealers we shall not attempt to get another supply of these frames, but will mail an unframed copy of the picture to all Dealers who have not had one.

RETURN RECORD PROPOSITION.

The return Record proposition, which goes into effect October 1st and lasts for six days, gives every Jobber and Dealer a great chance to get rid of his entire stock of surplus, cut-out and defective Records and to begin the season with a stock of live, good selling, perfect Records. The Dealer who carries over any unsalable stock has only himself to blame. Dealers have but to order two new Records for every one they return and they are given two months in which to place orders. A more generous return proposition has never before been made. All Jobbers and Dealers should carefully read the literature on the subject mailed to them. The letters are also printed in another column.

AUSTRALIAN JOBBERS IN NEW YORK.

Our Foreign Department was recently favored with a call from M. Francois Albert, of Albert & Son, Sydney, N. S. W., Australia. Albert & Son are important Jobbers of our apparatus in Sydney, and are veterans in the trade. Mr. Albert has since sailed for Europe and will spend about a month on the continent, expecting to reach home on or about January 1st, returning by way of the States. He is accompanied by Mrs. Albert and his two sons. W. J. Dean, of Sydney, N. S. W., Australia, also called on the Foreign Department last month. Mr. Dean is also a Jobber, and is spending his time in looking after his business interests in New York. During his stay he visited the Edison Laboratory at Orange and our Recording Department. Messrs. Albert and Dean being splendid reports of the business being done in Australia, and are very optimistic about the business prospects in that territory.

AN INDIANA DEALER'S CIRCULAR.

If you have a Phonograph in your home you can listen to the best of music without owning a piano or organ and paying out fifty cents per week for lessons for ten years when have your daughter go and get married and leave you without any music. Get a Phonograph and enjoy songs, both sacred and secular, funny pieces, band, orchestra, flute solos, banjo, etc. Think what it would cost you to learn all these things and then think of getting them all in one investment.

I sell Phonographs cash or payment plan. Small cash deposit and so little per week that you do not miss it. Anyone who can afford it cannot afford to be without it. And anyone can afford it with our payment system. Visit my store and rest your weary bones while we play the sweetest music you ever listened to. Everything from "Nearer My God to Thee" to rag-time selections.—*Routh's Music House, Richmond, Indiana.*

A copy of the letter below was mailed to every Jobber on September 25th. Jobbers desiring to return Surplus, Cutout or Defective Records should read it carefully and comply with its provisions. It covers every detail. The exchange time is too short for needless correspondence or misunderstandings.

JOBBERS' EXCHANGE PROPOSITION.

Beginning October 1st, and until October 6th, inclusive, authorized EDISON Jobbers may return, for exchange, Surplus, Cutout and Defective EDISON Standard (not Grand Opera or Concert) Records, under the following conditions:

1st. Surplus, Cutout or Defective Records must be packed in separate cases, barrels or boxes, and each package must be plainly marked, on the outside, with the shipper's name and address, number of Records contained therein, and whether they are surplus, cutout or defective. Where there is more than one package in a shipment, they must be numbered consecutively from number 1 up, and on each individual package must also be marked the total number of packages in the complete shipment. The wording of the enclosed form must be followed in marking cases.

2d. Inside of each case must be placed a packing slip containing shipper's name and address, number of Records contained therein, and whether they are surplus, cutout or defective.

3d. All shipments must be plainly addressed and made to the National Phonograph Company, Exchange Dept., Orange, N. J., and TRANSPORTATION CHARGES MUST BE PREPAID.

4th. Immediately shipment is made, a letter must be sent us addressed to "National Phonograph Co., Exchange Dept., Orange, N. J.," advising the total number of each kind (surplus, cutout and defective) Records returned, stipulating the number of cases in the complete shipment, and what each particular case, in numerical order, contains.

A prepaid Bill-of-Lading covering shipment must also be enclosed with this letter.

5th. Within 60 days from October 1st, twice the quantity of Records returned, either by a Jobber direct, or by a Dealer to be exchanged through a Jobber (see copy of letter to Dealers enclosed), must be purchased by the Jobber, or credit for those returned by the Jobber will not be allowed.

6th. CREDIT will be given the Jobbers for Records returned to us direct by Dealers, immediately an Exchange Certificate is sent the Dealer (copy of which will also be sent the Jobber), but credit will not be given the Jobber for such Records as he returns direct, until we have shipped and invoiced to him double the quantity returned by both Jobber and Dealer.

7th. All shipments made from October 1st to November 30th, inclusive, whether on orders received prior to or from October 1st to November 30th, inclusive, will apply against Records returned, but Jobbers must send us sufficient orders to enable us to make shipment of double the quantity during that time.

8th. Only genuine EDISON Standard (not Grand Opera or Concert) Records can be returned and they MUST be in EDISON cartons. Broken, cracked, worn or other make Records will NOT be accepted under any conditions.

9th. GRAND OPERA or CONCERT Records are not included in this proposition.

10th. This proposition does not include Records taken in exchange from Consumers, Slot Machine Operators or Exhibitors, and any Records of this nature, or second-hand Records, returned to us, will be absolutely refused.

11th. No deduction for Records returned can be made from any invoice or statement rendered, until Credit Bill covering the returned Records has been rendered by us.

12th. All Records returned will be given a careful examination by our inspectors, and should any be discovered that are not subject to credit under conditions outlined, or should there be any shortage in count, OUR DECISION AS TO QUANTITY TO BE CREDITED MUST BE FINAL.

13th. Any Records returned after October 6th, WILL NOT BE ACCEPTED BUT RETURNED AT YOUR EXPENSE.

IMPORTANT. If all the Terms, Conditions and Stipulations contained in this proposition are not fully agreed to and carried out by the Jobber, we reserve the right to reject any and all Records he may return and to hold them subject to his order, or return them to him at our option.

C. H. WILSON,
General Manager of Sales.

September 25, 1906.

A copy of the letter below was mailed to every Dealer on September 25th. Dealers desiring to return Surplus, Cutout or Defective Records should read it carefully and comply with its provisions. It covers every detail. The exchange time is too short for needless correspondence or misunderstandings.

DEALERS' EXCHANGE PROPOSITION.

Beginning October 1st, and until October 6th, inclusive, authorized EDISON Dealers may return direct to the National Phonograph Co., Exchange Department, Orange, N. J., for exchange through a Jobber, Surplus, Cutout and Defective EDISON Standard (not Grand Opera or Concert) Records, under the following conditions:

1st. All Records must be returned to the National Phonograph Company, Exchange Department, Orange, N. J.

2d. Transportation charges MUST be PREPAID.

3d. Records must be carefully packed in cases, barrels or boxes, and each package must be plainly marked on outside with name and address of shipper, and the quantity of surplus, cutout or defective Records contained therein. Where there is more than one package in shipment, they must be numbered consecutively from number 1 up, and on each individual package must also be marked the total number of packages in complete shipment. The wording of the enclosed form must be followed in marking cases.

4th. Inside of each case must be placed a packing slip containing shipper's name and address, the number of Records contained therein, and whether they are surplus, cutout or defective.

5th. Immediately shipment is made, a letter must be sent us, addressed to the National Phonograph Company, Exchange Department, Orange, N. J., advising the total number of each kind (surplus, cutout and defective) Records returned, stipulating the number of cases in complete shipment, and what each particular case, in numerical order, contained. A prepaid Bill-of-Lading must also be enclosed with this letter.

You must also fill in on triplicate Exchange Certificate, furnished herewith, the name and address of the Jobber through whom you want this exchange transaction handled.

6th. As soon as possible after your returned Records are received, they will be carefully counted and inspected and on the Exchange Certificates we will fill in the quantity of Records for which you are entitled to credit on the exchange basis, and return one of these certificates to you, send one to the Jobber whose name you have written thereon, and retain one for our own files.

7th. Upon receipt of Exchange Certificate, properly filled in and endorsed by us, you must immediately forward it to the Jobber, whose name you have indicated thereon, and with it enclose an order for at least double the quantity of Records specified in the certificate.

8th. The Jobber in whose favor your Exchange Certificate is made out, will allow you credit for the number of Records specified therein, when he makes shipment of your order.

9th. Only genuine EDISON Standard (not Grand Opera or Concert) Records can be returned, and they MUST be in EDISON cartons. Broken, cracked, wornout, or other make Records will not be accepted under any conditions.

10th. GRAND OPERA or CONCERT Records are not included in this proposition.

11th. This proposition does not include Records taken in exchange from Consumers, Slot Machine Operators or Exhibitors, and any Records of this nature, or second-hand Records, returned to us, will be absolutely refused.

12th. No Records can be returned through JOBBERS; they must ALL be shipped to the National Phonograph Company, Orange, N. J.

13th. No deduction for Records returned can be made from any invoice or statement rendered prior to or during this exchange, nor until CREDIT has been allowed by the Jobber.

14th. All Records returned will be given careful examination by our inspectors and should any be discovered that are not subject to credit under conditions outlined, or should there be any shortage in count, OUR DECISION AS TO THE QUANTITY TO BE CREDITED MUST BE FINAL.

15th. Any Records returned after October 6th, WILL NOT BE ACCEPTED, BUT RETURNED AT YOUR EXPENSE.

16th. In cases where a Dealer has signed AGREEMENT and purchased Records through us only, this Exchange Proposition will be handled by us direct along the same lines and under same Terms, Conditions, Stipulations, etc., as where they are handled through Jobbers; that is, Records *must* be returned to us direct, and on the Exchange Certificate our name must be filled in instead of the Jobber's. All other instructions remain the same.

IMPORTANT. If all the Terms, Conditions and Stipulations contained in this proposition are not fully agreed to and carried out by the Dealer, we reserve the right to reject any and all Records he may return and to hold them subject to his order, or return them to him at our option.

C. H. WILSON,
General Manager of Sales.

September 25, 1906.

EDISON GOLD MOULDED RECORDS FOR DECEMBER, 1906.

While this list of Edison Gold Moulded Records includes but two selections bearing upon the Christmas season, it abounds in music of a character quite as much in keeping with the holiday spirit. The entire twenty-four numbers will make an excellent present to the owner of a Phonograph, or will provide an evening's entertainment of unusual variety and attractiveness. All of the favorite Edison artists are represented in the list, each in a selection best adapted to his or her talent.

No. 9170, "Joy to the World," by the Edison Concert Band, is our principal Christmas number. Handel's old hymn is particularly appropriate for the season, and the special arrangement by Frederick W. Ecke, director of our Concert Band, introducing the chimes, makes an effective Record. The sacred numbers by band in our catalogue are not very numerous and we predict that this one will be gladly welcomed at this Christmas time.

No. 9411, "O Leave Me Not, Dear Heart," by Harry Anthony, is a song of exceptional merit by Tito Mattei and is sung by Mr. Anthony in a thoroughly artistic manner. This selection is well known among lovers of the best in music. It is also very popular among artists of the first class. Sung with orchestra accompaniment.

No. 9412, "He's a Cousin of Mine," is a coon song by Bob Roberts. When Julie Brown's lover came to call on her Sunday night he found her spooning with another man. He was offended, but she explained, "He's a cousin of mine, just a cousin of mine." When he said that the cousin didn't look like the one he met the week before she said she would send him away. As she joined her cousin the latter was heard to say, "Who is that freak?" At which Julie said, "Why he's a cousin of mine, just a cousin of mine." The song is one of the two hits being sung by Marie Cahill in "Marrying Mary." The music is by Cleis Smith and the words by A. McPherson. Mr. Roberts's voice makes every word distinctly heard, and he sings with orchestra accompaniment.

No. 9413, "The Swan," by Hans Kronold, is one of Mr. Kronold's most popular 'cello solos. In his concert tours it is called for perhaps more than any other number in his extensive repertoire. The celebrated composer, Saint-Saëns, is new to our catalogue. "The Swan" is an extract from one of his famous works, entitled "Carnival of Animals," or as it is generally programmed, "Extrait du Carnaval des Animaux." Played with piano accompaniment.

No. 9414, "I'll Do Anything in the World for You," is sung by Harry MacDonough.

"Said Jill to Jack, 'If I were you,
Some brave thing you must do.'
Said Jack, 'That's true, then I'll marry you.'
That's the bravest thing a man can do."

Thus runs the new waltz song by Cobb and Edwards, writers of "If a Girl Like You Loved a Boy Like Me," and other song successes. It is a strikingly attractive air and makes an excellent Record. Mr. MacDonough sings it with orchestra accompaniment.

No. 9415, "Camp Meeting Time," by Collins and Harlan, is a coon song descriptive of an old time colored camp meeting written by Egbert Van Alstyne and Harry Williams. One can almost see the tents in the woods surrounding an improvised pulpit, from which the parson is exhorting his flock to mend their ways. Mr. Collins adds a bit of clever humor in his imitation of the colored brother who wants the special prayers of the meeting in his hour of great trial. Being asked to give the cause of his trial he replied that he is about to repair a chicken-coop and build a fence around a watermelon patch for a white brother. It is real fun to hear Mr. Collins tell this incident. The singers are accompanied by the orchestra.

No. 9416, "Meister's Musical Masterpiece," by Len Spencer, is an original humorous vaudeville specialty in which Herr Meister performs with his band his great masterpiece, entitled "A Crazy Man's Big Brass Band." The professor is about overcome with musical enthusiasm over the work of some of his principal soloists and incidentally his own composition. The following are some of his great instrumentalists in the order in which they appear in the Record: Schnitzer, piccolo; Meyerhof, trombone; Hoffenstein, clarinet; Herr Lochhoehler, cornet; Yungermann, tuba, and Murph, drum. Mr. Spencer impersonates Herr Meister and members of our orchestra perform on the different instruments mentioned.

No. 9417, "Iola," by the Edison Military Band, is an intermezzo on the order of "Ifiawatha." The publishers are the same that popularized that most widely known instrumental piece of recent years. Charles L. Johnson is the composer and our Edison Military Band makes a splendid Record of it.

No. 9418, "Hottentot Love Song," by Ada Jones, is one of the principal songs being sung by Marie Cahill, the star in "Marrying Mary," one of the most successful musical comedies of the season. It has "caught on" in New York and vicinity and will soon be sung and whistled all over the country. The song tells of the courtship of a Hottentot and a Zulu maid in a dime museum. It has a catchy air, with a character all its own. Miss Jones sings it in her customary delightful manner, being accompanied by the orchestra. Silvio Hein wrote the music and Benjamin Hapgood Burt wrote the words.

No. 9419, "Norma Darling," by Irving Gillette, is a new sentimental ballad that may be styled of the semi-popular kind. It is not so high class as to be uninteresting when first heard, yet not of that popular character that is short-lived. It tells a pretty little old but always new love story with a musical setting that lingers with you and that you find yourself humming unconsciously. Sung with orchestra accompaniment.

No. 9420, "Two Little Sailor Boys," is sung by Harlan and Stanley. A pretty story of the devotion of two lads to each other is told in this song by Dolly Jardon (music) and Edward Madden (words). When boys at play one fell into the water and was saved by his comrade. In later years they become captains of ships, and the rescuer of his boyhood days is rescued from his sinking ship by his comrade. The voices of Mr. Harlan and Mr. Stanley blend nicely in all their duet Records and this is no exception. Made with orchestra accompaniment.

No. 9421, "Danube Waves Waltz," by the Edison Symphony Orchestra, is an old favorite for which there have been many calls. It was formerly listed in the old style Records, and was extremely popular for its swingy waltz rhythm and delightful tunefulness. Those who admired it in the old days will be more than pleased with it in its new dress, as well as those to whom it is new.

No. 9422, "Annie Laurie," by Marie Narelle, is another of Miss Narelle's beautifully rendered selections, made before she returned to her home in Australia. Miss Narelle's Records have been among the most successful ever made for the Phonograph. Her charming voice has endeared her to many thousand lovers of the Phonograph throughout the civilized world. Those who have heard her previous Records will appreciate how artistic this one is of that old Scotch song, "Annie Laurie."

No. 9423, "Alabama Jubilee," by Billy Washington Lee," by Arthur Collins, is a new coon song. Only a member of one race could have a name like this. This particular member is fond of the girls in spite of the fact that he has a hard working, loving wife. Her plaint against the shortcomings of her spouse is the burden of this song. The music of which was written by Harry Von Tilzer and the words by Andrew B. Sterling. In spite of the enumerations of his attentions to other girls she declares that "you ain't goin' to pick no fuss out of me." Clearly sung by Mr. Collins with orchestra accompaniment.

No. 9424, "Eternity," is a beautiful sacred number by Anthony and Harrison, who know so well how to sing this kind of music. The selection is much in vogue in some New York churches for year-end services. The music is by P. P. Bliss and the words by Ellen M. H. Gates. Sung with orchestra accompaniment.

No. 9425, "Persia," by the Edison Concert Band, an intermezzo by Robert Darnell, has a true oriental flavor and has already made its mark throughout the middle West. It is spreading in popularity rapidly. It is of a very tuneful and interesting character. The composer's meaning is well brought out in the rendition. The Record will doubtless be universally admired.

No. 9426, "A Chip of the Block," by Helen Trix, is a clever song about the father who raised a family of six of the good old-fashioned stock and they were all chips of the block. The two verses and chorus tell in a funny manner in what way each followed Dad's peculiarities. A feature of the Record is Miss Trix's clever whistling. She is an expert in the art and few members of the opposite sex are her equal. Made with orchestra accompaniment.

No. 9427, "Your Eyes So Dear," by W. H. Thompson, is a new high-class sentimental ballad, just becoming known to those who discriminate in favor of the so-called better class of music. It has been published only a short time but is already attracting marked attention. It has doubtless come to stay as one of the standard ballads. In making the Record Mr. Thompson was accompanied by the orchestra.

No. 9428, "In the Evening by the Moonlight, Dear Louise," by Byron G. Harlan, is another well-written contribution to the numerous sentimentsl songs by Harry Von Tilzer (music) and Andrew B. Sterling (words). The old love story is here presented to the accompaniment of a delightful bit of melody. It is one of those songs so well suited to Mr. Harlan's voice and in which he has been so successful. Sung with orchestra accompaniment.

No. 9429, "Dearie," by Albert Benzler, is a bells solo with orchestra accompaniment of the widely popular and dainty sentimental ballad, entitled "Dearie." Mr. Benzler introduces a new style of bells solo in this number and one that will doubtless be much appreciated.

No. 9430, "My Mariuccia Take a Steamboat," by Billy Murray, is a comic song in Italian dialect. It is becoming very popular wherever heard. It is built on new lines, or one might call it an Italian rag-time song. Mr. Murray's words of the Record refer to "S. S. C." meaning Department Street Cleaning. It is distinctly sung by Mr. Murray with orchestra accompaniment. The music is by Al. Piantadosi and the words by George Ronklyn.

No. 9431, "Down on the Farm," by Ada Jones and Len Spencer, is a vaudeville sketch depicting a scene on the old farm at Christmas time. Numerous incidental effects which add realism to the scene are introduced, such as the sleighing and winding of the old clock, sleighbells, children's voices, Christmas horns, etc. Miss Jones also sings very appropriately, "I've Grown so Used to You," accompanied by the orchestra. Joy, sadness, pathos and mirth are intermingled, climaxing with the return of the old people's son Zeke in time to save the old farm by talking up old Skinner's mortgage—Dad's Christmas present from Zeke.

No. 9432, "Stop That Knocking at the Door," by the Edison Male Quartette, was especially arranged for our quartette. This old, old minstrel song was originally sung by the "Christy Minstrels" many years ago. It is probably new to many of the present generation. Mr. E. Winnemore wrote the words and music. We have had many requests for this selection. It was a song of great popularity in its day, and there is still in the melody that something that will make it just as popular with those who will perhaps now hear it for the first time. Sung without accompaniment.

No. 9433, "Bombasto March," by the Edison Military Band, is a stirring march to whose character its title is suggestive. The composer, O. R. Farrar, has not until now been represented in our catalogue. We are sure that he

will be regarded as a welcome addition. The bass passages are easily followed and the reed embellishments give a brilliant effect to a melody which the more you hear the better you like it.

AN INTERESTING SUGGESTION.

A Western Dealer recently made the following interesting suggestion:

"Now that the fun and frolic for the Jobbers is over I make a motion that you give your talent a trip on the road some time in the near future; let them give one or two nights' entertainment in the principal cities of the country; let the Jobbers be supplied with tickets, the Dealers to buy same and sell to all wishing to buy. Get them out early enough and in this way you could almost tell what a crowd you could expect before reaching any city. Understand me, have no complimentary tickets. Let the Jobber pay as well as the retail Dealer and the customers. I have talked this matter up time and again and found it approved by all. In this way the Edison people would supersede all others in the venture and it would help the trade in many ways by gaining new customers."

If the Edison talent was under our exclusive control, like the members of a theatrical company, and could be secured from this work long enough, there is no doubt that performances such as suggested by this Dealer would be a tremendous advertising and financial success. Unfortunately most of our artists are busy with other professional work which they could not leave long enough to make such a trip.

SOMETHING DOING IN MAINE.

A double half-column advertisement of the O. L. Crosby Co., Bangor, Me., in the Bangor *News* on September 17th, contained the following copy of a letter written by C. H. Wilson, Manager of Sales of this company:

NATIONAL PHONOGRAPH CO.
Orange, N. J.
Edison Phonographs and Records.
31 Union Square, New York.
New York, Sept. 11, 1906.

The O. L. Crosby Company, Bangor, Maine.

Dear Sirs—We acknowledge with thanks receipt of your valued orders, through Mr. Hall, amounting in a total of 1,113 Records and 1,000 Phonographs, as follows: 85 Gems, 560 Standards, 325 Homes, 30 Triumphs.

We will endeavor to ship these orders promptly and appreciate your courteous treatment. Our business has so much increased during our increased factory facilities, the demand for both Edison Records and Phonographs has grown to such an extent that we fear we will be unable to meet it.

From a small retail Dealer in our line, you have certainly grown to be one of our largest and most important Jobbers. Your business methods, we think, are certainly good evidence, and we believe the end is not yet.

Thanking you most kindly for past patronage, and soliciting a continuance of your valued favors, we beg to remain, yours very truly,

C. H. WILSON,
Manager of Sales.

The advertisement was headed: "Thomas A. Edison wants an Edison Phonograph in Every Home in the State of Maine."

MR. SOUSA'S ATTACK.

John Philip Sousa, the well-known bandmaster, attracted much attention by an article written by him that appeared in the September issue of *Appleton's Magazine*, in which he bitterly attacked all mechanical music playing devices, including the Phonograph. His article provoked numerous replies from those who took issue with his views. One of the most pithy of these appeared in the musical department of the New York *Evening Post* of September 8th, as follows:

"Canned music" is the epithet applied by Mr. Sousa to the music made by phonographs and "piano-players." He strongly objects to it on the ground that it tends to blunt our national music sense. But it is a little difficult to see what there is to blunt in the musical sense of a nation which makes a hero of a Sousa, paying him $50,000 for a mediocre march not worth $50. The phonographs help to make life more worth living to farmers and villagers. They are not on a high aesthetic level, but neither are the Sousa pieces, which are the favorites of the phonograph audiences.

FAR SUPERIOR.

The sale of Edison Records has been fine and the demand for the coming season is promising. A mercantile house has been giving away plate machines made in Chicago with every thirty dollar purchase, and the sound of these scratchers can be heard all over town. The Edison machines are recognized by everybody as far superior in make and sound, and purchasers of other makes realize that they have made a bad investment. Every one of our customers are more than satisfied with their machines and voluntarily say they would not part with them for three times as much as they paid for them.—*S. L. S. Smith, San Angelo, Texas.*

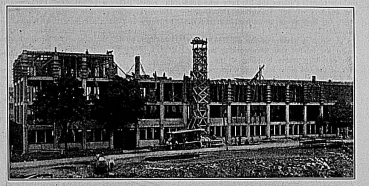
PUBLISHERS OF MUSIC IN DECEMBER LIST.

The publishers of the compositions made for our December list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

9411 O Lassie Me Not, Dear Heart—Oliver Ditson & Co., Boston.
9412 He's a Cousin of Mine—Gotham-Attucks Music Co., New York.
9414 I'll do Anything in the World for You—Gus Edwards' Music Pub. Co., New York City.
9415 Calculating Time—Jerome H. Remick & Co., New York.
9417 Jola—Jerome H. Remick & Co., New York.
9418 Intermezzo Love Song—Jos. W. Stern & Co., New York.
9419 Nursery Darlings—M. Witmark & Co., New York.
9420 Two Little Spider Boys—Jerome H. Remick & Co., New York.
9421 Danube Waves Waltz—Carl Fischer, New York.
9423 Abraham Jefferson Washington Lee—Harry Von Tilzer Music Pub. Co., New York.
9425 Persia—Lyon & Healy, Chicago.
9427 Your Eyes So Dear—William Maxwell Music Co.
9428 In the Evening by the Moonlight, Dear Louise—Harry Von Tilzer Music Pub. Co., New York.
9429 Dixie—Jos. W. Stern & Co., New York.
9430 My Mariuccia Take-a Steamboat—Barron & Thompson Co., New York.
9432 Bonbons March—Carl Fischer, New York.

FACTORY BUILDINGS.

We are very proud of the new concrete buildings being put up at our factory in Orange, by which the capacity of the plant will be largely increased, and we think that the Record making plant, taken about eight weeks after ground was broken. This addition is fully three times as large as the present building. It is 70 feet wide by 240 feet long and will be five stories high when completed. When



No 1. View of New Record Building, About Half Completed.

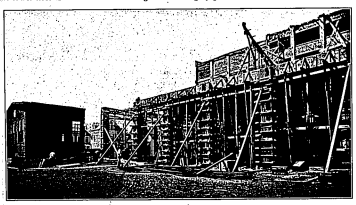
Phonograph trade generally cannot help feeling interested in the progress being made with these improvements. Accordingly, we are printing herewith some views recently taken. No. 1 is a view of the new extension to the this photograph was taken the main work on three stories was nearly done and the fourth floor had been fairly begun. This view was taken outside of the yard, from the Alden street side. In the background at the left may



No. 2. New Addition to No. 18, Woodworking and Cabinet Building.

be seen a little of the new office building, while at the right stands the four-story frame building known as No. 20. The first floor of this building was originally occupied as a Record making plant. Part of the top floor was once the quarters of our Recording Department. Most of No. 20 is now used for storage purposes.

Cut No. 2 is a view of the addition to No. 18, or the cabinet and woodworking building. The one-story frame building at the left is part of the old office building, which was cut off at one end to make room for the concrete addition to No. 18. This new building is 120 feet long, 50 feet wide and five stories high. The building showing through the openings on the lower floor is the new office building. The



No. 3. Beginning new Addition to No. 17, Assembling Building.

men in the foreground are breaking ground for a concrete addition to No. 17, which stands alongside of No. 18. The addition to No. 17 is now well under way. It will be the same size as that to No. 18, namely 50x120 feet, and five stories high.

No. 3 shows a close view of the addition to No. 17, with the first story partly completed. This gives an excellent idea of the methods employed in erecting these concrete structures. The five uprights are really long boxes, made of heavy timber and strongly braced on all sides to prevent spreading. A mixture of Portland cement, cracked stone and sand is poured into these boxes from the top, forming, when set, pillars of remarkable solidity and strength. On the ground may be seen a pile of twisted steel rods. These are inserted in the moulds before the concrete is poured in.

Above the first story of this building may be seen the top story of No. 18 addition. At the left is the last section left standing of the old office building. This has since been torn down.

In some later issue of the Phonograph Monthly, when the last of the proposed new buildings and additions have been begun, we intend printing a ground plan of our factory buildings, giving our readers an adequate idea of the magnitude of the Edison factories.

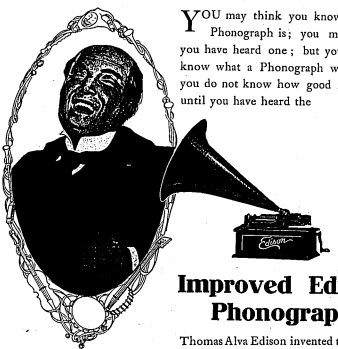
A little later work will be started on addition to No. 1, another building standing parallel to Nos. 17 and 18. The three additions will stand fifty feet apart and be joined at the Lakeside avenue side by connecting buildings 50x60 feet in size. These three additions will form a letter E, the upright stem representing a length of 250 feet and the arms 120 feet long by 50 feet in thickness.

WHAT A FURNITURE DEALER THINKS.

We began handling your goods last January, placing an order for three machines and 150 Records and the business has proven a great success from the start. At this writing we have just completed a Record cabinet to accommodate 7,500 Records, this being necessary to carry on the business at its present proportion. We have sold as much as $2,000 worth of your goods in one month. I consider it a fine line to carry with the furniture business.—*E. Dulitz, Galveston, Texas.*

WELL SATISFIED.

I am well satisfied with handling Edison goods. They are receiving praise from all who hear them. A number of people who have disk machines, after hearing the Edison, are selling theirs to buy Edisons. I wish I had capital enough to go into the business exclusively.—*Frank Schultz, North Oakland, Pa.*



YOU may think you know what a Phonograph is; you may think you have heard one; but you do not know what a Phonograph will do—you do not know how good it can be until you have heard the

Improved Edison Phonograph

Thomas Alva Edison invented the Phonograph idea. The Edison is his own best development of the Phonograph idea. It possesses the marvelous quality of giving you "your kind of music" better—that is clearer, more entertainingly, more musically—than any other talking, singing or playing machine. "Your kind;" that is the keynote of the Edison Phonograph. You don't have to learn to like it. It plays what you like.

"The American Nights Entertainment," a booklet which will suggest many ways of making home more desirable than the club, which will help entertain friends, which will give ideas for money-making programs, sent free on request.

National Phonograph Co.

18 Lakeside Ave., Orange, N. J.

New York London Paris Berlin Brussels Sydney Mexico City

[Full page advertisement in October Magazines.]

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.
Birmingham—Talking Machine Co., 2021 Second ave.
Mobile—W. H. Reynolds, 169 Dauphin street.
Montgomery—W. L. Pentin, 119 Dexter ave.

ARKANSAS.
Little Rock—O. K. Houck Piano Co.

CALIFORNIA.
Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 1003 Broadway.
Sacramento—Sumner Cr., 428 and J Sts.
San Francisco—F. Hackgaupf & Sons, 1021 Golden Gate Ave.

COLORADO.
Denver—Denver Dry Goods Co., 61st-16th street.
Hext Music Co., 1518 and California streets

CONNECTICUT.
New Haven—Peck-Ellenbogen Co., 16 State street

DISTRICT OF COLUMBIA.
Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.
Atlanta—Atlanta Phonograph Co., 59 Peachtree St.
Phillips & Crew Co., 172-74 Peachtree St.
Savannah—Cohen & Lazia.
Waycross—George M. Lee & Son.

ILLINOIS.
Chicago—Babson Bros., 146 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
James I. Lyons, 190 Van Buren street.
Siegel, Cooper & Co., State and Adams Sts.
Sherman, 78 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 408 S. Adams street.
Quincy—Quincy Phonograph Co., 806 Hampshire st.

INDIANA.
Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
Kipp-Link Phonograph Co., 107 N. Illinois St.
A. H. Wahl & Co., 103 S. Illinois street.
Lafayette—Ed. Roth & Son, 324 Main street.

IOWA.
Des Moines—Hopkins Bros. Co., 620 Locust street.
Vim Co., 607 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music Co.

KENTUCKY.
Louisville—C. A. Key, 830-832 Fourth avenue.

LOUISIANA.
New Orleans—William Abbott, 1414 Penchman street.
National Automatic Fire Alarm Co., 614 Grevier street.

MAINE.
Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Rose & Son, 107 Commercial street.

MARYLAND.
Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.
Boston—Boston Cycle & Sundry Co., 28 Hanover street.
Eastern Talking Mach. Co., 122 Tremont st.
Iver Johnson Sptg. Goods Co., 163 Washington street.
C. E. Osgood Co., 594 Washington street.
Pilebbury-Thos. P. Beard Co., Inc., 49 Main st.
Lowell—Thomas Wardell, 241 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.
Detroit—American Phonograph Co., 26 Woodward ave.
Grinnell Bros., Woodward ave.

MINNESOTA.
Minneapolis—Thomas C. Hough, 1514 Hennepin ave.
Minnesota Phono. Co., 518 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 42-52 West 4th street.
Koehler & Hinrichs, 259 E. 5th st.
Minnesota Phonograph Co., 32 E. 6th street.
Minnesota Phonograph Co., 32 E. 6th street.

MISSOURI.
Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Wilmot street.
J. P. Lesan & Sons Arms Co., 709 Delaware street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive street.
Western Talking Machine Co., 1210 Olive st.

MONTANA.
Helena—Frank Bosser, Diamond Block, Sixth avenue.

Continued on page 15.

NEBRASKA.
Lincoln—H. H. Slidee Phono. Co., 113th and P streets.
Omaha—Nebraska Cycle Co., 1418and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.
Hoboken—Eclipse Phono. Co., 209 Washington st.
Newark—Douglas Phonograph Co., 90 New street.
Price, Speer & Co., 13-15 Market streets.
C. H. Smith, 187 Bank street.
Paterson—James K. O'Dea, 107 Ellison street.
Trenton—Stoll Black Book and Stationery Co., 30 E. State street.
John Sykes, 119 N. Broad street.

NEW YORK.
Albany—Finch & Hahn, 52 State street.
Astoria—John Rose.
Brooklyn—A. G. Matthews' Sons, 924 Fulton street.
Buffalo—W. D. Andrews, Scenes and Wells streets.
Robert L. Loud, 611 Main street.
Neal, Clark & Neal Co., 837 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 224 W. Fulton st.
Kingston—Forsyth Bicycle Co., 21 and 23 John st.
New York City—Edison Phonograph Co., 31 W. 27th street.
Blackman Talking Machine Co., 97 Chambers street.
J. F. Blackman & Son, 1237 3d avenue.
Sol Bloom, 31 E. 2nd street.
C. Bruno & Son, 351 E. 14th St.
S. H. Briggs, 32 E. 125th street.
Douglas Phono. Co., 89 Chambers st.
Ernest Music Box Co., 39 Union square.
Victor H. Hasler, 1561 Second avenue.
Hawthorne & Sheble.
John Woodworth.
Alfred Weiss, 1562 First avenue.
Oswego—Frank B. Hewitt, 39 W. Bridge street.
Rochester—S. J. Demingez, 141 North street.
Blakie Piano, O. K. H., 120 State street.
Giles Bros., 85 State street.
Stone & Miller, 84 Main street, E.
Schenectady—Finch & Hahn, 107 Jay street.
Jay A. Rickard & Co., 231 State street.
Syracuse—W. D. Andrews, 101 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.
Utica—Arthur Jaeger, 1 Washington street.
Fay Piano Co., 120 Genesee street.
William Harrison, 10Columbia street.
Utica Cycle Co., 51 Columbia street.

OHIO.
Canton—Klein & Heffelmire Co., 200 E. Tuscarawas St.
Cincinnati—Isaac & Co., 26 W. 6th street.
Rudolph Wurlitzer Co., 120-122 W. 4th st.
Cleveland—Eclipse Musical Co., 704 Prospect ave.
Columbus—Columbus Phono. Co., 1 N. High street.
Dayton—Strobel & Dobyns, 34 & 36 E. 4th street.
Newark—Ish-Pintze Co.
Toledo—Havens Music Co., 608 Cherry street.

OREGON.
Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 429 Northampton street.
Harrisburg—S. K. Hamburger, 1014 N. Market st.
Philadelphia—C. J. Heppe & Son, 1311 Chestnut street.
Hawthorne & Sheble, 924 Chestnut st.
Musical Echo Co., 1019 Chestnut street.
Penn Phonograph Co., 17 S. 9th street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 45 N. 9th street.
Wm. H. Wise & Co., 1031 Chestnut st.
Wurlitzer, 1 Nos. 1 and 3 North 9th st.
Pittsburg—Thos. P. Beard Co., Inc., 435 Wood street.
Pittsburg Phono. Co., 427 Liberty street.
Powers & Henry Co., 201 Sixth street.
Reading—Reading Phonograph Co., 48 N. 8th St.
Scranton—Acker Music Co., 513 Wyoming avenue.
Lackawanna Supply Co.

Sharon—W. C. DePercel & Son.
Williamsport—W. A. Myers, 245 W. 4th st.

RHODE ISLAND.
Pawtucket—Pawtucket Phono. Co., 39 N. Main St.
Providence—J. H. Dunn Co., 160-172 Westminster street.
J. A. Foster Co., Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 132 Weybosset street.
A. T. Scattergood & Co., 106 Main st.

UTAH.
Ogden—Proudfit Sporting Goods Co., 251-253 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.
Knoxville—Knoxville Typewriter and Phonograph Co., 221 Gay street.
Memphis—P. M. Atwood, 160 N. Main St.
O. K. Houck Piano Co., 24 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
Nashville Phono. Co.
O. K. Houck Piano Co.

TEXAS.
Dallas—Southern Talking Machine Co., 327 Main st.
El Paso—W. O. Wats Co., 210 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 200 Houston st.
Houston—Texas Phono. Co., Capitol and Pannin Sts.
San Antonio—H. C. Rees Optical Co., 240 West Commerce St.

VERMONT.
Burlington—American Phono. Co., 81 Church St.

VIRGINIA.
Richmond—Macruder & Co., 119 E. Main st.
°C. B. Haynes, 60 E. Main St.

WASHINGTON.
Seattle—D. S. Johnson Co., 909 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.
Milwaukee—Metz-real Drug Co., 391 Milwaukee.

CANADA.
Toronto—E. S. Kitchines, 9 Queen St., Limited, 143 Yonge street.
Winnipeg—R. J. Whelams & Sons Co., Ltd., 191 Princess street.

°Added since September 1st.

SUSPENDED LIST, OCTOBER 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.
Petaluma—THOMAS MCGUIRE, 127 Main street.

GEORGIA.
Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.
Champaign—EGGLESTON BROS.
Ottawa—EDWARDS HAYNE.
Wheaton—E. IRVING.

INDIANA.
Logansport—P. M. NEFF, 426 Broadway.
South Bend—EUGENE WEISS, 122 Lincoln avenue.
SOUTH BEND BOOK BINDERY, Robert Leech, Prop., 122 North Michigan street.

IOWA.
Burlington—JOHN P. WEISS, 711 Jefferson street.
Sioux City—A. RAWITZER, 1005 Pierce St.
A. V. LARIMORE, 518 Fifth street.
State Center—TORA SARGEANT.

KANSAS.
Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—H. S. HEISHUSE, 230 E. 4th street.

MAINE.
Biddeford—W. H. PIERCE.
Lewiston—C. A. STEVENS.
Monmouth—G. H. STETSON.
Waterville—FRANK C. COLEMAN.

MASSACHUSETTS.
Boston—E. C. PECK, 43 Milk st.
J. SINGER, 86 Leverett street.
Franklin—CARL DAHL.
Lawrence—EDWARD CHASE, 224 Essex street.
E. O. MOSHER, 220 Essex street.
Malden—A. T. FULLER.
Nantucket—ARTHUR N. TAYLOR.
New Bedford—H. D. HAMLEY.
Somerville—CHARLES A. SUMMIT avenue, 9 Summit avenue.
Springfield—JOSEPH TUKMAN, 44 Front street.
Woburn—GEORGE GILLETTE, 10 THE BOLTON JEWELRY CO., 1 P. Maloney, Manager.

MICHIGAN.
Detroit—P. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
JAMES V. CALAHAN, 222 Genesee st.
WHITNEY BROS., 222 Genesee st.

NEBRASKA.
Kansas City—THE WITTMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
PAUL BARKALOW, 1515 Douglas st.

NEW HAMPSHIRE.
Millsboro Bridge—M. BARNES.
Manchester—A. E. DUMAS.
Nashua—F. A. HOSLEY & CO.

NEW JERSEY.
Atlantic City—SAM'L D. WOLF, 1032 Arkansas ave.
Bayonne—T. WIGHOR, 629 Avenue C.
Jersey City—W. L. HOFFMAN, 132 Montgomery st.
°Long Branch—C. R. Alexander, 102 Broadway.
Orange—THOMAS GOLDEN; also New York City.
Passaic—I. HIRWITZ.
Paterson—CHAS. H. KELLY, 21 N. Main street.
Plainfield—C. A. SCHLEICHER, of R. FROGHT; also New York City.
ELSTON M. LEONARD.

°Added since September 1st, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW YORK.
Albany—G. LINDE, 102 S. Pearl street.
°American—O. C. KITCHINES, 26 Market st.
Auburn—CHAS. G. CHIER CO., 58 Clark street.
Binghamton—C. A. STOCKWELL.
Brooklyn—WM. ALBRECHT, 924 Bolmbrooker ave
H. HINDERMANN, BUSHWICK PHONO-GRAPH EXCHANGE, 1112 Myrtle avenue.
EMIL SMITH, 634 Eleventh st. and 250 Summer street.
Hobart—THE MARSHALL.
Hohawk—ALBANY SPECIALTY CO., or CHAS. F. RICE, Main street.
Horseyh—G. D. LOOMIS & CO., Union Block.
New York City—A. CUMMINGS, 1 and 3 Nassau street.
AUTOMATIC SIGHT CO., 66 Cohen, Prop., 42 Second avenue.
HENN BEARWALD, 230 W. 125th st.
HOWARD SHEPHERD, 481 White Ave.
BROWN, PHONO. CO. or DAVID SWITKY 1 and 3 Nassau street.
S. C. GOLDSMITH, 1 and 3 Nassau st.
EAGLE PHONO. CO., or C. LOWENTHAL 89 Nassau street.
EMPIRE PHONO. CO., 2 W. 125th street.
S. and H. GREEN, 1 and 3 Nassau street.
Same Firm, also Brooklyn, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 292 Broadway also Philadelphia, Pa.
HOLBROOK BROS., 120 and 491 West st.
W. HORN, 148 E. 86th street.
H. HOUSTON, 1 Houston street.
S. LEBHERZ & CO., 179 Broadway.
I. BCELLYNNE, 239 Broadway.
RICHMOND PEARS, 41 W. 125th st.
THE PHONO CO., 3 Broad st.
WILLIAM STEINBERG, 1012 Seventh ave.
Rome—CHARLES CUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Watertown—HENRY A. HARDY, 24 Arsenal st.
H. B. WARD WELL & CO., 72 Public Square.

NORTH CAROLINA.
Klaston—S. A. Lafferty.

OHIO.
Cincinnati—I. I. ANDEL.
SALE TALKING MACHINE CO., 629 Vine st.
Coshocton—HOENER & GRAHAM.
Hiddenite—OTTO GRAHAM, 21 N. 3d street
Springfield—D. & H. VANDERVORT.
Uhrichsville—F. A. MASURIE.

PENNSYLVANIA.
Philadelphia—A. B. CASSIDY, 1305 Emerald street
HAWTHORNE & SHEBLE, 604 Chestnut st., or Cuford and Manster sts.; also New York City.
PHONOGRAPH EXCHANGE, 52 N. 9th st.
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.
Providence—F. P. MOORE.
Rockville Center—G. A. CLARK.

WISCONSIN.
Milwaukee—J. C. BLATZEK.

What the "Other Fellow" Is Accomplishing

LANGUAGE STUDY IN CHICAGO.

Lyon & Healy Doing a Big Business With the Courses Directed by the International Correspondence Schools.

(Special to The Talking Machine World.)

L. L. Lewis, representing the International Correspondence Schools of Scranton, Pa., is in charge of a special branch in the retail department of Lyon & Healy's devoted to the exploitation of language teaching through the medium of the talking machine. It is said that so far Lyon & Healy have disposed of over 200 outfits, mostly to the better class of customers, the facilities offered by the talking machine plan for studying at odd hours appealing directly to the busy man of affairs. All told, the International Correspondence Schools have disposed of 20,000 outfits, valued at $1,000,000.

Another story of a "dealer who has tried it." And a prominent firm in Atlanta is going to open a regular school of language study with the aid of our phonograph system. They are waking up all along the line to the possibilities of the language feature of the business. How about **YOU?** Do you realize what I. C. S. Language Outfits will do for **YOUR** business? Do you know that with these outfits you can reach a class of trade that would not think of using a phonograph for ordinary purposes, that you can reach those people who have become tired of their phonographs as an amusement fad, and that you can quickly interest your regular customers in this **PROFITABLE** use for the phonograph? "Dealers who have tried it" have increased their business from 10 to 30 per cent. and more. Don't be slow. Get into the game and get **YOUR** share of this trade. Write **TODAY** for further particulars.

I.C.S. LANGUAGE SYSTEM WITH Thomas A. Edison PHONOGRAPH

International Correspondence Schools

Box 920, SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., NOVEMBER, 1906. No. 9.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
320 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77, MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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READY FOR THE HOLIDAYS?

So smoothly do the orders come in and the Phonographs and Records go out that it is difficult to realize that the volume of business being done by this company is nearly fifty per cent. greater than it was a year ago at this time, when we were way behind on orders and the entire trade was clamoring for goods. The orders for machines have been running ahead of the output for several weeks but no one has yet been seriously inconvenienced. The Record situation is in good shape. Running the factory at its full capacity right through the summer and increased factory room are the two important reasons for the present condition of affairs.

With the approach of the holiday season we would urge Dealers and Jobbers to see that their stock of machines and Records is adequate to meet the demand. Bear in mind that as the weeks go on it will be a little more difficult for Jobbers to get quick shipments from us and for Dealers to get their orders promptly filled by Jobbers. It is, therefore, advisable to order somewhat farther in advance than usual.

It would seem as if the demand for Edison Phonographs and Records would be greater than ever during the holiday season this year. The interest of the public in "canned music" continues to grow in spite of Mr. Sousa's denouncement, and with our country's present great prosperity more Phonographs than ever should be sold.

Don't forget the trouble you had a year ago in getting machines and Records. Remember the sales you lost because you did not have the goods in stock. Don't get caught in the same straits again. Add fifty per cent. to the sales you made in November and December of last year and stock up accordingly. What if you don't sell out? The stock is as salable as flour and last January the business was fully as good as in December.

THE ADVANCE LIST OF JANUARY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS.
ADVANCE LIST FOR JANUARY, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **December 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before S. A. M. on December 27th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after December 20th, but must not be circulated among the public before **December 27th.** Jobbers are required to place orders for January Records on or before **November 10th.** Dealers should place December orders with Jobbers before **November 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9434 The Mouse and the Clock (*Whitney*) *Listen to the mouse* Edison Concert Band
9435 Just Because (*Burleigh*) Harry Anthony
A fine sentimental ballad beautifully rendered
9436 Gwendolyn (*Hein*) *Comic song hit from Marie Cahill's "Marrying Mary"* Ada Jones
9437 Believe Me, If All Those Endearing Young Charms (*Stevenson-Benzler*) Albert Benzler
Another piano solo—it's a transcription, same as "Violets"
9438 When the Flowers Bloom in Springtime (*Von Tilzer*) Harry MacDonough
A new song. It will be a big success
9439 Tramp! Tramp! Tramp! (*Root*) Harlan and Stanley
A male duet. You can hear "The Boys are Marching" too
9440 I'm Getting Ready for My Mother-in-law (*Norworth*) Bob Roberts
A comic song on a familiar theme
9441 Colonial Guard March (*Bonk*) *A catchy military march* Edison Military Band
9442 Moses Andrew Jackson Good-bye (*Snyder*) Arthur Collins
A new coon song in which, to employ a popular expression, Master M. A. J's better half "hands him a lemon"
9443 It is Well With My Soul (*Bliss*) Edison Mixed Quartette
Sacred quartette by mixed voices
9444 Seems to Me I've Always Loved You (*Ball*) Irving Gillette
A beautiful song. The same composer wrote "Will You Love Me in December as You Do in May"
9445 Hermosillo (*Schuh*) *A characteristic Mexican dance* Edison Symphony Orchestra
9446 Why Can't a Girl Be a Soldier? (*Halle*) W. H. Thompson
The song puts up a good argument in the affirmative
9447 Arrah Wanna (*Morse*) *An Irish-Indian matrimonial venture* Collins and Harlan
9448 Spring-Tide Revels (*Harper*) Mrs. Alice Shaw and Twin Daughters
A whistling trio novelty
9449 Ballet Music from William Tell (*Rossini*) Edison Concert Band
It's the prettiest part of this celebrated ballet music
9450 The Bird on Nellie's Hat (*Solman*) *A new comic song* Helen Trix
9451 When "Tommy Atkins" Marries "Dolly Gray" (*Cobb and Edwards*) Billy Murray
The "Hands Across the Sea" song feature from Lew Fields' "About Town"
9452 I Love the Last One Best of All (*Hein*) Frank C. Stanley
One of the most talked of songs in Marie Cahill's "Marrying Mary"
9453 March "Jest" (*Blum*) Albert Benzler
A xylophone solo that merits fully the highest praise
9454 Bonnie Jean (*Snyder*) Byron G. Harlan
A brand new march song in which "Annie Laurie" is effectively introduced
9455 Jealous Julie (*Original*) Ada Jones and Len Spencer
Another refreshing coon vaudeville sketch. Miss Jones sing the new coon song "Jealous" by P. J. Brown
9456 When Daddy Sings the Little Ones to Sleep (*Vogel*) Edison Male Quartette
Introduces the well known lullaby "Hush! hush my babe, lie still and slumber, holy angels guard thy sleep," unaccompanied
9457 On the Rocky Road to Dublin (*Ephraim*) Edison Military Band
A bright Irish intermezzo

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

GIVE PHONOGRAPH CONCERTS.

One of the most effective methods of advertising and selling Records by Dealers is to give public concerts once or twice each month. It is advisable to give two concerts, one upon the arrival of the new Records and the second about two weeks later. A formal invitation should be sent out in each instance. A few days before the arrival of the new Records a printed invitation should be sent to each Phonograph owner known to the Dealer, asking him or her to hear the latest additions to the Edison list. The invitation should state the hours of the concert and make it clear that during its progress no goods would be sold and no one solicited to buy. Copies of the *Phonogram*, containing brief descriptions of the new Records, make excellent programmes. After the new Records have been played over the guests should be asked to name selections they would like played. The second concert should be for the benefit of those not owning Phonographs and here again it should be clearly stated that no goods would be sold during the evening. At this concert the Dealer should make a little talk on the merits of the Phonograph as an amusement maker. Pains should be taken to make these concerts popular as possible. Don't let your guests think you too eager to sell them. Don't be discouraged if a man or woman comes again and again without buying. The fact that they continue to come shows that they are interested and sooner or later they will succumb to the charms of the Phonograph. Check those who attend with your invitation list and try other means to get the missing ones to come next time. There is no Dealer's town so small that it will not yield good results from giving concerts, especially if continued long enough to make them looked forward to as events of interest. If a Dealer happens to be an advertiser in the local newspaper it will lend him excellent assistance in giving his concerts publicity.

FACTORY BUILDING PROGRESS.

Splendid progress has been made during the past month on the work of erecting the new concrete buildings at the factory of the National Phonograph Co. Every effort is being made to get the buildings up and enclosed before freezing weather sets in. To this end all the work is concentrated on three buildings, namely the new Record building, the addition to building No. 17, which connects with the addition to No. 18, and the gas making plant. As many men are employed on each as possible without getting in their own way. The five stories of the Record building are completed and the roof is nearly finished, only the parapet walls remaining to be done. The side walls are being put in. The windows are in on the second and third floors, completely enclosing these floors. The supporting construction of three floors of the addition to No. 17 is completed and the side walls are being put in at the same time. The gas making plant is completely enclosed. Another month will see the work on all of the buildings advanced to a stage that cannot be affected by freezing weather.

The buildings already completed, including the burnishing department, the wax department extension and the five-story addition to No. 18, are almost entirely occupied. The added room is materially increasing our facilities for turning out machines, the new floors being occupied by departments that have long been crowded.

H. J. Moyer, the engineer in charge of the construction of these concrete buildings, is establishing a record with them that will make him one of the foremost men in his line in the country. He is not only demonstrating that great factory buildings can be erected with almost unprecedented rapidity, but he is almost daily solving heretofore unknown problems in concrete construction. These buildings to-day represent the most advanced efforts in reinforced concrete work. Their construction is already bringing engineers from all parts of the country. Perhaps the most striking feature about the work is the small number of skilled mechanics required to do it. Our own buildings are being erected by our own force of workmen, under the personal direction of Mr. Moyer.

SETTING A GOOD EXAMPLE.

The following letter from Koehler & Hinrichs, Edison Jobbers at St. Paul, Minn., is representative of how the trade as a whole view our exchange proposition:

We received your circular letter in regard to allowing Dealers to exchange or send back to you Records that were cut out, over stock, etc., and can say if the writer was in your city he would like to take you by the hand and tell you that you are the right sort of people.

While we have nothing particular to send back ourselves, excepting the Mexican Records, which we wrote you about a short time ago, at the same time it is a grand thing for those who have a big stock of cut out Records, surplus, etc., on hand so that they can have an opportunity to clean up.

You certainly are setting an example for other manufacturers to follow and deserve every success. This little act on your part is going to do very much towards getting all Dealers to push hard on Edison goods.

ABOUT SPECIAL OUTFITS.

The attention of our Legal Department was recently called to the advertisement of a Southern Jobber, in which the latter had inadvertently failed to give prices of several accessories when included in a special outfit at a given sum. Since this is a feature of selling Edison goods not understood by all Dealers, we print the letter of our Legal Department in full, as follows:

"Your letter of the 15th instant has been called to the attention of this department; and we wish to direct your attention to Section 2 of the Jobber's Agreement, and particularly to the following:

"When other goods are included with an Edison Phonograph or Records and are advertised or sold as an outfit at a special or fixed price, the price of the Phonographs or Records, or both, size of each and every component part included in such outfit, must be given and not be the same whether included in an outfit or sold separately."

"In your description of the Gem, Standard, Home and Triumph outfits, you omit to specify the prices at which the flower horn and crane are included in the outfit. We must insist that this must be done in all cases; but if you have a catalogue or price list of your own in which the prices of the horns and cranes included in the several outfits are specified, and if you will refer the reader to such catalogue or price list, there will be no objection to your advertisement as it now stands.

"The object of the requirement to specify the price of each article included in the outfit is to show that the extra articles are included at the same prices at which such articles are sold separately. Therefore, if under each outfit you refer to a special catalogue which gives the prices of these articles, this object would be carried out, since the trade and the public will be in position to ascertain at what prices the extra articles are included."

FALL AND WINTER ADVERTISING.

The copy of our full page advertisement in November magazines, printed on page 21, is the first of a series that will appear in magazines and newspapers for the next six months. The style of the series is wholly unlike any other talking machine advertising now before the public. No matter what the first impressions of the critical may be, we believe that before the series is half completed it will be recognized as advertising of unusual merit and value. We believe that it is going to be of great benefit to the trade in all parts of the country, for where the magazines do not reach the newspapers will. We have made contracts to have these advertisements appear in one or more newspapers in every jobbing city for several months. This advertising will be entirely general. No firm, no matter what its volume of business may be, will be permitted to appropriate its benefits by having its name appear in the copy. All Edison Dealers, great and small, will share in its benefits. Dealers themselves, however, can get the maximum amount of good from it by doing some advertising on their own account and otherwise letting the local public know that they have the goods, for which we are creating the demand. Edison goods sell readily and easily, but they will sell even better if the local Dealers will do their part.

RECORD RETURN PROPOSITION.

The Record exchange proposition in effect in this country from October 1st to 6th has been universally proclaimed by the trade to be the most satisfactory of any ever promulgated by this company. The conditions imposed were all that could be expected. They were easily understood, and compared to the large number of shipments the friction and errors were of no consequence. The number of cut out, surplus and defective Records returned by many Dealers was surprisingly small for each. The aggregate, however, has given the specially created "Exchange Department" at Orange a most busy month. Probably two-thirds of our 9,000 Dealers took advantage of the exchange proposition and made shipments to Orange. All of these arrived by freight within two weeks. With the arrival of the first shipment a score or more of trucks and wagons were put into commission. Yet at one time fourteen carloads stood on the siding awaiting the trucks and wagons. For a time the local freight officials were literally "up in the air." At the factory the "Exchange Department" worked like beavers, checking the cases, getting them opened, taking the Records out of the cartons, inspecting them and filling in the necessary blanks. It is difficult to imagine in advance the magnitude of a task of this kind. It is practically over now, and since the trade is so well satisfied we are greatly pleased.

An exchange proposition like this gives a new impetus to the Record business. It gives every Dealer an opportunity to return all his unsalable stock and put in a supply of newer and more up-to-date selections, for which there is a greater demand.

A Record exchange proposition, similar to the above, will go into effect in Canada from November 1st to 6th. Its general conditions will be the same as the United States arrangement, except that the Records must be returned to R. S. Williams & Sons' Co., Ltd., 143 Yonge street, Toronto, Canada, and not to Orange. Printed matter explaining the matter fully was mailed to all Canadian Dealers on October 24th.

Be sure that your holiday stock is complete.

PRINTED MATTER.

A Jobber suggests that we point out to Dealers that numerical catalogues should not be used as copy when ordering a supply of Records. Numerical catalogues are issued for store use only and, as Jobbers are held down in the quantity shipped to them, it is not always an easy matter for them to supply extra copies. The Record order sheets, printed especially for the purpose, are much more convenient for ordering Records. Jobbers will supply them as needed.

A new edition of the Foreign Record Catalogue, Form No. 990, has been printed and is now being supplied on all orders received from the trade. Copies are not being mailed, for with the exception of the addition of the six new Hebrew selections and the omission of a few cut out selections it does not differ from the last edition. The difference is not sufficient to warrant those having a supply of the last edition on hand throwing them away and getting a new lot.

We are mailing to the entire trade a sample copy of a four-page folder printed especially for use at the holiday season. It is printed in two colors. On the first page is Santa Claus, with his reindeer team, flying over the housetops. The most conspicuous article in his sleigh-load is an Edison Phonograph. On the following pages, under the caption of "A Gift Worth While," is an argument on the merits of an Edison Phonograph as a Christmas present. In order that these folders may be in the hands of Jobbers in ample time to redistribute them, we are sending a quantity to each Jobber without waiting for his order. In some cases these may be shipped with the December Record printed matter, but they may be put in circulation as soon as received.

Owing to a delay in printing the new edition of our Record Catalogue No. 1000, we shall be compelled to continue to fill orders with the present edition No. 940 for about two weeks longer. Those who have been waiting for the new issue should order small quantities of the present edition to tide them over until No. 1000 comes out.

AMONG THE JOBBERS.

E. F. Ball, of the Ball-Pintee Co., Edison Jobbers at Newark, O., recently made a sworn statement that the company had in stock over 163,000 records. The company contemplate carrying in stock over 200,000 records during the winter, as large shipments are already being received.

The Western Talking Machine Co., Philadelphia, have removed to 41 and 43 No. 9th street.

SUPPLEMENT NO. 4 GRAND OPERA RECORDS.

A supply of supplements for List No. 4 of the Edison Grand Opera Records, together with the Records themselves, are in the hands of all Jobbers in the United States and Canada. Many Dealers have put in a stock of these Records and are meeting with much success in selling them to high class musical trade. All other Dealers should follow their example. They should make up a mailing list of the best people in their towns and send a Grand Opera supplement to each, putting in one or more of each Grand Opera Record to meet the demand. No one expects the sale of these Records to approach the sale of regular Records, but every Dealer should carry them in stock and constantly use them to gain the interest of those of good musical tastes. Following is a reprint of supplement No. 4:

B. 31—Aria, "Durch die Wälder" ("Thro' the Forests") "Der Freischutz".....*Weber*
By Alois Burgstaller, Tenor.
Sung in German, Orchestra accompaniment
B. 32—Serenata, "Canzonetta, L'Ammiano's Air"
"Child".....*Verdi*
By Antonio Scotti, Baritone.
Sung in Italian, Orchestra accompaniment
B. 33—Italian Scene, "Each Listen" ("Ye Heroes") "Lohengrin".....*Wagner*
By Emil Fischer, Bass-Baritone.
Sung in German, Orchestra accompaniment
B. 34—Aria, "Ah Forse, Lui" ("Alone in the World") "Il Trovatore".....*Verdi*
By Susan Rahn, Tenor.
Sung in Italian, Orchestra accompaniment
B. 35—El mar amo Aparo, ("The Sea With Love I Adore") "Lucrezia Borgia".....*Donezio*
By Gustave Bell Kenny, Baritone.
Sung in Italian, Orchestra accompaniment
B. 36—Lohengrin's Alsobied, ("Lohengrin's Farewell") "Lohengrin".....*Wagner*
By Antonio Scotti, Tenor.
Sung in German, Orchestra accompaniment
B. 37—Love Song, "Love's Rose" ("I Send You Dear Rose") "Rigoletto".....*Verdi*
By Miss Bessie Abbott, Soprano.
Sung in Italian, Orchestra accompaniment
B. 38—Love Song, "Walther's Prize Song" ("Love Song") "Walther".....*Wagner*
By Herbert Knote, Tenor.
Sung in German, Orchestra accompaniment
B. 39—Duo de Stephanie, (Stephanie's Air)
"Gentle Maid".....*Gounod*
By Marie Jacoby, Contralto.
Sung in French, Orchestra accompaniment
B. 40—Del mio bottesi Sorelli," ("Farewell and Wild My Dreams of Youth")
"La Traviata".....*Verdi*
By Francisco Constantino, Tenor.
Sung in Italian, Orchestra accompaniment

George B. Dillon, Edison Dealer at McArthur, O., prints the following at the top of his letterheads:

Dear Friend:—The clear, rich tone of a good Phonograph or talking machine in your home will be a source of never-failing and never-tiring pleasure. At a small cost you can hear songs or marches, classical or rag-time, band or orchestra music, rendered by the trained and skilled musicians of the world. These charming entertainers will take you to the wharf at Memphis,—you can hear the bells and escaping steam of the river boat, while the deck-hands sing, "Nigger Loves His Possum." In the old church house (so dear to grandpa) a trained quartette is singing, "When the Roll is Called Up Yonder I'll be There." Can you afford to go through life without the melody of song?

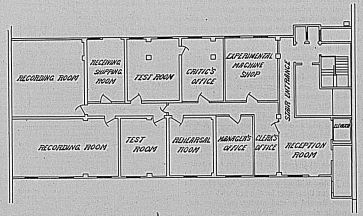
OUR NEW YORK RECORDING PLANT.

Seventeen stories above the ground, on the top of the Knickerbocker building, at the corner of Fifth avenue and 16th street, New York, stands the new Recording Department of the National Phonograph Co. We believe that it is beyond a doubt the finest and most completely equipped recording plant in the world. It was built especially for the uses of our department. It comprises a suite of ten rooms, each arranged for some special feature of the department's work. The arrangement of the rooms is shown by the accompanying diagram. Entering by the elevator or staircase, the visitor finds himself in a handsomely furnished reception-room. It is finished in hard woods. Expensive rugs cover the floor and interesting pictures hang on the walls. One of the latter is a mammoth frame containing the photographs of all the Edison talent. Having stated our business to the clerk on duty in the reception-room, we are allowed to enter the sacred and somewhat mysterious precincts. Here the first operations of making "canned music," so objectionable to Mr. Sousa, are carried on. The first door on the left opens into the private office of Walter H. Miller, manager of the department. Mr. Miller entered the employ of Mr. Edison when the latter built his laboratory at Orange, nearly twenty years ago. He has since been continuously in the service. He has taken part in all of the important experimental work in record making at the Edison Laboratory. Few men in the harness to-day have had as many years experience in record making as he and none in the entire world are better informed on the subject. Mr. Miller's work and experiences would make a most interesting volume. He is the only manager that our Recording Department has ever had. The present high standard of Edison Gold Moulded Records shows how successful he has been.
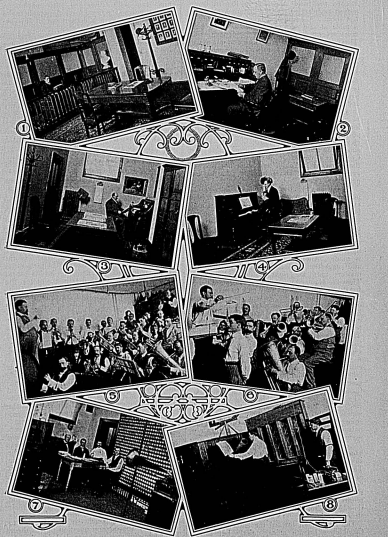
Mr. Miller is at his desk as we enter. As he greets us with a pleasant smile and cordial handshake we cannot fail to observe his quiet, unassuming manner. Knowing what he has accomplished in his unique vocation, we are impressed by his modesty. Rugs, mission furniture, a handsome desk and more pictures of special interest comprise the room's fittings. Except for a recorder or two on his desk it might be the office of a broker or any professional man.

Passing along the corridor the next door on the left opens into the rehearsal room. Here the regular Edison artists "run over" their music with a pianist if they feel uncertain about being prepared for their work with the orchestra accompaniment. Here, too, the new vocalists get their first "try-out." Here they are given an opportunity to join the ranks of the men and women who by means of the Phonograph have become known in the most remote corners of the globe.

Beyond the rehearsal room is one of the test rooms. This in turn adjoins the largest of the two recording rooms. It is the recording-room used for band, orchestra and other instrumental work. This recording-room is equipped with devices, hangings, etc., that remind one of the rear of a theatre stage. The Edison Military Band is making a Record as we enter. The day is warm and the work is arduous and unromantic. Sans coats and vests the men are quite prosaic in appearance. But how they can play. It is evident that a dress suit and a diamond bedecked shirt front are not necessary to musical ability. When the recorder reaches the end of the



ARRANGEMENT OF THE ROOMS.



VIEWS IN NEW YORK RECORDING PLANT.

1. Reception-room. 2. Manager Miller at His Desk. 3. Mr. Cronkhite's Private Office. 4. The Rehearsal Room. 5. Mr. Benedict at the Piano. 6. Making a Band Record. 7. Making a Vocal Record with Orchestra Accompaniment. 8. Listening for Defects. 9. Making a Singing Record with Piano Accompaniment.

Record the hand stops. The Record is removed and carried by an assistant back to the test room. A Triumph Phonograph stands on a table at one end of the room. The horn faces several men sitting on the opposite side. These are W. H. A. Cronkhite and his assistants. Their function is to pass judgment upon the work of all Edison artists. Mr. Cronkhite is the official critic of the department. Since he entered the employ of the company nearly five years ago no master record has been turned over to the manufacturing department that has not first had his seal of approval. Mr. Cronkhite is a trained musician, a correct player of no mean ability, and he possesses a well rounded, varied musical knowledge that makes him invaluable in his position. He has had a most interesting theatrical experience, which must, however, be the subject of another story some time later. Mr. Cronkhite's demeanor is no more assuming than that of his chief and it is not easy to get him to talk about himself and his experiences.

As the wax master record is played over all present listen intently and critically. Defects are pointed out and suggestions made. It may be too loud or too weak as a whole. One instrument may be too strong or the balance may be off. Or it may have any one of a dozen other defects. Back to the recording-room go the men. The errors are explained to the band, individually or as a whole, and another record is made. Another test, and more criticisms and suggestions. Back and forth go the wax masters until the right results are secured. Then the required number of masters are made for the factory. It's no easy task to make master records up to the Edison standard; records that must first be played at the Edison Laboratory before a committee of twenty men, most of whom have devoted years to the mastery of record making problems of all kinds. This committee test is also another story.

Diagonally across the hall is another and somewhat smaller recording room. This is used for vocal work. It also has its own peculiar equipment of traps and things that look odd to the uninitiated. A partition runs across one corner. A recording horn projects through a curtained opening in this partition. The artists see only this horn into which they sing. The Phonograph attached to the horn stands back of the partition. How it is equipped and how it does its work are department secrets that even the artists are not permitted to know.

Adjoining this recording-room as we work back toward the entrance is the receiving and shipping room. Its name tells its function. Then another testing room. Circumstances occasionally make it necessary to have two "dates" at the same time. Therefore the reason for two recording rooms and two test rooms. When two "dates" are on at the same time Mr. Cronkhite and his people have a strenuous day.

The next room toward the entrance is Mr. Cronkhite's private office, quietly but handsomely furnished. A feature of this room is a cabinet containing the music of nearly every record in the Edison catalogue. The remaining room of the suite is the experimental machine shop, with lathes and other machinery, microscopes and a lot of other paraphernalia only to be found in a department of this peculiar character.

Our Recording Department came into an official existence shortly after the incorporation of the National Phonograph Co. For several years its work was conducted at the Edison factories in Orange. This was eventually found inconvenient for the "talent" and three years ago the top floor of 65-69 Fourth avenue was leased and fitted up for the work of the department. These quarters proved inadequate to meet the demands of our rapidly growing business and some months ago the department moved to its present location.

WHY SOME DEALERS CANNOT SELL.

A successful jobber in talking machines recently made a tour among the retail trade incognito, to study the methods employed in making sales, and details his general impressions thus: "There are a number of dealers scattered throughout this part of the country who have not the slightest idea of how to sell talking machines or records against keen competition. They seem to leave an idea that the mechanism of all machines is much the same, and that the name on their goods is its chief selling merit. The consequence is that they lose many good sales to the other fellow who has familiarized himself with what may be termed the talking points of the machine in his stock. He will dilate on the springs in the motor, the ease of regulating speed and many minor technicalities, all of which will convince the customer that he is dealing with a man who has made a study of all machines, and carries in stock what he believes to be the best. Another point I scored against the first mentioned class of dealers is that they show their low-priced machines first. This is a poor policy. They should reverse the process, as it is far easier to come down than go up a bit of prices. A customer who has heard the best machine-is never satisfied with a cheap one, and will almost invariably compromise between the machine he intended buying and the one he would buy if he could. This is human nature. Another bad feature in some of the stores is the employment of ignorant salesmen to play records. In the heart of this city I had an amusing experience recently. A young man of perhaps eighteen was showing records, and among them was the 'Ave Maria.' 'What is singing that?' asked the customer. 'Miss Gounod,' he replied. 'And who is it by?' asked his patron with a smile. The young man looked at it hastily and answered, 'Mr. Sembrich.' Such ignorance is inexcusable, and unless the customer had a keen sense of humor, would result in the loss of future sales. Dealers and salesmen cannot become too familiar with their line, and if they are wise, will carefully study the line of their opponent so as to be able to intelligently answer any question put to them. The successful men in the trade I found to be those who have studied out every detail of the business, and such men always receive the backing of their jobbers."—*Talking Machine World.*

GRAND OPERA RECORDS.

Now and then Dealers will come across a would-be customer whom they find is a very difficult one to please with Records. He doesn't care for comic songs; band pieces and marches have little interest for him; duets and quartettes do not appeal to him; in fact, perhaps the only thing which seems to please him is the operatic selections played by the Edison Concert Band. This is the customer to whom you can very well offer the Edison Grand Opera Records. If you have a few in stock we should certainly advise you to play them over to him, pointing out the magnificent way in which they reproduce and, as a final argument, the exceptionally low price. If this customer is one who appreciates good music and especially grand opera, as sung by some of the world's most renowned artistes, he is practically certain to take away with him a few of these Records. Of course, this kind of customer is not the only one who will buy Edison Grand Opera Records—not by a long way. The great majority of Edison Phonograph owners should certainly have two or three of these Records, and you can often induce a customer to purchase them by pointing out that even if he does not care for such music himself, there is doubtless someone at home or among his friends who will certainly appreciate listening to them.

NO LONGER A SIDE LINE.

G. M. Nisbett, manager of the Edison wholesale department of Babson Bros., at 304 Wabash avenue, Chicago, and formerly Western Manager for the National Phonograph Co., recently made a business trip through Wisconsin. He found the dealers already enjoying a fine fall trade, and looking forward to a record breaking holiday business. "One thing that impresses me forcibly in viewing the trade situation," said Mr. Nisbett in a trade paper interview, "is the fact that the Phonograph is rapidly graduating from the side line class even in the country. For instance, I had four Edison Dealers call on me to-day. They were all from small Wisconsin towns, and three of them were exclusive talking machine dealers. The third is a jeweler, but his talking machine trade is rapidly forming a very vital factor in his business. While perhaps not in the proportion indicated by my visitors, this tendency is growing very rapidly, and it speaks volumes for the progress of the business."

According to the London edition of the EDISON PHONOGRAPH MONTHLY, Dr. Page Robertson, of 2 Cathedral street, Glasgow, Scotland, has a collection of 3,834 Records and it quotes Dr. Robertson as saying that he has a special weakness for Edison Gold Moulded Records.

PUBLISHERS OF MUSIC IN JANUARY, 1907, LIST.

The publishers of the compositions made for our January list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9434 The Moose and the Clock—M. Witmark & Sons, New York.
9435 Just Because—William Maxwell Music Co., New York.
9436 Queendolyn—Jos. W. Stern & Co., New York.
9438 Hiawatha—Jerome H. Remick & Co., Detroit.
9439 I'm Getting Ready for My Mother-in-Law—York Music Co., New York.
9441 Colonial Guard March—E. Ruffler, New York.
9442 Sleepy Mariner Jackson, Good-bye—F. A. Mills, New York.
9444 Seems to Me I've Always Loved You—M. Witmark & Sons, New York.
9445 Hercsello—Thos. Goggan & Bro., Galveston, Texas.
9446 Why Can't a Girl Be a Soldier—Jos. W. Stern & Co., New York.
9447 Arab Wanns—F. B. Haviland Pub. Co., New York.
9448 Spring-Tide Revels—Metzler & Co., London, England.
9449 Bell Music from William Tell—John Church Co., New York.
9450 The Bird on Nellie's Hat—Jos. W. Stern & Co., New York.
9451 When "Tommy Atkins" Marries "Dolly Gray" —Lin Edwards Music Pub. Co., New York.
9452 I Love a Lassie That's East of All—Jos. W. Stern & Co., New York.
9453 Joseph Jones—Vandersloot Music Co., Williamsport, Pa.
9454 Bonnie Jane—F. A. Mills, New York.
9457 On the Rocky Road to Dublin—M. Witmark & Sons, New York.

THE PHONOGRAPH AMONGST THE ESQUIMAUX.

When Commander Peary, the celebrated Arctic explorer, went on his last journey to the Arctic regions he took with him an Edison Phonograph and he also took his little daughter, who had been born in the Arctic regions on a previous journey. She was christened "Marie Ah-mi-glit-to," which is Esquimaux for "Snow Baby." She is now nine years of age, but when she returned from her last journey she published a book called "The Children of the Arctic," by "The Snow Baby and her mother," and it is really a collection of letters and portions of a diary of the Snow Baby, edited by Mrs. Peary. In it she tells us how her father made the Esquimaux women sing into the Phonograph and then made the Phonograph sing their song to them. "You ought to have seen them laugh," she says. Commander Peary, however, is not the only Arctic explorer to take the Phonograph to amuse himself and his fellow explorers during the long Arctic nights, for Captain Bernier, the head of an expedition sent out by the Canadian Government, took an Edison Phonograph, a lot of Records and a quantity of blanks. The Records to amuse them during the long nights, and the blanks to make many interesting new ones.

EDISON GOLD MOULDED RECORDS FOR JANUARY, 1907.

Perhaps the most interesting feature of the first list of Edison Gold Moulded Records for 1907 is the piano solo, No. 9437, "Believe Me, If All Those Endearing Young Charms," by Albert Benzler. Like our other piano solo, "Violetas," it is a transcription. In other words, the music has been re-written so as to make it suitable for a piano rendition. We believe that this is the best piano Record ever made. It shows that our Recording Department is overcoming some of the difficulties of making good piano Records. It will be a very popular selection. Another novelty is No. 9428, "Spring-Tide Revels," a whistling Record by Mrs. Alice Shaw and her twin daughters. These artistes are the most famous whistlers and imitators on the American stage. Their first selection will please all who hear it. Harlan and Stanley have another of their popular series of old time war songs in No. 9439, "Tramp! Tramp! Tramp!". The others on the list are full of variety and interest. All are made in the most up-to-date manner.

No. 9434, "The Mouse and the Clock," by the Edison Concert Band, is a descriptive number in which a variety of effects are introduced. They include the squeal of a mouse, which is very well recorded; the clock striking, the cuckoo clock, sounding of clock, clock ticking, chimes, clock out of order and final break down. This composition was written by Howard Whitney, composer of "Mosquito Parade," which was a big Record hit.

No. 9435, "Just Because," by Harry Anthony, is a ballad of the higher grade, the music and words being by H. T. Burleigh. The words are above the average of sentimental ballads. Made with orchestra accompaniment. The chorus:

Just because I love her dearly,
Just because she loveth me,
Just because I love to love her,
And she's all the world to me.

No. 9436, "Gwendolyn," by Ada Jones, is another one of the song hits in Marie Cahill's "Marrying Mary." Gwendolyn was a clerk behind the ribbon counter in a downtown store and she had talents to burn. She played the mandolin and guitar. Upon going home at night she practiced until daylight next morning, to the great dismay of the neighbors. The song tells how she played and what the neighbors said and did. Miss Jones is as clever as usual in rendering this song. The music is by Silvio Hein and the words by Benj. Hapgood Burt. The Record is made with orchestra accompaniment.

No. 9437, "Believe Me, If All Those Endearing Young Charms," by Albert Benzler, is a piano Record that will be greeted with many expressions of satisfaction by Phonograph owners everywhere. Ever since we put out the transcription of "Violets" (our Record No. 8393), we have had hundreds of calls for more piano solos. We are learning more about piano recording than we once knew and have no hesitancy in claiming that this is the best piano Record ever put on the market. Like "Violets," it is transcription and in its re-written form is admirably suited to the piano. Mr. Benzler is quite as much of an artist on the piano as he is on the xylophone and bells, and gives a splendid rendition of this well known ballad by Sir John Stevenson.

No. 9438, "When the Flowers Bloom in Springtime," by Harry MacDonough, is a sentimental ballad by Harry Von Tilzer (music) and Andrew B. Sterling (words) and sung with orchestra accompaniment. The chorus is fully descriptive of the song:

When the flowers bloom in spring time, Molly, bye and bye,
We'll be roaming in the glooming 'neath a summer sky.
Down in clover land we'll wander, we'll be happy don't you fear,
When the flowers bloom in spring time, in the spring time, dear.

No. 9439, "Tramp! Tramp! Tramp!" by Harlan and Stanley, is another addition to the war-time Records by these well known artists. There are probably no more popular Edison Records than No. 8606, "Marching Through Georgia," and No. 8805, "Battle Cry of Freedom," both made by Harlan and Stanley. There is something about these old time war songs that has given them undying popularity. Our Record of "Tramp! Tramp! Tramp!" contains drum corps and other descriptive effects and a ringing chorus at the close. The Record is made with orchestra accompaniment. The music and words of this song are by George F. Root.

No. 9440, "I'm Getting Ready for My Mother-in-Law," by Bob Roberts, is a most laughable description of the way a married man got ready to greet the coming of his mother-in-law for a visit of six months or longer. It is worth the price of several Records to hear Mr. Roberts sing it. The Record includes three verses and three choruses. It is made with orchestra accompaniment. The music and words are by Jack Norworth.

No. 9441, "Colonial Guard March," by the Edison Military Band, is a catchy military march by Valentine J. Rose. The passage for basses stands out prominently. Also the solo for bells.

No. 9442, "Moses Andrew Jackson Goodbye," by Arthur Collins, is a new coon song by Ted Snyder (music) and Ren Shields (words). One verse and two choruses are given on the Record, which is sung with orchestra accompaniment. Mandy has become tired of Andy's shiftlessness and general lack of working ability and is getting ready to leave him. In the song she tells of her troubles and bids Andy farewell. May Irwin makes a hit with this song in her new play "Mrs. Wilson—That's All."

No. 9443, "It is Well With My Soul," by the Edison Mixed Quartette, is in the opinion of our Recording Department, the best sacred selection for mixed voices we have ever made. It is splendidly sung by the artists composing our mixed quartette and is finely recorded. The singers are unaccompanied.

No. 9444, "Seems To Me I've Always Loved You," by Irving Gillette, is a beautiful sentimental song by Ernest R. Ball, who also wrote "Will You Love Me in December as You Do in May," (our Record No. 9198), and "Love Me and the World is Mine" (our Record No. 9371). The words of this new ballet are by Hartley C. Costello. The Record is made with orchestra accompaniment. The chorus:

Seems to me I've always loved you,
Seems as tho' I've never known
In my life a single moment,
When you were not all my own.
Seems that you've been ever near me,
Ever near in joy or sorrow,
Seems to me I've always loved you,
Always loved you, sweetheart mine.

No. 9445, "Hermosillo," by the Edison Symphony Orchestra, is a characteristic Mexican dance. As pretty as it is typically Mexican. Composed by Albert Schuh.

No. 9446, "Why Can't a Girl Be a Soldier?" by W. H. Thompson, is a new march song in which the above question is propounded in the verses and replied to in the affirmative in the chorus. Made with orchestra accompaniment. The music is by Roger Halle and the words by John J. Nilan. The chorus follows:

Why can't a girl be a soldier,
Just the same as her sweetheart boys?
In the days of old, women were bold,
Their lives they offered gaily.
They wore a fine hat with feathers,
A jacket and dress of blue.
And she'll carry a gun,
Good as any mother's son,
And she'll make a good soldier too.

No. 9447, "Arma Virumque," by Collins and Harlan, is described by its publisher as an Irish-Indian matrimonial venture. The music is by Theodore Morse and the words by Jack Drislane. It is a story of Barney's courtship of an Indian maiden on the wild and woolly of an Indian reservation. The music is a combination of music generally typical of the Indian and the Irish. Both words and music are catchy and the song can hardly fail to be popular.

No. 9448, "Spring-Tide Revels," is a whistling trio by Mrs. Alice Shaw and Twin Daughters, who are perhaps the best known artists in their line now on the vaudeville and lyceum stage. There is scarcely a theatre-goer in the entire country who has not heard them one or more times. Therefore, a Record giving a reproduction of their remarkable talent will undoubtedly find a large sale. Their introductory selection was written by Ed. Hartroductory selection was written by Ed. Hartley and is one exactly suited to their whistling. The orchestra accompaniment is a feature of the Record.

No. 9449, "Ballet Music from William Tell," by the Edison Concert Band, is the 3-4 movement and the prettiest part of this celebrated ballet music. The flute and clarinet at the close will attract much attention.

No. 9450, "The Bird on Nellie's Hat," by Helen Trix, is a new comic song by Alfred Solman (music) and Arthur J. Lamb (words). The little bird on Nellie's hat sees and comments on the love making of Nellie's various beaux. Miss Trix sings with orchestra accompaniment and in her usual clear and distinct voice. The chorus:

'Tis be your baby beaux, I will promise that,
Said Nellie as she rolled her dreamy eyes,
It's a shame to tell fibs,
Said the bird on Nellie's hat,
Last night he told the same to Johnny Wise,
Then he whispered as they fondly kissed,
The fact that you were never kissed like that.
Well he don't know Nellie like I do,
Said the saucy little bird on Nellie's hat.

No. 9451, "When Tommy Atkins Marries Dolly Gray," by Billy Murray, is the "hands across the sea" song feature from Lew Fields' "About Town." The two well-known songs are cleverly intermingled and the quartette chorus deserves special mention. Words and music are by Cobb and Edwards and the Record is made by orchestra accompaniment. The chorus:

Oh, it's Tommy, Tommy take her by the hand,
She's a fortune girl in all our native land,
See her lips, and cheeks, and eyes,
They're the color that we prize,
So red, so white, so blue,
Good bye Dolly every loyal heart and hand,
Longs to see you wear that little wedding band,
For the British speaking race against the world will stand,
When Tommy Atkins marries Dolly Gray.

No. 9452, "I Love the Last One Best of All," by Frank C. Stanley, is Eugene Cowles' big song hit in Marie Cahill's "Marrying Mary." Mr. Stanley has not in some time made a better baritone Record than this, and the way in which he sings the final low note stamps him as the possessor of a voice of rare quality. Silvio Hein and Benj. Hapgood Burt wrote the music and words of this selection. The Record is made with orchestra accompaniment.

No. 9453, "March Jose," by Albert Benzler, is a xylophone solo that merits the highest praise. Well written and well played. Its composer is Marcus Blum.

No. 9454, "Bonnie Jean," by Byron G. Harlan, is a brand new march song in which "Annie Laurie" is effectively introduced. It has already caught the popular fancy. The words are descriptive of the love affair of two highland queers, and the music is typically highland queers, and the music is typically highland queers, and the music is typically

THE CRY FOR "BRAINS."

BY JAMES CHEELMAN, IN PEARSON'S MAGAZINE FOR AUGUST.

Turning from the sweep and glitter of American prosperity to the men who have made it possible, one thinks of Thomas Alva Edison. His is "the honest life, the useful life, the friendly life" that deserves earnest attention in this astonishing year of moral incendiarism.

No American name is more widely known. No living man has contributed more to the advancement of the human race. Millions of men and billions of dollars are employed in enterprises made possible by his genius and industry; and his works have extended themselves to the ends of the earth.

So great is Mr. Edison's renown, and so secure his place among the few immortals who have modified civilization without bloodshed that we are apt to forget that he is not an illustrious abstraction, but a vigorous American citizen, still working night and day at the central problems of applied science, and pausing occasionally to wonder what in the world has happened to his countrymen that they should listen to croakings of despair in the midst of success.

It is something to sit beside this really great man, whose name is a glory as well as a romance in the history of the continent, and to hear him speak words of soberness and truth about the outlook of the country; for Mr. Edison is not only a scientific investigator and inventor, but a business man, a millionaire, a manufacturer employing a great force of men and a merchant. And he is a man of rare candor.

"I can't for the life of me understand why anyone in the United States should think that the poor man's chance for success is less than it used to be," he said as we sat in the great library of his laboratory at Llewellyn Park. "It's just the other way; no doubt of it."

The strong arms were folded across the deep chest and the big gray eyes looked steadily through the window at a brawny workman hammering away on the new electric storage-battery factory. A whistling boy danced under a white-blossomed fruit tree.

"I would rather begin now as a poor boy," he continued, "than to start again in the conditions which surrounded my early life. The opportunities for a poor boy or a poor man are greater to-day than they were then; make no mistake about that.

"Great organizing minds have massed capital, systematized business, eliminated waste of materials and labor, and concentrated the forces of production along lines that grow more intelligent and humane year by year.

"The world is crying for men of intelligence. It is searching for them everywhere. The door of opportunity is open, as it has never been before, for men who have minds even a fraction above what is necessary for a routine muscular task. It doesn't matter whether a man be poor or rich, or what his color or creed or origin, he has a better chance now than if he lived a generation ago; that is, if he can bring intelligence to his work.

"This is the golden age of men of brains, even a little brains, and I'd rather, much rather, take my chances now, without a friend or a dollar in my pocket, than to go back even twenty years.

"The world is growing better and stronger all the time, and the invitation to think is becoming almost irresistible in every branch of human effort. That is raising the race higher and higher.

"As science is applied to industry more and more the rewards of intelligence grow greater, and to-day there are in thousands of factories 'suggestion boxes' into which workmen are urged to drop any ideas that may occur to them—so hungry are those who direct business to advance men capable of advancement."

Mr. Edison had just come from the gray vapors of his chemical laboratory, where, among mysterious glass tubes, bulbs and jars, gleaming ovens, small pans, sizzling and sputtering above little devil-dancing flames of pink and violet, he had been studying the results of endurance tests of his new electric storage battery, which is presently to revolutionize the wheeled traffic of cities. But the rosy, unwrinkled face and the smooth, splendid brow gave no hint of the mental struggle through which he had passed in the effort to better his latest gift to mankind.

Mr. Edison is probably the hardest worker alive. But for his ability to toil for five days and nights at a stretch without sleep, the incandescent electric light might still be a laboratory toy. The Phonograph, the kinetoscope, the quadruplex telegraph, the electric railroad, the telephone transmitter, the megaphone and all the marvelous contributions which his brain has given to civilization, are the result of almost incredible working powers and an equally wonderful indifference to food.

Living in the threshold of the future he has visions of things to come which make him jealous of everything that takes his time. He appreciates the shortness of life and the almost unspeakable wonders that science is about to reveal to man. And, at the age of fifty-nine, he works night and day with a quiet joy that sometimes breaks into fierce enthusiasm—moving forward, forward, forward, into the darkness that is slowly changing to light.

"We are groping on the verge of another great epoch in the world's history," he said one me not long ago. "It would not surprise me any morning to wake up and learn that some one, or some group, of the three hundred thousand scientific men who are investigating all over the earth has seized the secret of electricity by direct process, and begun another practical revolution of human affairs. It can be done. It will be done. I expect to see it before I die.

"A man will discover one fact in one part of the world, and that will set some fellow at work on another fact in some other part of the world, and presently a lot of men will be working on the true path; and one day it will be announced to the world that electric power can be produced directly from coal. When

that discovery is made the steam engine and boiler will be driven out of use. It will then be possible to have air-ships. I expect to see air-ships flying before my death. Such a discovery will make it possible to drive ships across the sea by electricity at a rate of forty or fifty miles an hour—three days across the Atlantic from shore to shore.

"The human race may well look forward with hope to the day in which that discovery will be announced, for, after that, the world will be greatly transformed."

With this thrilling idea of the immediate future in his mind, the great inventor looks upon the amassing of immense private fortunes and the concentration of industry and commerce into giant combinations as inevitable incidents in the development of the race, necessary instrumentalities in the working out of "the great plan."

There is nothing gaunt or hollow-eyed about this protagonist of the wonderful present and prophet of the yet more wonderful future.

He has a thick-set body, deep in the chest and somewhat fat in the girth, a figure of vitality and power that thrives upon what the poorest-paid workingman would regard as a scanty diet. Work that consumes nights and days, without pause for sleep, cannot waste that magnificent bulk of a man. The long concentrations of all his powers, the breathing of chemical vapors, the nerve-racking disappointments, the slow, patient pursuit from fact to fact to glorious victory, leave him erect and full of red blood.

The head is big, wide and symmetrical, with wispy, iron-gray hair that whitens over the noble forehead. The face is broad and full, without puckers or wrinkles, but extremely sensitive and full of gentle humor. The wide, expressive mouth droops at the corners, but it is a smiling mouth and a courageous one. The handsome gray eyes are deep and full of power, yet there is a never-absent sincerity and sunny friendliness about them.

His is a personality big, simple and absolutely devoid of vanity. It is a singular compound of profound experience and equally profound innocence. And the central, dominating quality is what the world calls "heart."

As he sat there in the vast library hall he seemed to be a part of the place. The stretches of shelved alcoves rising, gallery above gallery, and packed with forty thousand volumes representing the labors of the scientific men of all ages; the tiers of cases crowded with rare and precious minerals, soils and fibres—but a fraction of the more than a hundred thousand substances gathered from every part of land and sea and assembled together under that same roof—the delicate instruments representing the various stages of electrical progress; the framed diplomas telling of honors showered upon the master of the hall; the poetic white marble statue of "The Genius of Light" brought from the Paris Exposition; the rude bed in the corner where fragments of sleep are snatched between experiments; the prim geraniums on the window-sill—all these are eloquent of his many-sided life and world-wide contact.

As he leans forward intently, his large, strong hand hollowed behind his ear, one is reminded of the fact that the man who perfected the telephone, who invented the Phonograph, and who even produced and classified musical sounds caused by the contraction of molecules of matter, has been half-deaf since his boyhood. Yet that affliction has never soured his philosophy nor discouraged him in his work.

"I've been through the mill myself," he said with a laughing shake of the head, "and when I say that a man has a better chance to rise from the ranks to-day than he has ever had before, I think I know what I'm talking about."

The mingled strains of Scotch and Dutch blood which are combined in Mr. Edison, perhaps the shrewdest combination possible, fail to furnish his countenance with the keen worldliness that one would naturally look for. And as he spoke of his early life he looked for all the world like a great, quiet, imaginative boy.

In fact, he rubbed his shin and chuckled.

"I may be a rich man now; but I started as a newsboy on a train running between Detroit and Port Huron. I wasn't connected with that, and so I started two small stores in Port Huron, one for the sale of newspapers and the other for the sale of vegetables, butter, eggs, berries and so on. It was a small trade, but I was able to carry my merchandise free in the United States mail cars, and that counted.

"In time I had two other newsboys working for me. They couldn't sleep very well at night, so I bought a bottle of paregoric and gave each of them two teaspoonfuls a day. That was the first time I combined business and science, and it turned out to be a success.

"I'll tell you how I happened to get into telegraphing first: When the battle of Pittsburg Landing was fought, the first report which reached Detroit announced that there were sixty thousand killed and wounded."

Mr. Edison rocked back in his chair and stroked the back of his head as he recalled the situation.

"I knew that there would be a tremendous demand for the *Detroit Free Press* containing that report, if I could only get word to the various railway stations before my train arrived. I said to myself, 'Gracious! if I could only get the people to know about it!' So I went to the telegraph operator at the Detroit station and told him that if he would wire the main facts of the battle along the line, so that announcements could be put up on the station bulletin boards, I would give *Harper's Weekly* to him for six months free of cost.

"Well, the operator agreed to do his part, and he did it well. I used to sell about forty newspapers on the trip, but this time I made up my mind that I ought to take a thousand. Then, when I counted my money, I found I had only enough to buy two hundred. Then it occurred to me that if I could get to Wilbur F. Story, the proprietor of the *Detroit Free Press*, I might be able to work out of my difficulty. Mr. Story was a man of austere, some used to say savage, haughtiness. Most people were afraid to approach him. But my situation was desperate, and I wasn't going to let my plans fail for the lack of a little pluck; and so I climbed up the stairs to his office, presented myself and said, 'Mr. Story, I have only got money enough to buy four hundred papers and

I went six hundred more. I thought I might get trusted for them. I'm a newsboy.' I got my thousand papers all right."

The inventor rubbed his hands softly together and moistened his lips with his tongue. He seemed to grow younger each instant. His gray eyes sparkled. The boy under the blooming fruit tree beyond the window began to whistle again. The rat-tat-tat of workmen's hammers came through the stillness of the spring air.

"That was a great day for me. At the first station the crowd was so big that I thought it was an excursion crowd. But, no; when the people caught sight of me they began to yell for papers. And what did I do? Why, I just doubled the price on the spot and charged ten cents instead of five cents a copy. At the next station the crowd was even greater, and you ought to have seen them dig their hands down into their pockets when I shouted out the price. So it went all along the line. The message from the telegraph operator had done its work well, and everybody was excited and crazy to get papers. When I got to the last station I jumped the price up to twenty-five cents a copy, and sold all I had left. I made seventy-five or a hundred dollars in that one trip, and I tell you I felt mighty good.

"Now," said Mr. Edison, folding his arms, "that called my attention to what a telegraph operator could do. I thought to myself that telegraphing was simply great. I made up my mind to become an operator as soon as possible. You know that you can learn a great deal in a very short time if you will only put your mind to it. I worked twenty hours a day, and in four months I was a telegraph operator.

"I worked as a Western Union operator in Detroit, Memphis, Louisville and Boston, and all the time I studied and experimented with electricity. The first serious thing I invented was an electrical machine to count votes in Congress. I had been handling press reports as an operator, and I noticed it took a long time to count the votes after each roll call. My machine would show the total vote a few seconds after the end of the roll call. I thought the device was a good one, and I think so now. But when I went to Washington and showed it to the chairman of a committee, he said, 'Young man, that works all right, but it's the last thing on earth we want here. Filibustering and a delay in the count of the vote are often the only means we have for defeating bad legislation.' I was sorry; but I ought to have thought of that before.

"My next practical invention was the quadruplex telegraph. I started in to work it on the Atlantic and Pacific telegraph line between Rochester and New York. But there was a chump at the other end of the wire and the demonstration ended in a fizzle. It was years before the quadruplex was adopted.

"That landed me in New York without a cent in my pocket. I went to an operator and managed to borrow a dollar. I lived on that for a week, but I had to 'park it' a little, that is, I slept outdoors. Oh, I didn't mind it much, and I never did care much about eating anyhow.

"Then I hustled for something to do. I could have got a job as an operator at ninety dollars a month, but I wanted a chance to do something better. I happened one day into the office of a 'gold ticker' company which had about five hundred subscribers. Those were the days of gold speculations in New York, and the ticker was an important factor, for it supplied news to all the offices. I studied out the machine in the central office and thought I saw how it could be improved. One afternoon about 2 o'clock I was standing beside the apparatus, when it gave a terrific rip-roar and suddenly stopped. In a few minutes hundreds of messenger boys blocked up the doorway and yelled for some one to fix the tickers in their offices. The man in charge of the place was simply flabbergasted. I stepped up to him and said, 'I think I know what's the matter.' He asked me to fix it, and I did so. I simply had to remove a loose contact spring which had fallen between the wheels. The result was that I was employed to take charge of the service at three hundred dollars a month. I almost fainted when I heard how much salary I was to get.

"Then I joined hands with a man named Callahan and we got up several improved types of stock-tickers. These improvements were a success. When the day of settlement for my inventions approached I began to wonder how much money I would get. I was pretty raw and knew could put things through. I hoped that I might get five thousand dollars. I dreamed of what I could do with big money like that, of the tools and other things I could buy to work out inventions. But I knew Wall Street to be a pretty bad place, and had a general suspicion that a man was apt to get beat out of his money there. So I tried to keep my hopes down; but the thought of five thousand dollars kept rising in my mind.

"Well, one day I was sent for by the president of the Gold and Stock Telegraph Company to talk about a settlement for my improvements. He was General Marshal Lefferts, colonel of the Seventh Regiment. I tell you, I was trembling all over with embarrassment, and when I got in his presence my vision of five thousand dollars began to vanish. When he asked me how much I wanted I was afraid to speak. I feared that if I mentioned five thousand dollars I might get nothing at all. That was one of the most painful and exciting moments of my life. My, how I beat my brains to know what to say! Finally, I said, 'Suppose you make me an offer?'

"By that time I was scared; I was more than scared, I was paralyzed.

"'How would forty thousand dollars do?' asked General Lefferts.

"It was all I could do to keep my face straight and my knees from giving way. I was afraid he would hear my heart beat. With a great effort I said as calmly as I could, 'I guess that will be all right.'

"He said that he would have the contract drawn up in a couple of days and that I could come back and sign it. Yet the thing didn't seem to be real. It was too big. Besides, I had my opinion of Wall Street. I couldn't sleep. But, when I went back, there was the contract. I signed it in a hurry without reading it. I don't know even now what was in that contract. Then a check for forty thousand dollars was handed to me.

"I went to the bank on which the check was drawn as quick as my feet could get me there. Even then the thing didn't seem real. It was the first time I was ever in a bank. I got in a line of boys in front of the paying teller's counter, and when my turn came I handed in the check. Of course I had not endorsed it. The teller looked at the check, pushed it back to me and roared out something which I could not understand, being partly deaf. My heart sank and my legs trembled. I handed the check back to him, but again he pushed it back with the same unintelligible explosion of words.

"That settled it. I went out of the bank feeling miserable. I was the victim of another Wall Street 'skin game.' I never felt worse in my life. I went around to the brother of the treasurer who had drawn the check and said, 'I'm skinned, all right.' When I told him my story he burst out laughing, and when he went into the treasurer's office to explain matters there was a loud roar of laughter at my expense. They sent somebody to the bank with me, and the bank officials thought it so great a joke that they played a trick on me by paying the whole forty thousand dollars in ten, twenty and fifty dollar bills.

"It made an enormous pile of money. I stuffed the bills in my inside pockets and outside pockets, my trousers pockets and everywhere I could put them. Then I started for my home in Newark. I wouldn't sit on a seat with anybody else on the train, and I would let nobody approach me. I clasped my arms across my body and sat in that way, suspicious and alert, all the way home. And when I got to my room there was so much money that I couldn't sleep a wink for fear of being robbed; so the next day I took it all back to General Lefferts and said to him: 'I didn't know where to keep it. He had it placed in a bank to my credit. That was my first bank account.

"With that money I opened a new shop and worked out apparatus for the Western Union Telegraph Company. My automatic telegraph, which handled a thousand words a minute between New York and Washington, was bought out by Jay Gould and the Western Union Company. It is in litigation yet.

"Then the quadruplex was installed. I sold that to Jay Gould and the Western Union Company for thirty thousand dollars. The next invention was the mimeograph, a copying machine.

"When Bell got out his telephone the transmitter and receiver were one. Professor Orton, of the Western Union Company, asked me to do something to make the telephone a commercial success. I tackled it and got up the present transmitter. The Western Union Company eventually made millions of dollars out of it. I got a hundred thousand dollars for it.

"At last President Orton sent for me and said, 'Young man, how much do you want in full payment for all the inventions you have given to the Western Union Company?'

"I had forty thousand dollars in my mind, but my modesty didn't move. I hadn't the nerve to name such a sum.

"'Make me an offer,' I ventured.

"'How would a hundred thousand dollars seem to you?' he asked.

"I almost fell over. It made me dizzy. But I kept my face and answered, with as much coolness as I could muster, that the offer appeared to be a fair one. Then another thought occurred to me, and I said that I would accept a hundred thousand dollars, if the company would keep it and pay me in seventeen yearly instalments. I knew that if I got it all at once it would soon go in experiments. It took me seventeen years to get that money, and it was one of the wisest things I ever did. By putting a check on my extravagance I always had funds."

Mr. Edison paused for a moment and thrust his hands in his pockets. An intense look came into his face. His eyes seemed to be looking at something a mile away. So I had seen him in the midst of his electric storage-battery experiments—the world suddenly shut out; his mind turned in on itself.

"It is not true that the strain of life is wearing out the brightness and originality of the American people," he said slowly. "I believe that competition and hard work, above all, hard mental work, is making the American mind keener and more fertile than ever. We are making rapid progress in every direction.

"These great corporations and enormous fortunes that people talk so much about—well, they are blessings. The more big organizations we have and the more rich people we have, the better off the country will be.

"It is the grand scale of work made possible by this concentrated wealth and organization that has produced the present systematic application of science to industry, and the ceaseless demands and greater rewards for higher intelligence among workingmen. This is the best time in all history for a man to live in. Success is no longer a matter of brute strength, but a question of brains. Isn't that a great gain for humanity? The school-house is the door to success.

"The country going backward? Stuff! What we need is an honest enforcement of our laws, more schools, more people in them, more 'trusts' and more millionaires, yes, billionaires.

"Of the things that are yet to be known we don't know a hundredth-millionth part now, and we need massed billions of money and mighty, waste-eliminating organizations, directed by Rockefellers and Carnegies and Schwabs and Boers, to move the productive powers of the world to a higher plane and make things easier and better for everybody.

"I have proven anything like the present demand for intelligent men in every line of work. With the rapid compounding of power, and the certainty that it will become very much cheaper, the value of more physical strength is becoming less important, and the value of knowledge and thinking qualities advances. The idea expressed in 'A Yankee at King Arthur's' becomes truer every day. The eyes of the great capitalists and organizers are strained for signs of intelligence above the dead line that divides raw labor from inquisitive labor.

"One of the most significant evidences of the tendencies of the age is the fact that while the hours of manual work are becoming shorter, hours of intellectual work are growing longer. The hours of brain work are growing longer. Science is making the executive problems of production more involved and, at the same time, it is simplifying and lightening the burdens of mere animal effort.

"Go to the Bethlehem Steel Works and see young men of twenty-five and thirty years in charge of the big hammers and machines. Why? Because they are graduates of the Massachusetts Institute of Technology. If there were ten such schools in Boston their graduates would be gobbled up as fast as they came out.

"Go to the General Electric Company's works and see the crowd of inventors developed from the ranks, all being liberally paid for their ideas.

"Go to any of the great industrial centers and see how large capital and concentrated, systematized methods of business have developed and rewarded poor men who bring intelligence to their tasks. If that isn't a good sign for the present and the future, then my experience and observation go for nothing.

"In my judgment the great organizers, such men as John D. Rockefeller and Andrew Carnegie, have actually done more for the country, more for the masses, than any other men, with the possible exception of the inventors. Of course I do not approve of the advantage secured by Mr. Rockefeller through secret railroad rebates. Yet, that was not his fault so much as the fault of our laws or our administration of the laws. They were all the same game. He simply played it better and on a larger scale. Human nature is not perfect and, so long as we leave such opportunities to businessmen men, we must expect them to take advantages where they can.

"If Mr. Rockefeller were born to-day, he could, I believe, do pretty nearly as well as he has done. The opportunities for success of all kinds are just as great, greater, I think, than when he started in as a poor boy.

"As I look at it, Mr. Rockefeller has never been able to draw his wages for what he has done for the world. He hasn't been even half paid for his work. What has he got out of it? A lot of tin boxes full of bonds that are of no use to him or to anybody else.

"If the Standard Oil Company were to be divided up into a hundred different proprietorships and managements to-day, refined oil would be selling for twenty-five per cent. more within ten years. I have bought lubricating oil for $2 a ton and, with all my knowledge of the technique, I cannot see how it can be made at that price.

"I believe that if all the manufacturing businesses that have been merged into great central systems should be forced back into their original units of organization, most of the products of industry would cost twenty per cent. more actually to make than we can buy them for now.

"Take two large manufacturing works competing with each other. One is managed by a man who is a logical thinker, the other by a man who is not. Now, if competition is close, the thinker improves his methods, while the other man simply cuts down wages or goes out of business."

It is hard to describe Mr. Edison in moments of enthusiasm. He is so strong and quiet and the shine in his eyes is so soft in moods of mental or spiritual exaltation that one gets only a sense of tranquil cheerfulness. Then comes an eye-flash, a raising of the brows and relaxation of the mouth, and his face has instantly the glow and glory of inspiration. It was so at that moment. And the sun, shining across the little row of geraniums in the window, made a very striking picture of him.

"Pessimism is out of place in this country," he said. "We are all advancing together, and there is every reason for hope and confidence. The improvement in rapid transit facilities will enable workingmen to move out into the green country, away from congested centers of population where a poor man has to live in a sort of sarcophagus, with a sewer under it. Every man who works ought to have a bit of garden. That will come through rapid transit, in the near future. The improvement in methods of production will also make it possible soon to build workmen's houses for half what it costs now. These houses can be built away from the city, for the day is not far off when we shall have networks of suburban electric railroads, with trains running at different rates of speed up to fifty miles an hour.

"The cost of living is going down and wages going up, that is, the wages for intelligent work. Practically everything a poor man uses, except food, is cheaper. The demand for food is limited, but the demand for everything else is practically unlimited. Look back over the last twenty years, and you will see how one new scientific methods and genius for organization have lowered the cost of nearly everything except food.

"The price of food will come down, too. Look at what that great man Luther Burbank is doing to improve the food produced by the earth. He has started a new epoch in experimental agriculture and probably in a few years the results of his work will be shown in better food and infinitely cheaper prices. Mr. Burbank is really a very great man. He plants a thousand things of one kind and, as they grow, his eagle eye detects the variations; then he works on the variations to reach a higher plane. That is my own method of work. The Government will in time take up that work, and we shall have thousands of men all over the country spreading knowledge of and applying the new methods. That means better and cheaper food.

"There are a number of men working on the problem of a nitrogenous fertilizer taken from the air by electricity. They are making distinct progress. The salient product is cyanamide. That one discovery will in time double the value of agricultural land, or cut the price of agricultural food products in two.

The government experimenters have found a fertilizer, which can be had in great quantities, and which, when ground sufficiently fine, will give up potash to plant life. These two improvements will probably enable a farmer to grow fifty bushels where he can grow only twenty bushels now.

"Professor Fisher has actually produced albumen from inorganic material. It is a peptone. If that sort of thing keeps on we shall soon be able to make eggs for breakfast out of air, water and stone, minus the organic principle of life.

"I mention things like these merely to call attention to the fact that we are moving forward better times, and that life is growing easier, not harder. As I see it, the condition of the man who rises above the dead line of mental mediocrity or inertia has greatly improved, and improves every year."

"But how about the man below that dead line?" I asked.

Mr. Edison leaned his head on his hand and blinked his eyes.

"His only hope is to be found in the schoolhouse," he said, with great earnestness. "That is to be his salvation. We must protect him by good laws, honestly enforced, and see that the means of education are open to him. Beyond that no one can help him but himself. But the whole tendency of the age, which is calling for increased knowledge and intelligence, is to draw him up out of the rut.

"The labor unions could do much to advance the workingman if they did not insist on pulling good men down to the level of inferior men. The trouble is that, as a rule, they don't employ their best men to manage their business, as employers do. They ignore their wisest men and follow the biggest blow-hards. Under the leadership of such men as Mr. Arthur, the late chief of the Brotherhood of Locomotive Engineers, the labor unions might become a great power for good.

"Looking over the whole country, I have come to the conclusion that the greatest factor in our progress has been the newspaper press. Russia is much bigger than this country in every way. She has a tremendous population and immense natural resources. Yet she is fifty times slower. Why? Because she lacks the power of a free press. She cannot unite or harmonize her forces. But when we want to do anything in America the newspapers take it up. Everybody reads the newspapers, everybody knows the situation, and we all act together. That is another way in which our energies are more concentrated and systematized."

That sincere tribute to the practical value of newspapers from the master worker of the business of to-day recalls the fact that Mr. Edison was himself an editor. It was in his early days, when he emerged from his newsboy career. He managed to get some worn type and other damaged printer's apparatus. With these he fitted up an old car on the Grand Trunk Railway and issued *The Grand Trunk Herald*, a small sheet bearing his name as editor. At the same time he carried on scientific experiments in the car. He even attracted the attention of the great engineer Stephenson and won a tribute from the *London Times*. This stirred his boyish heart and impelled him to fresh experiments as his car moved up and down the line. In a luckless moment a bottle of phosphorus became uncorked and set fire to the car. The conductor of the train threw him and his apparatus out of the car, after boxing his ears. That boxing resulted in the deafness which has been an impediment in his work ever since.

In spite of that little tragedy, he threw himself into the work of experimentation with greater vigor than ever. It is said that his telegraph line consisted of stovepipe wire strung between two houses and insulated with bottles, the magnets wound with wire and wrapped in rags, and a piece of spring brass serving as the key. This system was connected with the two houses that were entirely unlinked by the young inventor; and, in spite of their clawing and yowling, he managed to develop a local current, but not of a kind to work the line.

After becoming a telegraph operator young Edison gave an extraordinary illustration of what ready intelligence can do even with primitive means. The electric cable connecting Port Huron with Sarnia, its neighbor city in Canada, was broken by the ice in the Saint Clair river. All communication between the cities was completely stopped. Leaping on a locomotive at Port Huron, Edison began to sound a message on the whistle, using the dots and dashes of the Morse telegraphic alphabet, "Hello, Sarnia! Do you hear, Sarnia?" For some time there was no response across the mile and a half of drifting ice. But at last a locomotive whistle in Sarnia answered. The signal had attracted the attention of the Canadian telegraph operator. From that time on the cities were in communication.

It is a far cry from these crude triumphs to the long struggles that ended in the incandescent electric light and the Phonograph, yet, all through these events, years of alternate disappointment and success, one can see how large organization and large capital were necessary to the magnificent outcome of Mr. Edison's intelligent and never-ceasing toil.

One of Mr. Edison's assistants has recorded the fact that, in working out the Phonograph, the inventor has spent from fifteen to twenty hours a day, for six or seven months at a stretch, shouting the word "Specia" against the wax cylinders, in his effort to have the sibilants distinctly reproduced. The intense and prolonged labor which has resulted in the new business-man's Phonograph can scarcely be realized. But it took immense capital and a widespread organization to place the million or more Phonographs of kinds now in use.

We are stirred by the story of Mr. Edison's agonizing brain-concentration in the days and nights when he sought to find a carbon filament of sufficient resisting power to obtain a proper subdivision of incandescent light, of how one filament after another was destroyed, at the moment of apparent victory, by delicate breaths of air, and of how he kept on, without sleep, almost without food, while his companions and assistants grew haggard and faint, until at last his memory of what the great Humboldt had written about the qualities of a bamboo growing on the banks of the Amazon suddenly solved the problem. We remember that story, but we forget that Mr. Edison was backed by a corporation with ample capital. It was not enough to produce one or a dozen or a hundred incandescent lamps. To bring the invention within reach of mankind generally it became necessary, to search the whole world for the right kind of bamboo-fiber. William Moore was sent to search China and Japan. Frank McGowan followed the course of the Amazon for two hundred hundred miles, investigating South America from the Atlantic to the Pacific, penetrating regions roamed by wild beasts and hostile Indians, and finally, after great suffering, completely disappearing. No trace of him has since been found. Mr. Ricalton explored the jungles of Pondicherry, Bangalore, Madras, Bombay and Delhi, ascended the Himalayas to an altitude of six thousand feet, followed the Ganges to its mouth, investigated the thickest of the Irrawaddy as far as Mandalay and searched the

Malay peninsula and Ceylon. While Mr. Edison sat in the stillness of his New Jersey laboratory studying variations so delicate as to be scarcely expressible, his agents were to be found in the remotest parts of the earth, braving dangers and hardships in a search for a sufficient supply of the right kind of bamboo fiber to make the incandescent light a permanent addition to the practical wealth of civilization.

THE COMMERCIAL DEPARTMENT.

LOCAL REPRESENTATIVES ARE APPOINTED.

Mr. Edison's inventions have all been so important and far-reaching that campaigns of public education, combined with the selling plans, have had to be conducted to overcome the natural resistance which is experienced when something radically new, such as the Business Phonograph, is introduced.

The present Commercial Department of the National Phonograph Co., with headquarters in Orange and branch offices in Boston, New York, Philadelphia, Pittsburg, Buffalo and Chicago, are at present the headquarters of these centers of combined educational and sales work. Under the direction of these branch offices and others that will be opened, local representatives in every city and small town must be appointed who can demonstrate the Edison Commercial System to prospects who have made inquiry at the branch offices and if possible install the appliances and render local service in the training of employees, and in making repairs.

Edison Jobbers and Dealers in every locality will be given the preference in these appointments which will be made in contract form the same as for amusement goods. But if we find that Edison Jobbers or Dealers are not interested nor qualified to handle the Business Phonograph appointments will be made among other local firms.

Reviewing the contract for handling the Edison Commercial System, which will be mailed upon application, the following features are important: *First*, representatives must purchase the proper number of outfits for writing their correspondence, and for demonstration, at the special discount of 20 per cent. *Second*, branch offices of the Commercial Department will send any goods to customers they may require, either for outright purchase, or for trial, and assume the account so that representatives need not carry any stock. *Third*, representatives must provide salesmen and a mechanic for repairs; the branch office of the Commercial Department will supply all of the repair parts. *Fourth*, the Commercial Department branch office will bill the goods direct to the customer and the National Phonograph Co. will be responsible for the collection of account. *Fifth*, on all goods installed by representatives a commission of 20 per cent. will be allowed when the customer has paid for the goods to the National Phonograph Co.

Edison Jobbers or Dealers who at first thought consider 20 per cent. commission is not sufficient will notice that they are only required to make a local demonstration to the prospect, after being furnished with the inquiry from the branch office, and supply the small amount of interest necessary to properly install the machines when they are shipped from the branch office and attend to any repairs in the future.

It is pointed out that branch office experts are expected to visit the cities and towns where agents will be appointed and in every possible manner instruct the local representatives in accordance with the campaign of education which has been laid out for the Commercial Department. Although 20 per cent. commission may seem small, it is a fact that no purchase of the Edison Commercial System for an ordinary office costs less than $200, while it is not uncommon for offices with five or six stenographers to order fully $1,000 worth of these appliances. At 20 per cent. commission it can thus be seen that Edison Jobbers and Dealers can very easily make considerable profit if they have anyone in their employ capable of attending to this class of business in their spare time.

A complete line of literature, consisting of catalogues, instructions for selling and installing, and blank contracts, will be sent to any Edison Jobber or Dealer who may be interested. Address Commercial Department, Main Office, National Phonograph Company, Orange, N. J.

ADVERTISEMENT OF A TEXAS DEALER.

He wore'ed the girl with serenade
And 'fored the girl with words; you may laugh,
She ne'er said yes, the little maid
Till won by Edison's Phonograph.

Now why don't you buy her one? We will let you have a nice machine for $10, and a dozen Gold Moulded Records for $4.20 per dozen.

Of course you must not tell her how cheap it was. You never tell how cheap you bought things until after you are married. This young lady will enjoy the machine and Records more than she would $20 worth of candy, which will only make her sweeter and you more sad. Again, you must have an eye for business, if you win her, the machine will come back to you; whereas the candy, theatre tickets, flowers, skating rinks do—well, you "muff sed."

Let each of the dozen Records tell her that you love her. Let her have it by voice, violin, guitar, banjo, piccolo. Let the bells ring it to her and let the cornet blow it into her ear, and you will have made the best investment of your life.

Now if you are a married man, of course you must have one. How cheerful and restful to reach home after a hard day's work and have the sweet plaintive notes of the Phonograph greet you with "Everybody works but father."—*Temple Book Concern, Temple, Tex.*

A JOBBER'S LIST OF 250 GOOD SELLING EDISON RECORDS.

Each year the Eastern Talking Machine Company, of Boston, issue for the benefit of their Dealers a list of what they consider the best selling Edison Records. The advantage of such a list to Dealers who cannot carry the full line of Edison Records is obvious. It is especially helpful to Dealers who are taking on the line for the first time and who are all at sea as to the makeup of their initial Record order. Other Jobbers could follow the same plan to advantage. Believing that the list of the Eastern Talking Machine Company will be of interest to the entire trade, we are reprinting it below:

19	Under the Double Eagle March	8391	Violets	8326	When the Bees Are in the Hive
93	Stars and Stripes Forever March	8366	Blues Away March	8431	Come Take a Trip, etc., Medley
1	Sousa's Band Medley	8369	In the Valley Where the Bluebirds Sing	8333	The Troubadour
128	Ireland's Well-known Melodies No. 1	8439	Intermezzo—Cavalleria Rusticana	8346	Yankee Doodle
504	Anvil Chorus from Il Trovatore	8441	Reuben Haskins of Skowhegan, Maine	8048	The Ancients' March
510	Blue Danube Waltz	8455	Scene in a Country Store	8049	My Carolina Lady
631	Faust Waltz	8466	There's a Mother Always Waiting, etc.	8050	When the Harvest Moon, etc.
2066	McGinty at the Living Picture Show	8470	Two Babes in the Rye	8051	There's a Dark Man, etc., Medley
1313	Home Sweet Home	8484	Two Babes in an Eating House	8057	In the Shade of the Old Apple Tree
1325	Where is My Wandering Boy Tonight	8516	Ballet Music from Faust, Part 2	8066	Bunker Hill
2018	Holy City	8525	Girl That's Behind Me Medley	8067	Grandfather's Clock
2201	Annie Laurie	8526	Handful of Earth from Mother's Grave	8073	Parson Spooner's Discourse, etc.
2213	Dancing on the Old Barn Floor	8531	Handful of Earth from Mother's Grave	8079	Tammany
2217	Rocked in the Cradle of the Deep	8536	Beaumarie	8080	Heinie
2222	My Old Kentucky Home	8546	Le Secret Polka	8084	Professor and Musical Tramp
2237	Carry Me Back to Old Virginny	8557	Scene in Country Blacksmith Shop	8086	Two Rubes and Tramp Fiddler
2601	Dublin Dream	8562	Peaceful Henry March	8093	Gerry Owen Medley
2602	Irish Reel	8566	Melody of Love	8095	Good Night, Little Girl, Good Night
2202	Climes of Trinity	8582	Last Rose of Summer	8098	When Father Laid the Carpet on the Stairs
4005	Laughing Coon	8587	New Colonial March	8099	Teddy and the Bear
4012	Whistling Coon	8594	Dancing Waterfowls	8107	Dear Miner Joshua
4013	Wheeling Coon	8598	Marching Through Georgia	9009	Diddy's Day
4023	Norman Dunter's Song	8619	Reuben Haskins' Ride in an Auto	9013	You're My Heart's Desire, etc.
7197	Cowboy	8630	Uncle Sammy March	9014	An Autumn Evening
7169	Mocking Bird	8645	Medley of Original Airs	9015	Good-night, Ladies Helps
7195	Spanish Fandango (*Mendelssohn*)	8657	Blue Bell	9019	Good-night, Beloved, Good-night
7267	Heard My God to Tree	8659	Dan Goes the Second Medley	9020	Tell Me With Your Eyes
7253	Hail Dot, Silver Moon	8668	Dan Goes the Henry Bells	9022	Medley
7250	Bell Boy	8700	All Aboard for Dreamland	9023	Beautiful Ohio Song, On
7230	Holy City	8708	Old Jim's Christmas Hymn	9031	Beautiful Ohio Medley
7242	Gentle Night	8712	Down on the Brandywine	9032	Glory Song
7725	Florodora March	8713	Prettiest Little Song of All	9033	Sousa's Band Medley
7741	Horns and Flowers	8714	Sweet Bye and Bye Medley	9052	Jim Bludso
8014	Down Where the Blue Bells Grow	8719	Oh, Lady Lady, Medley of My Dog	9054	Dearie
8047	Hennessy Boy March	8721	An Interrupted Courtship, etc.	9063	Take a Car
8048	Fireman's Duty	8724	My Old New Hampshire Home	9064	Saved by Grace
8054	Our Director March	8726	Two Rubes at the Vaudeville	9066	Keep a Little Cosy Corner, etc.
8058	Forbes' Farewell	8727	Two Rubes at Home	9067	My Tosh Molly, O
8069	Carry me to Alabama	8743	I Can't Do That Sum	9068	Louis and Leon at Luna Park
8084	Coon Band Contest Yankee Doodle Dee	8760	On Jersey Shore March	9069	Just Across the Bridge of Gold
8128	Wedding of the Winds	8773	Two Rubes at the Circus	9069	In the Evening by the Moonlight
8130	O Mistress from Il Trovatore	8781	Dixie	9070	Would You Care
8139	Holy Cooperunnih.	8784	Shoemaker's Cure, etc.	9079	Clancy Makes Election
8146	Down at Finnegan's Jamboree	8800	Mary Clare's Before Election Speech	9080	Clementine and Maggie
8155	Lucia—Sextette and Lord's Prayer	8809	Wilkinson Waltzes	9081	Killarney
8172	Closing Time, etc.	8817	Bye and Bye, etc.	9086	Waltz of the Swallows
8184	Miss McCook's Reel	8828	Bye and Bye Joe	9087	Lassie
8190	Marty Malone's Wake	8829	Rock of Ages	9089	Never Say Old Georgia
8200	Schwartz Regiment	8830	Rock of Ages	9090	Dorrance Sy Weeks But Father
8207	Schwartz Regiment, N. G. N. J. March	8838	Ring the Bells of Heaven	9103	The Village Seamstress
8217	Lucky Jim	8870	Two Rubes Hard, etc.	9106	Whistler and His Dog
8233	The Yankee	8892	Just Before the Battle, etc.	9107	Whistler and His Dog
8247	U. S. Army Lancers, First Series	8893	Come Take a Trip in My Airship	9108	I'll Be Waiting in the Gloaming
8266	Tell Me Pretty Maiden	8896	By the Old Oak Tree	9109	When the Mists, etc.
8279	Con Clancy's Christening	8898	The Dashin' Dream	9111	What You Goin' to Do, etc.
8292	Turkey in the Straw	8891	Over the Waves Waltz	9119	Musical Yankee
8315	Boston Commandery March	8894	Under Double Two-step	9120	Hard Times Come Again No More
8317	Second Regiment Conn. N. G. March	8896	Under Two-step	9124	Mary
8324	Dixie Medley	8898	Dashin' Dream	9126	Mary Taylor, Pilot No. 9
8330	Dixie Medley	8908	The Watermelon Vine	9128	Work Till the Sun Shines, Nellie
8360	Casey and His Gang of Irish Laborers	8909	Pleasant Moments	9130	Work Till the Sun Shines, Nellie
8362	Therese Polka	8912	Yankee Doodle Boy	9142	Two Little Dutches
8382	Allen, Where Art Thou?	8914	Monastery Bells	9143	Fol-de-rer-ol-lol
8387	Aluguann March		Memory's Day	9144	Adventures of Barney and Colleen
					When the Evening Breeze, etc.

9148 Golden Wedding
9150 I'm Glad But I'm Awfully Sorry
9152 Young Veteran's Home March
9153 Hallowe'en Frolic March
9155 Neither From Nothin' Leaves Nothin'
9158 Can't You See I'm Lonely
9159 Call Again Colleen
9162 Silver Threads Among the Gold
9164 Sympathy
9166 Blue Bell
9169 Good-night Waltz
9170 Sleep, Baby, Sleep
9176 Tom Hickey's Vaudeville Specialty
9180 Pass Me Not, etc.
9183 La-Tyaley Tyaley Um
9189 A Gay Cossoon
9190 Jolly Blacksmith
9193 Hot-the-cold Medley
9194 Hawaiian Love
9197 "Carmenere" Waltz Medley
9199 God Be With You
9202 College Life March
9207 Glover March
9212 Silver Heels
9221 Uncle Josh Weatherby in a Department Store
9222 Just a Little Rocking Chair and You
9235 Trombone Regiment March
9238 Mandy and Her Man
9238 Sister
9240 Only a Message from Home, Sweet Home
9243 When the White-poor-will Stops Whipping
9244 Flanagan's Party Off
9255 In the Golden Autumn Time, My Sweet Elaine
9259 My Lovin' Henry
9262 Happy Birds Waltz
9271 Lead Me to Your Sunny Side
9275 At the Minstrel Show—No. 1
9276 At the Minstrel Show—No. 2
9277 At the Minstrel Show—No. 3
9278 At the Minstrel Show—No. 4
9279 At the Minstrel Show—No. 5
9280 At the Minstrel Show—No. 6
9292 It's Up to You to Move
9293 Sailor's Hornpipe Medley
9296 Here's to Our Absent Brothers
9310 Goodby Mr. Greenback
9312 Weber and Fields' Stories
9313 'Twixt Around the Door
9318 Waiting at the Church
9318 With the Robins I'll Return
9333 Cisney's Wooden Wedding
9340 Cisney's Cake Walk Medley
9341 American Patrol Medley
9345 Manhattan Beach March
9349 Two Jolly Irishmen
9350 Good Old U. S. A.
9354 Old Heidelberg
9359 Peaches and Cream

EDISON GOODS HIS LEADER.

I send you photograph of my store where Edison Phonographs and Edison Gold Moulded Records are the leaders in the talking machine line. None of the several makes of goods in this line in seven years (my experience in the business) has ever equaled in popularity and



staying qualities the Edison machines and Gold Moulded Records. Other makes having long ago been discontinued. Selling Edison Phonographs and Records is the best branch as a moneymaker I have and they will have my most energetic efforts to increase their sale.—*C. E. Wyeth, Newark, Ohio.*

A PLAN WORTH EMULATING.

Following is a copy of a letter that the R. S. Williams & Sons' Co., Ltd., Edison Jobbers at Toronto, Canada, are sending to their Phonograph Dealers:

The Phonograph season is now well under way, and the prospects are that this season will be the greatest in the history of the talking machine trade. Are you getting your share of the talking machine business? If not, why not?

Now, to make your Phonograph business is the new issue Records. This is the evolution of the phonograph and the secret of your success as a Phonograph dealer.

Make your customers look for these new issue Records each month; advertise the fact that they can get them from you; send out a circular monthly, drive the wedge to still further by a postal to each of your customers, inviting them to call, then watch the results that are bound to follow.

Now, to work this end of the business successfully, you must have a copy of your each of the new issue Records each month. We will send you a card which we trust you will sign and return to us as quickly as possible. You are running no chance as the *Edison Phonograms*, of which you no doubt received a copy.

Now, this will you double your business; it can be done; we have done it in our retail department. Write us fully the conditions you have to contend with in your locality, and we will give our frank, open opinion, backed with our long experience, which we think will greatly increase your business.

Enclosed with the letter is a card, directing the Williams Company to enter an order for one or more of each of the new Edison Records each month until ordered discontinued. The Williams Company report that they have had surprising results with the plan.

BE ENTHUSIASTIC.

With a product so perfectly made, and so thoroughly advertised as Edison Phonographs and Records, Dealers should have no trouble in being enthusiastic when talking about these goods to a prospective buyer. They may have an excellent window display; may have a most complete stock; may know the merits and advantages of Edison goods by heart, yet if they do not talk with the conviction which comes from being really enthusiastic, their customers will not get to that point of interest when they will say, "Yes! that's the machine I want."

Dealers must remember that, in all probability, a customer comes into the store with the definite idea that the Edison is the one of all others that he would like, but he wants to have his opinion confirmed by the Dealer. Thus it may mean that the Dealer will have to enumerate the good points about which he is already well informed, and if this is done in a genuinely enthusiastic manner, an order may very easily be secured for a "Home" when he intended to buy a "Standard"—and so make just so much more profit.

Dealers should never let a customer buy a low priced machine if they can possibly help it. It means less satisfaction for the customer, for the Dealer, for those that hear it. Emphasize strongly the advantages of paying a little more and getting an instrument that is certain to give more real pleasure, and true enjoyment, to everyone that hears it. The sale of an "Edison" means selling a regular supply of Edison Records to its owner, too; this is almost an impossibility when a low priced talking machine is sold.



THERE is nothing so good for the family as laughing. Anything introduced into the family circle which will increase the number of laughs per person per evening is a benefit to the health of the home.

The Edison Phonograph is able to furnish good, hearty, wholesome fun. It is not always funny, but it can be made funny when you like it funny.

The first work of the Edison Phonograph is to amuse. Some people are better amused by things that are not funny. Music, operas, hymns, ballads, old songs—whatever it is that you like best—that is what the Edison Phonograph can give you best. There are good dealers everywhere who show it and sell it. Write for the book and you will know why you want the Edison.

National Phonograph Company
Lakeside Ave., Orange, N. J.

[Full page advertisement in November Magazines.]

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.
Birmingham—Talking Machine Co., 1007 Second ave.
Mobile—W. H. Reynolds, 161 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.
Little Rock—O. K. Houck Piano Co.

CALIFORNIA.
Los Angeles—Southern California Music Co., 332 South Spring street.

Oakland—Sather Piano Co., 1017 Broadway.
Sacramento—A. J. Pommer Co., 126 and 128 J street.
San Francisco—F. Bergerot & Sons, 1021 Golden Gate Ave.

COLORADO.
Denver—Denver Dry Goods Co., 624 16th street.
Hext Music Co., 1518 and California streets

CONNECTICUT.
New Haven—Parker-Eldenberger Co., 48 State street

DISTRICT OF COLUMBIA.
Washington—E. Droop & Sons Co., 925 Pennsylvania Avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.
Atlanta—Atlanta Phonograph Co., 91 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Savannah—Youmans & Loeffler.
Waycross—George S. Yonmans.

ILLINOIS.
Chicago—Babson Bros., 125 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
Talking Machine Co., 304 Wabash ave.
Thompson, 521 Lake Side Building.
The Vim Co., 88 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 108 S. Adams street.
Quincy—Quincy Phonograph Co., 618 Hampshire st.

INDIANA.
Indianapolis—Indiana Phono. Co., 41 Virginia Avenue.
Kipp-Link Phonograph Co., 117 N. Illinois St.
A. E. Metz & Co., 35 Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.
Des Moines—Hillgrove Bros. Co., 620 Locust street.
Vim Co., 808 West Walnut street.
Fort Dodge—Corbett House, 820 Central ave.
Sioux City—Early Music House.

KENTUCKY.
Louisville—C. A. Ray, 630-632 Fourth avenue.

LOUISIANA.
New Orleans—William Bailey, 820 Frenchmen street.
Louisiana Phono. Supply and Fire Alarm Co., 64 Grunier street.

MAINE.
Bangor—S. I. Crosby Co., 186 Exchange street.
Portland—W. H. Hoag & Son, 200 Commercial street.

MARYLAND.
Baltimore—E. F. Droop & Sons Co., 209 N. Charles St.

MASSACHUSETTS.
Boston—Boston Cycle & Sundry Co., 512 Hanover street.
Eastern Talking Mach. Co., 143 Tremont st.
Iver Johnson Sprg. Goods Co., 165 Washington st.
C. E. Osgood Co., 744 Washington street.
Pitchburg—C. E. Johnson Sprg. Goods Co., 257 Main st.
Lowell—Thomas Whittaker, 24 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Bridgett Co., 459 Main st.
Worcester—Iver Johnson Sprg. Goods Co., 364 Main st.

MICHIGAN.
Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros., 67 Woodward ave.

MINNESOTA.
Minneapolis—Thomas Goggin, 19 Hennepin ave.
Minnesota Phono. Co., 318 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 31-33 West 4th street.
Koehler & Hinrichs, 123, 5, 28 St.
Thomas C. Hough, 302 Wabash street.
Minnesota Phonograph Co., 32 E. 4th street.

MISSOURI.
Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. F. Schmelzer & Sons Arms Co., 710 Main street.
St. Louis—Conrad Fischer, 1118 and Olive streets.
O. K. Houck Piano Co., 1109 and Olive streets.
Western Talking Machine Co., 1120 Olive st.

MONTANA.
Helena—Frank Bauer, Diamond Block, Sixth avenue.

NEBRASKA.
Lincoln—H. R. Sidles Phono. Co., 131h and P streets.
Omaha—Nebraska Cycle Co., 1418and Harney streets.
Omaha Bicycle Co., 1016 & Chicago sts.

NEW JERSEY.
Hoboken—Eclipse Phono. Co., 71 Washington st.
Newark—Demorest Phonograph Co., 24 New st.
A. O. Petit, New and Halsey streets.
V. H. Ripka, 267 Bank street.
Paterson—James C. O'Dea, 117 Ellison street.
Trenton—E. Hewes Book and Stationery Co., 32 E. State street.
John Sykes, 225 N. Broad street.

NEW YORK.
Albany—Finch & Hahn, 51 State street.
Asterle—John Jones.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells streets.
Robert L. Loyd, 601 Main street.
Talking Machine Co., 237 Main street.
Elmira—Mark Sloan, 117 Main street.
Gloversville—American Talking Co., 28 Fulton st.
Kingston—Forsyth & Davis, 300 Wall street.
New York City—Hettrel Phono. Co., 156 W. 23d street.
Blackman Talking Machine Co., 97 Chambers street.
F. Bergerot & Sons, 1237 7th avenue.
Sol Bloom, 3 E. 42d st.
I. Davegh, Jr., 129 W. 125th St.
S. H. Davegh, 31 E. 125th street.
Douglas Phono. Co., 82 Chambers st.
Edison Jobbing Dept., 10 Union Square.
Victor H. Emig, 1061 Second avenue.
Siegel-Cooper Co.
John W. Hannaman.
Alfred Weiss, 1600 First avenue.
Oswego—Frank E. Bolway, 32 W. Bridge street.
Rochester—Alex. Hemingway, 52 North street.
Hall & Mills Co., 25 and 27 State street.
Giles Piano & Music Co., 37 State street.
Talking Machine Co., 30 Main st. E.
Schenectady—Finch & Hahn, 502 State street.
Ivy A. Rickard & Co., 233 State street.
Syracuse—W. D. Andrews, 122 East Genesee street.
Troy—Finch & Hahn, 22 Second street.
Utica—Clark-Horrocks Co., 52 Genesee street.
Arthur P. Ferris, 76 Washington street.
William Harrison, 10 Columbia street.
Utica Cycle Co., 1 Columbia street.

OHIO.
Canton—Klein & Heilman Co., 100 E. Tuscarawas St.
Cincinnati—Ilsen & Co., 21 W. 6th street.
Lyon & Healy, 25 and 27 W. 4th st.
Cleveland—Bellgrafe Music Co., 714 Superior ave.
Columbus—Perry B. Whitsit Co., 161 S. High street.
Dayton—Schaub & Dubse, 8, 10, 12 E. 5th street.
Newark—Ball-Pinter Co.
Toledo—Hayes Music Co., 626 Cherry street.

OREGON.
Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 250 Northampton street.
Harrisburg—C. L. Hepps & Son, 211 Market street.
Philadelphia—C. L. Hepps & Son, 1117 Chestnut street.
Lit Bros., Market and 11th streets.
Musical Echo Co., 1227 Chestnut street.
Penn Phonograph Co., 21 S. 9th street.
John Wanamaker, 1218 and Market sts.
Quaker Phonograph Co., 26 N. 9th street.
Western Talking Mach. Co., 41 & 43 N. 16th st.
H. A. Weymann & Son, 1021 Market st.
Pittsburg—Theo. F. Beisel Co., Inc., 436 Wood street.
Pittsburg Phono. Co., 937 Liberty street.
Wm. H. Reed, 1011 Penn avenue.
Reading—Keading Phonograph Co., 1 N. 5th St.
Scranton—Ackerman & Co., 517 Wyoming avenue.
Technical Supply Co.
Sharon—W. C. DeForest & Son.
Williamsport—W. A. Myers, 149 W. 3d st.

RHODE ISLAND.
Pawtucket—Pawtucket Furniture Co., 29 N. Main St.
Providence—J. J. Deer Co., 1 Westminster street.
J. A. Foster Co., Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 152 Weybosset street.
A. T. Stanterood & Co., 168 Main st.

UTAH.
Ogden—Provost Sporting Goods Co., 331 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

Continued on page 23.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.
Knoxville—Knoxville Typewriter and Phonograph Co., 221 Gay street.
Memphis—P. M. Atwood, 160 N. Main St.
O. K. Houck Piano Co., 295 S. Main street.
Nashville—Nashville Talking Mach. Co., 310 Church st.
Stagmiller & Co., 217 Arcade.
G. K. Houck & Sons.

TEXAS.
Dallas—Gray Talking Machine Co., 197 Main st.
El Paso—W. D. Walz & Co., 211 Texas street.
Fort Worth—Cummings, Shepherd & Co., 500 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 249 West Commerce St.

VERMONT.
Burlington—American Phono. Co., 31 Church St.

VIRGINIA.
Richmond—Magruder & Co., 229 E. Main st.
C. H. Haynes, 602 E. Main St.

WASHINGTON.
Seattle—D. S. Jackson Co., 909 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.
Milwaukee—McGreal Bros., 172 3d street.

CANADA.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 291 Portage street.

SUSPENDED LIST, NOVEMBER 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.
Petaluma—THOMAS McGUIRE, 825 Main street.

Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.
Champaign—EGGLESTON BROS.
Ottawa—EDWARD LAWLER.
Wheaton—E. IRVING HALL.

INDIANA.
Logansport—P. NIFF, 406 Broadway.
South Bend—EUGENE MARSH, 226 Lincoln avenue.
SOUTH BEND BOOK BINDERY, Robert Lebeis, Prop., 203 North Michigan street.

IOWA.
Burlington—JOHN P. WEISS, 721 Jefferson street.
Sioux City—CHARLES MUSIC CO.
A. V. LARIMORE, 511 Fifth street.
Stats Center—ORA SHARRAH.

KANSAS.
Clay Centre—E. M. GOWENLOCK.
Lawrence—ARTHUR KOS.
Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.
Biddeford—W. H. FIELD.
Lewiston—C. A. VERRILL.
Monmouth—G. H. STINCHCOMB.
Waterville—FRANK RICHARD, 150 Main street.

MASSACHUSETTS.
Boston—E. C. PECK, 23 Milk st.
T. RINDER, 60 Leverett street.
Franklin—E. P. Blackmar, '07
Lawrence—LORD & CO., 314 Essex street.
Lynn—O. MOSHER, 100 Essex street.
Malden—C. E. PARKER.
Nantucket—ARTHUR H. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 12 Summit avenue.
Worcester—JOSEPH YUKIAM, 14 Front street.
Woburn—KENNEY & CONNELLY, of THE HOLTON JEWELRY CO., F. Delaney, Manager.

MICHIGAN.
Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
JAMES V. CALAHAN, 107 Genesee st.
HERNEY BROS., 102 Genesee st.

MISSOURI.
Kansas City—THE WITTEMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
PIANO PARTS CO.
*Red Cloud—ALBRIGHT BROS.
ALBRIGHT BROS.
Hitchcock Bridge—F. BARNES.
Manchester—E. DUMAS
Technical Supply Co.
Sharon—W. C. DeForest & Son.
Williamsport—W. A. Myers, 149 W. 3d st.

NEW JERSEY.
Atlantic City—SAMUEL D. WOLF, 1405 Arkansas Ave.
Bayonne—J. WIGDOR, 169 Avenue D.
Jersey City—W. L. HOFFMAN, 191 Montgomery st.
Long Branch—C. N. Alexander, 29 Broadway.
Newark—H. HOWARTH, 1 also New York City.
Oswald—J. HUNTER.
Paterson—CHAS. H. KELLY, 92 N. Main street.
Plainfield—S. W. PRUDIT, or R. PRUDIT; also New York City.
ELTON M. LEONARD.

*Added since October 1st, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

What the "Other Fellow" Is Accomplishing

LANGUAGE STUDY IN CHICAGO.

Lyon & Healy Doing a Big Business With the Course Directed by the International Correspondence Schools.

(Special to The Talking Machine World.)

L. L. Lewis, representing the International Correspondence Schools of Scranton, Pa., is in charge of a special branch in the retail department of Lyon & Healy's devoted to the exploitation of language teaching through the medium of the talking machine. It is said that so far Lyon & Healy have disposed of over 300 outfits, mostly to the better class of customers, the facilities offered by the talking machine plan for studying at odd hours appealing directly to the busy men of affairs. All told, the International Correspondence Schools have disposed of 20,000 outfits, valued at $1,000,000.

Another story of a "dealer who has tried it." And a prominent firm in Atlanta is going to open a regular school of language study with the aid of our phonograph system. They are waking up all along the line to the possibilities of the language feature of the business. How about YOU? Do you realize what I. C. S. Language Outfits will do for YOUR business? Do you know that with these outfits you can reach a class of trade that would not think of using a phonograph for ordinary purposes, that you can reach those people who have become tired of their phonographs as an amusement fad, and that you can quickly interest your regular customers in this PROFITABLE use for the phonograph? "Dealers who have tried it" have increased their business from 10 to 30 per cent. and more. Don't be slow. Get into the game and get YOUR share of this trade. Write TODAY for further particulars.

I.C.S. LANGUAGE SYSTEM with Thomas A. Edison PHONOGRAPH

International Correspondence Schools

Box 920, SCRANTON, PA.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., DECEMBER, 1906. No. 10.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
310 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77, MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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THE HOLIDAY SEASON.

Are you ready for the holiday trade, Mr. Dealer? The little more than three weeks that remain between now and Christmas constitute the most important season of the year for Edison business, and he whose stock is most complete is going to reap the greatest good from it. Thousands of families are recognizing in the Edison Phonograph one of the most desirable of holiday gifts, and more and more of them are being bought at this season every year. Every Edison Dealer should recall to mind the demand that he had at this time last year and determine that he will be amply supplied to meet any similar demand this year. Many a fine sale was lost last year because Dealers did not have the Phonographs and Records on hand when customers wanted them. Our inability to turn them out fast enough was responsible to much of this shortage, a condition that does not now exist. We are in splendid shape to meet all reasonable demands. Jobbers are also well stocked, so that Dealers have but to order to get all the goods they want. The unusual advertising that we are now doing in all parts of the country cannot fail to create a great demand for Edison goods, and Dealers would do well to recognize the fact in making their plans for the holiday trade.

It is with considerable satisfaction that we say that we are in splendid shape at the factory to take care of the needs of the trade. Never in the history of the Phonograph has our factory been working so smoothly as it has for months past. It is difficult ourselves to believe that the output is fully fifty per cent. more than at the same time a year ago, when our entire manufacturing and selling forces were at their wits' ends to keep the trade appeased. While we are fully sold up all the time and cannot accumulate a surplus, the orders are so promptly filled that Jobbers do not need to write letters begging for goods, and a world of correspondence and unnecessary work is

(Continued on page 3.)

THE ADVANCE LIST OF FEBRUARY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR FEBRUARY, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **January 28th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on January 28th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after January 29th, but must not be circulated among the public before **January 28th.** Jobbers are required to place orders for February Records on or before **December 10th.** Dealers should place January orders with Jobbers before **December 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9458 A Garden Matinee (*Friml*) *A delightful Entr' Acte* Edison Concert Band
9459 When the Snow Birds Cross the Valley (*Solman*) Harry MacDonough
A song that you'll like the very first time you hear it. By the writers of "In the Valley Where the Blue Birds Sing"
9460 Kentucky Babe (*Geibel*) Vassar Girls Quartette
A pleasing selection by a quartette of female voices
9461 Lustspeil Overture (*Keler-Béla*) Edison Symphony Orchestra
One of those pieces that always makes a fine record
9462 A Lemon in the Garden of Love (*Carle*) Billy Murray
The biggest song hit in Richard Carle's "The Spring Chicken"
9463 Good-a-Bye John! (*Herbert*) Collins and Harlan
A comic Italian dialect selection sung by Montgomery and Stone in "The Red Mill"
9464 Fancy Little Nancy (*Bainer*) *A serio-comic song* Ada Jones
9465 Regimental Pride March (*Heed*) Edison Military Band
One of the best marches that we have recorded in some time
9466 Uncle Josh in a Chinese Laundry (*Rehe*) Andrew Keefe
It's the same old, but ever funny, story
9467 Looking this Way (*Van De Venter*) Miss Hinkle and Miss Keyes
Sacred selection by soprano and contralto
9468 Good Bye, Sweet Maryland (*Rosenfeld*) James F. Harrison
A beautiful descriptive ballad
9469 Little Nell (*Pryor*) Albert Benzler
As a waltz solo Arthur Pryor's tuneful and swingy song and dance makes a fine number
9470 Night Time (*Cohan*) J. W. Myers
A big hit in Geo. M. Cohan's "The Governor's Son"
9471 Whistle It (*Herbert*) Miss Trix and Messrs. Meeker and Murray
The great comic trio from "The Red Mill"
9472 And a Little Child Shall Lead Them (*Harris*) Byron G. Harlan
Chas. K. Harris' latest ballad
9473 Cherry—Intermezzo (*Albert*) Edison Concert Band
This instrumental selection is given out by its publishers as their "follow up" number to "Iola"
9474 Alice Where Art Thou Going? (*Gumble*) Billy Murray and Chorus
This song is already very popular. It's popularity as a record will be even more so. The Edison Quartette sings with Mr. Murray in the choruses
9475 Cherry Hill Jerry (*Original*) Ada Jones and Len Spencer
A typical East Side character sketch. The song "Cherry Hill Jerry" (Lawlie) is sung by Miss Jones
9476 Somebody's Waiting for You (*Gumble*) *A new waltz song* Harry Anthony
9477 Ave Maria (*Gounod*) *A solo for 'cello accompanied by piano* Hess Kronold
9478 Because You're You (*Herbert*) Miss Hinkle and Mr. MacDonough
The repeatedly encored soprano and tenor duet from "The Red Mill"
9479 I'm Going Right Back to Chicago (*Van Alstyne*) Arthur Collins
A lively coon song by Williams and Van Alstyne
9480 A Flower from Home Sweet Home (*Schmid*) Edison Male Quartette
A beautiful sentimental ballad
9481 Arrah Wanna Medley (*Original*) Edison Military Band
Includes three song hits: "Arrah Wanna" (No. 9447), "Bonnie Jean" (No. 9454), and "When Tommy Atkins' Marries Dolly Gray" (No. 9451).

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

avoided. The month of October broke all records for volume of business and it is expected that November will be even better. Such results as these show how strong the National Phonograph Co. is with its Jobbers and Dealers and how the public look upon the Edison Phonograph and Edison Records.

5 MORE GRAND OPERA RECORDS IN FEBRUARY.

On page 5 is printed the Advance List of five new Grand Opera Records. They are numbered from B 41 to B 45. Four of them are sung by artists who have appeared in previous lists and the fifth by Mario Ancona, an Italian baritone. The latter is an artist of renown in Europe. He sang in this country some years ago. He will shortly arrive in this country and will be one of the stars in Hammerstein's new grand opera company, in which Madame Nordica will also sing. Three of the new selections are sung in Italian and two in German. Five different operas are represented. From an artistic and recording standpoint, they are all that could be desired by the most fastidious.

Forty-five Grand Opera Records have now been listed, comprising a variety sufficient to suit all tastes. Never before have lovers of high grade music been given such an opportunity to hear their favorite composers in so permanent a form and at such low cost. At an opera performance the airs can be heard but once and at considerable expense. With these Records and an Edison Phonograph the music lover may hear them as often as he likes.

While we have no fault to find with the success of this grand opera series, we cannot help feeling that the trade in general, especially the smaller Dealers, are not paying the attention to them that their high quality deserves. The entire list should be part of the stock of every Dealer attempting to carry an adequate supply of Edison Records and he should make an effort to call the attention of his patrons to them.

In the past much has been said in criticism of the Phonograph because no high class Records by grand opera singers could be had for it. Dealers have reported their inability to sell a machine because of this shortcoming. Now that the want has been supplied, Dealers should lose no time in going after this high class trade. There is scarcely a Dealer in Edison goods who does not have in his territory a number of families of musical taste whom he should be able to interest in the Phonograph because of these Grand Opera Records.

Think the matter over, Mr. Dealer. See if you cannot put in at least one of each selection and push their sale. Get up a mailing list of the best families in your city or town and send each a copy of the supplement that we shall get out for retail use, accompanying it with a letter, stating that you have the Records and the machines to play them. These supplements will contain the titles of the forty selections before issued, and will be an attractive piece of literature. Don't let your competitor beat you out, but rather strive to get ahead of him.

CARRY THE FULL LINE.

"If we could only get Dealers to realize the Edison business they would do if they would carry the full line of Edison Records in the domestic catalogue there would be no limit to the sale of Edison Records." Such is the constant cry of our salesmen when asked concerning the business in their territories. While there are doubtless places too small to make it profitable to carry such a stock, yet it is true of hundreds of places where Dealers now do not think it possible. Our salesmen report that the experience of Dealers who put in the entire line is always the same. They jump at once from a small business into one that makes them most enthusiastic. Many a Dealer has regretted that he could not see the advantages of the complete line sooner than he did and he would not go back to the old way of doing an Edison business for a considerable sum. To carry one each of all Edison domestic Records involves an outlay of about $275.00 and the cost of a suitable system for taking care of them, about $25 more. After that it becomes a mere detail, with no additional capital, to keep the stock up. As fast as sales are made other Records can be ordered in their places. It is impossible to over-rate the advantages to a Dealer of being able to advertise that he carries every Edison Record. Then think of the satisfaction of being able to say to every customer: "Yes, I have it," instead of "No, but I'll get it for you." The profits are equally satisfactory and they are made with the least amount of trouble. There's an absence of worry in doing a business of this kind that hundreds of present Dealers would not think possible. We cannot urge too strongly that Dealers give this matter their most careful consideration.

One of our most enterprising salesmen has compiled the table given below and presents it to new Dealers as representing what he considers essential to a complete stock for doing a successful business in Edison Phonographs

and Records. While such a stock cannot be carried in many small towns, we commend it to hundreds of Dealers doing a limited business in cities and large towns where such a stock could be carried to the great profit of Dealers. This table shows that with an outlay of $566.12 a Dealer can make $405.28, and many Dealers are turning over their money from six to twelve times a year in this manner:

	Cost Each.	Total Cost.	Selling Price Each.	Total
1300 Edison Rec.	$ .10	$125.00	$ .25	$325.00
1 Gem Phono.,	5.00	5.00	10.00	10.00
2 Std'd Phonos.	12.00	24.00	20.00	120.00
6 Home Phonos.	18.00	108.00	30.00	180.00
1 Tri'ph Phono.	30.00	30.00	50.00	50.00
24 Tre'ted Horns	1.35	32.00	3.50	84.00
24 No. 2 Cranes,	1.50	36.00	3.50	84.00
24 M. Connections	.03	.72	.10	2.40
		$566.12		$857.40
				566.12
	Net Profit,			$405.28

MAKE UP MAILING LISTS.

One of the most profitable methods that a Dealer doing business in a small town can employ is that of going after prospective customers by mail. Such Dealers should make up two different mailing lists. One should be of owners of Edison Phonographs or other cylinder talking machines and a list of new Records or a copy of the *Phonogram* should be sent to them every month. The plan would be strengthened with a brief invitation to call and hear the new Records on a given night each month. The other list should include the names of every family in the vicinity who might be induced to buy a Phonograph, and a piece of printed matter or letter should be mailed to each at intervals. Not more than two months should elapse between each mailing. Each time a cordial invitation should be extended to call and hear a demonstration. Or still better, ask for the privilege of making a demonstration in the home of the party addressed. In nine cases out of ten where such consent can be secured a sale can be made. Those who have given mailing lists a good trial find them very profitable ways of increasing their Edison business.

THREE NEW CANADIAN JOBBERS.

C. H. Wilson, General Manager of Sales of this company, is spending a week in Canada during the early part of last month and established three new Jobbers of Edison Phonographs and Records. Up to the present time our only Canadian Jobber was the R. S. Williams & Sons' Co., Ltd., with headquarters at Toronto and a wholesale branch at Winnipeg. The growth of our business in Canada made it advisable to have a greater number of distributing points than these two cities, and it was also felt that an additional number of Jobbers would bring a still further increase in our Canadian business. Mr. Wilson had no difficulty in signing Peter Kelly, of 282 St. Lawrence street, Montreal; C. Robitaille, of 320 Rue St. Joseph, Quebec, and W. H. Thorne & Co., of 42-46 Prince William street, St. John, N. B. All of these firms had been handling Edison goods as Dealers and were, therefore, quite familiar with them and their possibilities. The five named firms will give excellent distributing facilities east of Winnipeg and enable us to get goods to Canadian Dealers at a minimum cost for freight charges.

THE EXCHANGE PROPOSITION.

The statement last month to the effect that the exchange proposition had been disposed of was hardly correct. It was a fact so far as the trade shipments to us were concerned, but it was far from correct as representing the situation at Orange. The men in the specially created "Exchange Department" have had the time of their lives in trying to straighten this matter out. It would be hard to imagine a greater tangle than these shipments were in early in November. Scores upon scores of shipments arrived with one or two cases short. Such shipments could only be set aside till the missing cases came in and many shipments are still waiting for the missing parts. These broken up lots not only caused trouble, but they made it impossible to send Jobbers and Dealers credit for their shipments. Many complaints from the trade were received, but as the delay was beyond our control we could only explain the situation and ask the complainants to wait. Those still waiting will appreciate how impossible it is to send them the credit papers until we get the complete shipments. We are doing everything in our power to dispose of the whole proposition.

FEBRUARY RECORDS ON JANUARY 28TH

Since January 27th, 1907, falls on Sunday, February Records cannot be placed on sale until the following day, January 28th. The trade must bear this in mind and under no circumstances permit February Records to leave their places of business on Sunday or earlier date. Such a contingency was provided for in the original notice sent to the trade.

NO MORE BRONZE PAPER WEIGHTS.

The trade is hereby advised that we have discontinued the sale of bronze paper weights. Reference to them will be eliminated from future catalogues.

ADVANCE LIST EDISON GRAND OPERA RECORDS

SUPPLEMENT No. 5, FEBRUARY, 1907.

THE five Grand Opera Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **January 28th, 1907**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on January 28th.** Supplements, will be shipped with Records. These may be distributed to Dealers after January 20th, but must not be circulated among the public before **January 28th.** Jobbers are required to place orders for these Grand Opera Records on or before **December 10th, 1906.** Dealers should place orders for these with Jobbers before **December 10th** to insure prompt and complete shipment when Jobbers' stock is received.

B. 41—"Nobil donzella," "Gli Ugonotti" *Meyerbeer*
By Mario Ancona, Baritone.
Sung in Italian, Orchestra accompaniment

B. 42—"Geardate, pazzo son," "Manon Lescaut" *Puccini*
By Florencio Constantino, Tenor.
Sung in Italian, Orchestra accompaniment

B. 43—Gebet, "Allmächt'ge Jungfrau," "Tannhäuser" *Wagner*
By Mme. Rappold, Soprano.
Sung in German, Orchestra accompaniment

B. 44—"Bello siccome un angelo," "Don Pasquale" *Donizetti*
By Antonio Scotti, Baritone.
Sung in Italian, Orchestra accompaniment

B. 45—"Willist jenes Tags," "Der Fliegende Holländer" *Wagner*
By Alois Burgstaller, Tenor.
Sung in German, Orchestra accompaniment
Edison Grand Opera Records cannot be furnished in concert size.

PRINTED MATTER.

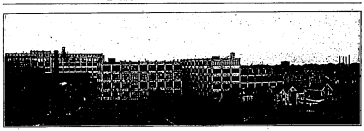
Orders of Jobbers for domestic Record catalogues are now being filled with the new edition, Form No. 1000. This contains all Records listed to and including November, 1906. Only the December supplement is needed to make it complete for holiday trade.

It is not our intention this month to get out a special list of Christmas Records. Special lists of this kind are not as a rule successful because many Dealers in smaller places do not have the Records in stock, and cannot meet the demand that the printed matter creates.

Beginning with the December issue, the monthly Record supplement will be printed in two colors on the front and one on the back. The front page designs will be unusually artistic. Each will typify the month of issue and all will be of similar style. The December design shows a trio of carol singers of olden times and the colors are red and green, both design and color scheme being appropriate to the Christmas season.

We will be glad to mail a muslin sign showing the words "Edison Phonographs and Records" to any Dealer who has not had one. These signs are large and suitable for outdoor or window display, or may be put up on the inside walls of stores. When used for banners over the sidewalk two should be used, placed back to back, so as to read both ways. Two are also needed when used for transparencies.

A new edition of the Numerical Catalogue of Records will be issued in January. It will be Form No. 1020 and will have the January Records and all changes in both domestic and foreign lists up to January 1st. In addition to this Numerical Catalogue we shall issue an alphabetical catalogue of domestic Records to and including January. The latter is a new catalogue with this company. It has frequently been asked for by the trade. It is believed that an alphabetical catalogue of the domestic list will meet every requirement. The foreign list is already arranged alphabetically by languages. Both of these catalogues will be for trade use only. A copy of each will be mailed to every Edison Dealer and we will follow our usual plan of refusing to supply Jobbers with quantities to duplicate this mailing. We shall adhere to the claim that Jobbers only need limited quantities of these catalogues to supply new Dealers and fill the requests of Dealers needing a second copy. Dealers must not use them as copy for ordering Records but should use regular order sheets furnished by us for such purpose.



PANORAMIC VIEW OF FACTORY IMPROVEMENTS.

The above picture, while not as clear as we would like, furnishes a splendid idea of the great increase now going on in the Edison plant at Orange, N. J. It is taken from the roof of the four-story concrete building of the Edison Storage Battery Co. The dark building with the brick chimney at the left is the rear of Mr. Edison's Laboratory. Immediately to the right of this is the new office building, 137 feet long and 50 feet wide. Beyond the laboratory and running to the extreme left of the picture is the new Record building 70x240 and five stories high. A further extension of this building, 135 feet long, is planned for the spring. To the right of the office building is the extension to No. 18, 50x120 feet in size and five stories high. Connecting with this is the extension to No. 17, also 50x120 feet in size, with a connecting building 50x60. The three latter buildings will be really one structure 150x120 feet and five stories high. Still further to the right is the four-story concrete extension to No. 2, erected a year ago. This is 40x180 feet in size. At the extreme right is the concrete power house 50x80 and 25 feet high, also put up last year. The last two and the office building are the only ones fully occupied. Three floors of No. 18 extension are partially in use. Practically all of the present great output of Phonographs and Records is being made in buildings that do not show in this picture, a statement that will give the trade some idea of the facilities we shall have when our plans are fully carried out. The above picture covers a distance of 1000 feet.

The new gas making plant that we are building is now being equipped with the necessary machinery and apparatus and will be in operation in a few weeks. This plant occupies a one-story concrete building on the north side of Alden street, constructed especially for the purpose. The building is not shown in the above picture. The plant will manufacture what is known as producer gas. It is obtained from coal by a process which differs from that used in producing ordinary illuminating gas. The process is so much cheaper that where the ordinary gas costs $1 per thousand cubic feet, the new gas plant will give the same results for thirty cents.

The plant will have a capacity of 60,000 cubic feet per hour, which will be sufficient to run the wax pots in the shop where the Phonograph Records are cast. The company will, for the present, continue to use gas from the Public Service Corporation in the japanning and tool shops, and for the running of the forges, but if the new scheme is a success it will gradually be extended to these departments, and in time over the entire allied Edison works and in the new storage battery buildings.

INSTRUCT THE DEALERS.

Jobbers can do no more profitable work for themselves than to strive to make every Dealer a better Dealer. By this we mean not merely to endeavor to sell him more goods but, when you sell him any goods at all, show him how to sell them in turn. This means telling him how to carry his stock neatly, conveniently and attractively; how to make window displays; how to demonstrate machines and Records to prospective customers; how to advertise in newspapers, by mail and otherwise; how to get and distribute printed matter furnished by us through Jobbers, and how to keep up a stock. It means doing everything possible to keep a Dealer informed about trade conditions. This sort of work is being done by many Jobbers and they claim that it has been a great factor in the growth of their business. There is not a firm doing a jobbing business that could not find it equally beneficial if they would do likewise.

NEW MACHINE CATALOGUE.

Copies of a new Phonograph catalogue, Form No. 1010, have just been mailed to the entire trade and the held-up orders from Jobbers have been filled with the new edition for the past three weeks. This catalogue contains thirty-two pages of matter relating to Edison goods. The same style cover as before is used. This cover will continue a feature for probably another year. The title page is headed, "The Edison Phonograph in the Home," and shows a small half-tone cut of the old couple in the Massini picture. Seven pages are devoted to a new introduction. New silhouette half-tone cuts of various Edison Phonographs, reproducers, etc., are given, the Standard, Home, Triumph and Concert being shown with the new style transfer of the name "Edison." The Concert is also shown with a horn crane instead of a horn support as before, the use of the latter having been discontinued. All options in connection with machine equipments have been discontinued and the Triton spring motors have been dropped from this catalogue.

At the top of page 7 in this new catalogue appears this sentence: "Now a disk will revolve faster at the centre than at the circumference." This is a typographical error. The incorrectness of the statement must be apparent to everyone, for the facts are just the reverse. This error was not discovered till the entire edition had been printed. If any of their patrons refer to this statement, Dealers should explain the facts and state that the paragraph was intended to point out the varying surface speed of a disk record and the uniform, unvarying speed of a cylinder record. This difference represents one of the reasons why Mr. Edison regards the cylinder record as the best medium of reproducing sound.

PERSONAL.

Florencio Constantino, the famous Spanish tenor, whose beautiful Edison Records have been so greatly admired, arrived in New York last month. He has made a three year contract to sing with the San Carlo Opera Company as its leading tenor. This company spends considerable time at New Orleans every year and also tours the principal cities of the United States.

J. Frank Stanton has been added to the corps of salesmen of the National Phonograph Co., and he has been assigned to cover Delaware, Maryland, West Virginia and Virginia. Mr. Stanton was formerly a Dealer in Edison goods at Bridgeport, Conn., and has had considerable experience in selling talking machines. He spent several weeks at the Orange factory, learning more about the mechanical side of the Phonograph, and went on the road early in November unusually well equipped for his work.

General Manager of Sales C. H. Wilson returned November 24th from a week's business trip to the West.

AMONG THE JOBBERS.

G. C. Aschbach, Edison Jobber at Allentown, Pa., last month took possession of the large new addition to his store at 539 Hamilton street, and now has one of the finest establishments of its kind in that part of the State. Mr. Aschbach now occupies five complete stories, one entire floor being given up to his Phonograph business. The others are devoted to his piano and music business. Upwards of $20,000 were expended in enlarging and improving the building.

WHAT'S NEW?

Edison Jobbers and Dealers are constantly doing things in connection with their businesses that are interesting to the entire trade and we will be glad to refer in these columns to anything out of the ordinary. Tell us what you are doing in novel advertising and relate some of the interesting incidents that occur from time to time.

An advertising novelty comes from the Stamford Phonograph Co., of Stamford, Conn. It consists of a piece of cardboard 3¾x10¾ inches, headed "Just Out," and followed by a list of new Edison Records. At the bottom is a piece of sand paper for striking matches. The printing is done in two colors and is printed in such a manner that a copy of the Record supplement can be pasted on each month and the whole mailed for one cent each.

HAS GIVEN COURAGE TO DEALERS.

TUSCUMBIA, LA., Nov. 2, 1906.

I cannot help but praise your exchange proposition, as I know it will be an advantage to us all. Though we will re-order some Records sent in for exchange it will give all a new start. I had over 2,000 Records in stock, as many as 15 to 20 of one number. Being a small town, customers soon heard all Records I had. As it is I have advertised in local papers shipment of new Records and note already the result. Your exchange proposition has given courage to all Dealers to order out a better supply of Records. Thanking you for the kind consideration shown all Dealers.

A. E. MALMIOT.

EDISON GOLD MOULDED RECORDS FOR FEBRUARY, 1907.

Perhaps the most interesting fact in connection with the February supplement is the return of John W. Myers as a singer of Edison Records, several years having elapsed since a selection by his fine voice has appeared in our catalogue. Another feature is a selection by the Vassar Girls Quartette, a new group of artists to sing for the Edison public. A soprano and contralto duet by Miss Hinkle and Miss Keyes is another novelty. The life-like reproduction of a hand-organ playing "Miss McCloud's Reel" in "Good-a-Bye John" will make a hit. Mr. Keefe makes another "Uncle Josh" Record, and well chosen selections by the stand-bys comprise a list of twenty-four unusually good Records.

No. 9168, "A Garden Matinee," by the Edison Concert Band, is a delightful *enfr' acte*, written by Rudolph Friml, accompanist for Kubelik, the great violinist, most artistically played by our Concert Band, every member of which is a trained artist. The Record must appeal to those who are constantly asking for the better grade of music.

No. 9459, "When the Snow Birds Cross the Valley," by Harry MacDonough, is a charming sentimental ballad by Alfred Solman (music) and Monroe H. Rosenfeld (words). The fact that Mr. MacDonough makes the Record is sufficient to stamp it as high class, for he has few equals in rendering songs of this character. He is accompanied by the orchestra.

No. 9460, "Kentucky Babe," by the Vassar Girls Quartette, is a new feature in Edison Records, this being the first selection by a quartette of women ever put out by this company. This quartette is well known on the vaudeville stage. Its members have been brought together with special reference to the harmonizing quality of their voices. The artists have been fortunate in selecting "Kentucky Babe" for their initial presentation, for it fits their voices finely, but they could hardly fail of success in any good selection. They sing without accompaniment. Adam Geibel wrote the music of the song and Richard Henry Buck the words.

No. 9461, "Lustspiel Overture," by the Edison Symphony Orchestra, is a charming composition that always makes a most attractive Record.

No. 9462, "A Lemon in the Garden of Love," by Billy Murray, is the principal song hit in Richard Carle's "The Spring Chicken," which ranks among the best successes of the New York theatres this season. Daly's Theatre is crowded to the doors at every performance. This feature song is the plaint of a married man anxious to know why he picked a lemon in his matrimonial venture into the garden of love where only peaches were supposed to grow. In the chorus he sings:

Will some one kindly tell me,
I'd like to get the answer why,
For I'm in a riddle,
And it will be till I die;
A million peaches 'round me
Yet I would like to know,
Why I picked a lemon in the garden of love
Where only peaches grow.

Richard Carle wrote the music and M. E. Rourke the words of this song. Mr. Murray sings with orchestra accompaniment.

No. 9463, "Good-a-bye, John," by Collins and Harlan, is one of the many good things in "The Red Mill," which has been running for months at the Knickerbocker Theatre, New York. The stars are Montgomery and Stone, so widely known as the scarecrow and the tin woodman in "The Wizard of Oz." In this new play they do a number of amusing and novel stunts, one of which is the impersonation of two Italians with a hand-organ and a monkey. They have differed and are about to separate. In the song they refer to the cause of their quarrel and bid each other good-bye. This song is given in Italian dialect, in which Collins and Harlan appear to excellent advantage. A feature of this Record is a hand-organ solo. It is an effort and natural that we know the public will demand a solo record by the same instrument, or at least one in which more of its music is given. This Record will come close to being the most popular in the February list.

No. 9464, "Fancy Little Nancy," by Ada Jones, is a serio-comic song by William Baines and descriptive of the experiences of Nancy Lee, following her first introduction into city ways. The musical setting to the story is much more attractive than many of the present day popular songs. It has a melody easy to catch, and therefore destined to be whistled and sung. With the assistance of the orchestra, Miss Jones makes a fine Record of the song. Between the choruses she introduces a bit of witty talk.

No. 9465, "Regimental Pride March," by the Edison Military Band, is one of the best marches that we have made in some time. Of course, the tempo is of a military character. The drum and bugle effects are something brand new and will please all who hear the Record. This composition was written by J. C. Heed, well known as a composer of several successful marches.

No. 9466, "Uncle Josh in a Chinese Laundry," is another of the "Uncle Josh" series by Andrew Keefe. The experiences of "Uncle Josh" with his wash and the Chinese laundryman are not new to many owners of Edison Phonographs, but they never fail to evoke a round of laughter whenever repeated on an Edison Record. This Record retells the story in the same old way, and Mr. Keefe gives a splendid impersonation of the "down Easterner," with the voice that makes you laugh even when nothing funny is being said.

No. 9467, "Looking This Way," by Miss Hinkle and Miss Keyes, is our monthly sacred selection. It is sung by soprano and contralto, and we believe that it will meet with general approbation. It is especially well recorded and the voices of the artists come out of the horn sweetly and in perfect harmony. The words and music of "Looking This Way" are by J. W. Van de Venter. The orchestra accompanies the singers.

No. 9468, "Good-Bye, Sweet Maryland," by James F. Harrison, is a beautiful descriptive ballad by Monroe H. Rosenfeld. Sung with much expression and feeling by Mr. Harrison, who is a cultured singer, possessing a tenor voice of fine quality. He had the assistance of the orchestra in making this Record. Two bars from "Maryland, My Maryland," are included in the refrain.

No. 9469, "Little Nell," is the February contribution by Albert Benzler, that most versatile Edison artist. It is a bells solo of a tuneful and swingy song and dance composition by Arthur Pryor, the popular band leader. The selection affords an unusually fine opportunity for good work by the bells and orchestra and the most is made of the opportunity.

No. 9470, "Night Time," by John W. Myers, is a Record that will answer in the affirmative the oft asked question: "Will Mr. Myers again make Edison Records?" Mr. Myers was always a favorite among admirers of the Edison Phonograph and Edison Records, and his re-enlistment in the Edison corps of artists will be pleasing news to them. Mr. Myers has selected for his re-appearing number "Night Time," which Ethel Levy is singing nightly in George M. Cohan's play, "The Governor's Son." It is a tuneful song and never fails to be repeatedly encored whenever Miss Levy sings it. Mr. Myers' rendition of it for our Records shows that he is quite the same skilled singer of yore.

No. 9471, "While I," by Miss Trix and Messrs. Murray and Meeker, is still another of the "Red Mill" song successes. When Victor Herbert and Henry Blossom collaborated in writing it they hit upon a new vein in popular songs. It is a combination of three witty verses, interspersed with whistling and followed by a striking melody by the orchestra. In the play the singers are Ethel Johnson, Mr. Montgomery and Mr. Stone. Each sings a verse in turn, and all whistle. Their counterparts in our Record give an attractive rendition of the several features. The first verse runs this way:

There isn't any word a girl can use when she's mad, (whistle)
A man may say most anything, it doesn't sound so bad, (whistle)
A woman may be angry, but by custom she's bound
To be a perfect lady and she mustn't make a sound,
But just let something happen when there's nobody around, (whistle)

No. 9472, "And a Little Child Shall Lead Them," by Byron G. Harlan, is Charles K. Harris's latest ballad and with it he has added another to his long list of song successes. Mr. Harlan was assigned to make a Record of it, for of all Edison's artists he has been most identified with songs of this character. All who hear this Record will agree that we made no mistake in having him sing it. He was accompanied by the orchestra.

No. 9473, "Cherry," by the Edison Concert Band, is an intermezzo, by L. Albert, that is announced by its publishers, Jerome H. Remick & Co., as their "follow-up" number to "Iola," our Record No. 9417. It is a composition possessing many attractive features. It has already been set down as one of the unusually good things of the present season.

No. 9474, "Alice, Where Art Thou Going?" is a fine Record by Billy Murray and Chorus. Considering the wide vogue of this song by Albert Gumble (music) and Will A. Heelan (words) we are a little tardy in putting out this Record of it. Still the hunger of the public will make it all the more desirable, especially since we have given Mr. Murray the assistance of the Edison Male Quartette in making it. Mr. Murray sings the verses and the Quartette joins in the chorus. The orchestra accompaniment is also a feature.

No. 9475, "Cherry Hill Jerry," is the title of the monthly selection by Ada Jones and Len Spencer. No feature of the monthly list of Edison Records is more eagerly looked for than these vaudeville sketches by Miss Jones and Mr. Spencer. This one is descriptive of the love making of "Jerry," an East Side pugilist, who is "all to de merry," and his girl "Lira," who is "all to de candy." The dialogue is typically Bowery, the orchestra playing "He's Me Pal" at one part of it. Miss Jones sings "Cherry Hill Jerry," a new song by John B. Lowitz (music) and Earle C. Jones (words).

No. 9476, "Somebody's Waiting for You," by Harry Anthony, is a new waltz song by Al Gamble (music) and Vincent Bryan (words) that is rapidly coming to the front. It has the easy-to-learn and semi-familiar kind of melody that usually characterizes the march song and whistled song. Mr. Anthony's reputation as a singer of waltz songs is established by his rendition of this ballad. He sings it with orchestra accompaniment. The Record gives one pretty and true chorus.

No. 9477, "Ave Maria," is a 'cello solo by Hans Kronold, who has given Gounod's famous composition a masterly rendering on this Record. It is a fine addition to the several 'cello Records already made for our catalogue by Mr. Kronold. Like its predecessors, it is made with piano accompaniment.

No. 9478, "Because You're You," by Miss Hinkle and Mr. MacDonough, is the repeatedly encored soprano and tenor duet from "The Red Mill." It is entirely different in character from the two other "Red Mill" selections that appear in this month's list. Miss Hinkle and Mr. MacDonough sing it in a manner that compares favorably with the Knickerbocker Theatre presentation. Like the rest of the opera, Victor Herbert wrote the music and Henry Blossom the words of this song. The Record is made with orchestra accompaniment.

No. 9479, "I'm Going Right Back to Chicago," by Arthur Collins, is a lively musical story about Jim Baxter, a Chicago coon, who only whistled Chicago tunes. Jim left town with his board bill unpaid, a fact that made him nervous every time a policeman looked his way, and caused him to cry:

I'm goin' back, back, right back to Chicago,
It's where I hope to die;
I won't have time to get a shine
Or tie a derby right,
I'm goin' right back to Chicago without any cargo,
I've got to weigh me down,
I'll not be a guest on the first train west
But's bound for Chicago town.

No one can sing coon songs like Mr. Collins, and this one is equal to his best work. He sings with orchestra accompaniment.

No. 9480, "A Flower from Home Sweet Home," by the Edison Male Quartette, is a beautiful sentimental ballad, beautifully arranged as a quartette and just as beautifully rendered. Song without accompaniment. The music was composed by Johann C. Schmid and the words written by Charles E. Baer. The chorus:

Only a flower from home, sweet home,
A flower of fairest hue,
A rose from the valley we lov'd to roam
Where first we were always true.
Perhaps you've forgotten the happy years
When our love was fond and true;
Ask your heart for it knows,
Will you cherish the rose?
'Tis a flower from home, sweet home.

No. 9481, "Avrah Wanna Medley," by the Edison Military Band, is the first medley by our Military Band that we have listed in some time, a fact that will make this lively selection all the more welcome. This medley includes "Arrah Wanna," (our Record No. 9447), "Bonnie Jean" (our Record No. 9454), and "When 'Tommy Atkins' Marries 'Dolly Gray'" (our Record No. 9453).

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, or $4.00 per dozen, and in Canada at 40 cents each, or $4.80 per dozen. The Canadian price is higher because of the duty.

Grand Opera Records are sold in the United States at 75 cents each and in Canada at 85 cents each. Grand Opera titles cannot be supplied in Concert Records.

RETAIL PROSPECT LETTER.

P. P. Roland, an Edison Dealer at Contesville, Pa., has written the following letter to each retail inquirer whose name is sent him by this company:

Dear Sir:—The inquirer from you to National Phonograph Company, Orange, N. J., has been forwarded to us for attention, as representing the Edison people in Contesville, and we take pleasure in enclosing in stock and a collection of about 500 Edison Gold Moulded Records which gives any purchaser a fine collection to select from. The Edison Phonographs are without doubt the finest talking machine made this present age and to be convinced will be to purchase one. We can supply you with them in preference to other makes if you desire. Remember the prices on Edison machines and Records are the same all over the United States, and are fixed by the company. In some cases where the purchaser don't know the regular price the dishonest Dealer will charge more. Therefore call on me in case you intend purchasing a machine and I will be pleased to show you. If it be inconvenient for you to call please write me what style machine you desire. I will then come to see you, and have the style with me. Thanking you kindly for your past favor, hoping that I may be successful in selling you a nice Edison machine, which will please every one who hears it talk and sing.

PLAYS "BLIND PIG" JOKE.

E. B. Reith, capitalist, Wilmette, who was falsely accused by several neighbors of keeping a "blind pig," is taking revenge in a novel way. He has arranged on his front porch a dummy figure of a negro, surrounded by liquor bottles, and has placed near by a Phonograph which continually invites passersby to "have a drink." The bottles are, of course, empty.—*Chicago American.*

RECORD RECITALS.

The R. S. Williams & Sons Co., Ltd., Edison jobbers at Toronto, Canada, have adopted a plan of giving an Edison Phonograph recital of the new list of Records each month. As the plan is worthy of emulation by every Jobber and Dealer, we give herewith the matter printed in a four-page invitation they mail to special lists and distribute in other ways. The recitals serve a double purpose. They arouse an interest in the Phonograph and they enable machine owners to hear the entire list of new Records before making selections. Incidentally the recitals make it unnecessary to play the list over many times for individual customers.

Page 1.

EDISON PHONOGRAPH RECITAL
given by
THE R. S. WILLIAMS & SON CO., LTD.,
143 Yonge St.,

Monday Evening,
October 29th, 1906.
Eight o'clock.

Page 2

EDISON GOLD MOULDED RECORDS

THIS PROGRAMME consists of the complete list of November selections. As a convenience to customers who desire to purchase any of these numbers after the Recital, we have provided the upper part so that a check mark can be placed in front of each selection desired, and if left with demonstrator, your order will be prepared and delivered to you at the conclusion of the Recital, or to your residence tomorrow.

Page 3

[List of November Records as printed in the Edison PHONOGRAPH MONTHLY, with lines at the left for checking ones desired.]

ORDER.

Please deliver { *at the conclusion of recital* / *to my residence tomorrow* } *each of the selections checked marked above.*

Name.....

Address.....

.....

RECORDS 60c. EACH.

Page 4

ANNOUNCEMENT.

It is our intention to give an EDISON RECITAL on or about the Twenty-seventh of each month here after (authorized date of issue), for the purpose of playing the following month's "New Issue" Records.

All Recitals will be given in the Evening, and you are cordially invited to bring your family and friends.

This will enable our patrons to hear all the New Records as soon as they are issued, and, we trust will prove an interesting feature.

AN INCIDENT OF THE PHONOGRAPH.

The other evening whilst playing Record No. 9081, "Killarney," a crowd of people was listening, and on completion of the song an Irishman came into the shop and said to my saleswoman: "If you will sing the song again I'll give you a shilling." Needless to say, he had the song over again.—*A. Maravue & Son, Sydney, N. S. W.*

PUBLISHERS OF MUSIC IN FEBRUARY, 1907, LIST.

The publishers of the compositions made for our February list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9458 A Garden Matinee—Lyon & Healy, Chicago, Ill.
9459 When the Snow Birds Cross the Valley—Jos. W. Stern & Co., New York.
9460 Entr'acte Ballet—E. Ascher Co., New York.
9461 Lustspiel Overture—Carl Fischer, New York.
9462 A Lesson in the Garden of Love—M. Witmark & Sons, New York.
9463 Gypsy Eye, Jabi—M. Witmark & Sons, New York.
9464 Fancy Little Nancy—Geo. M. Krey & Co., Boston.
9465 Regimental Pride March—Carl Fischer, New York.
9466 Good-bye, Sweet Maryland—Jos. W. Stern & Co., New York.
9467 Little Nell—T. W. Pepper, Philadelphia.
9468 Night Time—P. A. Mills, New York.
9471 Whistle It—M. Witmark & Sons, New York.
9472 And a Little Child Shall Lead Them—Chas. K. Harris, New York.
9473 Cherry Blossoms—Remick & Co., New York.
9474 A Coon—Who Am I?—Joseph Koenig—Jerome H. Remick & Co., New York.
9475 Cherry Ripe Jerry—F. B. Haviland & Co., New York.
9476 Somebody's Waiting for You—Jerome H. Remick & Co., New York.
9478 Because You're Here—M. Witmark & Sons, New York.
9479 I'm Going Right Back to Chicago—Jerome H. Remick & Co., New York.
9480 A Flower from Home Sweet Home—Willis Woodward & Co., New York.

VERY MUCH ALIVE.

[Copy of a circular recently sent to his Dealers by Peter Bacigalupi & Sons, San Francisco.]

San Francisco, Cal., Nov. 15th, 1906

To Our Edison Dealers:

We take pleasure in informing you that our regular stock of Records for December, 1906, has arrived, and will be shipped out promptly at 8 o'clock A. M. on the 27th, as set down in the rules of the National Phonograph Company.

If you have not already sent in your order, please do so, and we will take prompt care of you. Don't let the "other fellow" get the trade that belongs to you.

We seize this opportunity of telling you that we are recuperating very fast from the late catastrophe; notwithstanding circulated reports to the contrary by our competitors. We are going to stay with the Phonograph business, and will carry a complete stock of goods at all times.

We are now in a position to fill 95% of your Record orders, if you will only order Records that are not cut out selections. In fact, as far as filling your orders is concerned, we were never in better shape.

PETER BACIGALUPI & SONS.

Wholesale: 1021 Golden Gate Ave.
Retail: 1113 Fillmore St.

LIKES THE GOODS TOO WELL.

BOWLING GREEN, O., Oct. 4, 1906.

I am still pushing Edison goods with good success and like the goods and business too well not to be in sympathy with your rules and wishes.

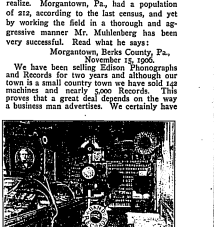
R. V. SLAUSON.

FEW TOWNS TOO SMALL.

Dealers frequently complain that their towns are so small that they cannot sell many Phonographs and Records. The letter printed below will show that there is much more business to be done in small places than Dealers realize. Morgantown, Pa., had a population of 212, according to the last census, and yet by working the field in a thorough and aggressive manner Mr. Muhlenberg has been very successful. Read what he says:

Morgantown, Berks County, Pa.,
November 15, 1906.

We have been selling Edison Phonographs and Records for two years and although our town is a small country town we have sold 142 machines and nearly 5000 Records. This proves that a great deal depends on the way a business man advertises. We certainly have



used every means available to introduce the Edison goods. We gave entertainments, advertised along the fences, and the best material we have is the advertising matters you furnished. We are very careful to have our name stamped on each pamphlet and of course this brings us the trade, and as we carry over 1,500 Records in stock, people are sure of getting what they want. One of the best advertisements is Form 935, "The Phonograph." This we have distributed freely and was sought eagerly by the children for the post-card album. This card has created so much comment here that Prof. E. W. Billman, of our High School, has requested that the classes write a composition on the picture. We are well pleased with the business and assure you we will push the business more than ever. I enclose card of my store and think you may use it to advantage in the PHONOGRAPH MONTHLY should you think favorable of same.—*Geo. H. Muhlenberg.*

THEY LIKE INQUIRIES.

Enclosed please find inquiry slip, as asked for. The writer called on party (who is a waiter in restaurant) immediately upon receipt of same, and sold next day. Many thanks. Do it again. The Grand Opera Record by Mme. Jacoby is remarkably fine. Hope you will secure more by her.—*The Winnipeg Piano & Organ Company, Per Joseph M. Tees.*

CONCERT AT AGNEW INSANE ASYLUM.

Father A. Y. Raggio, of the world-known institution, Santa Clara College, gave another of his delightful Phonograph concerts at Agnew Asylum yesterday from 2 to 4 o'clock. Two weeks ago the Reverend Father gave the first concert since the earthquake. Owing to the inconvenience of gathering all patients together in one spot the first concert was given to the women patients. The one yesterday was the gentlemen. The concert was held in the dining room and over two hundred enjoyed for an hour the music of the splendid Edison Phonograph Father Raggio uses. It is a concert size of the best make and produces the Records with a delightfully clear tone. Yesterday all popular music was played and thoroughly enjoyed by these unfortunate people who since the earthquake have missed sorely there entertainments planned for their pleasure.—*San Francisco Journal.*

PHONOGRAPHITIS.

A new disease, not listed in any known text book on medicine, appears to have invaded Pasadena, and those who are most familiar with this latest affliction have styled it phonographitis. Symptoms of the disease have been manifested in the past, but lately it has assumed a more virulent form and its victims are numberless.

"Pasadena is suffering from phonographitis without a doubt," said G. C. Waterhouse, manager of the Waterhouse Music Company, No. 180 East Colorado street, this morning. "It is very evident with us. There is an extraordinary demand for these instruments and it is difficult to fill all the orders that come in. We receive every record now manufactured by the National Phonograph Company and the call for these is unusually brisk. People crowd to the daily afternoon concerts at the store and display great interest in this branch of the musical output. This increased demand is without doubt due to the marvellous improvements made in the modern Phonograph."—*Pasadena (Cal.) Daily News.*

A DEALER'S SUGGESTIONS.

Amherst, Mass., Nov. 6, 1906.

If you think it would benefit the small retail dealer to publish the following system of keeping the Edison records in stock, you are welcome to do so:

Buy at least one hundred Rapke record trays holding four records each, place these on shelves in the most convenient space. On the upper shelf at the left place the four smaller numbers, and run them out to the right; then on the next lower shelf place the lower numbers, and so on until you have the current numbers. Now take the numerical catalogue that is furnished to all dealers, and mark therein with a lead pencil those numbers you have in stock. When a phonograph customer comes in, hand him the catalogue, and you will see how easy it is to sell records by this plan.—*M. F. Keefe.*

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2002 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—E. L. Peddle, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 1001 Broadway.
Sacramento—Hammer Co., 918 and J sts.
San Francisco—F. Bacigalupi & Sons, 1021 Golden Gate Ave.

COLORADO.

Denver—Denver Talking Machine Co., 611 16th street. Next Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 36 State street

DISTRICT OF COLUMBIA.

Washington—K. P. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 20 Peachtree St.
Talking Machine & Type Co., 37-39 Peachtree St.
Savannah—Johnston & Thomas.
Waycross—George H. Youmans.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
Jesse L. Lyons, 521 Van Buren street.
The Cable Co., Wabash avenue.
The Vim Co., 88 E. Lake street.
Montgomery Ward & Co., 117 Michigan ave.
Talking Machine Co., 521 Wabash ave.
Peoria—Peoria Phonograph Co., 18 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
King-Lieb Phonograph Co., 127 N. Illinois St.
A. E. Wahl & Co., 112 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 808 West Walnut street.
Fort Dodge—Early Music House, 812 Central ave.
Sioux City—Early Music House.

KENTUCKY.

Louisville—C. A. Hay, 630-632 Fourth avenue.

LOUISIANA.

New Orleans—William Selby, 600 Frenchmen street.
National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. I. Crosby Co., 186 Exchange street.
Portland—W. H. Rose & Son, 109 Commercial street.

MARYLAND.

Baltimore—E. P. Droop & Sons Co., 209 N. Charles St.

Continued on page 13.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 16 Hanover street.
Eastern Talking Machine Co., 257 Tremont st.
Iver Johnson Sptg. Goods Co., 165 Washington street.
C. E. Osgood Co., 344 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas G. Plant Co., 252 Central street.
New Bedford—Howard Furnishing Co., 170 Purchase street.
Springfield—Pike & Brickett Co., 22 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 206 Woodward ave.
Grinnell Bros. 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 214 Hennepin ave.
Minnesota Phono. Co., 328 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 42-44 West 4th street.
Koehler & Hinrichs, 245 E. 3d St.
Thomas C. Hough, 214 Hennepin ave.
Minnesota Phonograph Co., 32 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. F. Schmelzer & Sons Arms Co., 720 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1111 Olive street.

MONTANA.

Helena—Frank Bonner, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. R. Sidles Phono. Co., 12th and P streets.
Omaha—Nebraska Cycle Co., 1184 and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Piano Co., 109 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
A. S. Hyatt, 24 Park place.
C. H. Rees, 40 Bank street.
Paterson—James K. O'Dea, 177 Ellison street.
Trenton—Nell Blank Book and Stationery Co., 30 E. State street.
John Sykes, 129 N. Broad street.

NEW YORK.

Albany—Pinch & Hahn, 52 State street.
Astoria—John Astoria.
Brooklyn—D. Matthews' Sons, 292 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells streets.
Robert L. Lepel, 611 Main street.
Neal, Clark & Neal Co., 647 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 29 W. Fulton st.
Kingston—Wey-Smith Arms Co., 323 Wall street.
New York City—Decker-Howell Phono. Co., 108 W. 23d street.
Bleckman Talking Machine Co., 37 Chambers street.
J. F. Bleckman & Son, 1037 3d avenue.
E. Bloom, 7 E. 42d street.
Douglas Phono. Co., 16 E. 125th St.
S. B. Davega, 32 E. 125th street.
Douglas Phono. Co., 84 Chambers st.
Ingot Music Box Co., 24 Union Square.
Victor H. Rapke, 262 Second avenue.
Siegel Cooper's.
Talking Machine Co.
Alfred Weiss, 1801 First avenue.
Oswego—Frank H. Holway, 32 W. Bridge street.
Rochester—A. J. Deringer, 124 North street.
Hackle Piano, O. & M. Co., 100 State street.
Otto H. Schmidt, 25 Main st.
Talking Machine Co., 21 Main st. E.
Schenectady—Pinch & Hahn, 224 State street.
Jay A. Rickard & Co., 233 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Pinch & Hahn, 3 Third street.
Utica—Clarke-Horrocks Co., 81 Genesee street.
Thomas Keelan, 82 Washington street.
William Harrison, 44 Columbia street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 230 E. Tuscarawas St.
Cincinnati—The Ball Co., 137 E. 4th street.
Rudolph Wurlitzer Co., 124 W. 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect ave.
Columbus—Perry B. Whitall Co., 103 S. High street.
Dayton—Niekamp & Dobes, 31 E. 5th street.
Newark—Salt-Pitzer Co.
Toledo—Hayes Music Co., 848 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 630 Hamilton street.
Easton—William Tonkin, 1 North Third street.
Harrisburg—S. K. Hamburger, 22-24 N. Market st.
Philadelphia—C. J. Heppe & Son, 1119 Chestnut street.
Ed. Ross, Market and 8th streets.
Musical Echo Co., 1217 Chestnut street.
John Wanamaker, Chestnut street.
John Wanamaker, Old Lit Brothers.
Wells Phonograph Co., 21 N. 9th street.
Western Talking Mach. Co., 21 & 23 N. 9th st.
H. A. Weymann & Son, 913 Market st.
Pittsburg—Thos. F. Kaufmann & Co., 412 Wood street.
Pittsburg Phono. Co., 342 Liberty street.
Powers & Henry Co., 107 Sixth street.
Reading—Reading Phonograph Co., 48 N. 8th St.
Scranton—Ackerman & Co., 117 Wyoming avenue.
Technical Supply Co.
Sharon—Sharon Phono. Co.
Williamsport—W. A. Hall, 24 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 32 N. Main St.
Providence—J. M. Dean Co., 76-102 Westminster street
P. A. Foster Co., Weybosset st.
Providence Phono. Co.
I. Samuels & Bro., 200 Weybosset street.
A. T. Scattergood & Co., 106 Main st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 321 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 201 Gay street.
Memphis—F. M. Atwood, 166 N. Main St.
O. K. Houck Piano Co., 19-25 Main street.
Nashville—Nashville Talking Mach. Co., 250 Church st.
Negretter & Co., 27 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Wais Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—E. A. Kelly & Co., Opitol Co., 242 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 29 E. Main st.
C. B. Haynes, 601 E. Main St.

WASHINGTON.

Seattle—D. B. Johnston Co., 909 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

*Montreal—Peter Kelly, 162 Lawrence St.
*Quebec—C. Sinclair, 84 St. Joseph.
*St. John—W. H. Thorne & Co., 191-201 Prince William St.
Toronto—E. S. Williams Piano Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 122 Princess street.

*Added since November 1st, 1906.

SUSPENDED LIST, DECEMBER 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.
Petaluma—THOMAS MCGUINE, 631 Main street.

GEORGIA.
Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.
Champaign—EGGLESTON BROS., or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Champaign, Ill.
*Danville—EGGLESTON BROS., or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Champaign, Ill.
Ottawa—EDWARD HAYNE.
Wheaton—B. IRVING.

INDIANA.
Logansport—F. M. NEFF, 216 Broadway.
South Bend—PHONOGRAPH PARLORS, 118 Lincoln avenue.
SOUTH BEND PHONO. REPAIRING SHOP, Robert Lebold, Prop., 203 North Michigan street.

IOWA.
Burlington—JOHN P. WEBER, 221 Jefferson street.
Sioux City—HAWKINS & RIGG CO.
Webster City—LAEMMER & Pitch street.
State Center—OKA SARGEANT.

KANSAS.
Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—S. H. MORRHOUSE, 320 S. 4th street.

MAINE.
Biddeford—W. H. PIELD.
Lewiston—J. W. BENN.
Monmouth—G. H. STETSON.
Waterville—FRED. W. RICHARD, 130 Main street.

MASSACHUSETTS.
Boston—H. C. PECK, 21 Milk st.
*HENRY HAGE & SONS, 166 Hanover st.
T. SINGER, 60 Leverett street.
Franklin—E. P. Blackman.
Lawrence—LORD & CO., 324 Essex street.
W. W. WOOD, 320 Essex street.
Malden—C. H. PIERCE.
Nantucket—ARTHUR N. TAYLOR.
New Bedford—S. B. DEWOLFE.
Somerville—R. J. WINCHESTER, 28 Summit avenue.
Worcester—ROBERT TUCKMAN, 44 Front street.
Woburn—BENSON, GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.
*Ann Arbor—ANN ARBOR MUSIC CO., F. J. Schwankovsky, Prop.
Detroit—F. SCHWANKOVSKY.
Saginaw—GEO. W. BRENDORPER.
JAMES V. CALAHAN, 117 Genessee st.
TIERNEY BROS., 117 Genessees st.

MISSOURI.
Kansas City—THE WITTMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
PIANO PLAYER CO.
Red Cloud—ALBRIGHT BROS.

NEW HAMPSHIRE.
Hillsboro Bridge—E. M. BARNES.
Manchester—J. E. DUMAS
Nashua—F. A. MCMASTER & CO.

*Added since November 1st, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW JERSEY.
Atlantic City—SAM'L D. WOLF, 1830 Arkansas ave.
Bayonne—L. WIGDIN, 202 Avenue E.
Jersey City—W. L. HOFFMAN, 191 Montgomery st.
Long Branch—A. N. Alexander, 204 Broadway.
Newark—S. L. CORWIN; also New York City.
Passaic—C. A. DAY.
Paterson—CHARLES F. REILLY, 25 N. Main street.
Plainfield—S. W. PRUDDEN, or S. FRUCHT; also New York City.
ELSTON N. LEONARD.
West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 169 Spring street.

NEW YORK.
Albany—G. LINDE, 22-S. Pearl street.
Amsterdam—J. C. KRICHNER, 26 Market st.
Auburn—ALEX. CAMPBELL, 21 Clark street.
Buffalo Port—GEO. H. DAVIS.
*Brooklyn—WM. ALBRECHT, 102 Knickerbocker ave
H. HUDDEMANN, Hilsenwick PHONOGRAPH EXCHANGE, 1261 Myrtle avenue.
EMIL SMITH, 634 Eleventh st. and 232 Sumner avenue.
GEORGE REESE.
*Dolgeville—GEORGE REESE.
Hobart—E. H. MARSHALL.
Ilion—ALBANY SPECIALTY CO., or CHAS. F RICE, Main street.
Jersyia—O. D. LOOMIS & CO., Union Block.
New York—BLAKE-RICHARDSON, or AMERICAN PHONO. CO., 1 Park Row, and AUTOMATIC ZITHER CO., A. Cohen, Prop., 38 Second avenue.
BEHN BEARWALD, 370 W. 116th st.
EDWARD MEGELL, 160 Willis Ave.
EDISON PHONO. CO. or DAVID SWITKY 208 Willis ave.
S. L. CORWIN; also Newark, N. J.
EAGLE PHONO. CO., or C. LOWENTHAL 83 Nassau street.
EMPIRE PHONO. CO., 78 E. 125th street.
HOLLAND BROS., 44 Bowery, Sunday st. 6 to Cortlandt st.; also Plainfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 292 Broadway also Philadelphia, Pa.
HOLLAND BROS., 44 Bowery, and 491 West st.
J. HOLZMAN, 1265 Third avenue.
W. T. ISAACS, 112 Fulton street.
F. LEHMUND & CO., 104 Broadway.
J. McELLYNNE, 200 Broadway.
RICHMOND PEARL, 41 W. 125th st.
THE PHONOGRAPH, 83 Nassau st.
WINTERBOTTOM, 1 Union sq., 1202 Seventh ave.
Rome—CHARLES TUTTLE.
Saratoga—W. J. TOPPER.
Saratoga Springs—MARVIN A. COTE.
Watertown—HENRY A. HARDY, 24 Arsenal st.
H. E. WARDWELL & CO., 29 Public Square.

NORTH CAROLINA.
Klusten—S. A. Quinerly.

OHIO.
Cincinnati—I. ANDEM.
SALM TALKING MACHINE CO., 639 Vine st.
Cuthcline—HUNNS & GOSSER.
Middleton—OTTO GRAU & CO., 111 E. 3d street
Springfield—L. & M. VANDERPOOL.
Uhrichsville—P. A. MAZURIE.

PENNSYLVANIA.
Philadelphia—A. R. CASSIDY, 1181 Emerald street.
HAWTHORNE & SHEBLE, 804 Chestnut st., or Oxford and Mascher sts.; also New York City.
A. KROUSE, 840 Arch street.
PENN NOVELTY CO., 19 South 4th st
Pittsburg—A. LIPTARD, 615 Wylie ave.

RHODE ISLAND.
Providence—P. P. MOSES.
Rockville Center—O. A. CLARK.

WISCONSIN.
Milwaukee—J. C. BLATZEK.



WHEN the King of England wants to see a show they bring the show to the castle and he hears it alone in his private theatre. In this country we are all kings as far as having our own private show is concerned. We simply buy an Edison Phonograph and listen to the latest popular song, to the famous tenor opera singer, to a fine old hymn, to a rag-time dance or to a funny dialogue.

Anything that can be spoken, or sung, or played, can be reproduced in the Edison Phonograph with great naturalness.

If you are a king, why don't you exercise your kingly privilege and have a show of your own in your house.

Hearing is believing. The dealer will show you it.

National Phonograph Company
75 Lakeside Ave., Orange, N. J.

[One of our Magazine advertisements for December.]

What the "Other Fellow" Is Accomplishing

LANGUAGE STUDY IN CHICAGO.

Lyon & Healy Doing a Big Business With the Course Directed by the International Correspondence Schools.

(Special to The Talking Machine World.)

L. L. Lewis, representing the International Correspondence Schools of Scranton, Pa., is in charge of a special branch in the retail department of Lyon & Healy's devoted to the exploitation of language teaching through the medium of the talking machine. It is said that so far Lyon & Healy have disposed of over 300 outfits, mostly to the better class of customers, the facilities offered by the talking machine plan for studying at odd hours appealing directly to the busy man of affairs. All told, the International Correspondence Schools have disposed of 20,000 outfits, valued at $1,000,000.

I.C.S. LANGUAGE SYSTEM with Thomas A. Edison PHONOGRAPH

Another story of a "dealer who has tried it." And a prominent firm in Atlanta is going to open a regular school of language study with the aid of our phonograph system. They are waking up all along the line to the possibilities of the language feature of the business. How about YOU? Do you realize what I. C. S. Language Outfits will do for YOUR business? Do you know that with these outfits you can reach a class of trade that would not think of using a phonograph for ordinary purposes, that you can reach those people who have become tired of their phonographs as an amusement fad, and that you can quickly interest your regular customers in this PROFITABLE use for the phonograph? "Dealers who have tried it" have increased their business from 10 to 30 per cent. and more. Don't be slow. Get into the game and get YOUR share of this trade. Write TODAY for further particulars.

International Correspondence Schools

BOX 920, SCRANTON, PA.

EDISON PHONOGRAPH MONTHLY
(1907)

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EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., JANUARY, 1907. No. 11.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
340 KENT STREET, SYDNEY, N. S. W.
PROLONGACION DEL CINCO DE MAYO, NO. 69-77, MEXICO, D. F., MEXICO.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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ABOUT TRADE IN GENERAL.

"Our general Phonograph business is above the average but our Edison business is remarkable," is the way an Edison Jobber stated it in an interview in the early part of December and this remark seems to be typical of the talking machine business everywhere. All makes of talking machines have enjoyed an excellent fall and holiday trade, but the demand for the Edison Phonograph has outstripped them all. The season has been most satisfactory in more ways than in volume and profit. The ability of our factory to practically meet the requirements of the trade for Phonographs and Records, large as they were, has made the doing of a large business easy and pleasant. There has been little of the troubles of a year ago in the matter of getting goods. Few sales have been lost on this account. Much correspondence and needless friction have been saved. What has been our gain in sales has been our competitors' losses, for a year ago many machines of other makes were bought because Edison Phonographs could not be had in sufficient numbers.

The trade must not now look for a falling off in business simply because the holiday season is over. On the contrary, it should prepare for a still larger sale of Edison goods. In January of last year the demand for Phonographs and Records, but especially the latter, took a tremendous upward jump and continued with increasing force right into hot weather. It behooves every Edison Jobber and Dealer to place orders at once that will make his stock as complete as his store or storage facilities will permit. We are preparing at Orange to take care of the greatest business in our history as a company but hardly expect to be able to fill all orders complete. We hardly need tell either Jobbers or Dealers that there is absolutely no risk in carrying a large stock of Edison goods. They are just as sure to find a ready sale as flour in a grocery store.

THE ADVANCE LIST OF MARCH RECORDS APPEARS ON PAGE 2.

4022

NEW EDISON GOLD MOULDED RECORDS.
ADVANCE LIST FOR MARCH, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **February 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or have their places of business, or be re-shipped to Dealers before 8 A. M. on February 27th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after February 26th, but must not be circulated among the public before **February 27th**. Jobbers are required to place orders for March Records on or before **January 10th**. Dealers should place March orders with Jobbers before **January 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9482 The Uhlans' Call (*Eilenberg*) Edison Concert Band
A characteristic piece played with dash and brilliancy

9483 The Mountain King (*Phillips*) Frank C. Stanley
An impressive solo for tenor, with descriptive embellishments by the orchestra

9484 My Irish Rosie (*Jerome and Schwartz*) Ada Jones
An Irish love song as sung by Hattie Williams in "The Little Cherub"

9485 Memories of Home (*Friedrich*) Edison Venetian Trio
Played by a new instrumental trio—Violin, flute and harp

9486 We Have No One to Care for Us Now (*Henry*) Byron G. Harlan
By the composer of "After They Gather the Hay"

9487 Pedro, the Hand Organ Man (*Original*) Len Spencer
A familiar street scene, in which a hand organ is one of the features

9488 I've Got a Vacant Room for You (*Williams and Van Alstyne*) Bob Roberts
A new coon song by the writers of numerous hits

9489 High School Cadets March (*Sousa*) Edison Military Band
If you liked the "Manhattan Beach" March you'll like this. It is performed in the same manner—a la Sousa

9490 In a Chimney Corner (*Von Tilzer*) Harry MacDonough
The tune is the catchy thing about this song

9491 Will There be any Stars in My Crown? (*Sweney*) Anthony and Harrison
The popularity of these sacred numbers is growing with each new selection

9492 All In Down and Out (*Smith and Johnson*) Arthur Collins
A coon song, the moral of which is "A dollar is your only friend"

9493 Not Because Your Hair is Curly Medley (*Original*) Albert Benzler
Xylophone medley made up of three popular songs: "Not Because Your Hair is Curly," "Won't You Come Over to My House" and "Alice, Where Art Thou Going?"

9494 Good Bye, Nellie Darling (*Morley*) W. H. Thompson
An Australian soldier song with some appropriate effects by the orchestra

9495 Flanagan's Troubles in a Restaurant (*Original*) Steve Porter
A finely vaudeville specialty

9496 Waiting for a Certain Girl (*Carle*) Billy Murray and Chorus
A comic song from Richard Carle's "The Spring Chicken"

9497 Lalu, Ma Lubly Queen (*Myddleton*) *A charming selection* Edison Concert Band

9498 We'll Be Sweethearts to the End (*Rose*) J. W. Myers
One of those beautiful "home" ballads, the subject of which appeals to everybody

9499 Bake Dat Chicken Pie (*Dumont*) *A coon song male duet* Collins and Harlan

9500 I Miss You in a Thousand Different Ways (*Cobb and Edwards*) Irving Gillette
One of the season's best sentimental songs, written and composed by two of the foremost producers of popular songs.

9501 The Grandmount Patrol (*Eilenberg*) Edison Symphony Orchestra
A patrol played by orchestra is new to our catalogue. Hear the approach and passing effect

9502 Merry Whistling Darkey (*Anonymous*) S. H. Dudley
One of the old-time darkey songs popular many years ago

9503 Rudolph and Rosie at the Roller Rink (*Original*) Ada Jones and Len Spencer
A Dutch character sketch, declared to be the best Dutch sketch since "Heinie."
Miss Jones sings, "Take Me on the Rollers" (Lone)

9504 Beauty's Eyes (*Tosti*) Edison Male Quartette
An unaccompanied male quartette, well known to music lovers

9505 The Record March (*Englemann*) Edison Military Band
A bright, snappy six-eight march, with plenty of vim and go to it

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

THE PROPOSED COPYRIGHT BILL.

As many of our readers probably know, very active efforts have been made during the past year to amend the copyright laws of this country, so that they shall apply not only to those intellectual creations heretofore contemplated, but also to many other fields, including perforated music rolls and talking machine records. The proposed copyright bill, in fact, attempts to cover so much that Mark Twain has expressed surprise that oyster culture should have been overlooked! On Monday, December 10 last, Frank L. Dyer, our General Counsel, addressed the Joint Committee of the Senate and House in opposition to the bill. Mr. Dyer's address occupied more than an hour in its delivery and was attentively followed by the members of the Committee. To attempt to reproduce the entire speech, would, of course, be impossible in this publication, but since Mr. Dyer, as the authorized mouthpiece of the company, was speaking in our direct interest and was voicing our own sentiments, a brief statement of his general position may be interesting. It was pointed out in the first place, that any attempt to apply copyright protection to a talking machine record would make the bill unconstitutional, at least so far as concerns the sections applying to those records. Any bill for copyright protection must be based on the Constitution, and that instrument refers only to the protection of "writings." Heretofore, this word as construed by the Supreme Court has been held to apply only to a *visible* embodiment of the author's idea, by which its sense is comprehended by *sight*. According to Mr. Dyer's position, if it was attempted to extend copyright protection beyond a writing, as thus interpreted, or in the case of music, the printed score, and if the law can protect the reproduction of sounds through the sense of hearing, it can be reasonably argued that by means of copyright, performers and confectioners might similarly protect their goods, which appeal to the mind through other senses. Of course, such protection is afforded by means of patents, and not by means of copyrights.

In the next place, it was argued that to attempt at this late day to modify our laws so as to hamper and levy tribute upon the talking machine industry, involving many millions of invested capital, and giving employment to many thousand men and women, would be most unfair and unjust, and opposed to broad considerations of public policy. The purpose of copyrights under the Constitution being "to promote the progress of science and the useful arts," to attempt in any way to restrict the general dissemination of music would have a directly contrary effect. Attention was then called to the fact that although the bill sought primarily to protect composers, it was really introduced on behalf of, and principally supported by, the music publishers. It was pointed out that under existing conditions, the composers are fully protected, since they have only to go to the individual talking machine companies with their new songs, and if the latter are acceptable, they would be liberally paid. In other words, a scoop in this industry is as valuable as in the newspaper business.

An interesting comparison was then made between copyright and patent protection, and it was shown that in the domain of patents, many intellectual ideas were held to be outside of the Constitutional protection. Among these were mentioned the discovery of the anaesthetic properties of ether; the electric telegraph; the rubber tipped lead pencil, and numerous valuable and meritorious suggestions, in all of which the patents were held to be invalid as defining inventions not contemplated by the Constitution. Under the law, an inventor cannot secure protection on a principle or idea, but only on the mechanism or means for carrying the conception into effect. Similarly, a composer, while entitled to a monopoly of his *printed or written* music, cannot successfully contend for such protection of his creation as to prevent its public performance, either on a phonograph, or vocally or instrumentally. To do otherwise, would be to place the composers of this country on a plane enormously higher than its inventors and to give them special privileges that the law has always refused to grant to inventors. Yet the Constitution puts the two classes of intellectual creators in the same category and intended for each the same rights and privileges as the other.

At the present writing, we are not able to state what disposition is to be made of the bill, but it is credibly rumored that the bill when presented to Congress will contain no reference to the talking machine industry. If, however, these rumors are unfounded, it appears very clear from the debates in the Joint Committee, that no bill will be introduced or passed that will in any way prevent us from making full and free use of such current music as we may consider necessary, so that our Jobbers and Dealers need have no fear that anything will be done that will prevent the business from being carried on exactly as it is now and always has been.

NEW GERMAN RECORDS.

By taking advantage of the splendid facilities of the recording department of our Berlin office, both as to artists and record-making skill, we are hereby able to present to Edison Jobbers and Dealers in the United States and Canada a list of thirty-five German selections of unusual attractiveness. The numbers and titles are those of Records that have been or are still appearing in our catalogue of foreign selections, but with one exception they have been made by new artists and are really new selections in every sense of the word. Being made in Germany they are absolutely correct as to music, enunciation, etc., and are sung by artists who sing in no other language. Some of these new selections bear numbers that have been cut from our Foreign Catalogue and still others are selections we have had no stock of for some time and were unable to make a supply because of defective moulds or other causes. All of the new selections, with changes in singers, new numbers, etc., will appear in the next Foreign Catalogue.

The artists whose names are for the first time given in this new list are: Robert Leonhardt, baritone; Max Steidl, tenor; E. Marian Alma, tenor; Carl Jörn, tenor; Siegfreid Adler, tenor; Emilie Kraus, tenor; Josephine Kraus, soprano; Carl Nebe, bass; Hermann Gura, baritone; Emilie Herzog, soprano; Franziska Krug-Elfgen, soprano; Nebe Quartette and the Edison Orchestra, Berlin.

No. 15109, "Stille Nacht, heilige Nacht," given below, takes the place of No. 12388 in our present catalogue. It is a most attractive quartette selection.

We are now in a position to at once fill orders for these selections, and Jobbers and Dealers will find it desirable to put in a stock for the benefit of their German trade.

12237	DAS FRÄULEIN AN DER HIMMELSTÜR (*Grun*) (*Formerly by anne singer*)	Franz Porten, Baritone
12239	AN DER WIESER (*Pesarl*) (*Formerly by Franz Porten*)	Robert Leonhardt, Baritone
12245	ACH, KONNT' ICH NOCH EINMAL SO LIEBEN (*Altivar*) (*Formerly by Hans Hofmann*)	Max Steidl, Tenor
12246	SEI GEGRÜSST, DU MEIN SCHÖNES SOMMER (*Pfaltzmann*) (*Formerly by Hans Hofmann*)	E. Marian Alma, Tenor
12248	ACH, WIE SO TRUGERISCH, "Singleton," (*Verdi*) (*Formerly by Hans Hofmann*)	Carl Jörn, Tenor
12250	AUS DER JUGENDZEIT (*Radecke*) (*Formerly by Hans Hofmann*)	Siegfried Adler, Tenor
12253	VERLORENES GLÜCK, (*Sprohnegker*) (*Formerly by Hofmann*)	Siegfried Adler, Tenor
12258	SCHWANLIED AUS "LOHENGRIN" (*Wagner*) (*Formerly by Hofmann*)	Ernst Kraus, Tenor
12261	ICH WEISS EIN HERZ FÜR DAS ICH BETE (*Rodenwinsky*) (*Formerly by Hofmann*)	Siegfried Adler, Tenor
12262	ZWEI DUNKLE AUGEN (*Heinz*) (*Formerly by Hofmann*)	Robert Leonhardt, Baritone
12264	ARIE AUS "DINORAH" (*Meyerbeer*) (*Formerly by Schumann*)	Robert Leonhardt, Baritone
12275	HAB' ICH NUR DEINE LIEBE, AUS "BOCCACCIO" (*Suppe*) (*Formerly by Emmy Reimann*)	Josephine Kraus, Soprano
12372	DER RATTENFANGER (*Hofmann*) (*Formerly by Porten*)	Carl Nebe, Bass
12375	ACH, ICH HAB' SIE JA NUR AUF DIE SCHULTER GEKÜSST, AUS "DER TETTLESTUDENT" (*Littlitzker*) (*Formerly by Porten*)	Robert Leonhardt, Baritone
12376	FATA MORGANA (*Linzdahafer*) (*Formerly by Porten*)	Robert Leonhardt, Baritone
12379	WALDANDACHT (*Alt*) (*Formerly by Porten*)	Carl Nebe, Bass
12387	MAG DER HIMMEL EUCH VERGEBEN, AUS "MARTHA" (*Flotow*) (*Formerly by Hofmann*)	Carl Jörn, Tenor
12393	BALLADE, "DIE UHR," (*Loewe*) (*Formerly by Schumann*)	Hermann Gura, Baritone
12396	NOCH SIND DIE TAGE DER ROSEN (*Baumgartner*) (*Formerly by Schumann*)	Carl Nebe, Bass
12397	WO DU HINGEHST, TRAUUNGSGESANG (*Hildach*) (*Formerly by Schumann*)	Robert Leonhardt, Baritone
12400	PAGENARIE AUS "DIE HUGENOTTEN" (*Meyerbeer*) (*Formerly by Emmy Reimann*)	Emilie Herzog, Soprano
12409	REICH' MIR DIE HAND, MEIN LEBEN, AUS "DON JUAN" (*Mozart*) (*Formerly by Walter and Hofmann*)	Carl Nebe, Bass, and Hans-Elfgen, Soprano
12410	ICH SETZT' DEN FALL, AUS "DER BETTELSTUDENT" (*Millöcker*) (*Formerly by Walter and Hofmann*)	Hans-Elfgen, Soprano E. Marian Alma, Tenor
12721	RADETSKY-MARSCH (*J. Strauss Sen*) (*Formerly by Peerless Orchestra*)	Edison Orchestra, Berlin
12722	TORGAUER MARSCH (*Preisfisch d. Grosz*) (*Formerly by Peerless Orchestra*)	Edison Orchestra, Berlin

12723	DER ALTE PARISER EINZUG-MARSCH, 1814 (*Formerly by Peerless Orchestra*)	Edison Orchestra, Berlin
12724	HOHENFRIEDBERGER MARSCH (*Friedrich d. Grosz*) (*Formerly by Peerless Orchestra*)	Edison Orchestra, Berlin
12725	MARSCH DER FINNLANDISCHEN REITERER (*Formerly by Peerless Orchestra*)	Edison Orchestra, Berlin
12726	ARMEE-MARSCH, No. 113 (*Formerly by Peerless Orchestra*)	Edison Orchestra, Berlin
12727	KAISER FRIEDRICH, MARSCH (*C. Friedemann*) (*Formerly by Peerless Orchestra*)	Edison Orchestra, Berlin
12728	BARATARIA-MARSCH, NACH MOTIVEN DER OPERETTE "DIE GONDOLIERE" (*Arthur Sullivan*) (*Formerly by Peerless Orchestra*)	Edison Orchestra, Berlin
12729	SONNENLICHT, SONNENSCHEIN (*Liebe*) (*Formerly by Münch*)	Robert Leonhardt, Baritone
12733	BEHÜT' DICH GOTT, AUS "DER TROMPETER VON SACKINGEN" (*Messler*) (*Formerly by Münch*)	Robert Leonhardt, Baritone
12806	DAS LIED VOM SÜSSEN MÄDEL, AUS DER GLEICHNAMIGEN OPERETTE (*Stolzman*) (*Formerly by Peerless Orchestra*)	Edison Symphony Orchestra, Berlin
15109	STILLE NACHT, HEILIGE NACHT (*Franz Gruber*) (*Formerly No. 12388 by Hofmann*)	Nebe Quartette, Berlin

RETROSPECTIVE AND PROSPECTIVE.

The curtain has rung down upon 1906 and with it has closed the greatest year that the Edison Phonograph has ever known. In the language of the times, the year 1906 "made good" from an Edison standpoint. It opened suspiciously with trade in splendid shape and every indication pointing to a twelvemonth of great prosperity. Each new month since then has brought a greater volume of business than the previous one. Month after month the popularity of the Phonograph has grown in an ever-increasing circle. Now it occupies a position of unquestioned supremacy as the musical instrument of the masses, and it is rapidly fulfilling Mr. Edison's expressed wish that one may find its way into every home. Its merit has to a large extent dissipated the prejudice engendered by the early types of machine and by some of those even now before the public.

What is the outlook for 1907? Notwithstanding the great Edison business of the present, there seems to be no reason why the increase in the coming year should not be as large as was that of 1906 over the previous year. The conditions are ideal for an Edison business of still greater volume. There is an Edison Phonograph in nearly one million homes in this country to-day, but this number is small compared to the nearly eighteen million homes occupied by the people of the United States. Nearly seventeen million homes are, therefore, possible customers for an Edison Phonograph. Consequently there is no limit to the possible sales. The Edison Phonograph possesses merit second to no similar instrument extant; its reproductions of sound are unequalled for naturalness, purity of tone and smoothness. Every Edison Dealer is an enthusiastic salesman of Edison goods, for, aside from the money-making possibilities of the line, which are not inconsiderable, he knows that the deal he gets from the National Phonograph Company is the squarest of square. He knows that nothing is being left undone to improve the business for his benefit and he loses no opportunity to show his appreciation. Then more money than ever is being spent for advertising and publicity of all kinds; and the selling force is being urged to greater activity.

With such conditions at work it cannot be questioned that 1907 will be a wonderful year for the Edison product.

PUBLISHERS OF MUSIC IN MARCH LIST.

The publishers of the compositions made for our March list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9482	The Uhlans' Call—Hawkes & Sons, London.
9483	The Mountain King—Jos. W. Stern & Co., New York.
9484	My Irish Rosie—Francis, Day & Hunter, New York.
9485	We Have No One to Care for Us Now—Jos. W. Stern & Co., New York.
9488	I've Got a Vacant Room for You—Jerome H. Remick & Co., New York.
9489	High School Cadets March—Harry Coleman, Philadelphia.
9490	In a Chimney Corner—Harry Von Tilzer, New York.
9492	All In Down and Out—Gotham-Attucks Music Co., New York.
9494	Good Bye, Nellie Darling—Allen & Co., Melbourne, Australia.
9496	Waiting for a Certain Girl—M. Witmark & Sons, New York.
9497	Lily, My Lassie Queen—W. H. Myddleton, London.
9498	We'll be Sweethearts to the End—Willis, Woodward & Co., New York.
9499	The Two Chickens Pie—M. Witmark & Sons, New York.
9500	I Miss You in a Thousand Different Ways—Gus Edwards Pub. Co., New York.
9501	The Guardsmount Patrol—Carl Fischer, New York.
9504	Beauty's Eyes—Geo. Molloy, New York.
9505	The Record March—Orpheus Music Co., Philadelphia.

PRINTED MATTER.

Within the next two weeks we will mail to the entire trade copies of the new numerical and alphabetical Record catalogues, Forms Nos. 1020 and 1025. The former will contain all Records, both domestic and foreign, to and including January. The latter will contain only the domestic list to January inclusive. Jobbers' orders will not be filled till after this mailing is done, and even then only limited quantities will be supplied. These catalogues are for trade use only and should not be used as order blanks for ordering a few Records. Dealers are requested to retain and not throw away the copies mailed to them.

Supplement No. 5, of the Grand Opera Records, to be sent out with these Records on January 27th, is really a complete catalogue of the entire Grand Opera list. Descriptions are printed of the five new titles, and the preceding forty are listed in a more simple form. It is a tastefully printed booklet and should prove an excellent means for getting business for these fine Records.

During January we are going to ship each Jobber a quantity of placards in two colors, showing an enlarged reprint of the advertisement depicting the King of England listening to his own speech. The moral of this advertisement is that we are all kings when we have Edison Phonographs, for we can then have our own shows. Jobbers are asked to give copies to Dealers who will agree to display them. These shipments will exhaust our stock and the form will not be reprinted unless the demand should be unusual.

We have just mailed every Jobber and Dealer a complete set of the advertisements that we are running in magazines and newspapers, the combined circulations of which equal half the population of the country. These advertisements are well worth the careful perusal of every one in the trade.

AN ANNOYING SITUATION.

One of the perplexing problems constantly before our Advertising Department is to find a way to induce the trade to look at the sample forms of printed matter mailed them and to read the PHONOGRAPH MONTHLY. Every day we receive letters which show that even some Jobbers pay no attention to anything of this kind sent to them by mail. In fact, some Dealers seem to feel a pride in saying that they received a certain piece of printed matter but threw it away without looking at it. Or they received the PHONOGRAPH MONTHLY but hadn't had time to read it over. One Jobber recently wrote that eight of his Dealers had asked him for a list of December Records, although they had received a Dealer's order blank and a copy of the October PHONOGRAPH MONTHLY. He wanted us to put a subscription price on the PHONOGRAPH MONTHLY, believing that if they had to pay for it Dealers would read it each month. The large number of Dealers who did not avail themselves of our offer to give them a handsomely framed copy of the Massini picture shows that they did not read the offer, and as they steadily refuse to read our mail matter they probably don't know of the offer yet. It is hard to account for such perverseness. Everything that we send to the trade is intended to improve the business of all Dealers, and it is difficult to understand why they cannot see it in that way and welcome the coming of our literature. Jobbers might aid the cause by calling the attention of their Dealers to their shortsightedness.

JUST A LITTLE PATIENCE.

When Dealers receive advance copies of new catalogues, folders, etc., from us they must not expect to find their Jobbers with a big supply on hand, ready to fill their orders. In most instances the best that a Jobber can do is to take your order and fill it when his own order is filled. By not advising Dealers concerning new forms far from four to six weeks after they had been sent to Jobbers we could arrange to stock up the latter in advance, but we have always felt that this would result in some Dealers getting forms far ahead of others. Under such a plan, Dealers in the habit of calling on their Jobbers would learn about new forms and get supplied ahead of the Dealer located farther away. The latter, in many instances, would find the forms exhausted by the time he knew of their existence. Dealers can help us in our efforts to help them by having a little patience after giving an order for printed matter to their Jobbers. The latter will gladly furnish it as soon as he can.

ODD ORDER CLEVERLY FILLED.

The following telegram was sent by the Sampson Music Co., Edison Dealers at Boise, Ida., to Graves & Co., Edison Jobbers, of Portland, Ore.:

Rush express twenty each, Bullfrog, Waiting Preacher, Rockingchair, Mammoonoon, Sniffy, Father's, Sailor's, Dramatic, Mandy, Tydley, Blacksmiths, Jacksons, Chief, Camp-meeting, Downfarm, Chowder, Housetops, Bullfinches, Widows, Turkey.

The Sampson Music Co. report getting what they wanted.

AMONG THE JOBBERS.

The Western Talking Machine Co., of 1110 Olive street, St. Louis, have disposed of their business and have been removed from the list of Edison Jobbers.

C. B. Haynes, who recently established himself at Richmond, Va., as an Edison Jobber, has bought out Magruder & Co., and is now the only Edison Jobber in Richmond. He reports that he has been successful beyond his expectations.

The Ball-Fintze Co., of Newark, O., who have made a great success in Jobbing Edison goods, have opened a branch house at 108 West 3d street, Cincinnati, and are preparing to duplicate their Newark success in Cincinnati. They will carry a large stock of Edison goods and be prepared to meet every demand of the trade in that section.

Giles B. Miller, an Edison Jobber at Rochester, N. Y., died at his home in that city on December 9th. He was seventy-six years of age. He had been in the piano and music business in Rochester since 1873.

The visiting Jobbers at our New York office or factory during December included G. L. Ackerman, of Scranton, Pa.; H. D. Andrews, of Syracuse, N. Y.; Mr. Fintze, of Ball-Fintze, Newark, Ohio; Theodore P. Bentel, of Pittsburg, Pa.; W. J. Dyer, of St. Paul; D. S. Johnston, of Seattle, Wash.; E. A. Clintsman, of Kohler & Chase, Oakland, Cal.; H. O. Pardee, of H. L. Eilenberger, New Haven, Conn.; A. J. Pommer, of Sacramento, Cal.; J. A. Rickard, of Schenectady, N. Y., and Mr. Carroll, of the Utica Cycle Co., Utica, N. Y.

BUILDING PROGRESS.

There is little new to report concerning the extensions being made to the factory by this company. The new Record moulding building is fully enclosed and should be ready for complete occupancy in a month or six weeks. The extension to No. 17 and the connecting building are both enclosed. Two of the five floors are occupied. The others are being pushed as fast as possible. The building to connect the extension to No. 17 with the proposed extension to No. 2 has been begun, but it is probable that cold weather will interfere with its progress. Across Lakeside avenue from the office building a 200 foot addition to the four-story building of the Edison Storage Battery Co. has been begun, but this, too, will probably be delayed on account of the weather. The one-story addition to No. 1, 15 feet wide by 250 feet long, has advanced to a point where the weather will not affect its completion.

GRAND OPERA RECORDS.

The advance list of Edison Grand Opera Records adds five beautiful selections to the number already issued by the National Phonograph Co. The list introduces a new singer in Mario Ancona, a noted Italian singer, who is one of the stars at the Manhattan Opera House this season. In addition to five new selections, we are giving the titles of the forty Grand Opera Records previously issued, making a complete catalogue for your reference.

Are you giving these Grand Opera Records the attention that they deserve from an artistic standpoint? Are you making the mistake of thinking that, because you cannot sell as many of them as you can regular Records, they are not worth putting in stock? Of course, most of your present patrons want the more popular Records, but don't you also want the business of those who prefer music of an operatic or classical character?

With his order for Grand Opera Records, we shall send your Jobber a supply of handsomely printed booklets, showing the entire forty-five selections and half-tone pictures of the artists who made them. Get some of these booklets and mail one to each of the best families in your town, including those who do not own Phonographs. Write them a letter, pointing out that with an Edison Phonograph and these Records they may have a grand opera concert at any time, to say nothing of the more popular music if they prefer it. Grand Opera Records will often cause the sale of a machine when nothing else will do so.

EASTERN JOBBERS' ASSOCIATION.

The Eastern Talking Machine Jobbers' Association held its first annual meeting in New York on November 23d and elected the following officers:

President, W. D. Andrews, Syracuse, N. Y.; Vice-President, J. Newcomb Blackman, of the Blackman Talking Machine Co., New York; Treasurer, S. D. Davega, New York City; Secretary, A. H. Jacot, of the Jacot Music Box Co., New York City. These officers represented reelections with the exception of Mr. Jacot, who succeeds J. B. Kelsey. The Board of Directors included the above officers and W. A. Pardee, of Pardee-Eilenberger Co., New Haven, Conn. The association has thirty-nine members, representing nearly every Jobbing firm in the East. All but two are Jobbers of Edison goods.

I am a new Dealer in Phonographs, having started only a few weeks ago and am surprised how my business has grown in such a short time.—*Claude Harley, East Greenville, Pa.*

ABOUT INFERIOR PARTS.

The apparently growing practice in the trade of buying parts for Edison Phonographs from other sources than this company, either because they are cheaper or because of ignorance, is causing more trouble than most Dealers are aware of. A large proportion of the complaints made to us by owners of machines are found upon investigation to be due to the fact that inferior parts have been used to repair ones broken or worn-out. These owners were not aware of the imposition until it was pointed out by us, but had supposed they were getting parts as good as those in the machine originally. A further investigation has shown that the Dealer was equally unaware of the substitution, but had likewise thought he was getting parts.

Too much cannot be said in urging Jobbers and Dealers to be sure that they are getting genuine Edison parts when they buy. This statement is not because of the business we are losing through substitution, for it is too small a part of our yearly business. It is because we sincerely want owners of Edison Phonographs to get the best results from them. We do not want to see the reproduction spoiled through the inferior part when a few cents more would have bought a genuine Edison part. If Jobbers would buy Edison parts from us only, if the Dealers would insist upon having Edison parts when they buy, and if buyers of parts would insist upon knowing that they were getting genuine parts, the abuse would soon disappear.

There is no gain to anyone in selling inferior parts beyond the few cents difference in the original cost, and this is nothing compared to the loss of confidence when the buyer finds that he has been imposed upon. And the latter soon finds it out, when he tries to make the bogus parts take the place of the original ones. The Manufacturing Department of our business has seen so much trouble due to inferior parts and is so anxious to have the trade do what it can to lessen the evil, that it prepared the following reasons why genuine Edison parts should be insisted upon by everybody:

Belts—The essential features of Phonograph belts are that they be of a first class quality of soft pliable leather, of even thickness and width throughout their entire length, and when jointed that no extra thickness or lump is found by the joint; any belts that are uneven in thickness or width, or have a lump at the joint, will cause a Phonograph mandrel to run unevenly, thereby causing a waver in the tone. The same trouble will be experienced if a belt is too tight or too loose, as, if tight, it pulls so hard on the driving shaft as to cause undue friction in the same; and, if too loose, it will slip on the pulleys, thereby causing the mandrel to run unevenly, which produces a waver in the tone, or what is technically called poor regulation.

Main Springs—All main springs for Edison machines are made in very large quantities by expert spring makers, and the tempering is very carefully done, also the shape of the hole and bend in the end of the spring must be made exactly right or there is great danger of the spring slipping off from the spring hook in the casing and shaft. Any springs in which these points have not been carefully considered will not work satisfactorily in a Phonograph motor.

Governor Springs and Balls—In replacing governor springs and balls on a Phonograph governor, when the entire set is to be replaced, each spring and ball should weigh exactly the same as the others that are to be used on the governor, and if they do not the heavy ones should be filed down to the weight of the lightest one. If only one is to be replaced the other two should be dismounted from the governor and weighed to see if they are the same as the one which is to be put on. If this is not done and springs and balls are replaced on governors that do not weigh the same the governor will be out of balance and cause the motor to run unevenly, thereby affecting the tone.

Feed Nuts—All Edison feed nuts are made in specially designed tools and have a special shaped thread, and any feed nuts that are not made this way will not run properly on the thread of the Phonograph main shaft or feed screw, as if the pitch of the thread in the feed nut is not exactly the same as the shaft they will not fit together as they should to allow the shaft to run smoothly.

Button Arm Hooks.—These hooks must be made of the exact size wire and bent to the exact shape to work satisfactorily in Edison Reproducers. Poor reproduction will be the result if other size wire or different shape of hook is used.

Sapphires.—The reproducing button and recording stylus on Edison machines are made from genuine sapphire stones, and are made to a special shape and very highly polished so as to fit perfectly the indentations on Edison Records. Any departure from this shape or degree of smoothness will surely cut the Records and wear them out very much quicker than if the sapphire was properly made. Reproducing buttons made of glass should never under any circumstances be used, as they will invariably spoil the Records.

Rubber Gaskets.—The rubber gaskets used each side of the diaphragm in Phonograph reproducers must be made of the very best quality of pure Para rubber, of even thickness and width. Gaskets made of an inferior grade of rubber will not give good tones and will soon become hard and make replacement necessary.

HEARS PARENTS' VOICES FROM ACROSS OCEAN.

Rudolph Walter, of Council Bluffs, Ia., received to-day a unique season's greeting from his parents in England in the shape of a Phonograph Record upon which his parents talked to him. His sister also had songs sung into a Record one of his favorite songs. Walter says he will prepare a Record for his family and send it to them for the Christmas holidays—*Sioux City (Ia.) Tribune, Dec. 1.*

A TIP ABOUT THE FOREIGN LIST.

"It is too bad that so many Dealers know nothing about the Edison Records in the foreign catalogue," said L. Kaiser, manager of the talking machine department of S. B. Davega, New York City, to the editor of the PHONOGRAPH MONTHLY recently. "There are many fine Records in the foreign list that would find a large sale if Dealers knew more about them. For instance, there are about a dozen of these I feature among my trade and the order department at your factory will tell you that I order many of these numbers. They are fine and as good as anything in the domestic list. My Dealers are playing them for their customers and doing a nice business in them." At our request Mr. Kaiser furnished a list of these Records, as follows:

12945	Here, There and Everywhere—British Military Band.
13051	Farewell March—British Military Band.
13061	Kaiser Frederick March—British Military Band.
13065	Austrin March—British Military Band.
13069	With Sword and Lance March—British Military Band.
18578	Vals Poetico—Banda Estado Mayor.
18624	Patria Feliz—Banda Estado Mayor.
12737	Sin Esperanza—Banda Estado Mayor.
12752	Gran Corrida de Toros en la Plaza de "Mexico."
18762	Cebajes de Oro—Banda Estado Mayor.
18781	Monte Cristo—Quintete Jorda.

SALESMEN'S TERRITORIES.

The salesmen of the National Phonograph Co. are now distributed in the following territories:

J. W. Scott—Maine, New Hampshire, Massachusetts, Rhode Island and Connecticut.
C. George L. Holden—Vermont and New York State, except New York City, Long and Buckland Counties, Long Island and Southern.
J. R. Wilson—Greater New York, Long Island and New Jersey.
J. F. Stanton—Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, Kentucky and Tennessee.
W. H. Hoag—Pennsylvania and Ohio.
H. A. Tyrrell—Louisiana, Texas and Arkansas.
W. F. Herr—Wisconsin, Minnesota and Peninsula of Michigan, North Dakota and South Dakota.
A. Benner—Nebraska, Colorado, Wyoming, Utah, Montana, New Mexico and the following counties of Texas: El Paso, Brewster, Presidio and Smith, Randall, Potter, Oldham, Hartley and Dallam.
E. L. Fisher—Indiana and Southern Michigan.
M. H. Rreesch—Iowa and Illinois.
C. E. Roehr—Kansas, Missouri, Indian Territory, Oklahoma, and the following counties in Texas: Hancock, Hemphill, Roberts, Grey, Carson, Potter, Oldham, Hartley, Dallam and Sherman.
H. R. Miller—California, Washington, Oregon, Idaho, Nevada and Arizona.

FOREIGN RECORDS CUT OUT.

Notice is hereby given that we have no more moulds or masters for No. 12159, "Vals Las Golondrinas," and No. 12224, "Ojos Azules," both Spanish selections by Vargas. When our present stock of these selections is exhausted both will be put on our cutout list and omitted from the next edition of the Foreign Record Catalogue.

ADVERTISING EDISON GOODS.

On pages 16 and 17 of this issue are given copies of Edison advertisements that are appearing in the January issues of many of the leading publications of the country. One advertises the Edison Phonograph and the other advertises Edison Records. In magazines they are appearing on opposite pages and in other publications either side by side or one above the other. Each advertisement is strong in itself and each must be a potent factor in making sales. Together they will be irresistible. This plan of advertising in general mediums will be continued for some time at least and with the newspaper campaign being carried on in jobbing cities cannot, in our opinion, fail to make the Edison business in 1907 as much better than that of 1906 as the latter was better than the year before. The demand for Edison goods is bound to continue indefinitely, a fact that the trade should bear in mind both in advertising and in carrying an adequate stock. It will pay to keep a full line of machines and Records and it will pay to advertise the fact. Let us help. Let us help in parts of the country and Canada. A mere list of the names of these advertisements would include a large percentage of the progressive Jobbers and Dealers. This advertising proves that the trade is keenly alive to the advantages of letting the people of their localities know that they have Edison goods and thereby reap the benefit of the general advertising we are doing. A general advertisement in a general medium and a local one in a local paper makes an ideal combination for a Dealer.

JANUARY 28th IS THE DATE.

Since January 27th falls on Sunday, Jobbers should be careful not to allow Edison Records to leave their stores until 8 o'clock on the morning of January 28th. To permit them to go out on the Sunday or Saturday before will be a violation of the rules laid down for the proper regulation of the plan now being followed. This plan is working most satisfactorily to all interested in the business.

ONLY WANTED EDISON RECORDS.

Campbell & King, Edison Dealers at Oelwein, Ia., report that their store was entered by thieves recently but the only goods stolen were a lot of Edison Records. A lot of fine cutlery, revolvers, etc., and even money were available, but the thieves wanted nothing but Edison Records, a fact that seemed very strange to the victimized firm.

EDISON GOLD MOULDED RECORDS FOR MARCH, 1907.

Of all 'round merit and variety is the Edison list for March. At the same time there are several new and attractive features. A new Edison combination, the Edison Venetian Trio, composed of violin, flute and harp, make the first Record by these instruments ever listed in our catalogues. And a delightful Record it is, too. The Edison Military Band plays Sousa's famous "High School Cadets' March" just as Sousa plays it, and it's great. Len Spencer makes a solo Record with a hand-organ as its chief feature. The naturalness of the hand-organ would deceive anyone. Steve Porter's recital of Flanagan's troubles in a restaurant is real fun. J. W. Myers has another well-rendered ballad. S. H. Dudley shows that he is still a whistler of the first rank. There are also good things by Jones, Collins, Harlan, Stanley, Roberts, MacDonough, Thompson and all the old favorites.

No. 9282, "The Uhlans' Call," by the Edison Concert Band, is a composition by R. Eilenberg, descriptive of the different changes required in battle of the Uhlans, a body of lancers in the German army. Played with the dash and brilliancy essential to such a selection.

No. 9283, "The Mountain King," by Frank C. Stanley, is an impressive solo for basso, with incidental music by the Edison Symphony Orchestra, featuring various effects suggested by the words of the song. The music is by Walter A. Phillips, and the words by Percy Campbell Mason. The chorus:

For I am a seeker of lovely delight,
The storm is a song I sing,
My crown is a cloud, it my strength I am proud,
For I am the Mountain King.

No. 9284, "My Irish Rosie," by Ada Jones, is an Irish love song as sung by Hattie Williams in Charles Frohman's musical production, "The Little Cherub." It is an Irish lover's appeal to his Rosie to come out and spoon in the moonlight. The words are by William Jerome and the music by Jean Schwartz. To say that Miss Jones gives the song an artistic rendition is to state what all Phonograph owners know must be so. She sings with orchestra accompaniment.

No. 9285, "Memories of Home," by the Edison Venetian Trio, is a trio by Friedrich Guzman for violin, flute and harp. The first Record by these instruments ever made for the Edison catalogue. It is a thoroughly delightful selection. The air is charming and the effects of the three instruments are so artistic that after hearing the Record one cannot help hoping that others by the same instruments will appear later. An attractive feature is the harp cadenza. A harp Record is a novelty.

No. 9286, "We Have No One to Care for Us Now," by Byron G. Harlan, is a touching song of human interest, by the composer of "After They Gather the Hay." The words are by William Cahill and the music by D. R. Henry. Sung with orchestra accompaniment. Two little children, always at the foot of their class, failed to pass on examination day, and when told that no one would love them if they didn't learn at school, replied:

We have no one to care for us now,
We have no one to love us at all;
No one to bliss and caress us at night,
When our ev'ning prayer is said.
Since our mamma was taken away
We don't get along somehow,
This is why we didn't pass with the rest of the class,
We have no one to care for us now.

No. 9287, "Pedro, the Hand-Organ Man," is a solo Record by Len Spencer. The success of Record No. 9263, "Good-a-bye, John," in the February list, encouraged our Record Department in making a selection in which the hand-organ plays a more prominent part. The scene is laid in a city street and the characters are Pedro and his monkey; Bridget McFadden and a policeman. Pedro begins to play the "Marseillaise," and follows with the "Sailor's Hornpipe." Bridget appears and tries to drive Pedro away. To appease her he plays "Irish Washerwoman." All is well till Pedro wants a "nick." Bridget refuses it. To get square Pedro plays "Washt Ann Hinch." Bridget whacks him three times and cries for the police. Policeman rushes in and arrests Pedro for striking a woman. The patrol drives up. Pedro and his chattering monkey are placed in it. The policeman promises to speak a good word with the judge if Pedro will play "St. Patrick's Day." As the patrol wagon drives away this air can be heard, growing fainter and fainter till it dies away in the distance. These effects are very clever. The Hand-Record is most unusual.

No. 9288, "I've Got a Vacant Room for You," is a coon song by Bob Roberts. The vacant room is in the heart of the darkey lover, and he asks her to prove it by taking a peep inside, for she says that her room will be 23 if any of the other rooms are occupied. A new and rather cute variation of the old, old story. The song is by Egbert Van Alstyne (music) and Harry Williams (words), writers of many other widely known songs. Sung with orchestra accompaniment.

No. 9289, "High School Cadets March," by the Edison Military Band, is one of Sousa's famous marches, written several years ago but quite as popular as ever. It is played by our band in much the same manner as it is rendered by Mr. Sousa's own organization. The music swells from soft to loud and varies from slow to fast. First one and then another of the different instruments pick up the melody and then all play in perfect harmony. A most unusual piece of recording. If you liked "Manhattan Beach March," recently listed, you'll like this one even better.

No. 9290, "In a Chimney Corner," is a song by Harry MacDonough. The tune is the catchy thing about it, although the verses by Andrew B. Sterling are well up to his usual high standard. The music is by Harry Von Tilzer. The words picture the delights of courting in a chimney corner, before an open fireplace, when the winter winds are blowing and it is lulling and snowing. Made with orchestra accompaniment.

No. 9291, "Will There Be Any Stars in My Crown?" is a sacred selection by Anthony and Harrison. The demand for sacred numbers grows with each new addition to our catalogue. This one has been requested many times. That it is rendered by Messrs. Anthony and Harrison will please their many admirers. They sing it with orchestra accompaniment. The music of this hymn was written by John R. Sweney and the words by Elias E. Hewitt.

No. 9292, "All In Down and Out," by Arthur Collins, is a coon song by R. C. McPherson (words) and Chris. Smith and Billy B. Johnson (music), the moral of which is that a dollar is your only friend, and that when you are "all in down and out" and touch a friend for a loan the best that you can get is "Sorry I ain't got it; you could get it if I had it," etc. Sung with orchestra accompaniment.

No. 9293, "Not Because Your Hair is Curly Medley," by Albert Benzler, is a new xylophone medley arranged especially for our Record and made up of the following numbers in recent lists: "Not Because Your Hair is Curly" (Record No. 9268), "Won't You Come Over to My House" (Record No. 9324), and "Alice, Where Art Thou Going?" (Record No. 9274).

No. 9294, "Good-Bye, Nellie Darling," by W. H. Thompson, is an Australian soldier song, very popular here and tuneful enough to be a favorite anywhere. Some appropriate military effects by the orchestra enhance its attractiveness. Both words and music of this song were written by Arthur Marchant.

No. 9295, "Flanagan's Troubles in a Restaurant," by Steve Porter, is an Irish monologue, with incidental songs for a setting. Flanagan tells his troubles in an irresistibly funny manner. It's one of those Records that you can't laugh aloud while it's being played for fear you will miss some of the fun. You can only grin till it's ended. Then you have your laugh out and want it played over again. Mr. Porter has taken part in several other Edison Records, but this is the first one he has made alone.

No. 9296, "Waiting for a Certain Girl," by Billy Murray and Chorus, is a serio-comic song from Richard Carle's "The Spring Chicken," in which it is repeatedly encored at every performance. The Edison Male Quartette assists in the chorus and the orchestra accompanies the singers throughout. The music is by Milton W. Rush and the words by Richard Carle.

No. 9297, "Lolly Lolly Queen," by the Edison Concert Band, is a composition by W. H. Myddleton, of London, who styles it a coon serenade. A feature of the concerts by Sousa's Band. The composer's synopsis runs this way: Sambo, enamored by the beauty of Lalu and anxious to gain her love, visits her cottage one beautiful summer night to sing his love song in praise of her many charms. A nightingale, attracted by Sambo's melodious voice, joins in the serenade. The sweet warblings of the bird, united with Sambo's earnest pleadings, finally wake in the bosom of Lalu love's tender passion, and appearing at the window she gives her sweet consent to their union.

No. 9298, "We'll Be Sweethearts to the End," by J. W. Myers, is one of those beautiful "home" ballads, the subject of which appeals to everybody. The loving husband is telling his wife that they have been sweethearts for two score years and will be sweethearts to the end. No less appealing is the unusual musical setting. Samuel M. Lewis wrote the words and Dave Roze the music. Splendidly sung by Mr. Myers, with orchestra accompaniment.

No. 9299, "Bake Dat Chicken Pie," by Collins and Harlan, is a coon song built around this theme: "If you want to make a nigger feel good I'll tell you what to do; borrow a chicken from a neighbor's back yard and take it home with you." It has the old-fashioned swing that keeps your feet moving, and Collins and Harlan sing it as though they had the chicken and couldn't wait till it was baked. Sung with orchestra accompaniment. Frank Dumont wrote both words and music.

No. 9300, "I Miss You in a Thousand Different Ways," by Irving Gillette, is one of the season's best sentimental songs. Written by Gus Edwards (music) and Will D. Cobb (words), two of the foremost producers of popular songs. It is a song that exactly fits Mr. Gillette's voice. Sung with orchestra accompaniment.

No. 9301, "Guardmount Patrol," is a fine selection by the Edison Symphony Orchestra. The patrol effect is one of the best pieces of recording ever produced by our Recording Department. It begins so faintly as to be barely audible, gradually swells in volume and then passes away in the same remarkable manner as it begins. At the same time the air is most attractive. This Record is something new for our orchestra, previous patrols having been played by the bands. Richard Eilenberg is the composer.

No. 9302, "The Merry Whistling Darkey," by S. H. Dudley, is one of the old-time darkey songs, popular many years ago. The whistling and singing strains alternate with the delightful swing generally characteristic of these songs. Mr. Dudley shows that he has lost none of his skill as a whistler. It is some time since he has made a solo Record for our lists.

No. 9303, "Rudolph and Rosie at the Roller Rink," by Ada Jones and Len Spencer, is a Dutch character sketch, declared to be the best Dutch sketch since "Heinie." The title and the names of the artists making the Record are a sufficient guarantee as to its fun-making qualities. An opportunity is given Miss Jones to sing the new skating song, "Take Me on the Roller," written by W. H. Long, Jr., and Barney Gilmore.

No. 9304, "Beauty's Eyes," by the Edison Male Quartette, is an unaccompanied male quartette, well-known to music lovers. It is of the standard variety and offers a change from the male quartettes of the many popular order listed. The selection is one by Tosti, the composer of many delightful ballads. Sung with unusual spirit by our quartette.

No. 9305, "The Record March," by the Edison Military Band, is a bright, snappy six-eight march, with plenty of vim and go. It makes a good Record and is already a favorite.

It is said that Europe has eight papers devoted to the talking machine industry. They are published in England, Germany, France and Italy.



MR. EDISON AT WORK IN HIS LIBRARY, DICTATING TO THE BUSINESS PHONOGRAPH.

EDISON BUSINESS PHONOGRAPH—HOW THE TRADE MAY HANDLE IT.

Now that the holiday season is ending, with its many demands for Edison Amusement Phonographs and Records, there are many Jobbers and Dealers who wish to turn their attention to the introduction of the Edison Commercial System in their locality.

January presents the best time to make a canvass for the Edison Business Phonograph, because it is the time of year that firms are ready to consider new office systems, and practice economy which they would not do in the latter part of the old year, when stock taking was in progress, or when it was not desirable to add to the furniture in their offices.

Jobbers and Dealers, in order to understand the requirements of the Commercial Department, should send for the three booklets, together with the catalogue, the three booklets being entitled, "Asked and Answered," "How to Sell the Edison Commercial System" and "How to Install the Edison Commercial System." With these four pieces of literature the representative will clearly understand the responsibility and the expectations of entering into the commercial business.

Representatives who have had experience in the past few months have found that it is a good plan to go out and meet the large business firms of the city with an attractive proposition, like the Edison Commercial System. In canvassing and circularizing the business firms, the local representative becomes well advertised and prominent in business circles, where heretofore he has been practically unknown. The circularizing is done by the main office, who also furnish plenty of attractive literature for general distribution.

Aside from the time of year the commercial prospects were never so bright. Business firms are rapidly coming to understand that the Edison Commercial System is not an experiment, but an established success which they must look into sooner or later or else become one of the class of firms who refuse to advance with the age and expect to drop out of the business race.

"Voice writing" is the best way to speak of the Business Phonograph to a customer who wishes to know all about the commercial proposition. If you simply explain that by dictating to the Business Phonograph the man writes automatically with his voice instead of obliging another operation of writing these sounds phonetically in a note book, you have made a comprehensive statement which is very impressive. After this, if you enlarge upon this simple statement and show how the machine, the numbered box, the correction slip, the scale and all members of the system have been worked out to duplicate the very best service of a human amanuensis, there are few brainy business men who can resist the temptation to make a trial of the system.

It is proper for us to repeat again the importance of a Jobber understanding that he cannot take up the Commercial line without purchasing at least one Business Phonograph and more probably two, which must be used to write his correspondence and thus demonstrate the system to customers who will ask about it. Furthermore, we want the local territory thoroughly worked by a representative if he is to take up the line; there is nothing in it for a representative to place a Business Phonograph in his office and wait for inquiries to come to him. It is necessary to visit the prospective enstomers in their business offices, and, if possible, show the machine there without waiting for a call at the store.

In answer to some Jobbers who have asked if they may not represent a certain large territory, we would say that the whole idea of representation is to establish a local service, without which no Commercial Department can be a success. The Jobber or Dealer who receives a commission for the sale of our machines is not paid for making the sale alone, but also for the service which he expects to give the customer in the matter of advice and inspection of the appliances during the next year. It is because there has been no serious consideration of this organized effort to guarantee the success of the commercial machines that the system of "voice writing" has not been more extensively adopted throughout the country.

The question of local representation is one that will now be presented by the Commercial Department of the National Phonograph Co. more forcibly than ever before. We wish to sell every large business firm in the United States and can only do it through a local representative, who will carry out the Edison one year guarantee. To provide for a large extension of business through local representation, a system of main office advice and assistance has been arranged, consisting of a report to the main office of the requirements of a business firm, explaining exactly where the appliances are to be used, and the peculiar situation of the dictators and transcribers. When the outfits are sent to the local representative to be installed there is a complete letter of advice sent with it, based on the representative's report. This and other important plans are in progress to extend "voice writing" into every business center in the United States. The Commercial Department will gladly explain further the advantages of taking up their line and the assistance they expect to render.

A CLEVER WINDOW DISPLAY.

In connection with window displays, we have what we think an attractive window displaying Records. While the actual display of Records in any quantity is not there, yet the result is attained.

Taking into account the wording on the Record boxes, that "Edison Records Echo All Over the World," we have taken a globe of the world and on the brass rim showing the degrees we have placed five Record boxes by cutting a slit in the bottom of each box, and putting them over the rim. These form a sort of half circle over the globe. Hanging under the globe, we have a small picture of Mr. Edison. The floor of the window is dark red and the sides and back are all red. In the front of the window we have placed an electric light, which throws the light just on to the globe and Record boxes, and a sign displayed at the back reads, "Edison Records Echo All Over the World." Over this sign is suspended the framed picture of the old couple listening to the Phonograph, and at the back corners a framed lithograph of Edison show cards. The only light in the window is the one throwing on the globe.

The idea may not be original, but we give it to you for what it is worth.—*M. W. Watt & Co., Ltd., Victoria, B. C.*

WOULD YOU?

[Copy of circular sent out by an Edison Dealer at McGraw, N. Y.]

A crow can make as much noise as a canary.

If you were buying a bird for music would you buy the crow because it was cheap?

Then why should you choose a noise machine instead of a music machine?

There is the same difference between the cheap machines and the Edison Phonographs as there is with the noise bird and music bird.

I have sold a large number of Edison Phonographs and Records, and am still selling them.

I have sold them to many music lovers in McGraw, Cortland, Truxton, Solon, Cincinnatus, Cuyler and Preetown, Willet, etc.

Ask these people if they did not get a square deal and are not satisfied.

If you would like the best machine made I will sell it to you for the next thirty days for One Dollar down and One Dollar a week until paid for.

This is guaranteed to be the very latest model Edison Phonograph and first class in every respect.

The price is the lowest for which the same machine can be bought for cash anywhere in the United States. You get the use of the Phonograph while paying for it.

I have the largest and best stock of Edison Records carried by any exclusive retail dealer in this section of the State.

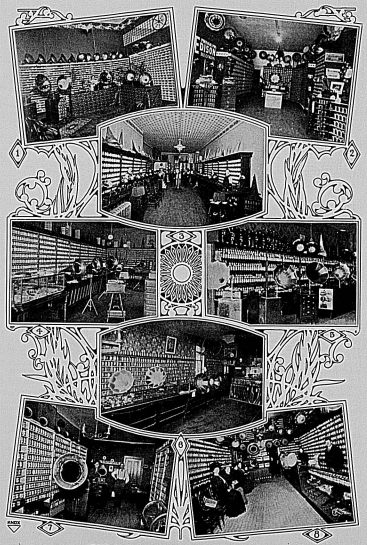
I have just returned to factory all defective and soiled goods and have a clean stock. I receive the latest Records on the 25th of each month.

I expect to move into my new quarters on Main street about Jan. 1 and will then carry a still larger stock.

Come in and hear the band play and make yourself or some one else a Christmas present which will wear and will not be forgotten in a week.

B. T. BURLINGHAM,
Postoffice Building. McGraw, N. Y.

E. F. Hubner, an Edison Dealer at Stillwater, Minn., recently wrote: "I have recently concluded a sale to the Minnesota State Prison of an Edison Triumph, which will undoubtedly prove to be a source of a great deal of enjoyment and pleasure to the inmates."



GROUP OF STORES OF EDISON JOBBERS AND DEALERS.

1, George Beach, Houston, Tex. 2, Portland Phonograph Agency, Portland, Ore. 3, Minnesota Phonograph Co., St. Paul, Minn. 4, C. B. Wyeth, Newark, Ohio. 5, Frank Rogers, South Bend, Ind. 6, George E. Bass, New Philadelphia, Ohio. 7, St. Paul Phonograph Co., St. Paul, Minn. 8, Spokane Phonograph Co., Spokane, Wash.

A PACIFIC COAST PHONOGRAPH STORE.

In the group of Jobbers' and Dealers' stores on the opposite page is a view of the rear half of the store of the Portland Phonograph Agency, E. B. Hyatt, proprietor, Portland, Oregon. Mr. Hyatt accompanied the photograph with a description of his store that will be interesting to the trade in general, for it includes some novel features. Mr. Hyatt said:

The table immediately in front has a larger top revolving on the under top, the former having a quarter-inch thick strip extending one inch above the top of table which keeps Records or machines from slipping off the table. This top will readily accommodate 1 Gem, 2 Standards, 2 Homes and 1 Triumph. The horn in front remains stationary but can be instantly raised or lowered or extended outward to accommodate a 28-inch horn. You can readily see the great advantage of this table, as you can show the different styles without lifting a single machine, horn or stand. The legs are made of 1½-inch gas pipe, joined together in the centers of each leg with ¾-inch gas pipe threaded. On the top and bottom of the legs are 4-inch flanges screwed on. This gives stability to the table. The upper top is veneered and then shellaced, which virtually makes it one piece.

Immediately to the right in the picture is a better view of one of the Record cases—the one on which is tacked the "Records made to order" sign. You can readily see the general plan of these cases. Each one holds 800 Records, each Record always forward and showing an empty space when a Record is out. The case holds six deep, all Record roll, the case in front being labeled with Rapke's labels with titles. Each case is portable and I find it in my estimation the greatest time saver I have ever used. On the right I put the slow sellers in wooden boxes I had made. These boxes hold 12 Records, or two each of six different selections. On these boxes I use the numbers without titles but had the boy cut the names from the catalogue and paste them immediately beneath the numbers. This rack holds 2,400 Records, while the cases on the opposite side hold 4,800 Records, giving me a total of 7,200 Edison Records, every one within reach and always able to know when the stock is getting low. In the room behind the partition I have another large row of shelves on which I can place in boxes about 3,000 additional Records. Here is where I have my surplus stock, excepting the ones I carry from 25 to 50 of.

I have made the Phonograph business a study and really believe I cannot at present improve in any way whatsoever on the keeping of the Records in the display, saving of time and the fact that all stock is within reach. In the window I have 16 Edison Phonographs, and that fact alone will cause a nasserby to believe I have some faith in the Edison product.

If these facts, or rather suggestions, meet with your approval you are certainly at liberty to use them in any way you may see fit. The entire number of racks, shelves, boxes, labels, etc., complete cost about $100, but the saving in breakage, time and other advantages more than pay the difference of a cheap rack. The table costs about $14.

STIMULATES MUSICAL TASTE.

I have often seen it stated that the Phonograph is a means of cultivating a taste for the better class of music among the people, and from experience I have found this to be a fact. Only a few years ago, when the price of talking machines was not within the reach of people of ordinary means, I noticed that most especially in the smaller towns and hamlets, a traveling musician, an organ grinder or a "barn-stormer" show proved a great attraction and was received with the warmest of welcome. The people, most in particular those of the rural class, were anxious to hear music, regardless of quality—anything, just so it had some of the characteristics of music about it. But there has been a decided change since the talking machine has made its way into many of the homes. The Italian organ grinder and his cunning friend, the "monk," are a thing of the past. The traveling musician is now rarely if ever seen, and poor class shows are getting scarce. People have been cultivated to the best class of music and entertainments through the marvelous little entertainer—the Phonograph—and the above-named class of vendors could now not get a hearing, to say nothing of a recompense for their labor if they put in an appearance. Some time since, a gentleman who is somewhat of a musician himself, remarked to me: "These talking machines, I tell you, have spoiled matters for the average musician. One cannot get any appreciation from the people now unless he is a first-class performer on an instrument." And it is true. Another evidence of the Phonograph's power as an educator to the better class of music is that many people, especially of the rural class, who possess less knowledge of the musical art than their city brothers, when they first purchase a talking machine their selection of records will be composed of popular music, but after they own a machine for a time they begin to pick on some of the classic selections. It is evident that the Phonograph has a great future before it, and will replace many other instruments of amusement, as I believe it has a wider scope of usefulness than any other musical device. All that remains necessary is for the manufacturer to keep pace with the times in its improvement, and from present indications they have in the past year certainly put forth every effort to this end. To state that the present products of the best manufacturers in this line are wonderful, is not expressing it, but I candidly believe that another twelve months will lay present results deeply in the shade. And as a gentleman who had listened to one of the latest makes of machines, I was playing for him the other day, remarked: "Wonderful! wonderful!" Where will this end?—*Wm. P. Hunt in the Talking Machine World.*

New Edison Records for January



SEND for these three books to-day. They are the Edison free library for lovers of the Phonograph—new every month; free to every asker. Mailed December 27th.

Do you remember to buy new records for your Edison Phonograph? Have you forgotten how you liked the records you now have when you first got them? Do you notice how entertaining they are to your guests who hear them for the first time? Then bear in mind that every new record renews your interest in your phonograph. It is time you had some new music.

When you bought your first supply of records, you possibly bought the things you liked at that time. There are other good things—perhaps different from what you liked then, but which appeal to you now; which appeal to your friends. Besides, there are new records every month. The Edison Phonograph is the same phonograph. It is the records which change.

Go to your dealer and hear the new records.



Three Books Free—Send for the complete catalogue of Edison Records, the Supplemental catalogue of Edison Records for January and the Phonogram, describing the records for January. All published December 27. They will give you a new interest in your Edison Phonograph.

Thomas A. Edison.

National Phonograph Company
Lakeside Avenue **Orange, N. J.**

[Magazine Advertisement for January, 1907]



EVEN John Philip Sousa, who has no use for phonographs, has been forced to recognize the Edison Phonograph as a formidable competitor. The two-step king says that people will no longer go to concerts if they can have music in their own homes so easily and so cheaply as they can with the Edison Phonograph.

This is an unwilling tribute, but it nevertheless is a tribute. The man who has an Edison Phonograph has a concert in his own home. Even a king could not have more. At a store in your town you can hear the Edison Phonograph right away.

National Phonograph Company
Lakeside Ave., Orange, N. J.
[Magazine Advertisement for January, 1905]

A THANKSGIVING MENU.

[A most interesting piece of printed matter is the "Thanksgiving Menu" put out by an Edison Dealer at Columbus, O., as printed below.]

KNOSKE'S MUSIC STORE

THANKSGIVING

RECORD

MENU

November 29, 1906

Hotel Donavin Block

Chicken Chowder
No. 9385

Pearl of California
No. 9065

Oysters and Clams
No. 8730

Bird Imitations
No. 8189

Nothing from Nothing LEAVES YOU
No. 9155

Fishing
No. 9106

Olives | Radishes | Celery

Imagination
No. 8835

Lobster PROMENADE
No. 8540

Sea Shell WALTZ
No. 8322

Rabbit Hash
No. 8328

Champagne GALOP
No. 9378

Turkey IN THE STRAW
No. 8293

A Rare Old Bird?
No. 8925

WITH Wings OF LOVE
No. 8710

WHERE THE Sweet Potatoes GROW
No. 8810

Sauer Kraut IS DAILY
No. 4023

PREACHES AND Bear
No. 9000

Fowl and Game
In Season

Irish Canary
No. 8647

MY Kangaroo
No. 8727

Mr. Thomas Cat
No. 8132

Cocoanut SHADE
No. 2604

Possum Pie
No. 8697

Brandywine MEDLEY
No. 8748

DOUBLE Hardtack No. 8670

Old Apple TREE No. 8958

Watermelon VINE
No. 8905

International Cake WALK
No. 8236

Peaches and Cream
No. 9359

DIED THE
Pilsner Foam
No. 8642

WHERE THE
Wurtzburger Flows
No. 8232

UNDER THE
Anheuser Bush
No. 8875

Laughing Water
No. 8832

Is There Anything Else You'd Like?
No. 7673

Wouldn't It Make You Hungry?
No. 8602

Gimme the Leavin's
No. 8912

Short Stories
By Frank Bush, No. 9163

A GOOD SOLICITING LETTER.

[The letter printed below is one being used by A. F. Smith, an Edison Dealer at Holstein, Ia., for sending to prospective customers in his territory. It is printed in imitation of a type-written letter and is accompanied by a stamped post card for the reply of the recipient. It is reprinted in full because it seems to us to contain the requirements of so many Dealers who do not feel equal to the task of writing one themselves. Holstein is a place of less than 1000 population, but Mr. Smith carries the complete Edison catalogue of Records].

Holstein, Iowa, December 20, 1906.

Dear Sir:—I have sold 67 Edison Phonographs since I started with them a little more than a year ago; I want to make it a hundred before this year's up.

Mr. Edison himself made a statement not long ago that he would like to see a Phonograph in every home, and since I have from my own experience and that of every one of my Phonograph customers learned the true value of one in the home, in added pleasure, entertainment, instructiveness and comfort, I have that same enthusiastic feeling myself—not because of the pecuniary benefit, as I could make just as much money doing something else, but it is a genuine pleasure for me to sell an Edison Phonograph.

Not one of my customers would part with his Phonograph outfit. Isn't that a good recommendation?

If I had time I would pack up one (like most everybody around here has bought), with the proper size amplifying horn for the home and a dozen select records and bring it out to you and let you try it for a week or so and see just how it would suit you anyway, and then if you didn't want to buy it, I would take it to someone else, but just at this season of the year I am too busy at the store to take the time this would require and I am anxious to make my 100 sales as stated, so I am going to ask you to come in after this outfit I have mentioned and take it out and keep it a week or ten days on trial and then return it, if you want to.

I will charge you nothing for the use of it, whether you buy or not, and you will be perfectly welcome to return it if you want to.

This way is the most satisfactory to both of us. It saves me time and it gives you an opportunity to test the Phonograph where it is to be used, and you will have plenty of time to make up your mind whether you would like to have one, and it won't cost you a cent unless you buy it—and you needn't buy it unless you think it is worth the money.

Regarding price—Machines and records are the same everywhere and no one can make them any different, viz: Gem, $10.00; Standard, $20.00; Home, $30.00; Triumph, $50.00. Records, 35 cents each, $4.20 per dozen, but I have spent considerable time experimenting with different combinations to get the best results and can therefor be a decided help to you in selecting the outfit best suited for you.

I have amplifying horns from $1.50 to $15.00. Naturally some one of these would be the best for home use; I have found it.

I also have the largest stock of Records to be found in this part of the country.

Now will you take one of these on trial as suggested? If so, fill out the enclosed card and mail it to me at once.

Please return the enclosed postal card at once, as I need to know how to gauge my orders.

Yours truly,

A. F. SMITH.

COULDN'T FIND A PRICE CUTTER.

We are going to drop you a few lines to pass to you a compliment, that, to us, seems to be one of the highest that could be paid you, regarding the method of placing your goods in the hands of the public. Yesterday our Mr. Hampton accidentally came across a man who buys everything possible from department, bargain house and catalogue stores. In fact, the man makes a fad of this class of purchases. Incidentally the conversation drifted around to Edison Phonographs and he told Mr. Hampton that he had written to every bargain house he knew, looked up all the catalogues of mail order houses, etc., and had been unable to strike a variation in price from that quoted in direct Edison advertisements, or the prices we had shown him on our wall as dealers' retail prices. Knowing the man as we do, we can realize what this means better than you. But it certainly proves the care you have taken to prevent injury to the trade and your goods by price cutting. And you will permit us to express our highest compliments to you for your thorough system, and constant watchfulness regarding this particular feature of the Phonograph and Record business. As Dealers we appreciate it most highly, as everyone connected with the distribution of Edison goods must do.—*Geo. D. Hampton Piano Co., Newport News, Va.*

AN INTERESTING CONTEST.

The Inland Printer, of Chicago, one of the brightest publications in this country, makes a feature of conducting in its columns a series of "ad." setting contests open to all printers. In its July issue it announced the conditions of Contest No. 20. At the suggestion of a Texas subscriber it submitted the following copy to prospective contestants:

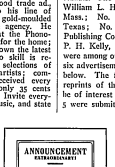
"W. T. Herrick, of 320 Washington street, the hardware dealer, wants a good trade ad, giving especial prominence to his line of Edison Phonographs and gold-molded records, for which he has the agency. He wants to impress the public that the Phonograph is the greatest entertainer for the home; that for $20 to $30 any one can own the latest improved machine, and that no skill is required to produce the finest selections of music by the world's greatest artists; complete list of latest records received every month, which can be had at only 35 cents each—and they can't wear out. Invite everybody to the store to hear the music, and state that he is having a large sale on this line of goods, and no dissatisfaction from any purchaser, etc."

It was stated that the copy was wholly fictitious. The contestants were required to set their advertisements to uniform size of two columns wide and six inches deep.

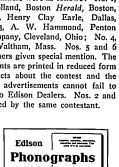
The winners of the contest were announced in the November issue, with reproductions of the advertisements of the successful individuals. The winners were as follows: No. 1, William L. Holland, Boston *Herald*, Boston, Mass.; No. 2, Henry Clay Earle, Dallas, Texas; No. 3, A. W. Hammond, Penton Publishing Company, Cleveland, Ohio; No. 4, P. H. Kelly, Waltham, Mass. Nos. 5 and 6 were among others given special mention. The six advertisements are printed in reduced form below. The facts about the contest and the reprints of the advertisements cannot fail to be of interest to Edison Dealers. Nos. 2 and 5 were submitted by the same contestant.



1



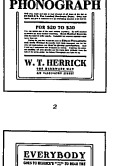
2



3



4



5



6

THE PHONOGRAPH IN THE FIELD OF SCIENCE.

The Record-Office of the Academy of Science in Vienna has been lately enriched with numerous records, says the *Phonographische Zeitschrift*, particularly in connection with five expeditions, which supplied interesting material for the study of philological science.

Prof. Dr. J. Schatz gathered in North Tyrol and Vorarberg specimens of German dialects on 41 cylinders. Dr. Pöch had taken with him a Phonograph of the Record-Office to New Guinea, and had sent back 32 excellent Records, which contained the language and music of the natives, especially of the Meumbo tribe. Particularly interesting are the war songs with drum accompaniment, and the drum signals with which the tribes are in communication from village to village.

Dr. Felix Exner recorded in India old Sanscrit songs and brought 68 unapproachable records of same.

Franz Scheierl, who specialized in Pinegau Dialects, supplied 32 cylinders to the Record-Office.

In addition to these, Field-Marshal Lieutenant Freiherr von und zu Eisentein placed at the disposal of the Record-Office cylinders made in connection with his trip to South America. These were made with an Edison Phonograph.

As well as the language and dialect records mentioned above, a quantity of records of the voices of celebrated personalities have been lately acquired. The recording of the voices of famous individuals is being carried on systematically.

The Record-Office expects shortly the return of an expedition from Australia, and this spring a machine and a supply of blanks is being sent to Greenland where Dr. R. Trebitsch and Dr. von Eisster will make records for the Record-Office.

THE WAY THEY ALL ARE THINKING.

The following interesting letter was written in reply to a "follow-up" inquiry sent to a gentleman who had some time previously asked us for catalogues:

South Coventry, Conn.

I was enjoying the beautiful music of an Edison Phonograph when my daughter brought me a letter from you inquiring whether or not I had purchased an Edison Phonograph. I did not intend to purchase one until Christmas, but I went to Willimantic a few days after I got your reply to my letter and called at the store of the A. C. Andrew Music Co. I was in a hurry, but finally told Mr. Andrew that I would listen to just one Record, "I Surrender All." Well! I have listened to talking machines every chance I have had since they were placed on the market but never heard one that was so beautifully clear, smooth and distinct as that one. As soon as the singing stopped I said, "I will take that Phonograph and Record." I have 39 Records. There are a good many phonographs and talking machines in town, but every one that hears this one says it is the best one they ever heard. It is a "Standard," with a horn 256 inches long and 22 inches wide at bell. I could write more about it but for a long time, but will not intrude further on your valuable time. With best wishes for your continued success.—*C. G. Coombs.*

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 1007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Pender, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 1013 Broadway.
Sacramento—A. J. Poumer Co., 416 and 3 sts.
San Francisco—P. Bacigalupi & Sons, 1020 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 6th, 16th street.
Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 98 State street

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 32 Peachtree st.
Phillips & Crew Co., 37-39 Peachtree st.
Savannah—Youmans & Lentz.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 304 Wabash ave.
Lyon & Healy, Wabash ave. & Adams st.
James I. Lyons, 190 Van Buren street.
The Cable Co., Wabash avenue.
The Talking Mch. Co., 6 Lake street.
Von Lengerke & Antoine Co., 251 Michigan ave.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 108 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 41 Virginia avenue.
Kipp-Link Phonograph Co., 227 N. Illinois st.
Wm. H. Wahl & Co., 113 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 8d West Walnut street.
Fort Dodge—Kerty Music House, 822 Central ave.
Sioux City—Kerty Music House.

KENTUCKY.

Louisville—C. A. Bay, 630-632 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchmen street.
National Automatic Fire Alarm Co., 624 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 202 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles st.

Continued on page 22.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Mach. Co., 297 Tremont st.
Iver Johnson Sptg. Goods Co., 185 Washington street.
C. H. Osgood Co., 324 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—First & Hinkert Co., 23 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 108 Woodward ave; Grinnell Bros. 272 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 111 Hennepin ave.
Minnesota Phono. Co., 318 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 4th street.
Koehler & Hinrichs, 23 E. 3d St.
Thomas C. Hough, 391 Wabasha street.
Minnesota Phonograph Co., 37 E. 5th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Grand street.
J. P. Schmelzer & Sons Arms Co., 710 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
J. W. Kelsey Piano Co., 1118 Olive street.

MONTANA.

Helena—Frank Roser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Sidles Piano Co., 13th and P streets.
Omaha—Nebraska Cycle Co., 1218 Harney st.
Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Hellyer Bros. Co., 209 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
J. O. Heil, New and Halsey streets.
H. Ropke, 364 Bank street.
Paterson—Lyon & Healy, 44 Market street.
Trenton—Stoll Piano Roll and Stationery Co., 30 E. State street.
John Sykes, 104 N. Broad street.

NEW YORK.

Albany—Pitch & Hahn, 92 State street.
Astoria—John Rose.
Brooklyn—A. D. Matthews' Sons, 299 Fulton street.
Buffalo—Lyon & Healy, Main and Seventh streets.
Robert L. Lord, 672 Main street.
Neal, Clark & Neal Co., 642 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 39 W. Fulton st.
Kingston—Wurts Bros., 323 Fair street.
New York City—American Phono. Co., 258, 258A and 258C Bleecker street.
Bleckman Talking Machine Co., 97 Chambers street.
J. P. Bleckman & Son, 1237 3d avenue.
Max Blowitz, 3 E. 42d street.
Bell Organ Co., 172 W. 125th st.
S. B. Davega Co., 124 W. 42d st.
Douglas Phono. Co., 83 Chambers st.
Ernst Music Box Co., 39 Union square.
Victor H. Hapke, 1060 Second avenue.
Siegel-Cooper Co.
Talking Machine Co.
Alfred Weiss, 1267 First avenue.
Oswego—Frank E. Solway, 32 W. Bridge street.
Rochester—F. J. Dominguez, 64 North street.
Hawks Piano Co., 83 S. Clinton street.
Stone, Orton & Damon Co., 200 State street.
Talking Machine Co., 26 E. Main st.
Schenectady—Pitch & Hahn, 102 State st.
Jay A. Rickard & Co., 221 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Harmon S. Child & Sons.
Utica—Clark Music Co., 52 Genesee street.
Arthur F. Perrin, 81 Columbia street.
William Harrison, 76 Columbia street.
Utica Cycle Co., 51 Columbia street.

*Added since December 1st, 1906.

OHIO.

Canton—Klein & Heffelman Co., 230 E. Tuscarawas st.
Cincinnati—Hub Piano Co., 108 West 3d st.
Ibach & Co., 46 W. 6th street.
Lindeman & Sons, 137-139 W. 4th st.
Cleveland—Eclipse Bicycle Co., 19 Prospect sts.
Columbus—Perry B. Wilson Co., 213 S. High street.
Dayton—Niehaus & Dohse, 29 E. 5th street.
Newark—Hall-Pinter Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—Wilhelm Werner, 419 Northampton street.
Harrisburg—C. N. Boas, 1224 Market st.
Philadelphia—C. J. Heppe & Son, 1300 Chestnut street.
Lit Bros., Market and 8th streets.
Musical Echo Co., 1317 Chestnut street.
Penn Phonograph Co., 19 S. 9th street.
John Wanamaker, 9th and Market sts.
Penn Phonograph Co., 48 N. 9th street.
Talking Machine Co., 41 & 43 N. 9th st.
H. A. Weymann & Son, 1011 Market st.
Pittsburg—Theo. F. Beindl Co., Inc., 433 Wood street.
Pittsburg Phono. Co., 537 Liberty street.
Penn Phonograph Co., 310 Sixth street.
Reading—Reading Phonograph Co., 42 N. 8th st.
Scranton—Ackerman & Co., 117 Wyoming avenue.
Technical Supply Co.
Sharon—W. C. DePriest & Son.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 59 M. Main st.
Providence—J. M. Dean Co., 282-284 Westminster street
A. A. Foster Co., 74 Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 163 Weybosset street.
A. T. Scattergood & Co., 106 Main st.

UTAH

Ogden—Proudfit Sporting Goods Co., 325 25th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 131 Gay street.
Memphis—P. M. Atwood, 160 N. Main st.
Hyde & Houck Piano Co., 295 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
Werthan Bag & Burlap Co.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 327 Main st.
Galveston—W. G. Walz Co., 211 Tiyo street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston.
Houston—Texas Phono. Co., Capitol and Pannin sts.
San Antonio—H. C. Rees Optical Co., 240 West Commerce st.

VERMONT.

Burlington—American Phono. Co., 34 Church st.

VIRGINIA.

Richmond—C. B. Haynes, 600 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 909 Second ave.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Montreal—Peter Kelly, 262 St. Lawrence st.
Quebec—C. Rochette, 270 Rue St. Joseph.
St. John—W. H. Thorne & Co., 49-54 Prince William st.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 191 Princess street.

SUSPENDED LIST, JANUARY 1, 1907.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—TH OMAS MCGUIRE, 857 Main street.

GEORGIA.

Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.

Champaign—EGGLESTON BROS., or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Urbana, Ill.
Danville—EGGLESTON BROS. or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Champaign, Ill.
Ottawa—EDWARD HAYNE.
*Quincy—GILIS BROS., 207 North 4th st.
Wheaton—E. IRVING.

INDIANA.

*Elkhart—WILBUR TINSLIN MUSIC CO.
Logansport—W. H. HEPE, 428 Broadway.
South Bend—KUHN & CO., 120 S. Michigan avenue.
SOUTH BEND IRON MIDDLEY, Robert Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 211 Jefferson street.
Sioux City—HATTENBACH BROS. CO.
A. V. LARIMORE, 518 Fifth street.
State Center—OKA SARGEANT.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—HELD BROS.
Topeka—H. H. MORSHOUSE, 510 E. 4th street.

MAINE.

Biddeford—W. E. FIELD.
Lewiston—J. W. GOULD.
Monmouth—H. M. ANDERSON.
Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. PECK, 20 Hills st.
HENRY SAVAGE & SONS, 166 Hanover st.
T. SINGER, 60 Leverett street.
*Florence—WILLIAM OATES, 8 Main st.
Franklin—E. Houck Piano Co., 295 S. Main street.
Lawrence—Talking Mach. Co., 314 Essex street.
O. MOSHER, 314 Essex street.
Malden—A. T. FULLER, 9 Salem st.
Nantucket—ARTHUR H. TAYLOR.
New Bedford—H. B. WOLFF.
Somerville—F. WINCHESTER, 32 Summit avenue.
Westboro—GEORGE CLARK, 9 Front street.
Weymouth—CHARLES H. ORR, or THE HOLTON JEWELRY CO., L. F. Holton, Manager.

MICHIGAN.

Ann Arbor—ANN ARBOR MUSIC CO., P. J. Schwankovsky, Prop.
Detroit—P. SCHWANKOVSKY.
Saginaw—GEO. W. ERENINGER.
JAMES V. CALAHAN, 217 Genesee st.
VIENNEY BROS., 217 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
PIANO PLAYER CO.
Red Cloud—ALBRIGHT BROS.

NEW HAMPSHIRE.

Hillsboro Bridge—K. M. BARNES.
Manchester—A. B. DUMAS.
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAMS, D. WOLF, 32-34 Arkansas ave.
Bayonne—C. WILDER, 382 Avenue C.
Jersey City—H. CHIER CO., 82 Montgomery st.
Bedford Park—S. G. ARENSON, 103 Broadway.
Newark—E. I. COKWIN; also New York city.
Passaic—I. HUKWITZ.
Paterson—CHAS. H. GELLY, 22 N. Main street.
Plainfield—S. WOOLF BROS. or M. FRUCHT; also Spring street.
ELSTON W. LEONARD.
West Hoboken—KARL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 169 Spring street.

NEW YORK.

Albany—G. LINDE, 193 S. Pearl street.
Amsterdam—J. C. KINCHNER, 26 Market st.
Binghamton—THE CHIER CO., 8 Clark street.
Bedford Park—S. G. ARENSON, 103 Broadway.
Brooklyn—WM. ALBRECHT, 1004 Knickerbocker ave.
E. HINDERMANN, 50 BERWICK PHONO-GRAPH EXCHANGE, 1241 Myrtle avenue.
EMIL SMITH, 632 Eleventh st. and 250 Summer street.
Dolgeville—GEORGE REESE.
Hobart—P. H. MARSHALL.
Ilobawk—ALBANY SPECIALTY CO., or CHAS. F NICK, Main street.
Ilorseha—C. D. LOOMIS & CO., Union Block.
New York City—ARGOSY PHONO. CO., 1265 Broadway.
AMERICAN PHONO. CO., 108 Wall street.
AUTOMATIC 25TH ST. PHONO. CO., M. Cohen, Prop., 48 25th street.
BERN HEARWALD, 272 W. 34th st.
EDWARD C. BIELEFELD, 46 Willis Ave.
BRONX PHONO. CO., or DAVID SWITKY 3d avenue.
E. E. FORBES & SONS, 144 West 125th st.
EAGLE PHONO. CO., or C. LOWENTHAL 81 Nassau street.
EMPIRE PHONO. CO., 9 W. 14th street.
F. G. GILBERT & CO., or GILBERT, Barney st.
GRAPHOPHONE & SUPPLY, 1 Chatterfield, N. J.
O. HACKER, 2 Murray street.
HAWTHORNE & SHEBLE, 297 Broadway also Philadelphia, Pa.
HOLCOMB BROS., 1241 and 492 West st.
W. HORN, 126 E. 58th street.
H. HOWARD, 1 Union square.
S. LEHMING & CO., 112 Broadway.
I. MCLAUGHLYNNE, 209 Broadway.
RICHMOND PEARL, 11 W. 42d st.
W. M. PRESCOTT, 41 Broad st.
SCHMELZER ARMS CO., 1012 Seventh ave.
Rome—CHARLES COTTER.
Saratoga—W. J. TOTTEN.
Saratoga Sprints—MARVIN A. COTE.
Watertown—HENRY A. HARDY, 72 Arsenal st.
H. S. WARDWELL & CO., 30 Public Square.

NORTH CAROLINA.

Klinton—S. A. Quinerly, 221 and 492 West st.

OHIO.

Cincinnati—I. L. ANDEN.
SALM TALKING MACHINE CO., 639 Vine st.
Cleleclone—HOENE & GOSSLER.
Middleton—OTTO GRAF & CO., 121 E. 3d street
Springfield—C. S. & H. VANDERCOOK.
Uhrichsville—P. A. MASURIE.

PENNSYLVANIA.

*Bradford—C. C. GRIFFEN, 44 N Washington st.
Philadelphia—C. J. HEPPE & SON, 1300 Chestnut st.
HAWTHORNE & SHEBLE, 922 Chestnut st., or Oxford and Mascher sts.; also New York City.
KEYSTONE, 812 Arch street.
PENN NOVELTY CO., 16 South 9th st
Pittsburg—A. LIPPARD, 603 Wylie ave.

RHODE ISLAND.

Providence—P. P. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATTER.

*Added since December 1st, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

What the "Other Fellow" Is Accomplishing

LANGUAGE STUDY IN CHICAGO.

Lyon & Healy Doing a Big Business With the Course Directed by the International Correspondence Schools.

(Special to The Talking Machine World.)

L. L. Lewis, representing the International Correspondence Schools of Scranton, Pa., is in charge of a special branch in the retail department of Lyon & Healy's devoted to the exploitation of language teaching through the medium of the talking machine. It is said that so far Lyon & Healy have disposed of over 200 outfits, mostly to the better class of customers, the facilities offered by the talking machine plan for studying at odd hours appealing directly to the busy man of affairs. All told, the International Correspondence Schools have disposed of 20,000 outfits, valued at $1,600,000.

Another story of a "dealer who has tried it." And a prominent firm in Atlanta is going to open a regular school of language study with the aid of our phonograph system. They are waking up all along the line to the possibilities of the language feature of the business. How about YOU? Do you realize what I. C. S. Language Outfits will do for YOUR business? Do you know that with these outfits you can reach a class of trade that would not think of using a phonograph for ordinary purposes, that you can reach those people who have become tired of their phonographs as an amusement fad, and that you can quickly interest your regular customers in this PROFITABLE use for the phonograph? "Dealers who have tried it" have increased their business from 10 to 20 per cent. and more. Don't be slow. Get into the game and get YOUR share of this trade. Write TODAY for further particulars.

I.C.S. LANGUAGE SYSTEM with Thomas A. Edison PHONOGRAPH

International Correspondence Schools

Box 920, SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., FEBRUARY, 1907. No. 12.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
340 KENT STREET, SYDNEY, N. S. W.
PROLONGACION DEL CINCO DE MAYO, NO. 67-77, MEXICO, D. F., MEXICO.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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THE YEAR OPENS WELL.

January has performed its part in making 1907 the greatest year in the history of the Edison Phonograph and the National Phonograph Company. It has broken all past records and set a pace that succeeding months will find it difficult to keep up with. In volume of orders, goods manufactured and shipped, collections, hands employed and, naturally, in expenditures the month of January outdistanced all of its predecessors. December had not closed before Jobbers began to place unusually large orders for stock Records, not waiting as heretofore until they had taken the yearly or semi-yearly inventory, and the orders are still coming. The increased business found our factory force fully prepared and waiting. Some of the increased facilities afforded by the new buildings came into play at once, making it easy to add to the Record making force and thereby increase the output. As a result many days in January exceeded the highest output of any single day in the past. In the same way, but not to the same extent as Records, the demand for machines has made it necessary to turn out more of them than was ever done in one month before. We regret that it is not deemed good policy to give figures showing the January output. It is doubtful, anyway, if we would get credit for telling the truth, for the actual figures would not be believed by the general public. Even men more familiar with the business would be incredulous.

These statements are of little interest to the trade and would not be made did we not desire to impress upon them the fact that the business in Edison Phonographs and Records is not something for a day or a week, but for an almost unlimited time to come. It is a business in which it is as safe to invest money in as that of a grocer or butcher. It has grown and grown, is growing and growing and will grow and grow in the future for every man with the faith necessary to put his money into it and push it. To the man who doesn't believe in it and who won't hustle for it, it offers little.

THE ADVANCE LIST OF APRIL RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR APRIL, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **March 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on March 27th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after March 20th, but must not be circulated among the public before **March 27th.** Jobbers are required to place orders for April Records on or before **February 10th.** Dealers should place April orders with Jobbers before **February 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9506 Gambrinus Polka (*Diel*) Edison Concert Band
The old, familiar and much played instrumental piece.

9507 Let It Alone (*Williams*) Ada Jones
A unique coon song by the writers of "Nobody". The semi-conversational way in which it is sung marks it a decided and interesting departure.

9508 Captain Baby Bunting (*Heil*) Byron G. Harlan
A real "Mamma's Boy" song, by the same composer.

9509 Angel's Serenade (*Braga-Hasselman*) Charles Schuetze
A harp solo unaccompanied.

9510 Farewell Killarney (*Edwards*) Irving Gillette
A new sentimental Irish march ballad. "Killarney" is the sweetheart to whom the Irish lad is bidding farewell.

9511 The Precious Name (*Doane*) Edison Mixed Quartette
The well known gospel hymn, sung by a quartette of mixed voices.

9512 If Anybody Wants to Meet a Jonah, Shake Hands with Me (*Hoyt*) Arthur Collins
A "hard luck" coon song that already has a good start on the road to success

9513 National Fencibles March (*Sousa*) Edison Military Band
One of John Phillip Sousa's first and best marches, also performed in a Sousa.

9514 Far Away (*Richmond*) Harry Anthony
A beautiful ballad. Its sub-title is "Some One Thinks of You To-night."

9515 When Bob White is Whistling in the Meadow (*Rosenfeld*) Harlan and Stanley
A sentimental song with a pretty melody and real touch of nature in the the story.

9516 If You Want to Pick a Fuss, Wait 'till the Sun Shines (*Furth*) Bob Roberts
A coon song, genuinely characteristic and, of course, funny.

9517 The Silvery Brook Waltz (*Brohan*) Edison Symphony Orchestra
One of the best orchestra selections that we have recorded in some time

9518 That's What the Rose Said to Me (*Edwards*) Louise Le Baron
A ballad of a somewhat higher order, sung by contralto.

9519 My Kickapoo Queen (*Reed*) Collins and Harlan
A Zulu-Indian kind of a coon song, sung as a male duet.

9520 Ida-Ho! (*Von Tilzer*) Billy Murray and Chorus
A western song, called the "melodious cyclone," that is sweeping the country.
The Edison Male Quartette joins in the chorus.

9521 Popularity March (*Cohan*) Vess L. Ossman
A lively march played as a banjo solo. George M. Cohan is the composer.

9522 The Tale the Church Bell Tolled (*Van Alstyne*) Harry MacDonough
A new descriptive song destined to become widely popular.

9523 How Matt Got the Mitten (*Original*) Ada Jones and Len Spencer
A vaudeville specialty describing a down eastern courtship. Miss Jones sings "I Don't Like Your Family" (Howard).

9524 The Bowery Grenadiers (*Kelly*) J. W. Myers
The late J. W. Kelly entertained thousands with this song.

9525 Sunbeam Dance (*Rolfe*) Albert Benzler
A sparkling instrumental number in schottische tempo, played as a belle solo.

9526 Do, Re, Mi, Fa, Sol, La, Si, Do (*Burt*) Edward Meeker
A comic song with an odd title.

9527 Flanagan on a Broadway Car (*Original*) Steve Porter
Another vaudeville specialty in which, as in the restaurant, "Flanagan's trouble" is the chief feature.

9528 When the Roses Are in Bloom (*Nattus*) Edison Male Quartette
A pathetic rustic-sentimental song, specially arranged as a male quartette.

9529 My Mariuccia Take-a Steamboat Medley (*Original*) Edison Military Band
Includes: "My Mariuccia Take-a Steamboat" "In a Chimney Corner" and "My Irish Rosie."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

NEW YORK PHONOGRAPH CO. SUITS.

Jobbers and Dealers in the State of New York, against whom suits were brought by the New York Phonograph Company, have recently been served by registered mail with a notice wherein that company's attorney calls attention to a section of a code which gives him a lien upon **his clients** cause of action.

This does not effect or concern the Jobbers and Dealers, and no such notice was necessary to protect the attorney of that company, and we believe **the real purpose of the notice is to create the impression that the New York Company obtained a decision in its favor,** which is not the case, in fact the suits have not yet been brought to final hearing. **The only hearing so far has been on the motion for preliminary injunction, which was denied.**

UP TO THE DEALERS.

Judging by letters occasionally received from Dealers, there is an evident chafing in the trade over the sales made in Dealers' towns by those engaged in selling Phonographs on the mail order plan. Few of these Dealers realize that they have materially aided the mail order houses in making these sales. If a mail order man was asked for some of the reasons for his success, he would say that he advertised liberally and sold on installments. Pressed further, he would admit that he sold outfits, and even Records, in Dealers' towns because the average Dealer does not carry a proper stock of goods. Thus the Dealer contributes to his own undoing.

Now, there is nothing about a mail order business that a Dealer can not duplicate. He can advertise, he can carry an adequate stock and he can sell on installments. He can do even more. He can deliver to his trade and save the freight charges.

He can advertise. It is not necessary in a small place to spend much money. If a town is too small to have a weekly paper, two or three dollars a month will mail a folder or a circular to every possible purchaser in the place. The larger the town, the more money can be expended and the larger number of sales made. The success of any advertising will depend upon the stock a Dealer carries.

He can carry an adequate stock. On January 1st there were 1,387 jobbers in the complete domestic list of Edison Records. One of each will cost $291.27. One of each of the four popular styles of Edison Phonographs will cost $66.00 more. A system for carrying 1,387 Records will cost from $15 to $60. One each of the half dozen popular styles of horns may be had for $20 or less. With this equipment and proper facilities for getting more goods and accessories from a Jobber, no Dealer need fear outside competition. He can get and hold the business of every man or woman having a bit of local pride. He will also make money and will continue to make it as long as he keeps up his stock and keeps it clean and neatly arranged.

He can sell on installments. The average Dealer declares that he hasn't the necessary capital and cannot afford it. Now, does it require much capital? The machine most sold on installments is the Standard. This costs a Dealer $12. Most installment sales are made on the basis of from $3 to $5 down and weekly payments of $1. Suppose the first payment is $3. The capital required to carry the sale is $9, or an average of $4.50 for seventeen months costing eight cents if borrowed at 6 per cent. interest, and the deal makes $8. With a capital of less than $100 (worth $1.67 at 5 per cent. per four months) a Dealer can sell one Standard machine every week for twenty weeks and have a steady income of $8 a week, with no extra work than keeping a record of the weekly payments.

Some Dealers recognize the desirability of having a purchaser get a stock of Records, when an installment sale is made, for when he does he is not likely to tire of his Phonograph and want to return it or give up his payments. Therefore, they let him have the machine on a payment of $1, providing he will buy one dozen Records or more. This plan requires a little more capital, but it is more profitable in the long run.

Then, having installment purchasers come into a Dealer's store once a week is a source of much additional business. Few machine owners can resist the inclination to buy one or more new Records. This feature is so much thought of by some Dealers that they induce an installment purchaser to buy Records with his weekly payment and defer the final payment a week. This plan is quite safe after a machine has been at least half paid for. It is safe to estimate that three dozen Records will be sold to every purchaser of a Phonograph on the installment plan.

The above statements have been made to show that even small Dealers can easily sell Phonographs on installments and with a comparatively small capital. They are not to be taken as a desire on our part to induce any Dealer to follow the plan against his own judgment or inclination. Unless a Dealer believed in it, he would be wise not to sell on installments. Because installment selling has mainly been carried on in cities, the claim has been made that it is not adaptable to smaller places. This is not so, for where a Dealer knows all about the people of his town he is less liable to make bad accounts than the man in the large city. As a matter of fact, where ordinary care is taken to look up a purchaser's character and antecedents, there are few bad sales in the installment business. The plan of selling goods has been, and is, wonderfully successful. It is making the fortunes of thousands of men, and no man having an opportunity to follow it should pass it by without a thorough investigation.

GO AFTER NEW DEALERS.

An Edison Jobber recently commented upon the ease with which his salesman had established eighteen new Dealers in his State, which is one of the smallest in the Union. He had long ago felt that he had covered it quite thoroughly. He said that his man went into twenty-one towns of 1,000 or less population, and created a Dealer in all but three of them. One of the towns was four miles away from a railroad and the Dealer had to go after his goods in a wagon. Being asked for a reason for this success, he said it was because the Edison proposition had become so well known that it required little more than a presentation of the case to sell the goods.

The volume of the Edison business to-day bears out this statement that the Edison Phonograph has become well known. It has achieved popularity because it is the greatest music-making instrument of the day, because it is backed by the Edison name for quality and merit, because its standard is always maintained, because it has the good will of nearly 10,000 loyal Jobbers and Dealers, because it is sold under conditions that guarantee a "square deal" to all, and because it is and has been extensively advertised. To no one of these features is its success due. Without advertising none of the others would avail much, but without the others advertising would soon fail.

The aim of this company is to see a Dealer established in every city and town in the United States and Canada, and when that is done we shall be in a position to get the greatest benefit from our advertising appropriation. Jobbers can do much toward establishing Dealers in unoccupied towns by making a list of such in their territories and taking steps to cover them. The fact that they have tried some time ago and not been successful should not deter them from trying again. The Jobber named above had before failed in most of the eighteen towns referred to. When he tried again he found it comparatively easy. The Edison Phonograph is one of the best known propositions in this country to-day, and its fame is increasing in an astonishing manner. Jobbers who are relying upon the non-success of their previous efforts to sign new Dealers will find the situation quite different if they will again go after them. They should make up a list of towns where they know there are no Edison Dealers; get the names of firms in those towns who have stores and can sell Edison goods. If a salesman cannot be sent because of the cost, write each a carefully prepared letter, setting forth the advantages of carrying a stock of Edison Phonographs and Records, and then follow them up with other letters until a reply is received or a Dealer established. A systematic campaign along these lines will bring results that will surprise most Jobbers.

EXPENSIVE BUT IT PAYS.

The February advertising of this company in magazines and weekly publications again comprises two full pages or double spaces in each medium on our list. Copies of these advertisements are printed on pages 22 and 23. The Record page is given up to exploiting the Grand Opera Records, while the other page is devoted to Phonograph advertising, the copy being one of the silhouette series. This advertising, together with the newspaper advertising being done in every large city of the United States and Canada, is creating a tremendous demand for Edison Phonographs and Records. It is daily inducing nearly 1,500 persons to put Edison Phonographs in their homes. It is creating a splendid business for Edison Dealers, and only the conversatism of the latter in not doing their share of local advertising prevents them from doing a still larger business.

PRINTED MATTER.

The *Phonogram* continues to be very popular among the trade as a means of getting Edison Record business. Its edition grows larger each month and it is seldom that an order for copies is cut down. Beginning with the March issue, the *Phonogram* will appear in a new dress. It will have a new title page, a feature of which each month will be a funny design illustrating one of the selections in the monthly list. "Rudolph and Rosie at the Roller Rink" will be featured in the March issue. The descriptions of the Records will be made more interesting by the use of bright little silhouetted illustrations of the titles. Other features will be new headings and a new arrangement.

Dealers occasionally write for a supply of forms to be used for selling Phonographs on installments. It has never been possible to get out a form for this purpose, owing to the different legal requirements in each State. Dealers should not use blanks of this kind without making sure that they comply with the statutes of their States.

The Kern Music Company of Jersey City on January 4th, received a money order on account of a Phonograph sale, which had been mailed at St. Michael, Alaska, on November 7th. Nearly two months were occupied in transit.

AMONG THE JOBBERS.

Visiting Jobbers at our New York office during January, in addition to those who attended the informal dinner on January 17th, were the following: Theodore F. Bentel of Theodore F. Bentel Company, Pittsburg, Pa.; J. W. Dittrich, of Rudolph Wurlitzer Company, Cincinnati, Ohio; H. M. Holleman of Texas Phono. Company, Houston, Tex.; G. L. Ackerman of Ackerman & Co., Scranton, Pa.; J. N. Willys of Elmira Arms Company, Elmira, N. Y.; W. O. Pardee of the Pardee-Ellenberger Company New Haven, Conn.; John Sykes, Trenton, N J.; Robert Loud, Buffalo, N. Y.; Henry Weyman of H. A. Weymann & Son, Philadelphia, Pa.; H. Wonderlich of J. Samuels & Bro., Providence, R. I.; Mr. Marschalk of Musical Echo Company, Philadelphia; J. T. Leimert and Mr. Long, of Cable Company, Chicago, Ill.; D. R. Harvey and S. J. Francis of Iver Johnson Sporting Goods Company, Boston, Mass.; Mr Dyer of W. J. Dyer & Bro., St. Paul, Minn.; Mr. Brickett of Flint & Brickett, Springfield, Mass.; Fred Babson of Babson Bros., Chicago, Ill.

The Montenegro-Riehm Music Company have succeeded C. A. Ray as Edison Jobbers at 608 and 610 Fourth avenue, Louisville. Mr. Ray will remain with them as manager of the talking machine department.

M. W. Waitt & Co., of Vancouver, Canada, became Jobbers in Edison goods last month. They have been Edison Dealers for some time, having stores at Vancouver and Victoria. They will make Vancouver their wholesale headquarters and will continue the branch store at Victoria.

The style of the Edison Jobbing firm of the Wells Phonograph Company, at 45 North Ninth street, Philadelphia, has been changed to Louis Buehn & Bro. This involves no change in ownership or management. Mr. Buehn and his brother have been owners of the business for nearly five years.

NOT MERELY A TALKING MACHINE.

Too many people look upon the Phonograph as a talking machine. Usually these are the people who have not heard the Edison Phonograph. Of course, the Edison Phonograph is a talking machine, but it has far greater claims to the name "musical instrument" than the majority of other instruments. Dealers should not let a possible customer think of the Edison Phonograph as a talking machine pure and simple. Emphasize the fact that, with Edison Records, the Phonograph is undoubtedly the finest musical entertainer your customer can have in his home. A piano, violin, or guitar, or mandolin, or musical box, or organ—these all have their limits. But with Edison Records and an Edison Phonograph one can listen to the music of any instrument, and it is just as easy to listen to orchestral music or to marches played by well-known bands.

Remind your customer that the vast majority of Edison Records are of music and songs—comparatively few are talking Records pure and simple.

Then play over half a dozen Records which will bear out your arguments that the Edison Phonograph is the ideal musical entertainer. Play one of the Edison Grand Opera Records, then a band selection, next a humorous song, then a violin solo, then a Record introducing chimes and bells, and finish up with either a talking Record or one of a song introducing talking.

By the strong association of music with Edison goods Dealers can make many a sale to people who, because they have never heard the Edison Phonograph, look upon it as a "talking machine."

PERSONAL.

President W. E. Gilmore and General Sales Manager C. H. Wilson made a trip to Chicago last month partly for the purpose of conferring with the Western members of the selling force. A feature of the trip was a dinner at the Auditorium, at which reports from salesmen were heard and plans for the future discussed.

A FURNITURE FIRM'S LETTER.

[The letter printed below is one of a series being sent to their customers by Brown & Durham, a furniture firm at New Haven, Conn., who are selling Edison goods on installments.]

We have recently received a complete line of Edison Phonographs, and all the records now published, numbering 1,500, and shall also have the twenty-four new records which are published each month as soon as they appear.

We have fitted up the department, which is on the first floor near the front door, with comfortable chairs, and we cordially invite you to call and hear the new records.

If you have not heard of the new Edison you will be surprised and pleased at the absence of tone and the absence of the metallic sound so noticeable in the earlier machines.

We have selected your name from those on our books as one to whom we would like to sell an Edison Phonograph, and we offer you an instrument on exceptional terms at the regular cash prices, $10.00, $20.00 and $30.00.

If you are paying on an account we will add the Phonograph for the additional payment of one dollar weekly. If your account is closed at present, we will accept three dollars per week, which will cover the first payment, and one dollar a week after.

If you already own a Phonograph, we hope you will find our store a pleasant and convenient place to hear the latest new records. You are welcome whether you intend buying or not. We are sure that you and your family would be delighted with an Edison, and that it would prove a great source of entertainment and education.

BROOKLYN EAGLE COMMENDS IT.

The Edison Commercial System for dictation is in use throughout the offices of the Brooklyn *Eagle*, and that the system is popular is shown by the following article published in a recent issue of the *Eagle*:

The Business Phonograph is one of the latest developments in office time saving devices. It has the advantage of being always ready for work, and never has to be called away from some other task to take dictation. In brief, it is a Phonograph, built for the office desk, whose motive power is electricity, easily connected with a chandelier or by a direct wire with the electric current that supplies every business building nowadays. It is ready for action when a cylinder is placed in position and the current turned on. The cylinder will hold from fifteen to twenty letters, and as soon as the cylinder is full, it may be transferred to another machine in another room, if necessary, or desired, where the letter is reproduced in the ears of the typewriter, and by her transcribed on a machine. It is, of course, one of the devices of the wizard Edison, and has within the past ten years been brought to a high state of perfection. The idea of the Business Phonograph is not new. The first ones were put into commission as long as fifteen years ago. The idea then did not receive the favor that has come to it of late. The first machines, moreover, were not a business success. The new machines are complete mechanically, easily handled and skilfully made, and contain intricate mechanical devices and small in bulk.

The advantage in their use lies in this: That the Phonograph is always ready for action. The letter may be put upon it at any time, correspondence does not pile up on the office desk, memoranda may be put upon it, before the matter is forgotten or overlooked. Further advantage lies in the fact that the transcriber wastes no time in waiting for letters to write. As soon as a cylinder from one machine is finished another one may be taken up. It is thus possible for a business concern to lessen the number of typewriters employed in keeping them busy all the time.

Business men who have tried the machine are enthusiastic in its praises. It is coming into use very largely in concerns where a large amount of correspondence is handled. Those whose business it is to write letters find it a great convenience to have a device at hand which is ready at all times to take the matter that is to go out.

DEALERS' ADVERTISING.

Apropos of the prevailing popularity of the specially written letters and post cards for advertising purposes, George E. Buss, Edison Dealer at New Philadelphia, O., sent an unusually clever letter to his trade just before the holidays. Each letter was written in long hand, on fine correspondence stationery, the salutation comparing with the first name of the recipient, and each was sealed and mailed under two-cent postage. The letter is given in full below. Whether or not the recipient realized that the letter was an advertisement, the effect was all that the sender could desire:

NEW PHILADELPHIA, O.,
Thursday afternoon.

DEAR FANNY:—

I have been worried to death till now, to know what to get you for a present, but I've decided. You know it is hard to tell what they do want and like.

But a few minutes ago I stepped into George E. Buss's, and the pleasant clerk there, told me exactly what I wanted. I got the youngsters an air rifle, a pair of boxing gloves, a pair of skates, and I bought Tom Lawrence a razor, and another a dandy Phonograph.

I'm thinking, somewhat, of getting John a watch and a mouth organ, and you (well, you'll know Christmas morning.)

If you want to get me anything, go to George E. Buss's, he's the Phonograph man, and tell him I sent you and he will appreciate it. Don't *forget*.

Yours lovingly,
LILLIAN.

C. V. Mills, Edison Dealer at Battle Creek, Mich., sends photographs of several excellent window displays of Edison goods.

GOOD LETTER FOR DEALERS.

[One of our salesmen, who has been most successful in his efforts to assist Dealers in Edison goods, sends the letter printed below, as one that he has many times suggested to his Dealers and which has been used by them with excellent results. Any Dealer can readily adapt it to his own business.]

DEAR SIR:—I am enclosing you printed matter and catalog relative to the most wonderful invention and the most entertaining home convenience at present day.

The Edison Phonograph is the original and the only genuine Phonograph, manufactured by the only company manufactured by Thomas A. Edison, the most successful inventor the world has ever known. You may have been disgusted with some imitation Phonographs, you surely will be delighted with the genuine Edison Phonograph, which I have for sale at my store.

There are no interruptions at times for Edison records. You can understand them. Their volume and brilliant quality of tone is especially adapted to parlor use. This is a feature that Mr. Edison certainly, the inventor of the smallest detail or the natural tone of the voice are devoted out by mechanical, scientific means. Your home is not complete without an Edison Phonograph in your home. Most valuable as an educator and indispensable as a versatile entertainer. The most reasonable priced machine and the only pure life-like toned records on the market.

With the "Edison" you can make perfect records of your friends' voice—of grandpa's—of the baby's! Why not have "phonograph" of these in your home as well as of their faces to remember them by when they are gone?

I want to demonstrate to you how badly you need "Edison music" in your home.

It will be a real pleasure to me, and to you, if you will call and hear the wonderful Edison Phonograph of to-day. Or, we will be glad to bring one to your home for demonstration if it not convenient for you to call at the store.

Be yourself, your family, your friends and us a favor and let us hear from you soon regarding the Edison Phonograph.

A UNIQUE ADVERTISEMENT.

About seven years ago F. C. Pethick, agent for the Edison Phonograph, took a record of John Hennings' voice, who sang, "Nearer, My God, to Thee," into the instrument. Mr. Hennings died the 18th of December. On Christmas day, Mrs. John Morris, daughter of Mr. Hennings, and who has had the record put away ever since, reproduced his voice on the Phonograph. The Edison is the only machine on which this can be done. Why not buy the best? —*Bonnanville, Ont., News.*

DOUBTFUL POINTS LEGALLY INTERPRETED.

For the information of Jobbers and Dealers, and so that they will be in a position to answer certain questions which have been raised of late, the following series of questions and answers have been prepared by our Legal Department, and a copy furnished all our travelling salesmen. They should be carefully studied by every local Edison Jobber and Dealer, all of whom should not only comply with their interpretations, but should render us every assistance in our efforts to strictly enforce them.

1. *What constitutes a proper initial order from a new Dealer, and what is meant by a suitable store?*

The strict letter of the Dealers' Agreement requires a new Dealer to purchase at least three machines, *each of a different type*, and 150 Records; and such new Dealers must have an established store, suitable for the display and handling of goods of our manufacture, and at all times carry a representative stock. These provisions are becoming more important every day, owing to the fact that Jobbers' travelling men overlook these requirements, or wilfully disregard same in their efforts to secure new business for their houses.

A great many cases have been called to our attention recently where Jobbers have established Dealers who do not measure up to these requirements, particularly in respect to "an established store," and in most cases we have received strong complaints from the old Dealers. In many cases Dealers who do not measure up to this "Store" requirement, develop into price cutters. They take all chances of being suspended, because, as a rule, their investment is small, and if suspended they will not be left with a store or stock of goods on their hands. You will readily appreciate the unfairness of this toward an existing Dealer who has spent considerable time and money in building up his business.

On the question of the initial order of three machines, each of a different type, we are advised that in many instances Dealers prefer to order three or more machines, but do not like to order three types of machines. This would be permissible where all other conditions are complied with, *and where there is absolute certainty that the order is a bona fide Dealers' order.* But, in order to be on the safe side and avoid complaints, you should always endeavor to obtain the order for three machines, each of a different type, and instruct all Jobbers and their salesmen that these conditions must be strictly adhered to. We have had many cases called to our attention where three machines have been ordered, say two Standard and one Home, or two Homes and one Standard, by storekeepers who never had any intention of becoming regular Dealers, and who obtained the machines for themselves and their friends. This is one of the conditions that we try to prevent by the requirement of three machines, each of a different type, etc., and the requirement of a suitable store.

The requirement to purchase an initial order of not less than the quantity stated, applies to all new Dealers, also to old Dealers (except suspended Dealers) who discontinued the handling of our goods, and to existing Talking Machine Dealers who never handled our goods.

On the question of a store, we do not, of course, insist that a Dealer must have an elaborate store, or that he must have a store used entirely for his own business; that is to say, a Dealer will comply with requirements if he hires part of a store from another storekeeper for displaying and selling Phonographs. Where a man occupies a small private house, and arranges one of the rooms, say the front room on the first floor, exclusively for business, we would have a case where the Phonograph business conducted from a private house would comply with all of the requirements, since a room so fitted up would be fully equivalent to a store. Where, however, a Dealer is living, say, on one of the upper floors of an apartment house, and devotes part of his living rooms to the business, we could not consider this compliance with our requirements, since such use of the living apartments could not in any sense be equivalent to a store.

2. *Can an authorized Dealer sell out his business to another party, provided his successor continues the sale of our goods?*

This is permissible, provided the successor immediately signs the Dealers' Agreement, and we are promptly notified that he has succeeded to the business. As regards the initial order in such a case, we must look to the purpose of the requirement of the initial order. The object of the requirement to purchase three machines and 150 Records, and also to maintain a suitable store for the display of our goods, is: First, to prevent a Dealer obtaining our goods at less than list prices by pretending to become a Dealer; second, to prevent three or more persons getting together and having one of them purchase outfits for each at Dealers' prices, on the pretense of going into the business as a Dealer; and, third, to prevent, as far as possible, the handicapping of an active Dealer, who carries a representative stock, by a Dealer who merely makes purchases to fill orders from customers.

Having these points in mind, you will see that it would not be necessary to insist on the successor to the business making an initial purchase, for the reason that the business is already established and undoubtedly would have the required amount of goods on hand. If, however, the party selling out has not a representative stock of our goods on hand, then the successor would immediately have to order a sufficient amount of our machines and Records to make the stock a representative one. A representative stock undoubtedly means an amount equal to the initial order.

3. *Can a Dealer who has sold out his business open up in another town without placing the initial order required of a new Dealer?*

In answer to this question we will state that such a Dealer would be required to again sign the Agreement covering his new place of business, and must comply fully with all requirements of the Agreement, including the purchase of the initial order. This must be obvious, since it is evident that by selling out his former business he has no stock on hand, and in order to measure up to the require-

ments as to a representative stock he would certainly have to buy the initial quantity provided for in the Dealers' Agreement.

4. Is a Dealer allowed to pay a commission, and may the commission be paid in Records?

A Dealer is permitted to pay anyone for services rendered, but under no circumstances can commissions be paid in goods of our manufacture. If the person making or aiding in making the sale is not an employee of the Jobber or Dealer, and happens to be the owner of an Edison outfit, the situation obviously becomes all the more objectionable. If anyone sells or is instrumental in selling for a Jobber or Dealer goods of our manufacture, the sale must be made in the name of the Jobber or Dealer, and they must receive the full list price, and subsequently the commission may be paid. The object of this requirement is to have their books show the complete transaction, and to prevent, as far as possible, the agent of the Jobber or Dealer splitting his commission with a purchaser.

Commission schemes in various forms have been proposed, and while our Conditions of Sale do not prohibit them, we are opposed to any arrangement of this kind, for the very simple reason that price-cutting would be carried on indirectly and in a way difficult to prevent. We have always urged against commission schemes, and insist that commission should only be paid to persons regularly in the employ of the Jobber or Dealer. Even then the trade will find it necessary to be extremely careful, since it is a well-known fact that, no matter how small a house may be, salesmen or agents working on a commission basis are always willing to split commissions rather than lose sales.

The following are several good reasons why we do not approve of same:

First, a commission scheme, particularly one designed to induce owners of outfits to create business for a Jobber or Dealer, eventually, if not immediately, resolves itself into nothing more or less than price-cutting, for the reason that intending purchasers will get together and obtain machines at reduced prices by having one of their number purchase an outfit at the full list price, and subsequently supply the others with outfits, and divide the commissions between them.

Second, any commission scheme would enable Dealers to cut prices and claim that the cut represented a commission on a sale made in their behalf.

Third, under any commission scheme Jobbers would be in a position to pay commissions on single outfits or on Records equal to Dealers' discounts, and in that way injure regularly established Dealers, who are required to comply with our requirements as above outlined.

Fourth, we would have practically no control over the handling of goods manufactured and sold by us. While Jobbers and Dealers would be responsible for the acts of their agents, still all sorts of excuses would be raised and endless and constant friction would be created between Jobbers, Dealers and ourselves.

We undoubtedly can proceed against anyone in the courts for violating the restrictions which go with our goods, but this would involve keeping watch on a very much larger number of persons, and the probability of carrying on an endless number of suits, all of which, as you can readily see, would work injury to the contract system.

5. Can Jobbers or Dealers enter into contracts with newspapers to handle premium machines and exchange such machines for Edison machines, and also enter into a Contract with a subscriber for the purchase of Edison Records as a part consideration for the delivery of the premium machine without violating the Conditions of Sale?

This scheme, as it appears to us, works as follows: The Jobber or Dealer enters into an arrangement with a newspaper under which the newspaper agrees to advertise the proposition and also to canvass for new subscribers for the paper; and the newspaper further agrees to refer all subscribers, both old and new, who wish to take advantage of the premium scheme, to the Jobber or Dealer who, upon receiving a form of certificate issued by the newspaper, will deliver to the subscriber the premium machine *free of cost* (except a small payment to cover packing and delivery charges); and the subscriber on his part agreeing to purchase a given number of Records within a given time.

The premium machine costs the Jobber or Dealer about $2.00 net, for which he receives nothing from the subscriber *except a promise to purchase a given number of Records*, and hence the giving away of this premium machine constitutes an inducement to the sale of Records, and is a violation of Section 3 of the Jobbers', and Section 2, of the Dealers' Agreements.

Thereafter, if the subscriber wishes to exchange the premium machine for a more expensive machine, the Jobber or Dealer agrees to allow the subscriber a specified sum, for instance, $4.00, for the machine which cost the subscriber nothing; therefore, the Jobber or Dealer takes back a machine which cost him $2.00, and gives the subscribed the benefit of $2.00, in addition, for which the Jobber or Dealer receives no consideration in return. In this transaction the subscriber pays, say for an Edison Standard machine, in cash, $16.00, and a machine which costs $2.00, making a total of $18.00, and hence our list price is cut to the extent of $2.00, thus violating Section 1 and 2 respectively, of the Jobbers' and Dealers' Agreements. This basis of calculation, however, is entirely in favor of the Jobber or Dealer, while, as a matter of fact, the subscriber pays nothing more than $16.00 for the Edison machine. The subscriber pays absolutely *nothing* for the premium machine, and hence neither gives, forfeits nor loses anything when he returns the machine, so that the Jobber or Dealer in reality presents the subscriber with $4.00, or cuts the price on the Edison machine to that extent. This situation is exactly parallel to a Jobber or Dealer giving away a Talking Machine or any other article valued at $4.00, and the next day or later sells to the recipient an Edison Standard machine for $16.00 upon returning the gift. If this were permissible, then it should be equally permissible for a Jobber or Dealer to give away free an Edison Gem machine, or any other low-priced machine, as a trial machine, and accept that machine at list price in part payment for a higher-priced Edison machine. This manifestly is not permissible under our Conditions of Sale.

We understand it has been suggested that a violation of our Conditions of Sale would be avoided in the exchange of machines, if the premium machine be accepted in exchange for a large horn and crane and other supplies, and charge, or, rather pretend to charge, the full list price for the Edison machine. This suggestion, however, does not avoid our Conditions of Sale. Following out the figures above indicated, the subscriber would obtain there additional articles at less than current prices, and thus there would still be a violation of Sections 2 and 1, respectively, of the Jobbers' and Dealers' Agreements, since additional articles would be included with an Edison outfit at less than the current prices, which constitutes indirect price-cutting. Furthermore, the transaction would involve the giving away or selling of other goods at less than current prices as an inducement to the sale of Edison machines, which is a violation of Sections 3 and 2, respectively, of the Jobbers' and Dealers' Agreements.

There are additional points involved in this premium scheme which are contrary to our Conditions of Sale, but the foregoing are the important ones.

WHY IT GROWS.

The growth of the talking machine industry in the United States is the marvel of the business world. Even the bicycle boom was not more striking in the rapidity and permanency of its growth. The reason for its volume is advertising. Considering the small number of companies engaged in manufacturing talking machines, it is the best advertised business in the country to-day. Every manufacturer is a liberal advertiser. The combined effect of their efforts is proving an irresistible power in breaking down prejudice and building up in its place a widespread demand for these unique musical instruments. The advertising done by the National Phonograph Company helps its competitors and in precisely the same way we are benefited by the advertising of other companies. The effect upon the public of the combined advertising is to unconsciously arouse an interest in talking machines as a general proposition. A little later comes a desire to know about the different kinds. Then the announcements of each company perform their special function and the Dealers do the rest.

THE EDISON WON.

Adolph Bernath, an Edison Dealer at Pine Bluff, Ark., writes that Woodmen of the World Lodge, No. 6, of Pine Bluff, recently had a competition to determine what kind of a talking machine the lodge should buy. The Edison Phonograph won over three other kinds, two being disc machines and the other a cylinder.

PUBLISHERS OF MUSIC IN APRIL LIST.

The publishers of the compositions made for our April list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9506	Gaukeiana Polka—Carl Fischer, New York.
9507	Let Us Wander—The Gotham-Attucks Music Co., 36 W. 26th St.
9508	Captain Baby Bunting—Helf & Hager Co., New York.
9509	Angel's Serenade—G. Schirmer, Jr., New York.
9510	Farewell Killarney—Gus Edwards Music Pub. Co., New York.
9512	If Anything Should Happen to Meet a Lonah, Shake Hands With Me—Maurice Shapiro, New York.
9513	National Emblem March—Harry Coleman, Philadelphia.
9514	Away Up, Witmark & Sons, New York.
9515	Whistling Coon—Stern's Whistling in the Meadow—Jos. W. Stern & Co., New York.
9516	If You Want to Find Your Way Back You Can Shine—Maurice Shapiro, New York.
9517	Silvery Brook Waltz—Carl Fischer, New York.
9518	That's What the Rose Said to Me—Gus Edwards Music Publishing Co., New York.
9519	My Unknown Queen—M. Witmark & Sons, New York.
9520	Ida Is—Harry Von Tilzer, New York.
9521	Popularity March—F. A. Mills, New York.
9522	The Good Old Church Bell Tolled—Jerome H. Remick & Co., New York.
9525	Sunbeam Dance—Walter Rolfe Music Co., Rumford Falls, Me.
9526	Do, Re, Mi, Fa, Sol, La, Si, Do.—Jos. W. Stern & Co., New York.
9528	When the Roses are in Bloom—Willis Woodward & Co., New York.

FOREIGN RECORDS.

Two of the special list of twelve Foreign Records furnished by L. Kaiser and printed in the JANUARY EDISON PHONOGRAPH MONTHLY were given as 12737 and 12752. They should have been 18732 and 18752.

Notice is hereby given that we have no more moulds or masters for the following selections:

12082	El Celoso (Spanish).....Vergara
12145	Te Amo (Spanish).....Vergara
12152	Adieu,Mignon! Courage (French).....Barret
12362	Je vis dans la tempête ancrée (French).Lacroix
12380	Auf Fliegels des Gesanges (German)...Hofman
12386	Deine Mutter Augen (German).....Hofman
12498	Cielo e mar (Italian).....Sala
12507	Le so che il torto é mio (Italian).Gambardella

When the present stock of these selections is exhausted they will be put on our cutout list and omitted from the next edition of the Foreign Record Catalogue.

CORRECTION.

In the group of photographs of Jobbers and Dealers' stores in the EDISON PHONOGRAPH MONTHLY for January No. 1 was given as that of George Beach, of Houston, Texas. Mr. Beach was the photographer who made the photograph and an error was made in copying his name. The store was that of Taylor Bros., one of our most progressive Southern Dealers.

EDISON GOLD MOULDED RECORDS FOR APRIL.

Consider the April list as a menu of entertainment, but remember that it is prepared with the tastes and whims of over a million people in mind. That is why its range extends from the sublime to the ridiculous and back again. Some people think it is a waste of time to listen to anything but grand opera; others consider ragtime the one supreme proof of a Phonograph's ability to entertain, while still others have an ear only for sentimental songs. But whatever the individual taste of a Phonograph owner may be, the monthly output of new Records always includes much to his liking.

Dealers should not let a Phonograph owner lose interest in his machine. It is just as able to entertain him to-day as it was when he first bought it. Then he listened to it for hours at a time. He will do so again if you provide it with the new Records. Have him look over the list for April set forth in the following pages; pick out the ones that look good to him; then hear them reproduced. They will sound good to him also, on his own instrument, in his own home, to his whole family circle.

He is not tired of his Phonograph. He may be tired of the comic recitations he has and think the Phonograph has outlived its usefulness. If his instrument does not give him the pleasure it used to give, have him make it up with some of the good new things here offered. Every new Record means a new sensation.

No. 9506, "Gambrinus Polka," by the Edison Concert Band, is an old, familiar and much played instrumental selection. Every one accustomed to hearing band music will recognize this composition as an old-time friend. It was written by the late Rudolph Bial, formerly of Koster & Bial, the former well-known New York amusement managers. It was a favorite in the days of wax Records, but has not until now been made by the gold moulded process.

No. 9507, "Let It Alone," by Ada Jones, is a new song by Bert A. Williams and Alexander Rogers, that is full of good philosophy. The moral that it teaches is to mind your own business and don't meddle with that of others. Miss Jones sings the song in a conversational way that will make a hit. The Record gives two verses and two choruses. One of the latter runs this way:

Let it alone, let it alone,
If it don't concern you, let it alone.
Don't go four-flushin' and meddlin' on airs,
Quit stickin' into other people's affairs,
Mind your own business, and let it alone.

This song is being featured by Mr. Williams, who is a member of the famous Williams and Walker team.

No. 9508, "Captain Baby Bunting" (of the Rocking Horse Brigade), by Byron G. Harlan, is a march song by J. Fred Hager (music) and Ed. Gardenier (words), that will be met with that cordial welcome in thousands of homes always accorded to songs on childhood themes. One verse and two choruses are given. Mr. Harlan occupies an almost unique position in the talking machine world as a singer of these songs. This is because no one else has as yet been able to sing them quite as well as he. The words of "Captain Baby Bunting" are as cute as the music is attractive. Mr. Harlan makes the Record with orchestra accompaniment.

No. 9509, "Angel's Serenade," is a harp solo by Charles Schnetzer, a member of the Edison Venetian Trio, which last month made our Record No. 9286, "Memories of Home." Mr. Schnetzer's harp playing was a charming feature of this delightful Record, and it was at once decided to put out a solo for the harp. We feel especially gratified that the first harp solo made for the Edison Phonographs is such a splendid rendition of Bragn's well-known composition. Mr. Schnetzer is also a member and harp soloist of the New York Philharmonic Society.

No. 9510, "Farewell Killarney," is sung by Irving Gillette. The Killarney of this melodious, sentimental ballad is not the music song about locality in Ireland, but a sweet little Irish maid, to whom her soldier lover is saying farewell. Most artistically sung by Mr. Gillette, with orchestra accompaniment. The music is by Gus Edwards and the words by Ed. Madden. The chorus is:

Farewell Killarney,
Speak through your tears,
Don't mind the blarney,
I love in the present years, Acush-la!
Kiss me, Marvourneen,
But for love's sweet sake,
Re-ma-chree we'll meet
By Killarney's lake.

No. 9511, "The Precious Name," is a sacred selection by the Edison Mixed Quartette. This gospel hymn by W. H. Doane and Mrs. Lydia Baxter is perhaps better known as "Take the Name of Jesus With You." Its reproduction on our Record cannot fail to please the many thousands to whom these sacred selections appeal so strongly. The singers are unaccompanied.

No. 9512, "If Anybody Wants to Meet a Jonah, Shake Hands With Me," is a coon song by Arthur Collins. Two verses and two choruses of a real hard luck story are given in Mr. Collins' monthly solo contribution. It is a coon's harrowing tale of his daily race with ill-fortune, with the latter always finishing first. This is the way he sings of his woes in the chorus:

If anybody wants to meet a Jonah,
Shake hands with me.
I can't get rid of my troubles,
Such a mystery.
If luck was a thing people sold by the slice,
When I would go to buy it they would raise the price.
If anybody wants to meet a Jonah,
Shake hands with me.

Harry Hoyt wrote both the words and music. Mr. Collins sings with orchestra accompaniment.

No. 9513, "National Pencibles March," by the Edison Military Band, is another one of John Philip Sousa's first and best marches. It is also played in the characteristic manner of Mr. Sousa's own organization; that is, it is played with many lights and shades. Our Military Band has made a splendid Record of this selection.

No. 9514, "Far Away," by Harry Anthony, is a sentimental ballad by Frank J. Richmond (music) and Collin Davis (words). It has a sub-title of "Some One Thinks of You Tonight," that is more explanatory than the main title. Mr. Anthony's rendition of the song meets every requirement of the composers as to expression and artistic effect. The words of the chorus are very attractive:

Far away a vine of ivy twines around a kitchen door,
Far away a robin redbreast sings as sweetly as of yore,
Far away a light is burning in a window clear and bright,
Far away you're not forgotten, some one thinks of you to-night.

No. 9515, "When Bob White is Whistling in the Meadow," by Harlan and Stanley, is a sentimental song with a pretty melody and real touch of nature in the story. The beauty of the selection is enhanced by its rendition as a tenor and baritone duet. The voices of Messrs. Harlan and Stanley blend finely. They are accompanied by the orchestra. Both music and words of this song are by Monroe H. Rosenfeld.

No. 9516, "If You Want to Pick a Fuss, Wait 'Till the Sun Shines," by Bob Roberts, is a genuinely characteristic and funny coon song. It is another of those tales of colored connubial infelicity, and the concluding line of the chorus, "Cause I ain't a goin' to leave home in de rain," tells why he wants the fuss postponed 'till the sun shines. The music is by Seymour Furth and the words by E. P. Moran. The Record is made with orchestra accompaniment.

No. 9517, "Silvery Brook Waltz," by the Edison Symphony Orchestra, is one of Edward Hrabm's most delightful compositions. Splendidly played in concert style by our Symphony Orchestra, with introduction, waltz and coda. One of the best orchestra selections that we have made in some time.

No. 9518, "That's What the Rose Said to Me," by Louise LeBaron, is really a formal introduction of Miss LeBaron to the Edison clientelle, although she acquired a limited acquaintance from having made over Record No. 8223, "Whisper and I Shall Hear," formerly sung by Miss Morgan. Miss LeBaron has a clear, powerful, resonant contralto voice. She will at once become a most useful addition to the list of Edison artists. Her selection is a ballad of the higher order. Sung with orchestra accompaniment. Its chorus:

Somebody loves you, I know,
Some one cares for you so,
Somebody longs to be near you,
Somebody's heart beats true,
Somebody's thoughts are of you,
Wondering where you are,
When you are out sight,
Somebody does sigh,
That's what the rose said to me.

No. 9519, "My Kickapoo Queen," by Collins and Harlan, is a Zulu-Indian kind of a coon song. The idea of the words is quite new and the music is exceptionally catchy and odd. Dave Reed, Jr., wrote the music and words. Messrs. Collins and Harlan have caught the spirit of the song and given it a clear rendition, being accompanied by the orchestra. The chorus:

In Zulu land
I have a Kickapoo lady,
My castle grand
Is her wigwam green;
I've won her hand,
Keep a-tippin' your caddy,
All understand
She's my Kickapoo queen.

No. 9520, "Hi-de-Ho!" by Billy Murray and Chorus, is a Western song, called the "Melodious Cyclone," that has been sweeping the country and is now popular from coast to coast. The Edison Male Quartette joins in the chorus, and all the singing is accompanied by the orchestra. The chorus runs thus:

Ida the wheat when I don't go so fast, dear,
My pony won't last, dear,
So be patient, dear,
My bridle, I'll kiss you if I catch you,
Won't you stay, dear,
Don't run away, dear, my Ida-ho.

No. 9521, "Popularity March," by Vess L. Osmun, is a lively selection, played as a banjo solo by one of the best banjoists of the country. Written by George M. Cohan, composer of scores of popular songs. The orchestra accompaniment provides an attractive background to the banjo music.

No. 9522, "The Tale the Church Bell Tolled," by Harry MacDonough, is a new descriptive song by Egbert Van Alstyne, that has become widely popular. The story is on a new and impressive theme, and the musical setting is fully up to the merit of the composer's past successes. Nicely sung by Mr. McDonough with orchestra accompaniment.

No. 9523, "How Matt Got the Mitten," by Ada Jones and Len Spencer, is a funny vaudeville specialty describing a Down-East courtship that resulted unfortunately for Matt. Sal's reason is given in the chorus of the song, "I don't like your family," the words of which are by Hough and Adams and the music by Joseph E. Howard; sung by Miss Jones:

I don't like your family,
They don't want to visit with me
I don't want to be
Leading many blues in your father
While your wife's relations live with me.
I can't think your Uncle John
Ever had a collar on,
You can't get a wife
But what I get attached for life
I want an answer, no.

No. 9524, "The Bowery Grenadiers," by J. W. Myers, is a revival of an old song that will awaken more than ordinary interest. It will recall by-gone days, when the late John W. Kelly entertained thousands with it. Thirty or more years ago it was one of the most popular songs of the day. Sung with orchestra accompaniment.

No. 9525, "Sunbeam Dance," by Albert Benzler, is a sparkling instrumental number in schottische tempo, played as a solo with the bells. The bell tones are particularly clear and combine with the orchestra accompaniment to make an unusually attractive Record. Walter Rolfe is the composer.

No. 9526, "Do, Re, Mi, Fa, Sol, La, Si, Do," by Edward Meeker, is a comic song with an odd title. The music is by Benjamin H. Burt and the words by William Cahill. Sung with orchestra accompaniment. The Record possesses the unusual feature of four verses and three choruses. We quote the chorus to give its character:

Do, re, mi, fa, sol, la, si, do.
That's what my father used to teach me many years ago,
Dough nuts money, ain't it funny, everywhere we go
It' do, re, mi, fa, sol, la, si, do (dough).

No. 9527. "Flanagan on a Broadway Car," by Steve Porter, is another Irish dialect specialty, in which Flanagan tells in a funny way about what took place in a Broadway car. It is just as humorous as "Flanagan's Troubles in a Restaurant," issued last month. Mr. Porter has the brogue down to a nicety.

No. 9528. "When the Roses are in Bloom," by the Edison Male Quartette, is a pathetic, rustic-sentimental song, especially arranged as a male quartette. The solo part by the basso, and the duet by first and second tenors stand out prominently in their harmonious surroundings. Sung without accompaniment.

No. 9529. "My Mariuccia Take-a Steamboat Medley," by the Edison Military Band, includes three popular songs, "My Mariuccia Take-a Steamboat" (Record No. 9430); "In a Chimney Corner" (Record No. 9490), and "My Irish Rosie" (Record No. 9484).

GRAND OPERA RECORDS.

The fifth instalment of Edison Grand Opera Records are now in the hands of all Edison Jobbers. Every Dealer who has not already done so should put in a stock of the entire forty-five Grand Opera Records thus far issued, get a supply of supplements and go after some of the best people in his town. These high class Records will aid in affecting the sale of many Phonographs to people who with ordinary selections could not be induced to listen to one.

A LITTLE BEHIND THE TIMES.

Ralph C. Young, an Edison Dealer at Oliver, Neb., recently wrote to the H. E. Sidles Cycle Company, of Lincoln, Neb., as follows:

"Here is one that is too good to keep. You might send it in to the PHONOGRAPH MONTHLY:

"One of my customers from this city went to one of our neighboring towns, and, going into a Dealer's store, asked if they had any of Ada Jones' Records. He got this reply: 'Why, I didn't know Ada Jones was selling records.' The customer said he really did not think he would know it if she was, for all his records were at least a year old."

KING OF TALKING MACHINES.

"I am an Edison crank and think it is the king of all talking machines," wrote H. Sweetman, an Edison Dealer at Waco, Texas., just before the holidays. "Of course, I sell some of the other makes, but in my opinion the Edison has them all bent a city block. I advertise it and push it all I can. This month I am running two electrical trains in my show windows. They have attracted great crowds. I expect to have a big holiday trade."

OPERAS REPRESENTED.

The operas represented in the Edison list of Grand Opera Records are as follows:

"Aida,"	Italian...2
"Carmen,"	French...1
"Cavalleria Rusticana,"	Italian...1
"Der Fliegende Holländer,"	German...1
"Faust,"	German...8
"Die Meistersinger von Nurnberg,"	German...2
"Die Walkure,"	German...1
"Don Giovanni,"	German...1
"Don Pasquale,"	Italian...1
"Faust,"	French...1
	Italian...2
"The Huguenots,"	French...1
"Il Barbiere di Siviglia,"	Italian...1
"Il Trovatore,"	Italian...1
"Konigen von Saba,"	German...1
"La Favorita,"	Italian...1
"La Traviata,"	Italian...2
"La Gioconda,"	Italian...1
"La Sonnambula,"	Italian...1
"Lohengrin,"	German...3
"Mignon Lescaut,"	French...1
	German...1
"Martha,"	Italian...1
"Pagliacci,"	Italian...2
"Rigoletto,"	Italian...1
"Romeo et Juliette,"	French...1
"Tannhauser,"	German...1
"Tosca,"	Italian...1

INFORMAL DINNER.

The automobile show in New York City brings to the city each year a number of Edison Jobbers who sell automobiles (shall we say as a side line?) in addition to Edison goods. Following its usual custom, the National Phonograph Company became the hosts of such Jobbers as could be induced to attend an informal dinner at the Cafe Martin, Broadway and Twenty-sixth street, on the night of January 17th. Thirteen Jobbers, with ten of our own representatives, sat down. A number of other Edison Jobbers were in town during the week, but returned home too soon to attend the dinner. It was the intention of President W. E. Gilmore to be present, but he was unavoidably kept away. Those who attended were:

Representing the Jobbers—E. F. Taft, Eastern Talking Machine Co., Boston; C. F. Andrews and Mr. Corey, Boston Cycle and Sundry Company, Boston; T. H. Towell, Eclipse Musical Company, Cleveland, Ohio; C. B. Haynes, Richmond, Va.; W. D. Andrews, Syracuse, N. Y.; Louis Buehn, Louis Buehn & Bro., Philadelphia; W. E. Henry, Powers & Henry, Pittsburg; Mr. Gerson, Musical Echo Company, Philadelphia; H. E. Ellenberger, of Pardee-Ellenberger Company, New Haven; W. D. Griffin and Mr. Becker, American Phonograph Company, Gloversville, N. Y.; W. N. Davis, Forsyth & Davis, Kingston, N. Y.

Representing the National Phonograph Company—C. H. Wilson, A. Westee, F. K. Dolbeer, L. C. McChesney, William Pelzer, John E. Hehn, A. C. Ireton, B. R. Barklow, J. W. Scott, W. H. Hug, J. F. Stanton.

DID EDISON INVENT THE TALKING MACHINE?

The letter given below was written by Frank L. Dyer, General Counsel of the National Phonograph Company. It was addressed to J. R. Schermerhorn, Chairman of Directors of the National Phonograph Company, Limited, London, and published in the London edition of the EDISON PHONOGRAPH MONTHLY for January. This letter will be found very interesting by our readers. It sets at rest a controversy that has been carried on in London talking machine publication and straightens out some errors that have found believers through the persistency of companies and individuals unfriendly to Mr. Edison.

"My attention has been diverted to the two letters in the "Talking Machine News" and the issues of Octo-ber 15th and November 1st last, over the signatures of Otto Verfilz and Henry Seymour, in which they criticise Mr. Edison and The Edison Patent in Talking Machines. There are so many misstatements of fact and conclusions in the communications that I hardly think that they will be long allowed to disturb the verdict of history. Yet I cannot let the matter pass entirely without saying again what every well informed person ought to know concerning this invention.

"I have been associated with Mr. Edison as his counsel for years, am familiar with all his patents, have personally prepared this note books, have read the contemporaneous letters relating to his inventions, have considered the testimony given in the courts and in litigations within a few years after the development of these inventions, have frequently talked with Mr. Edison himself about his experiments and with representatives in order to develop a true history of his work, and I can therefore say that I shall have to say on the subject comes with a high degree of authority.

"It is a fact that long previous to Mr. Edison's association with the Talking Machine, experiments in the direction of recording sound waves upon tin foil were and then they had been attended with complete success. This was the well known 'Phonautograph' of Scott, by the employment in which a long bristle was vibrated by a diaphragm so as to develop a wave-like line on a blackened surface. This was not a talking instrument, however, was used only for the purpose of recording sound, and not for its synthesis. Although the Phonautograph had been well known for many years previous to Edison's work, no one ever perceived the possibility of reproducing the human voice by means of sound therefrom. The test of any invention is not that a thing appears obvious after somebody has invented it, but that it must follow as a necessary consequence of an original suggestion. When this test is applied to the Talking Machine invention of the latter must be given a very high place, and in fact, I think it is generally admitted by scientific men that the invention is one of the most remarkable mechanical accomplishments of any kind. Yet Mr. Edison's characteristic modesty reduced to writing even when he was never better shown than when he saw a Phonautograph for the first time in the Smithsonian Institution, Washington, and he was never more impressed with the possibilities of a machine. I regret that Scott having gone so far had not seen that the step which he missed could have been made comparatively easily and have been used to obtain a reproduction.

"It is not a fact, as stated by 'Verifax,' that the reproduction of sound in the method of the talking machine is identical with the original vibrations. That is not astonishingly so. Again 'Verifax' bases his statement he properly qualified. Again in this letter, shortly after Edison's invention had been made, but before his patents had issued Charles Cros deposited with the French Academy a sealed paper, substantially describing the modern graphophone, but that paper was not opened until long after Mr. Edison had been actually exhibited his machine in Europe and Edison were undoubtedly independent inventors. In the Edison Company, even contemporaneously Edison was slightly ahead of his French co-worker. Cros did not actually construct a machine, based his ideas solely on theory. Edison, however, built an actual working Phonograph and demonstrated the practicability of the art. The claims of Edison and Cros have been subjected to judicial determination and Edison has been declared the prior inventor.

"So far as Mr. Berliner is concerned, it is well known that his work followed Edison's by many years; he was not in any sense a contemporary.

"Regarding the claim that the Phonograph was the result of the joint work of Edison and Mr. Tainter, Mr. Arnold—if not wholly the work of Tainter—this absurd claim has not in my knowledge ever been asserted in Edison's lifetime. Arnold was merely a skilled mechanic in Edison's employ and constructed the first machine who was associated with Mr. Tainter. Testimony of everyone who might be familiar with the facts, as the time, and from whom Arnold was requested to build the first machine, expressed the view that Mr. Edison's ideas were far in advance of Tainter's. I do not question the statement that the Phonograph in its original form was a mere philosophical toy, but Edison, as many men realized, saw plainly that Mr. Edison had in the germ of its possibilities. As a matter of fact in 1878, Edison, in writing of the future applications of the invention, said:

"Among the many uses to which the Phonograph will be applied are the following:

1. Letter writing and all kinds of dictation without the aid of a stenographer.

2. Phonographic books, that will speak to blind people without effort on their part.

3. The teaching of elocution.

4. Reproduction of music.

5. The "Family Record"—a register of sayings, reminiscences, etc, by members of a family in their own voices, and of the last words of dying persons.

6. Music boxes and toys.

7. Clocks that should announce in articulate speech the time for going home, going to meals, etc.

8. The preservation of languages, by exact reproduction of the manner of pronouncing.

9. Educational purposes; such as preserving the explanations made by a teacher, so that the pupil can refer to them at any convenient time, thus saving the teacher's labor and enabling the Phonograph for convenience in committing to memory.

10. Connection with the telephone, so as to make the invention an auxiliary in the transmission of exact records of languages, whereby any sum of the present unnecessary and fleeting communications.

"I have no doubt that the defect from the credit which should be given to Edison, Bell and Tainter for their work in this field, but to the extent that the original phonograph, with its soft stanniol cylinder, its steel recording and reproducing needles, and its limited sound reproduction, must admit that this machine was simply a "toy" as the original tin-foil phonograph. It was not until Edison took up the Phonograph, about 1887, and succeeded in developing it commercially, that a practical instrument was actually established, and in this work I have no hesitation in saying that Edison's genius was pre-eminent. The accomplishment was that of Mr. Edison himself. He adopted the present standard wax record, the invention of the record, he invented the motor, and of the sapphire recorder and reproducer; he was the first to make a record with a curved edge; he was the first to make the improved stylus with a rounded bearing surface; he first made the thin diaphragm which did away with all of the adjusting screws previously used; he suggested the modern diaphragm clamping devices, and in this way shaped the present instrument from the crude modern Phonograph. What else has been done that has been done in connection with this accomplishment? When we come to the moulded Record we find that as early as 1888 Edison had made moulded records of paraffine process, and considered that from them in his laboratory up to the time that the moulded wax record was put on the market. Even in a controversy with Mr. Seymour, stated by Mr. Seymour, that the Columbia Company had made moulded records, Mr. Seymour, The National Phonograph Company put out its records one month before any of the Columbia Company's crude first moulded productions of the Columbia Company was marketed. As is well known, it was not until the Columbia Co. had fifteen months afterwards, that the Columbia Co. began to market its present type of moulded records.

"If, therefore, the truth is to be ascertained, there can be only one answer to the question raised by 'Verifax' and 'Henry Seymour,' that is, that Mr. Edison was invent the talking machine. Mr. Edison made he was the father of every essential part of the modern talking machine business, but of the modern moulded record.

FRANK L. DYER."

THE PHONOGRAPH—MY PET INVENTION AND THE POSSIBILITIES I SEE IN IT.

An interview with Thomas A. Edison, by Clarence Arwood, in the Music Trades.

The world's greatest inventor, Thomas A. Edison, whose genius has for years furnished one sensation after another to the scientific world, has in the Patent Office in Washington models for more than six hundred productions which originated in his brain. Despite the fact that some of these are the automatic telegraph, the quadruplex, the mimeograph, the telephone transmitter, as it is used at present, and the kinetoscope, Mr. Edison has the warmest spot in his heart for the talking machine. This confession was made by the great inventor to a representative of *The Music Trades*, who saw him recently in his laboratory at Orange, N. J.

"Why do you feel so warmly toward the Phonograph, when it is only one of the many great inventions that you have to your credit?" I asked him.

CHEAPEST ENTERTAINMENT FOR MILLIONS.

The wizard of the scientific world nestled deeper in his chair, shifted his cigar to one corner of his mouth, and, bringing his teeth down sharply upon it, said:

"Because it is not only a great entertainer, but a wonderful force for education. The talking machine not only entertains hundreds of thousands of persons, but is their cheapest mode of entertainment. It is the cheapest entertainment in the world for the money. The price is so low that it is within the reach of all. There is no family in America so poor that it can not buy a talking machine, provided that there is any fund at all available for amusement.

"It is a clean entertainment. There is yet to be made a record containing any sentiment to which the most religious can object. The Phonograph is as much at home in the parlor of the country minister as in the brightly lighted cafe in the crowded city. It is easy to transport, and for the miner and the farmer, the summer cottager and the flat dweller, the yacht owner and the huntsman who lives in a log cabin, it is equally available.

"One of the tributes paid to the Phonograph as an educator that delighted me most was the sentiment in the gold record presented me at Orange by the National Phonograph Company Jobbers, when they were entertained by the company last summer. They called the Phonograph the greatest of all modern forces as an educator, and this, of course, was pleasant to me. While their kind sentiments toward me, as evidenced upon many occasions, probably caused them to exaggerate, at the same time one can easily see how the Phonograph has taken its place as an instructor, particularly in the field of languages. I have been informed that thousands of students, not only in America, but abroad, are learning English, French, German, Spanish and other tongues with the assistance of the Phonograph, while there are a number of schools which teach languages in no other way.

A GREAT MUSIC EDUCATOR.

"Then, the Phonograph has educated the people to a better knowledge of music and an appreciation of a higher class of music. The Phonograph will give you 'I Guess I'll Have to Telegraph My Baby' or 'The Flower Song' of 'Faust' with equal impartiality. The family which has a Phonograph and begins by thinking that 'Waltz Me Around Again, Willie,' is the finest specimen of music and song-writing, often winds up by learning that numbers from 'Carmen' and 'Rigoletto' are much more charming and delightful.

"I think that more lusty strokes have been struck at cheap music, and for high-grade and classic music, by the Phonograph than through any other agency. The advantages of the Phonograph to music students is also inestimable. Many of the students can't afford to hear the great operatic singers, at the opera houses, or are too far away from the places where they sing. The Phonograph not only brings these singers to the students, but does it cheaply.

"These are a few of my reasons for feeling proud of the Phonograph. Every time a Phonograph is sold, some good is done somewhere."

* * * * *

EDISON AND HIS LABORATORY.

Clad in a crash suit and wearing the string necktie, which type he has worn for years, Mr. Edison was found seated in a big armchair in his laboratory building, looking tired from a long siege of work, but smiling affably. The big laboratory building is plainly furnished, and no attempt is made to decorate it with rugs or pictures. The inventor is in good health and says that he will continue active for years yet. His hair is growing grayer every year, and the only wrinkles on his face are those about his mouth which come from an abysmal well of good nature, and those in his forehead that arise from deep thought. His eyes are blue, and in conversation have little of the dreamer about them. He is a constant smoker, but says he is indifferent to the quality of tobacco he smokes.

* * * * *

HOW THE PHONOGRAPH WAS INVENTED.

"A great many stories have been printed about the manner in which you invented the Phonograph," Mr. Edison was asked, "Did you discover it accidentally?"

"Yes, it was as much of a surprise to me as to any one. At the time I was working on a telegraph apparatus whereby dots and dashes were indented into a disk. After working for a while, I thought, 'I don't see why I can't record the vibrations of a diaphragm.' I took out Morse's apparatus and substituted the diaphragm with a point in it and substituted a tinfoil for paper. I got some little results, but they didn't amount to anything. Then I made it into a cylinder form, and experimented. It talked the first time.

"That first talking machine is now in the South Kensington Museum, in London. The selection was 'Mary Had a Little Lamb.' That was in '77."

"Had you any idea at that time that the result would be a Phonograph which would achieve the remarkable popularity that eventually came?"

"No, we did not. Naturally, we thought the new invention was very interesting, but none of us had any idea that it would become so popular. We did think, however, that the Phonograph would be more than a toy. Our idea at first was that it would be a wonderful help in a business office, and save endless time. We did install a few in shorthand schools, and they met with determined opposition there. Why, in those days many of the teachers of stenography thought that the Phonograph would eventually drive them out of their profession, and they played all sorts of tricks on our instruments, putting them out of commission whenever they could.

PHONOGRAPH TRIUMPHS OVER ENEMIES.

"But the Phonograph triumphed despite them and now you have seen how our Commercial Phonograph department has grown. Many of the greatest corporations in the country are using the Edison commercial machine, and find that it is of remarkable value to them. At the same time, no one has lost employment because of these machines."

In telling how the Phonograph has grown in popularity, Mr. Edison took out a pencil and tracing the growth of the Phonograph with each year. The increase often has been so great that, despite the fact that new buildings are constantly being erected, the company are still behind on their orders, and one month it was necessary to discontinue issuing new Records in order that the company might catch up on the old orders.

"I suppose you get some unique letters about the Phonograph?"

"Hundreds of interesting letters about the machines and records come in," Mr. Edison replied, "but few of them reach me. Occasionally, when one contains some information or comment that is particularly interesting, they turn it over to me.

"I remember one that was put on my desk last week. It was from a man who said he was organizing a company to exploit on street cars a Phonograph that would call out the names of street corners, and thereby do away with the necessity for conductors shouting them. Your have seen, of course, that some of the railroad companies are using the Phonograph as announcers in stations. There is one advantage in this, for the Phonograph pronounces the names correctly, and hasn't yet learned the jargon of mispronunciation which is characteristic of some of the announcers. The Phonograph as an orchestra furnishing music in ballrooms for dancers is an old story now. The Phonograph is also being used to make political speeches, to deliver sermons in pulpits and for many other purposes.

EXPERT'S OPINION OF THE PHONOGRAPH.

"Some of the letters we receive tell of the

Phonograph being met in all sorts of out-of-the-way places in the world. A man who went exploring up the Amazon River got hundreds of miles from civilization. He was sure that he and the natives with him had reached a region never before visited by the white man. One night he was surprised to hear a song that was popular a few years before on the talking machine. He and his companions hastened through the woods to where they heard the music and were surprised to find a talking machine. It told them that other white men had been there before.

"During the days when men were climbing the Chilkoot Path to reach the Klondike, during the gold fever there, talking machines often formed part of their pack, which otherwise were as light as they could make them. There are hundreds of the machines in the Klondike to-day. South African explorers have found the Phonograph in the African jungles, many it has been on board ships which have sought the North Pole. We have an agency in North Finland now. Many of the ships which hunt whales have talking machines on them."

"Have any of the crowned heads of Europe a Phonograph?" the inventor was asked.

KINGS LIKE RAGTIME.

"Oh, indeed, yes. All of them. They were placed with the royal families long ago, and we have many letters from the rulers of Europe and other parts of the earth, telling of pleasure derived from hearing the Phonograph. It is peculiar that the monarchs like American 'ragtime,' those records having a big run with them."

Mr. Edison was asked what he thought of the recent attack upon the talking machine by the bandmaster-composer, John Philip Sousa.

"I don't think his attack will hurt the industry any," Mr. Edison answered. "Mr. Sousa is only injuring himself in attacking the talking machines. He may not know it, but by carrying his selections to all parts of the world they increase the sales of his music wherever they go."

"Do you think that the talking machine means a deterioration in music, and that it will have the effect of causing a decline in piano playing?"

"Indeed, I do not." Mr. Edison said, vigorously. "When a piano goes to one person, talking machines go to 1,000. By the way, how many pianos are made a year, and at what is the cheapest a person can buy one of those instruments?"

The Music Trades representative told the inventor of the number of piano factories there were in the country in 1905, the figures being taken from the 1905 government census, and some facts about commercial piano prices.

"Well, those figures give you the answer to your question," Mr. Edison remarked. "As long as there are people who love music, and as long as there are hundreds of thousands of people on the earth who cannot afford to buy pianos, there will always be a wide popularity for the Phonograph. The talking machine is not a fad. It has come to stay. At first we did not think its reign would be so strong, but now every one tells us that nothing can displace the Phonograph in the hearts of the people."

THE OLD AND THE NEW METHOD.

In a recent interview with J. Newcomb Blackman, proprietor of the Blackman Talking Machine Company, New York City, the subject of the necessity of a proper system for carrying records was discussed, and Mr. Blackman gave his experience as follows:

"When I first started in the talking machine business in 1897 a record catalogue was issued, but to find a dealer who carried a complete catalogue stock was like looking for a four-leaf clover. We used to carry our records in peg boxes, offering a selection of bands, orchestras, vocal solos, etc., and a customer did not consult a catalogue as a rule. It was a case of looking over the dealer's assortment and making a choice accordingly. This plan continued very largely until the introduction of the dealer's contracts, which made it impossible to offer any price inducements, either by a cut in price or otherwise, and by the time the moulded record was placed on the market the public expected and were satisfied to pay the restricted price. They were satisfied not only because they knew they were buying at rock bottom prices, but the quality of the goods proved that they were getting full value.

"It was realized by the dealer as well as the public, that competition must exist, however, even in the face of restricted prices, and enterprising dealers, therefore, knew the advantage a dealer who carried a complete stock would have over a competitor who had only a small part of the catalogue. It was natural for the record buyer to give his patronage to the dealer who offered him a complete catalogue stock to select from. The service cost no more, and the record was purchased for the same price. The increased demand, together with the larger stocks necessary, soon gave the successful dealer confidence, and the old plan of stocking records is now as much a back number as one of the records of that time would be if offered for sale at the price of a moulded record. A customer now buys his records very much as he asks for a railroad ticket. He does not expect any special price, but he does insist on your having what he calls for and without delay.

"I have carefully watched the success of our dealers in the last two years, and almost without exception found that a dealer carrying a complete stock and using a system whereby all records are in numerical order, so that any number can be found immediately, or the customer informed that it is not in stock, he has made steady progress, and usually at the expense of other dealers in his locality who did not adopt up-to-date methods. It has also been proven that the use of record labels, containing the number and name of the record selection on the front of wire racks, or record trays, not only removes the desire to put off ordering records, but really makes it a pleasure, for every vacant space, together with the label, tells its complete story. It also provides a wall catalogue and encourages the customer to purchase records which his eye might not locate in the catalogue. A system of carrying records, together with the attractive appearance of a store, always wins with the customer, and the dealer who uses every spare moment in learning every point regarding machines and records he sells, enjoys the confidence of the prospective customer.

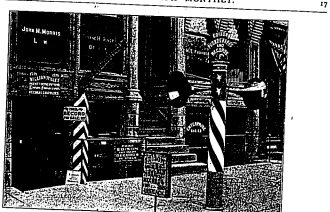
"In most cases where dealers accuse their competitors of using unfair methods and cutting prices, their principal argument has been the loss of a certain sale that they think they should have made. They do not seem to realize that the impression that they make on the prospective buyer, not only by their remarks, but by the appearance of their store and their methods, either encourages or discourages a purchase. The sooner the dealer realizes that to get the full benefit of his profit which the price restriction is intended to give him, he must give his customer a full measure of service, his sales will increase and his complaints will be less. My policy as a jobber is not to simply sell a dealer as much as possible, but help him in turn to get his profit, for it is the continued patronage that insures success.

"Dealers and jobbers are selling restricted goods, and the service is what counts. The jobbers that are giving the best service are reaping the benefit, and in a town where there are several dealers, the up-to-date ones, who are always awake to use a method that insures the best service, are making fast inroads on the business of their competitors. The talking machine business is a paying one, but a dealer who expects to make a big success must not overlook any small details that will cause his customer to go elsewhere."—*Talking Machine World.*

AN ENTHUSIASTIC DEALER.

Notification of suspensions received and it will be a sorry day when I am one of them. I have been intensely interested in all the tightening of screws, which seems to be your bent. Not one single move has you made which does not redound to your Jobbers' and Dealers' benefit first: to yourselves, secondarily. Never, so far as my information goes, in the history of corporations, has a company or corporation acted so like a foster father as does the National Phonograph Co. You are a dear old lien and we chicks feel doubly safe under your wings.

In Edison goods it is so hard to tell "dead stock." For instance, one customer who selected (after looking at a Standard and Gem machine), a Home, a large flowered Horn, Crane, and as fast as I could play the older make of Records would say "I want that," and only stopped when he got seared at the number he had selected fee he should be longer paying for the whole than he intended (60 days). Did I stay unloaded of the "dead stock?" No! I duplicated the whole lot in my next order. Another time (last November), a customer called for "Sauerkraut is Bully" (4023). I had sidetracked it. I put my hand on it at once and duplicated it. We have got to try to keep up with the Wizard Edison and get there Ed. We are in the swim, not for the fun of it, but for business. It's a grand good school to be in. We are up against every phase of human nature and when we have a prospective customer who *knows it all*, have patience and let him run amuck.—*W. H. Dougal, New Preston, Conn.*



AN ADVERTISING NOVELTY.

The above picture shows the plan followed by William J. Stilley, an Edison Dealer at New Castle, Ind., to advertise Edison goods. Mr. Stilley writes as follows:

"I run a galvanized pipe from the inside of the building under the sidewalk up the inside of the post, the post being hollow. With a two-way connection for the horns, a large Edison machine, with Repeater, is connected with the pipe. All I have to do is to set my machine in place, attach it to this pipe by a rubber connection, wind up my machine, set it going and attend to my other work. I think it is certainly one of the best ways of advertising and selling Records and machines. It attracts the attention of all passersby, and it can be heard for three squares away. I have a large card hanging close by on the post or on the front window. I originated this method of advertising May 22, 1905, and have used it with great success ever since."

FROM NEW ZEALAND.

The following interesting letter was written by B. G. Holton, manager of the New Century Talking Machine Company at Wellington, New Zealand:

"I have pleasure in penning these few items that may prove of interest to you for use in the EDISON PHONOGRAPH MONTHLY. One amusing letter from a country client, who has an Edison machine and also a ——— is writing for Records says: 'Dear Sir—I think the ——— is a thing of the past,' so concludes Cylinder Records, and you will oblige,' etc. Another one says: 'The only fault I find with my Edison machine is that it draws too much company.' He says that he had to sie up all midnight, and then they wanted him to play on till Monday morning. Had to play some Records six times. The aforementioned customer lives in the country and his machine is the only one handy at present. A third client says: by John Kimmble, that he'd put his accordion on the fire when he got home. Until he heard Kimmble he thought he could play, hence the resolution.

"A very amusing incident occurred the other evening. Opposite the 'boarding house' where I'm at present residing, a family has a talking machine and we can sit on the verandah and hear the selections very distinctly, as they leave the door open. After we had all finished dinner, most of the boys were on the verandah and the music hadn't started opposite, so the boys all shouted in one voice: 'We want some music' and soon after the Phonograph started, it every evening. Wishing you the compliments of the season."

A SCANDAL IN A TROUSERLESS HOTEL.

The New York *Sun* is authority for the statement that a scandal was narrowly averted at the Hotel Martha Washington, a trouserless hostelry in that city, a few nights ago. No mere man is allowed above the parlor floor, but at the hour of midnight a masculine voice was heard distinctly saying something like this:

"Je vais faire des emplettes ce matin. Je vais, tu vas, il va."

There were many screams among the kimono clad, especially when a delegation of girl clerks went upstairs on a hunting expedition and heard the voice continue as follows: "Je Connais de fie fie du pardinier, which means 'I know the son of a gardener.'"

Upon knocking strenuously at the door the searching party found a pretty girl giving herself language lessons with the assistance of an Edison Phonograph.

UNCLE JOHN AND THE PHONOGRAPH.

There was great excitement on our plantation when it became known to the darkies that "Marse Nat" had returned from New York and "brought a horn dat could talk like er man." "Uncle" John, better known as "Sugar" John in the neighborhood, because of his fondness for sugar cane, had never even heard of a Phonograph. He had long predicted that the day would come when "they'd have steam buggies," and had felt vindicated when the first automobile went puffing through Lincoln County; but he was skeptical about the Phonograph. He refused to believe that a horn could talk, and hurried along with his liveliest hobble toward the "big house," to see with his own eyes what it all meant.

We had no record for the machine giving a sermon or scriptural reading, which would have pleased "Uncle" John most—for he is a pious man—and, strangely enough, the nearest thing to it in our stock was the late Colonel Robert Ingersoll's oration, "At the Tomb of Napoleon." The record was adjusted, and after the Phonograph finished with the preliminary sputtering and popping it began:

"A little while ago I stood by the grave of the old Napoleon," thundered the deep, sepulchral voice in the big brass horn, and a look of intense anxiety came over the face of "Uncle" John. He leaned forward; his gray beard crushed in the withered black hand he had raised to his ear.

"A magnificent tomb of gilt and gold," the Phonograph went on, "and I gazed upon the sarcophagus of black Egyptian marble, where rest at last the ashes of that restless man!"

"Amen!" groaned "Uncle" John, just as he does when in the pulpit at camp-meeting times.

"I leaned over the balustrade, and thought about the career of the greatest soldier of the modern world. I saw him walking upon the banks of the Seine, contemplating suicide. I saw him at Toulon. I saw him putting down the mob in the streets of Paris. I saw him at the head of the army of Italy. I saw him in Egypt, in the shade of the pyramids. I saw him conquer the Alps, and I saw him mingle the eagles of France with the eagles of the crags. I saw him at Marengo, at Ulm, at Austerlitz"——

"Preach on, man, preach on," shouted "Uncle" John, who could no longer restrain himself. I wonder how an uneducated man who knew absolutely nothing about Napoleon and his great battles could become so emotional.

"I saw him in Russia," roared the relentless Phonograph, "where the infantry of the snow and the cavalry of the wild blast scattered his legions like winter's withered leaves. I saw him at Leipzig in defeat and disaster, driven by a million bayonets back upon Paris —clutched like a wild beast, banished to Elba!"

"Praise de Lamb," groaned "Uncle" John.

"I saw him escape and retake an empire by the force of his genius. I saw him upon the frightful field of Waterloo, where Chance and Fate combined to wreck the fortunes of their former king; and I saw him at St. Helena, with his hands crossed behind him, gazing out o'er the sad and solemn sea."

"Show pity, Lawd," sobbed "Uncle" John.

"I thought of the widows and orphans he had made," thundered the voice of Robert Ingersoll, striking his antithesis with telling effect, while "Uncle" John shouted aloud, "Dar, bless Gawd!"—"of the tears that had been shed for his glory; and of the only woman that ever loved him, pinioned to his side by the cold hand of Ambition. I thought of these things and I said to myself I would rather have been a French peasant and worn wooden shoes"——

"Ain't it de truth?" exclaimed "Uncle" John.

"I would rather have lived in a hut with a vine growing over the door, and the grapes growing purple in the kisses of the autumn sun—I would rather have been that poor peasant with my loving wife by my side, knitting as the day died out of the skies, with my children about me—I would rather have been that man and gone down to the tongueless silence of the dreamless dust than to have been that imperial impersonation of force and murder known as Napoleon the Great?"

"Amen!" moaned "Uncle" John, slapping his hands and rubbing them on his ragged trousers legs in turns. It was explained to him that he had been saying "Amen" to the words of an infidel, a man who believed there was no God.

"Look heah, Marse Nat," he replied, "dat man may say he don't believe in no Gawd—he may say he don't, but he's got Gawd Ermighty in ev'y word dat comes out uv his lips!"

He sat silent for a long time, rolling his eyes and moistening his lips with his tongue. He veiled his word.

"And as for dat," said "Uncle" John at last, pointing a quivering finger toward the instrument which shone resplendent in the slant rays of the sun, "dat's the Lord's own horn."—*Rensen Crawford in the Broadway Magazine.*

ARABIAN NIGHTS' WONDERS.

From articles that appear semi-occasionally in the daily newspapers it is evident that the Phonograph, as a wonder-worker, has the Arabian Nights, the brothers Grimm and the mediæval legends "frayed to a frazzle." The return of the dead to life is one of the wonders related in the fairy tales, but the Phonograph almost succeeds in doing this by preserving a record of the voice. The Rev. Dr. Talmage talked a speech into a Phonograph and should he die or be killed to-morrow his voice would still be heard. An old preacher in an Illinois village has talked his favorite benediction into a machine, so that his flock can hear him bless them, when his coffin is placed in the ground. Rather gruesome this, and reminiscent of the Arabian Nights. A dying wife has recorded some of her utterances in the same way, so that the husband can be comforted and lifted up in spirit after her soul has departed.

Not quite so poetic was the trick of the Hungarian peasant, who, fearing he had been cut off by his father's will, impressed the talking machine's aid in an attempt to secure the whole estate. He made a Phonograph Record son, Alois Szabo, all my lands and chattels," and when the old man had passed away he stationed a confederate under the bed with a talking machine, and, calling in the peasants, told them his father was dying and would announce the provisions of his will in their presence as witnesses. The peasants then heard a hollow voice pronounce the words as above, and matters looked very rosy for Alois until the confederate gave the snap away. At least, so runs the tale.

A recent remarkable use of the Phonograph is that adopted by W. R. Hearst in his New York governorship campaign. He had a Record made of one of his bustling speeches and the kinetoscope, to picture him in the act of talking the speech. The kinetoscope and the Phonograph are supposed to keep time, and thus reproduce it possible for any audience that is unable to meet the great man face to face to come pretty near to it by means of this combination.

The Salvation Army in Cleveland has also impressed the service of the Phonograph in a manner that many will think is a decided improvement on their regular method of soul-saving. Prayers and hymns are recorded on discs and repeated at street corners to passers-by, who put their contribution in a slot in the machine. As the cheapest Phonograph is less disagreeable to the ear than the ranting, whining tone of a Salvation Army dame, a rain of nickels ought to reward the scheme.

The idea of frightening a burglar away by starting a Phonograph in a distant room was used effectually in a Harlem flat, and has been adopted on the stage, we believe.

The Phonograph has been used to represent the voice of some famous singer when an act in a play is supposed to take place in the foyer, the greenroom or outside of a theatre.

An amusing employment of the instrument was that made by a man in a Western city, who silenced the terror of a certain block, a creaky violin, by turning on his Phonograph in the open air whenever the piercing dissonances of the fiddle were wafted abroad.

But it is not our aim to tell all that the Phonograph can do. It is a wonderful enough contrivances in itself, without regard to its possibilities in the way of preserving a beloved voice or its usefulness in frightening away burglars, violins and other nuisances.—*The Indicator.*

WOULD MAKE LIFE EASY.

I am heartily in sympathy with your efforts along lines indicated by said list. If all manufacturers would handle their products on the same plane as that adopted by the National Phonograph Company, the life of the average retail merchant would be comparatively easy one. Assuring you of my heartiest co-operation, I subscribe myself, as ever, an Edison admirer.—*S. B. Gjerde, Hobart, Wash.*

A year ago we had two machines and 200 Records. We now carry 25 machines and 2,500 Records, and are still adding.—*Eagle Piano House, San Jose, Cal.*

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 1907 Second ave.;
Mobile—W. H. Reynolds, 167 Dauphin street;
Montgomery—W. L. Penick, 119 Dexter ave.;

ARKANSAS.

Little Rock—O. K. Houck Piano Co.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 1021 Broadway.
Sacramento—A. P. Pommer Co., 1018 and J sts.
San Francisco—C. Beckwith & Sons, 1216 Golden Gate ave.;

COLORADO.

Denver—Denver Dry Goods Co., 611 16th street.
Heat Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 98 State street

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 52 Peachtree st.
Phillips & Crew Co., 37-39 Peachtree st.
Savannah—Youmans & Lewis.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Bahson Bros., 39 Wabash ave.
Lyon & Healy, Wabash ave. & Adams st.
Jesse I. Lloyd, 192 Van Buren street.
The Cable Co., Wabash avenue.
The Vim Co., 68 W. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Northwestern Phonograph Co., 168 Wabash ave.
Peoria—Peoria Phonograph Co., 118 S. Adams street.
Quincy—Quincy Phonograph Co., 816 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 41 Virginia avenue.
Klein-Link Phonograph Co., 227 N. Illinois st.
A. B. Wahl & Co., 215 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 608 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House.

KENTUCKY.

Louisville—Montenegro-Nichm Music Co., 630 4th ave.

LOUISIANA.

New Orleans—William Bailey, 600 Prenchmen street.
National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 18 Exchange street.
Portland—W. H. Ross & Son, 107 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles st

Continued on page 20.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 16 Hanover street.
Eastern Talking Mach. Co., 177 Tremont st.
Iver Johnson Sprg. Goods Co., 165 Washington street.
C. J. Kennedy Co., 241 Washington street.
Pitchburg—Iver Johnson Sprg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Bridgeford Co., 139 Main st.
Worcester—Iver Johnson Sprg. Goods Co., 324 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 314 Nemapsin ave.
Minnesota Phono. Co., 318 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 372-374 West 4th street.
Koehler & Hinrichs, 225 E. 3d st.
Thomas C. Hough, 302 Wabasha street.
Minnesota Phonograph Co., 31 E. 4th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Main street.
J. P. Schneider & Sons Arms Co., 702 Main street.
St. Louis—Conroy Cycle Co., 111th and Olive streets.
O. K. Houck Piano Co., 1118 Olive street.

MONTANA.

Helena—Frank Bosse, Edmond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Sidle Cycle Co., 123 and P streets.
Omaha—Nebraska Cycle Co., 118 and Harney streets.
Omaha Bicycle Co., 1618 & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 102 Washington st.
Newark—Columbia Phono. Co., 21 New street.
A. G. Peiti, New and Halsey streets.
Sprg. Goods Sporting Goods Co., 197 Broad street.
Paterson—James O'Dea, 27 Ellison street.
Trenton—Gull Hlenk Book and Stationery Co., 30 E. State street.
John Sykes, 109 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 90 State street.
Asterdam—John Rose.
Brooklyn—A. Smallbeews' Sons, 324 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells streets.
Robert L. Lord, 611 Main street.
Neal, Clark & Neal Co., 641 Main street.
Elmira—Elmira Arms Co., 122 Main street.
Gloversville—American Phono. Co., 26 W. Fulton st.
Kingston—Forsyth & Davis, 297 Wall street.
New York City—Albert Benjamin, 1 Union sq.
Blackman Talking Machine Co., 97 Chambers street.
J. F. Blackman & Son, 237-3d avenue.
Sol Bloom, 3 E. 2d street.
C. Bruno & Son, 178 W. 125th st.
S. B. Davega, 104 E. 14th street.
Douglas Phono. Co., 85 Chambers st.
Jesse Music Box Co., 19 Union square.
Victor H. Kapke, 1661 Second avenue.
Siegel-Cooper Co.
Talking Machine Co.
Alfred Weiss, 1262 First avenue.
Oswego—Frank S. Bulwer, 31 W. Bridge street.
Rochester—A. J. Deninger, 143 North street.
Finch Piano, O. M. Co., 100 State street.
Frank H. Miller, 82 State street.
Yahn & McDonough, 25 State st. E.
Schenectady—Finch & Hahn, 304 State street.
Jay A. Rickard & Co., 231 State street.
Syracuse—W. D. Andrews, 216 E. Fayette street.
Troy—Finch & Hahn, 2 Third street.
Utica—Arthur F. Partee, 61 Genesee street.
Arthur F. Partee, 61 Washington street.
William Harrison, 30 Columbia street.
Utica Cycle Co., 17 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 200 E. Tuscarawas st.
Cincinnati—Ball-Pinter Co., 298 West 3d st.
Ihnen & Co., 18 W. 6th street.
Hoffman Talking Mach. Co., 109 W. 4th st.
Cleveland—Schmitt Musical Merchandise Co., 49 Euclid ave.
Columbus—Perry B. Wyant Co., 121 S. High street.
Dayton—Niehaus & Dohse, 31 E. 5th street.
Newark—Ball-Pinter Co.
Toledo—Haven Music Co., 628 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 128 Washington st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—White & Bachman, 14-16 Northampton st.
Harrisburg—E. Hamburger, 212 Market street.
Philadelphia—Louis Buehn & Bro., 44 N. 4th street.
C. J. Heppe & Son, 1115 Chestnut street
Lit Bros., Market and 8th streets.
Manleat Echo Co., 1217 Chestnut street.
Penn Phonograph Co., 12 S. 9th street.
Talking Machine Co., 1031 Chestnut st.
Western Talking Mach. Co., 41 & 43 N. 4th st.
H. A. Weymann & Son, 1108 Market st.
Pittsburg—Thos. F. Bentel Co., Inc., 435 Wood street.
Pittsburg Phonograph Co., 337 Fifth street.
Plumer & Henry Co., 407 Sixth street.
Reading—S. K. Hemburger, 233 Chestnut street.
Reading Phonograph Co., 47 N. 5th street.
Scranton—Ackerman & Co., 117 Wyoming avenue.
Technical Supply Co.
Sharon—W. C. DeForest & Son.
Williamsport—Wm. A. Rey, 142 Wt. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 32 N. Main st.
Providence—J. M. Dean Co., 96-102 Westminster street.
E. A. Hazard & Co., 10 Peace st.
Household Furnishing Co.
J. Samuels & Bro., 132 Weybosset street.
A. T. Scattergood & Co., 108 Main st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 252 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 420 Gay street.
Memphis—M. M. Atwood, 106 N. Main st.
O. K. Houck Piano Co., 199 S. Main street.
Nashville—O. K. Houck Piano Co., 211 Church st.
Starrucker & Co., 31 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 191 Main st.
El Paso—W. G. Walz Co., 210-12 Paso street.
Fort Worth—Cummings, Stephens & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Pannin sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce st.

VERMONT.

Burlington—American Phono. Co., 81 Church st.

VIRGINIA.

Richmond—C. B. Haynes, 600 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 909 Second ave.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

Milwaukee—McGreal Bros., 103 2d street.

CANADA.

Montreal—Peter Kelly, 284 St. Laurence st.
Quebec—C. Robitaille, 77 St. John st.
St. John—W. H. Thorne, Ltd., 54 Prince William st.
Toronto—R. S. Williams & Sons Co., Limited, 109 Yonge street.
Vancouver—W. W. Waitt & Co., 168 Granville street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 191 Princess street.

*Added since January 1st, 1907.

SUSPENDED LIST, FEBRUARY 1, 1907.

SUPERSEDING ALL PREVIOUS LISTS.

CANADA.

*Ottawa, Ont.—KETCHUM & CO., Sparks and Bank streets.

CALIFORNIA.

Petaluma—THOMAS MCGUIRE, 63 Main street.

GEORGIA.

Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.

Champaign—EGGLESTON BROS., or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Danville, Ill.
Danville—EGGLESTON BROS. or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Champaign.
Ottawa—EDWARD HAYNE.
Quincy—GILES BROS., 107 North 4th st.
Wheaton—E. IRVING.

INDIANA.

South Bend—EUGENE HARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebell, Prop., 202 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 221 Jefferson street.
Sioux City—CARL ELLSWORTH BROS. CO.
A. V. LARSON, 241 Fifth street.
State Center—DORA SARGEANT.

KANSAS.

Clay Centre—F. M. GOWANSLOCK.
Lawrence—BELL BROS.
Topeka—E. E. MORRHOUSE, 910 E. 4th street.

MAINE.

Biddeford—W. H. PERLEY.
Lewiston—J. W. SERGENT.
Monmouth—G. E. WILSON.
Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. SPECK, 23 Mills st.
THOMAS SAVAGE & SONS, 166 Hanover st.
T. SILVA, 1 Bennet street.
Florence—WILLIAM H. LOCKE, 85 Main st.
Franklin—F. P. BLACKMAN.
Lawrence—LORD & CO., 314 Essex street.
E. O. MOSHER, 290 Essex street.
Malden—T. PEIRCE.
Marlboro—ARTHUR E. TAYLOR.
New Bedford—C. H. TABER, 2d.
Somerville—E. J. WINCHESTER, 9 Summit avenue.
Worcester—JOSEPH TURMAN, 2 Front street.
Webster—DENNIS GILLETTE, 242 "THE BOLTON JEWELRY CO., L. P. Maloney, Manager.

MICHIGAN.

Ann Arbor—ANN ARBOR MUSIC CO., P. J. Schwab-lovsky, Pres.
Detroit—P. J. SCHWANKOVSKY.
Saginaw—FRED. W. EHRINGORFER.
JAMES W. CALAHAN, 237 Genesee st.
THEODORE BROS., 203 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
PIANO PLAYER CO.
Red Cloud—ALBRIGHT BROS.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—J. E. DUNAS
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAMUEL D. WOLF, 32-34 Arkansas ave.
Asbury Park—W. L. HOPPMAN, 127 Montgomery st.
Long Branch—A. V. LANDELL, 105 Broadway.
A. V. LANDRASIO, 103 Broadway.
Newark—N. L. COWGILL, also New York City.
Passaic—J. BIEWITZ.
Paterson—CHAS. H. KELLY, 29 N. Main street.
Plainfield—F. W. PRUCHT, or N. PRUCHT; also Somerville.
ELSTON M. LEONARD.
West Hoboken—EMIL HOLLANDER, of the WEST HOBOKEN BICYCLE & PHONO. CO., 169 Spring street.

NEW YORK.

Albany—G. LINDE, 120 N. Pearl street.
Amsterdam—C. C. KIRCHNER, 28 Market st.
Auburn—CHAS. C. CHESEBRO, 18 Clark street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—A. SMALLBEEWS' SONS, 324 Fulton st.
H. HINRICHSEN, 1 BISHWICK PHONO-GRAPH EXCHANGE.
EMIL SMITH, 631 Seventh st. and 230 Summer avenue.
Hobart—E. MARSHALL.
Hubard—LAMB SPECIALTY CO., or CHAS. F. RICE, Lamb's Corners.
Horseheads—D. THOMAS & CO., Dimmick Block.
New York City—A. C. ARMSTRONG & SON.
CAN PHONO CO., 208 Wall st.
AUTOMATIC ZITHER CO., M. Cohen, Prop., 1482 Broadway.
BERN BROTHERS, 20 W. 11th st.
EDWARD BIELFELD, 20 W. 125th Ave.
BRONX PHONO. CO., or DAVID SWITKY, 146 Willis ave.
S. BROWN & SWIN, 1 also Newark, N. J.
EAGLE PHONO. CO., or C. LOWENTHAL, 81 Nassau street.
EDWARD HEINEMAN, 1123 Broadway.
S. W. PRUCHT, or N. PRUCHT; also Plainfield, N. J. and Somerville, N. J.
GRAMOPHONE & AMERICAN TYPE-WRITER CO., 259 Broadway.
HOLDER BROS., 304, 310 and 431 West st.
H. HORN, 108 E. 28th street.
W. L. ISAACS, 112 Fulton street.
F. KENDRICK & CO., 114 Broadway.
RICHMOND PHONO. CO., 244 Broadway.
P. E. PRESCOTT, 1123 Broadway.
WINTHROP CYCLE CO.
Rome—CHARLES GOODRICH, 205 Seventh ave.
Saratoga—J. POTTER.
Saratoga Springs—MARVIN A. COTE.
Waterloo—HENRY G. HARDY, 24 Arsenal st.
H. S. WARDWELL & CO., 72 Public Square.

NORTH CAROLINA.

Kinston—S. A. QUINELLY.

OHIO.

Cincinnati—J. I. ANDEN.
SALM VALKING MACHINE CO., 630 Vine st.
Coshocton—HUNNS & GORDON.
Middletown—OTTO BRADY & CO., 15 E. 2d street.
Springfield—C. A. BOOKWALTER.
Uhrichsville—P. A. BAUMIER.

PENNSYLVANIA.

Bradford—C. J. GRIFFEN, 70 N. Washington st.
Philadelphia—CARL H. PETERS, 1529 Arch street.
PENN PHONO & SHEELS, 604 Chestnut st., or Oxford and Front sts., also New York City.
A. RHOADS, 820 Arch st.
PENN NOVELTY CO., 12 South 9th st.
Pittsburg—A. LIPPARD, 604 Wylie ave.

RHODE ISLAND.

Providence—P. F. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATZESK.

*Added since January 1st, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.



WHEN a man leaves home in the evening it is because he seeks amusement. The best way to keep him home is to give him the amusement there. Make home a competitor of downtown, the club, the café, the theatre and the concert hall. No one thing will furnish so much amusement for so many people, so many times, and in so many ways as the Edison Phonograph.

Talk about versatility! If you had a brass band on tap and several leading concert hall singers on salary, and two or three funny men to crack jokes, and a beautiful soprano to sing ballads, you could not give the same amount of varied entertainment that the Edison Phonograph gives by simply changing records.

You can hear the whole program at some nearby store in this town.

National Phonograph Company
Lakeside Ave., Orange, N. J.

[Phonograph Advertisement in February Magazines.]

Grand Opera *for the* Edison Phonograph



"Wilt thou recall that day" *from* "The Flying Dutchman"

THIS is the month of grand opera in New York. A new interest in the great singers of the world has been given by the opening of Hammerstein's Manhattan Opera House, and now New York City is the only city in the world where grand opera is given on a grand scale in two opera houses at the same time. This unusual interest in grand opera gives a special point to our announcement of five new grand opera records.

B 41—"Nobil Dame" ("Noble Lady"), "Gli Ugonotti" ("The Huguenots")—Meyerbeer. By Mario Ancona, Baritone. Sung in Italian. Orchestra accompaniment.
B 42—"Guardate pazze son' io" ("Behold Me, I am Mad"), "Manon Lescaut"—Puccini. By Fiorenzo Constantino, Tenor. Sung in Italian. Orchestra accompaniment.
B 43—Gebet (Prayer), "Allmechtige Jungfrau" ("O, All-powerful Virgin"), "Tannhauser"—Wagner. By Mme. Rappold, Soprano. Sung in German. Orchestra accompaniment.
B 44—"Bella siccome un angelo" ("Beautiful as an Angel"), "Don Pasquale"—Donizetti. By Antonio Scotti, Baritone. Sung in Italian. Orchestra accompaniment.
B 45—"Willst jenes Tags" ("Wilt thou recall that day"), "Der Fliegende Hollaender" ("The Flying Dutchman")—Wagner. By Alois Burgstaller, Tenor. Sung in German. Orchestra accompaniment.

Comment on this list is almost unnecessary. Wherever music is known and loved these songs are great. Rappold, Scotti and Burgstaller have sung in grand opera all over this country. Ancona is Hammerstein's new baritone. Constantino is now singing in the South with the San Carlos Opera Company. Two selections are from Wagner, including the always popular "Flying Dutchman." Puccini is of special interest not only on account of his "Madame Butterfly" playing here, but also on account of the fact that he is now visiting in this country and conducting his own operas in New York.

If you love good music, go to the nearest Edison store and hear these grand opera records. Those five make forty-five Edison Grand Opera Records. The complete list will be sent to any one on request. If you like grand opera music, write for it to-day. Ask for Grand Opera Records, Supplement No. 5. Anyway, if you care for music, let us send you the following Edison Musical Library. Ask for it to-day, but it will not be mailed until January 25th:

Phonogram for February — Supplemental Catalogue — Complete Catalogue

20 Lakeside Avenue **National Phonograph Company** ORANGE, N. J.

[Record Advertisement in February Magazines.]



Listen!

To the voice of the greatest and most perfect language teacher in the world. He says:—I do not want to boast of my achievements. No. But I would like to tell my friends, the phonograph dealers, how I can help them, how I can increase their business from 10 to 80 per cent.—and just stop and think what this means to **you.**

Why there is a dealer out West who is doing a business of $15,000 a year on his I. C. S. Language Outfits exclusive of his amusement records, outfits, etc. This shows the possibilities that exist in the

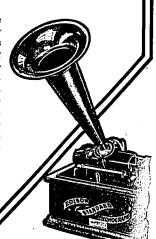
I.C.S. LANGUAGE SYSTEM

WITH

Thomas A. Edison

PHONOGRAPH

Any wide-awake dealer who will give me a fair trial will be helped in every way possible to make a success of his language business. Free advertising literature will be furnished him for distribution, copy for newspaper ads will be given him—in fact everything will be made easy for him to make large sales of language outfits, and, thru his increased advertising, to very appreciably enlarge his regular sales. Just write me a postal. Address it to the Professor, care of the



International Correspondence Schools

Scranton, Pa.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. V. ORANGE, N. J., MARCH, 1907. No. 1

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 74 CLERKENWELL ROAD, LONDON, ENG.
340 KENT STREET, SYDNEY, N. S. W.
PROLONGACION DEL CINCO DE MAYO, NO. 67-77, MEXICO, D. F., MEXICO.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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MEETING A GREAT DEMAND.

Machines enough to keep the trade from losing a single sale but none for surplus stock. Records enough to fill all orders completely and promptly. Such is the status of affairs at our factory in Orange, N. J. Although the machine output is double what it was a year ago, we are still unable to make a sufficient number to give Jobbers all they want. There is scarcely a Jobbing firm that gets its order filled completely, and at the time it wants the machines. In other words the demand still exceeds the capacity of our factory, notwithstanding the many enlargements in buildings during the past year. The demand still shows that the need for more room, more machinery, more employees and more of everything is quite as important to-day as it was when the daily output was only a quarter what it now is. It shows that the buildings now in process of erection and in contemplation cannot be completed too soon. They will be sorely needed before ready for use.

Since the manufacture of Records does not require anything like the room that machines do, the added Record making facilities gained last summer and fall are proving ample for all the demands of the trade. The Record orders are the largest ever received and the total demand something phenomenal, yet all orders are being filled with less friction and delay than when one-third the present production was considered a great business. We feel that we can now easily take care of the Record business even though it continues to grow as fast in the future as it has in the past two years.

BEGINS ITS FIFTH YEAR.

This issue begins the fifth year of the EDISON PHONOGRAPH MONTHLY. Notwithstanding its many shortcomings, we believe that on the whole it has been useful in assisting in the work of knitting the trade together. We hope in the near future to make it a still more valuable factor in extending the Edison business.

THE ADVANCE LIST OF MAY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR MAY, 1907

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **April 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on April 27th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after April 20th, but must not be circulated among the public before **April 27th.** Jobbers are required to place orders for May Records on or before **March 10th.** Dealers should place May orders with Jobbers before **March 10th** to insure prompt and complete shipment when Jobbers' stock is received.

9530 The Mill in the Forest *(Eilenberg)* — Edison Concert Band
A descriptive instrumental selection. The old mill imitation is a feature.

9531 Poor John *(Pether)* — Ada Jones
Vesta Victoria's great comic song success—greater than her "Waiting at the Church," judging from the way all New York is humming it.

9532 While I Have You *(Scamuno)* — Irving Gillette
A sentimental ballad somewhat out of the popular class.

9533 Good-a-Bye John Medley *(Original)* — Albert Benzler
Xylophone solo introducing "Good-a-bye, John," "Somebody's Waiting for You," "Captain Boby Bunting" and "Ida-Ho."

9534 I've Told His Misses All About Him *(Yale)* — Helen Trix
A sequel to "Waiting at the Church," as sung by Vesta Victoria. Miss Trix gives a fine performance of the song.

9535 Oh! Mister Brown *(Von Tilzer)* — Arthur Collins
Sterling and Von Tilzer's new coon song hit.

9536 Something for Jesus *(Lowry)* — Anthony & Harrison
A sacred selection.

9537 The Thunderer March *(Sousa)* — Edison Military Band
One of John Phillip Sousa's earlier successes.

9538 No Wedding Bells for Me *(Furth)* — Bob Roberts
A comic song on the subject of marriage from a bachelor's point of view.

9539 Nobody's Little Girl *(Morse)* — Byron G. Harlan
A pathetic song of the kind to which Mr. Harlan's voice is so well suited.

9540 Flanagan On a Farm *(Original)* — Steve Porter
Another Flanagan vaudeville specialty.

9541 Dixie *(Emmett-Eeke)* — Edison Symphony Orchestra
A special arrangement for our record.

9542 'Neath the Old Acorn Tree, Sweet Estelle *(Heil)* — Harry Anthony
A beautiful new sentimental ballad.

9543 That Welcome on the Mat Ain't Meant For Me *(Edwards)* — Collins & Harlan
A coon male duet with a fine swing to the melody.

9544 When You Know You're Not Forgotten By the Girl You Can't Forget *(Heil)* — Frank C. Stanley.
A waltz song of exceptional interest.

9545 Fanella—Intermezzo *(Keiser)* — Edison Concert Band
A new instrumental concert selection.

9546 The Last Rose of Summer *(Flotow)* — Edith Helena
A delightful soprano record of the ever popular song.

9547 San Antonio *(You Alstyne)* — Billy Murray & Chorus
The new cowboy song that became popular so quickly.

9548 Let Me Hear the Band Play, "The Girl I Left Behind" *(Casey)* — Frederick H. Potter.
A stirring march song.

9549 Love's Serenade *(F. V. Blon)* — Edison Venetian Trio
Another beautiful and dreamy selection played by the violin, flute and harp.

9550 Stand Up For Jesus *(Webb)* — Edison Mixed Quartette
This sacred selection is too well known to call for description.

9551 Ask Me Not *(Cobb and Edwards)* — Will F. Denny
A laugh-provoking song of a topical character.

9552 Meet Me Down At the Corner *(Original)* — Ada Jones & Len Spencer
A crisp Irish dialect vaudeville sketch. Miss Jones sings the popular Irish song, "Meet Me Down At the Corner." (Hoyt.)

9553 Georgia Sunset *(Brown)* — Edison Military Band
This lively instrumental sketch is described as "A Southern Tone-poem."

Edison Gold Moulded Records are made only in Standard Sizes. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

DINNER TO MR. EDISON.

The entire civilized world knows Thomas A. Edison for his achievements and for his great contributions to the welfare of mankind. To millions of people his name is almost a household word. Probably the career of no man living to-day is better known than that of Edison. Several thousands of persons have met him personally, but the men who know him in his everyday working life are few. They are confined to those engaged in his laboratory work and the men whose duties as officers and department managers of the various Edison companies bring them in contact with him. These men know him for all that the outside world does and for many other things that to them are an inestimable privilege. They know him as the man who esteems those who are loyal to his interests, who can and will work, who do things and who "make good." They know his kindly eye, his winning smile, his willingness to meet and listen to them. They know him as one who would rather meet them as man to man than receive the homage of kings. To know Mr. Edison in this manner must, therefore, be our apology to the Edison Phonograph trade for this article about ourselves. We would not publish it did we not feel so deeply honored by our association with him.

As all the world knows, Mr. Edison reached his sixtieth birthday on February 11th. In honor of the event an informal dinner was tendered to him at the Krueger Auditorium, Newark by the officials and department heads of the Edison Companies. Knowing that the more democratic the affair was the better pleased he would be, no attempt was made to arrange a formal banquet. The affair was a simple beafsteak dinner and was attended only by those identified with his interests.

Mr. Edison was among the first to arrive. A red rose adorned his coat and he declared that he felt no older than a man of thirty years. He was the only guest. His hosts were the following: William E. Gilmore, President and General Manager of the National Phonograph Co. and the executive head of the other Edison Companies; Alphonse Westge, Secretary; C. H. Wilson, General Manager of sales of National Phonograph Co.; Frank K. Dolbeer, Credit Manager of all companies; William Peeler and John E. Helm of the Legal Department; Peter Weber, Superintendent; Walter Stevens, Manager Foreign Department; L. C. McChesney, Advertising Manager; A. T. Moore, Manager Kinetograph Department; William M. Brodie, Manager Battery Department; F. A. Burnham, Jr., Sales Manager Bates Manufacturing Co.; Nelson C. Durand, Manager Commercial Department; Walter H. Miller, Manager, and W. H. A. Cronkhite, Critic of the Recording Department; J. H. Moran, Manager Purchasing Department; H. F. Miller, Cashier; A. M. Hird, Order Clerk; E. F. Aiken, Assistant Superintendent; A. C. Ireton, Assistant Sales Manager National Phonograph Co.; C. S. Osborne, Assistant Credit Manager; R. B. Bachman, Laboratory Superintendent; Fred Ott, Assistant to Mr. Edison; H. I. Moyer, Engineer of concrete construction, William Bee, Sales Manager Edison Storage Battery Co.

Three hours of jollity and good fellowship followed the dinner. Stories were told by Mr. Edison, Mr. Gilmore, Mr. Moore and others, all of these being of a reminiscent character. Byron G. Harlan, Arthur Collins, Billy Murray and Steve Porter sang solos; Mr. Collins and Mr. Harlan sang duets and all sang quartettes. Mr. Porter gave some of his Flanagan recitations. Eugene Jaudas played violin solos. Mr. Frantzen played piano solos and accompanied the singers. The surprise of the evening was the singing of two parodies, in which Mr. Edison, Mr. Gilmore and various of their assistants were referred to in a manner that provoked much merriment. One of these was sung by the quartette to the tune of "Everybody Works but Father." This was the contribution of W. H. Miller. The other was sung by Mr. Collins and Mr. Harlan to the air of "Arrah Wanna," the words being "composed" by Messrs. Cronkhite and Hird. We print the words of both below, again apologizing for the personal equation:

(Tune: "Everybody Works But Father.")
A man who liked work came to our town, a
wonder, you all know,
His name is Thomas Edison, full of push and go
He hired a lot of workers, see them all around;
Ask him what he pays them for, and you'll
never hear a sound.

Canus.
Nobody works but the old man,
He's at it all night long,
Tinkering with experiments
Until the break of dawn.
Glimmer lights and orders,
Water goes to the motor,
Nobody works but the old man.
Ain't that an awful shame.

There was a time when Edison would give no
rest to work,
He'd only build a lot of shacks, no wonder we
did stick,
But now it is quite the reverse, new buildings
are no nobby,
The chances are he'll never stop, cement building
are his hobby.

He's always, always at it, it's a wonder he ain't
dead,
With only five hours sleep at night, so it has
been said,
But if this sleep is not enough and of the proper
kind,
He takes more in the day-time, but we're all
blind.

He's working on a battery, perfect it soon will be
He's trying every kind of dope to get electricity,
Watch them in your autos and send Gilmore
Your gift
If they can't climb up the steepest grade,
Just watch them go down hill.

(Tune: "Arrah Wanna.")

At the factory in West Orange, seated in his office,
You can find the chief "Heap Big Smoke" tearing out his hair.
Each day comes little Wester with a sugar fine,
Cries the lions in accents frenzied, "Can't you read that sign?"

Chorus.

Mr. Gilmore, Mr. Gilmore, we are proud of you,
You are tried and true,
You will never rot, old stew,
In an office built of concrete strong,
You could make your lunchcon smile,
If you'd only set us rules to let us smoke a little while.

At his desk he ponders deeply, letters by the score,
Mr. Gilmore, gen'ral manager, gee, but he gets sore,
In comes Walter Stevens with an armful of old trivet,
Walter says, can you see me now, I can't go on, I'm stuck.

Chorus.

Mr. Gilmore, Mr. Gilmore, up in the air you go,
It is time we know,
Your job is a peach, oh, oh,
In a year or two your golden locks
All white will brightly shine,
Then the office boys, come in late boys,
may work overtime.

When you run a great big factory, you must have the dough,
Mr. Gilmore, keep much big chief, knows that it is so,
The Jobbers to the Waldorf came, from far and near did hike,
F. K. Dolbeer said to them, you may go as far as you like.

Chorus.

Mr. Gilmore, the Committee, did their work up fine,
At the bar on time,
Didn't wait to get a shine,
In Room three was a lively pace,
In Room three was a bunch,
Cocktails plenty, then said gently, charge it to the room.

Wilson, Dolbeer, Weber, Pelzer, Walter Miller, too,
Cronkhite, Hird and Len McChesney put it up to you;
Shall we list the latest balled, "Pedro and the Monk?"
Come your answer, short and heated, "Not that thing is punk."

Chorus.

Mr. Gilmore, Mr. Gilmore, we're surprised at you,
We thought it would do,
It stood out in you and when you
Pound the solar noon, at thirty-two
Stint with a smile so bland,
"It's the worst thing, but the rank thing sells to beat the band."

NEW QUARTERS FOR MEXICO CITY BRANCH.

On account of its rapidly increasing business, our Mexican Company, located in Mexico City, have found it necessary to procure much larger accommodations, to successfully handle its trade in the Republic of Mexico. We have, for several years, enjoyed a large Mexican business, and, until the early part of last year, this was handled by our Foreign Department at Union Square, New York. Believing, however, that a much larger trade could be secured by direct representation, and following out the policy of extending our business in foreign territory, a company was organized (the Mexican National Phonograph Company), and Rafael Cabañas was appointed Manager. Immediately this company was organized, quarters which were thought ample to meet their requirements were secured at Calle Prolongación del Cinco de Mayo, 67-77 Mexico, D. F.

After the lapse of a few months, however, it was realized that the accommodations at the address above given were inadequate to care for their constantly increasing trade, and the matter of securing larger and more commodious quarters was given careful attention. A thorough canvass of the City of Mexico resulted in our people securing the greater part of a large building on one of the main thoroughfares of the city, No. 117 Avenida Oriente. The several floors will be utilized for office, exhibition, stock, packing and shipping rooms, and with this increased space, our Mexican Company will be enabled to carry a much larger stock, and more successfully meet the requirements of their constantly growing trade.

MARCH ADVERTISING.

The March advertising of this company again comprises two full pages in most of the monthly magazines of national circulation and similar double space in the weeklies like Collier's and the Saturday Evening Post. The Phonograph copy is another of the silhouette series. The Record copy gives the list of March Records. It is reprinted on page 15 of this issue. This advertising is making Edison's business greater every day and the Dealer who is letting people in his locality know that he represents the Edison Phonograph is also getting a lot of good from it. This national advertising is making it easier every day to sell Edison Phonographs and Records.

A CONVERT WITH ONE HEARING.

Here is an incident which will of itself show the high regard in which the Edison Gold-Moulded Records are held. A customer in our store selected twelve Records for a disc machine and stopped to listen to an Edison machine which was being played for a lady purchaser. So great was the impression created by the Edison Records that he returned the disc records at once. The next day he purchased a Edison Home machine and three dozen Records. As he left with his purchase he remarked, "I will never play that disc machine again."—*Voltz Music House, Perth Amboy, N. J.*

AMONG THE JOBBERS.

Kohler & Chase, Edison Jobbers at Oakland, Cal., have opened a jobbing branch at Seattle, Wash. They placed the same initial order as now required from all Jobbers, whether already in the business or not.

The Regina Company, of 41 Union square, New York City, have become Edison Jobbers, having bought the Edison Jobbing business of Sol Bloom, of 3 East 42d street.

A. O. Petit, Edison Jobber at Newark, N. J., who for several years has been located at New and Halsey streets, has just moved to 57 Halsey street, about 100 feet north of his former location. At the new number he is occupying an entire building and has more than double the space afforded by the old quarters. He will continue his branch store at 12 New street.

William Ross, head of the firm of W. H. Ross & Son, Edison Jobbers at Portland, Maine, died at his home in that city on February 12th. The business will be continued under the same firm name, with Frederick Smith as manager. Mr. Smith has been a member of the firm and manager for some time.

Visiting Jobbers at our New York office during February were the following: Harry Weymann & Co., Weymann & Son, Philadelphia; Mr. Shields, Denver Dry Goods Co., Denver Colo.; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; Mr. Coleman, R. S. Williams Co., Toronto, Canada; Mr. Willys, Elmira Arms Co., Elmira, N. Y. and Chas. Andrews, Boston Cycle and Sundry Co., Boston.

PERSONAL.

F. K. Dolbeer, Credit Manager of the National Phonograph Company, left on February 13th for a two weeks business trip in the South and West.

Mr. and Mrs. Thomas A. Edison and family left on February 25th for their annual visit to Mr. Edison's Florida plantation. They will be absent about six weeks.

CUT-OUT FOREIGN RECORD.

Notice is hereby given that we have no more moulds or masters for the following selection: No. 12158, "Toros de Punta Zanga," Spanish song by Vargas. When the present stock of this selection is exhausted it will be put on the cutout list and omitted from the next edition of the Foreign Record Catalogue.

"If this Phonograph business keeps on growing, we will have to buy a warehouse in which to transact it."—*Extract from letter from Lyon & Healy, Chicago.*

ABOUT ORDERS.

Our Sales Department has in its possession an order for 161 records which it has not been able to identify. It was received at our factory in Orange on February 6th. It was made out on regular Record order sheets, but bore neither name, date or location. Unless this meets the eyes of the firm sending the order, or an inquiry is made as to why it has not been filled, no attention can be paid to it. Jobbers and Dealers cannot be too careful in signing all orders, for an instance like the above causes much annoyance and trouble. The trade should also have in mind that all orders should be sent to our New York office. They are then acknowledged, approved and forwarded to Orange. To send them direct to Orange causes a loss of time and not a gain, for they are sent to the New York office to be put through in the usual way, before getting any attention at the factory.

NO. 9366 CUT FROM STOCK.

The trade is hereby advised that no more orders will be filled for Record No. 9366, "Uncle Confession," a violoncello solo by Hans Kronold. It will, however, be continued in the Record catalogue for some time so that the trade may dispose of any supply that may be in stock.

I. C. S. TO THE RESCUE.

During the latter part of January an old man wandered into Waterloo, Iowa, speaking a language that none could understand. After every means at hand failed to discover what the old man's words were meant to convey, the local agent of the International Correspondence Schools took up the case. He had the old fellow tell his wants into a Phonograph and the record was forwarded to the Home Office of the International Correspondence Schools at Scranton, Pa. Prof. Lamme, after some trouble, discovered that the tongue was a dialect of the Hungarian language, spoken by a people called Horvarts who dwell in a forest district in Austria. The old man gave his name as Theodore Yoleb; his home as Buchdeva, Austria. It is now proposed that the Chief of Police of the town of Waterloo send to the I. C. S. the questions that he wishes to ask the old man. These will be translated on a Phonograph record by the Schools into this peculiar form of Hungarian dialect. The Phonograph record will then be sent to Waterloo and the questions that it hears spoken to the old man. The latter will answer these questions on another record, which will be sent to the Schools to be again translated into English and the result sent back to Waterloo. In the most unique manner of interpretation, it is expected that a satisfactory disposition will be made of the old man.

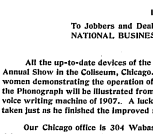
INVITATION

To Jobbers and Dealers who wish to visit the next NATIONAL BUSINESS SHOW, CHICAGO, MARCH 17-23.

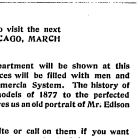
All the up-to-date devices of the Commercial Department will be shown at this Annual Show in the Coliseum, Chicago. Two large spaces will be filled with men and women demonstrating the operation of the Edison Commercial System. The history of the Phonograph will be illustrated from the original models of 1877 to the perfected voice writing machine of 1907. A lucky chance also gives us an old portrait of Mr. Edison taken just as he finished the improved machine of '88.

Our Chicago office is 304 Wabash avenue. Write or call on them if you want tickets, hotel accommodation reserved, or any favors after you arrive in Chicago.

THE 1907 MODEL OF THE EDISON BUSINESS PHONOGRAPH.



READY FOR USE.



NOT IN USE.

PUBLISHERS OF MUSIC IN MAY, 1907, LIST.

The publishers of the compositions made for our May list of records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9530 The Mill in the Forest—Carl Fischer, 6 Fourth avenue, New York.
9531 Vo' Jerusalem, Days—Howley, Haviland & Dresser, 13 W. 36th street, New York.
9532 While I Have You—Jos. W. Stern & Co., 34 E. 21st street, N. Y. C.
9534 I've Told His Mama All About Him—Francis, Day & Hunter, 14 W. 30th street, New York.
9535 Oh! Mister Brown—Harry Von Tilzer Pub. Co., 37 W. 28th street, New York.
9537 The Thunderer March. Henry Catleman, Philadelphia.
9538 Sweet Adeline. Bells for Me—Maurice Shapiro, 1658 Broadway, New York.
9539 Nobody's Little Girl—Howley, Haviland Pub. Co., 28 W. 30th street, New York.
9540 'Neath the Old Acorn Tree, Sweet Estelle—Leo. F. Singer, 48 W. 38th street, New York.
9543 That Welcome on the Mat Ain't Meant For Me—Gus Edwards Music Pub. Co., 1512 Broadway, New York.
9544 When You Know You're Not Forgotten By the Girl You Can't Forget—Ilett & Hager, New York.
9545 Panella—Ilett & Hager, New York.
9547 San Antonio—Jerome H. Remick & Co., 219 West 46th street, New York.
9548 Let Me Call You Sweetheart—"The Girl I Left Behind"—Jos. W. Stern & Co., New York.
9551 Ask Me Not—Gus Edwards Music Pub. Co., New York.
9553 Georgia Sunset—Lyon & Healy, Chicago.

PRINTED MATTER.

Beginning with the April issue, the monthly Record supplement will consist of four pages. This increase in size is made for the purpose of adding more matter of a descriptive character to the new Records. The title page will be printed in two colors as before and the fourth page will be given up to a reprint of the selections of the previous month. It will be a more useful form than before for the sale of Records, and we hope that the trade will see that every Phonograph owner gets one every month.

ADVANCE LIST EDISON GRAND OPERA RECORDS.

SUPPLEMENT No. 6, MAY, 1907.

THE five Grand Opera Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **April 27th, 1907,** all things being favorable, but they **must not be placed on sale by Jobbers or leave their place of business, or be re-shipped to Dealers before 8 A. M. on April 27th.** Supplements will be shipped with Records. These may be distributed to Dealers after April 20th, but must not be circulated among the public before **April 27th.** Jobbers are required to place orders for these Grand Opera Records on or before **March 10th, 1907.** Dealers should place orders for these with Jobbers before **March 10th** to insure prompt and complete shipment when Jobbers' stock is received.

B. 46—"Tarantella" *Rossini*
By GIUSEPPE CAMPANARI, Baritone.
Sung in Italian, Orchestra accompaniment

B. 47—"L'Air des Fleurs" de Siebel ("Siebel's Flower Song") "Faust" *Gounod*
By MME. JACOBY, Contralto.
Sung in French, Orchestra accompaniment.

B. 48—"In diesen heil'gen Hallen" ("Within these Sacred Halls") "Die Zauberflöte" ("The Magic Flute") *Mozart*
By ROBERT BLASS, Basso.
Sung in German, Orchestra accompaniment

B. 49—"O Paradiso in terra" ("O Paradise on Earth") "L'Africaine" *Meyerbeer*
By FLORENCIO CONSTANTINO, Tenor.
Sung in Italian, Orchestra accompaniment

B. 50—"A tanto amor" ("To so Much Love") "La Favorita" *Donizetti*
By MARIO ANCONA, Baritone.
Sung in Italian, Orchestra accompaniment

TO THE TRADE

The above Advance List of Edison Grand Opera Records, Supplement No. 6, comprises five new selections, four being from well-known operas. Three are sung in Italian, one in French and one in German.

The names of two new artists appear in this list, Robert Blass, basso, and Giuseppe Campanari, baritone. Mr. Blass is a member of the Metropolitan Opera House, New York City. He sings in German and Mr. Campanari in Italian. The latter sang in the Metropolitan Opera House for five years and is now engaged in concert work in this country. Both are artists of high rank.

Prior to a year ago, many requests were received from the trade for a series of really first class grand opera records, sung by high grade artists in their own languages. The National Phonograph Company has now supplied the demand. Its list of Edison Grand Opera Records comprises fifty selections from the leading operas, sung by artists of world-wide reputation.

Now, are you doing your share in letting the public know about them? Are you carrying a stock and are you doing what you can to push their sale? Are you in a position to fill orders for them after we have created a demand by advertising?

Edison Grand Opera Records are an unqualified success from every standpoint, but we want them to be even more successful. We want every dealer to put in a stock and then go after the patronage of the people in his city or town who demand the music of the great composers.

Supplement No. 5, issued in February contained a complete list of the forty-five Edison Grand Opera Records issued to that time. Get some of these from your Jobber, together with a supply of supplement No. 6, and put both in the hands of some of your best people.

NATIONAL PHONOGRAPH CO.

TWO USEFUL LISTS.

Emile Garnier, an Edison Dealer at 1601 N. Robertson street, New Orleans, La., issues two lists of much interest to the Phonograph trade. One is a monthly catalogue giving the numbers and titles of every talking machine Record made in this country, no matter by whom manufactured. It is kept corrected from month to month. It is sold by subscription at three dollars a year. The other is a list of about 600 popular songs, of which Mr. Garnier supplies printed copies of the words for five cents each. These are printed to supply the demand of hundreds of talking machine owners who want the words but will not pay the price of sheet music.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR MAY, 1907.

The owner of an Edison Phonograph who cannot find a number of selections in the May list of Edison Gold Moulded Records to suit his or her taste will be hard to please. There is something here for everybody; something for every mood. Two new Edison artists are introduced, Miss Edith Helena, soprano, and Frederick H. Potter, tenor. Both are heard to excellent advantage. Two of Vesta Victoria's famous songs are given by Miss Jones and Miss Trix. The Edison Venetian Trio has another artistic violin, flute and harp trio. So widespread has been the popularity of the monthly sacred numbers that two are again included in the May list. The comedy element is especially strong this month, the list including eight funny ones. Mr. Denny sings another of his old time rapid-fire mirth provokers. The other fun makers are Arthur Collins, Bob Roberts, Ada Jones, Helen Trix, Steve Porter, Len Spencer and Billy Murray.

No. 9530. "The Mill in the Forest," by the Edison Concert Band, is a descriptive instrumental selection of wide popularity. Composed by R. Eilenberg. The old mill imitation is one of the features of the Record. The entire rendition is fine.

No. 9531. "Poor John," by Ada Jones, has many points of similarity with "Waiting at the Church," admittedly one of the greatest song successes of recent years. It was written by the same people: Henry E. Pether and Fred W. Leigh; is being sung with equal success by Vesta Victoria; has an air that is quite catchy; a humor fully infectious, and our Record of it is made by Miss Jones, whose rendition of "Waiting at the Church" did much to spread the popularity of the song. "Poor John" is what his mother said when he brought his future wife home on a visit. This remark followed a most scrutinizing looking over of the girl by the mother. The chorus tells the story:

John took me round to see his mother; his mother! his mother!
And when he introduced us to each other,
She weigh'd up my'rything that I had on.
She put me thro' a cross-examination,
Plainly boiled with aggravation,
Then to my horror I heard her say,
Looked at me and said: "Poor John! Poor John!"

The Record is made with orchestra accompaniment.

No. 9532. "While I Have You," by Irving Gillette, is a new sentimental song of the better class. The words and music are by Frances S. Seamans. The air is more than usually attractive and the words are above the average as the following chorus in it will show:

I used to love the roses
And pretty violets, too,
My heart was true to the daisies, too,
And o'er'y flow'r that grew.
Your cheeks are now my roses,
Your eyes the violets blue,
My dreams I sigh if the flow'rs all die
While I have you.

Mr. Gillette sings with orchestra accompaniment.

No. 9533. "Good-a-Bye John Medley," is a xylophone solo by the versatile Albert Benzler, whose work is ever that of the real musician, whether playing the piano, bells or xylophone, or taking part in the orchestra or band. This medley is made up of four songs of recent popularity as follows: "Good-a-bye, John," (Record No. 9464); "Somebody's Waiting for You," (Record No. 9476); "Captain Baby Bunting," (Record No. 9508), and "Ida-Ho," (Record No. 9520).

No. 9534. "I've Told His Missus All About Him," by Helen Trix, is another of Vesta Victoria's song hits and a sequel to "Waiting at the Church." The latter song tells of a girl who made all arrangements to be married and was waiting at the church when her intended sent around a note, stating that he could not marry her because his wife wouldn't let him. The sequel relates how the "upset" girl got "multi" with Obadiah by visiting his wife and telling her all about his perfidy. The "missus" hears the story with much symmathy and promises to "lay on handel" when he comes home. As they part Mrs. Binks shows her large, fine teeth, at which the visitor exclaims: "I've been unlucky, or they might have both been mine." Miss Victoria in making such a success with this song that it would not be surprising if it achieved a popularity equal to "Waiting at the Church." It has a catchy air and the words are funny. Miss Trix's singing is an almost perfect imitation of Miss Victoria's stage rendition. The Record is made with orchestra accompaniment. James W. Tate wrote the music and John P. Harrington the words of this new song.

No. 9535. "Oh! Mr. Brown!" is the solo contribution for the month of Arthur Collins. When Harry Von Tilzer and Andrew Sterling write the words and music of a coon song, and Arthur Collins sings it, all the ingredients are at hand for a successful Record. This song is fully equal to the best coon song efforts of these composers, a statement that means much when their many clever songs are considered. Mr. Collins sings it for our Record with the skill that has made him famous as an interpreter of coon songs.

No. 9536. "Something for Jesus," is a sacred selection by Anthony and Harrison. Robert Lowry wrote the music and S. D. Phelps the words of this well-known hymn. Our Record has been made in a most artistic manner by Messrs. Anthony and Harrison, whose sacred selections have endeared them to all admirers of church music. They sing with orchestra accompaniment.

No. 9537. "Thunderer March" by the Edison Military Band, is still another of John Phillip Sousa's popular marches and played for our Record with as much dash and vim as if the March King's own organization was playing it. The series of Mr. Sousa's marches made recently on Edison Records has awakened a new interest in his work.

No. 9538. "No Wedding Bells for Me," is a bachelor song by Bob Roberts. Three verses and three choruses of a most comical tone are given. The words and music fit Mr. Roberts like a glove. Had the song been written for his use only it could not have been more successful. Since each verse and each of the choruses are different, the singer gives six reasons why he will not marry. No one fond of a funny Record will fail to get this one. Seymour Furth wrote the music and E. P. Moran and Will A. Heelan the words.

No. 9539. "Nobody's Little Girl," is a touching song by Byron G. Harlan. When Theodore Morse and Jack Drislane collaborate in writing the words and music of a song, it may be depended upon to possess more than ordinary merit and attractiveness. Such is their latest effort. Mr. Morse has fitted Mr. Drislane's pathetic words with an air that will at once please all lovers of songs of this kind. Mr. Harlan, with the assistance of the orchestra, sings the selection in a manner that must receive the approval of its composers, as it certainly will his army of Phonographic friends.

No. 9540. "Flanagan On a Farm," is an Irish vaudeville selection by Steve Porter. After singing a ditty on the joys of the farmer's life, Flanagan tells how he once took a job on a farm. He arrived at four o'clock in the morning. He ate a fine breakfast and got up perfectly satisfied. The farmer urged him to sit down again and eat his dinner, which he did. He was then invited to eat his supper. To his great surprise he disposed of another big meal. The farmer then said, "Now that you have had your breakfast, your dinner and your supper, you can go out in the field and work all day without stopping." But Flanagan was "on to him" and declared that he always went to bed after supper.

No. 9541. "Dixie," by the Edison Symphony Orchestra, is the famous song of the South so dear to the hearts of the American people. Next to our national anthems, no song is more popular. Whether played in the North, South, East or West, it never fails to evoke enthusiasm and applause. It awakens tender memories in the breast of the Southerner, and brings to the men of the North, of the East and of the West a realization that, no matter what our past differences may have been, we are to-day one nation and one people; brothers, not foes. Our Record of "Dixie" is a special arrangement by Leader Ecke and a number of appropriate effects are introduced.

No. 9542. "Wenth the Old Acorn Tree, Sweet Estelle," by Harry Anthony is a new beautiful sentimental ballad by J. Fred Helf, the composer of many delightful songs. The words are by C. M. Denison. Although not by the same composer, this song reminds one of "In the Shade of the Old Apple Tree," and it will not be surprising if it duplicates the success of the latter ballad. Mr. Anthony excels himself in his interpretation of the song. He sings with orchestra accompaniment.

No. 9543. "That Welcome on the Mat Ain't Meant for Me," is a coon duet by Collins and Harlan. Salamanda Jones was a bones artist with a colored show, which went broke at Kokomo. Samanda dug both feet in the snow and humming "Homeward bo", he beat it back to Hasbeenacks. Reaching his shack he was greatly pleased at reading the word "Welcome" on the rubber mat. A glance inside, however, caused him to realize that "Welcome" was not his password, for he exclaimed:

"Somebody's hat is a-hanging on the rack
Where my hat used to be;
Somebody's face is a-flirting with that fork
That used to belong to me;
Somebody's there occupying my bar too,
Somebody's saying I'm not welcome, or throw';
Well I dont have to put on any glasses to see
That welcome on the mat ain't meant for me."

Messrs. Collins and Harlan sing with orchestra accompaniment.

No. 9544. "When You Know You're not Forgotten by the Girl You Can't Forget," by Frank C. Stanley, is a waltz song of exceptional interest by Fred Helf (music) and Ed. Gardenier (words). The pretty sentiment in the story is enhanced by a musical setting full of character. Mr. Stanley's fine baritone voice is heard to splendid advantage. The Record is made with orchestra accompaniment.

No. 9545. "Funelli—Intermezzo," by the Edison Concert Band, is a new instrumental selection of unusual attractiveness from a musical standpoint. It has been taken up by many musical organizations. It is appearing in band programmes everywhere and will undoubtedly be much heard in the coming summer. Its composer is Robert A. Keiser.

No. 9546. "Last Rose of Summer," by Edith Helena, is a delightful soprano Record of this ever popular song, in which is introduced as a special feature, the brilliant high note finish which has earned for Miss Helena a world-wide fame. Miss Helena is an English singer possessing in especially fine voice for Record making. To do that Miss Helena's voice had to be at its best is universally known. Miss Helena sings with orchestra accompaniment.

No. 9547. "San Antonio," by Billy Murray and chorus, in a new cowboy song, by Egbert Van Alstyne (music) and Harry Williams (words) that has rapidly achieved popularity from coast to coast. As a Record it is exceptionally entertaining and tuneful. The Edison Male Quartette assists Mr. Murray in the chorus.

No. 9548. "Let Me Hear the Band Play The Girl I Left Behind," by Frederick C. Potter, is a stirring march song, the subject of which is a wounded trooper's last request to "see Old Glory waving" and hear the band play "The Girl I Left Behind." This Record introduces a new tenor singer in Mr. Potter, although he has made over one or two catalogue selections sung originally by other artists. He has a fine tenor voice and promises to be an excellent addition to the corps of Edison artists.

No. 9549. "Love's Serenade," is another selection by the Edison Venetian Trio. The trio for violin, flute and harp (No. 9485, "Memories of Home") put out in the March list met with a most cordial reception at the hands of music lovers, and requests for others of the same character were made at once. "Love's Serenade" is by special arrangement of F. von Blon's composition of that name. It is a delightful selection and is exquisitely played by the Edison Venetian Trio. The members of the trio are Charles Schuetze, harp; Eugene C. Rose, flute, and Eugene Jaudas, violin.

No. 9550, "Stand Up for Jesus" by the Edison Mixed Quartette, is an unaccompanied rendition of this widely sung hymn by G. J. Webb (music) and G. Duffield (words). Mixed quartettes have been found by churches generally to be ideal combinations for sacred music. That this is so is shown by the Records being made by the Edison Mixed Quartette. No more satisfactory Records of hymns could be imagined.

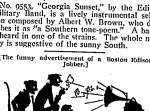
No. 9551, "Ask Me Not," by Will F. Denny, is a comic song by Cobb and Edwards and is one of those topical compositions with which Mr. Denny has been prominently indentified in the past. It is written to be sung in race-horse time, and keeps its hearers on the *qui vive* to catch the story. It tells of the things wifey does from time to time, but why she does them is met with:

Ask me not, ask me not, ask me not I pray,
Why she does this and that and various every day.
Take my wife, take my life, but me on this spot
But why she does just what she does,
Oh! ask me, ask me not!

No. 9552. "Meet Me Down at the Corner," by Ada Jones and Len Spencer, is a vaudeville sketch of that part of the love-making of Kitty Carney and Barney McCue which leads up to Barney's proposal and acceptance. The sketch opens with Kitty singing of her disappointment at Barney's delay in keeping his appointment. A messenger boy enters with a note from Barney, but before she can read it Barney appears in person. Barney is apologetic and loving; Kitty is inclined to scold and find fault because of the delayed appointment. Barney manages her to read his note. It proves to be a proposal and Kitty sings it. Barney presses for a reply and gets it in this manner: "Well, all I can say is, I think it's about time." Miss Jones' solo parts are a verse and a chorus of a new song: "Meet Me Down at the Corner," by Harry Tlerf (music) and Will Cobb (words). The singing has an orchestra accompaniment.

No. 9553, "Georgia Sunset," by the Edison Military Band, is a lively instrumental selection composed by Albert W. Brown, who describes it as "a Southern tone-poem." A banjo is heard in one of the strains. The whole melody is suggestive of the sunny South.

[The funny advertisement of a Boston Edison Jobber.]



Round the horn
with Edison, a delightful voyage—
sail into our Phonograph department and hear the latest records.
Phonographs, $10 to $50.
Edison Records, 35c each.
Wholesale and retail.

Iver Johnson's Sporting Goods Co. 169 Washington St.

JOBBER'S NEW BUILDING.

James K. O'Den, Edison Jobber at Paterson, N. J., recently began the erection of a handsome new building at 115 Ellison street, adjoining his present quarters, and the Paterson *Evening News* made Mr. O'Dea the subject of an interesting sketch, part of which follows:

"It was while engaged in the dry goods store that Mr. O'Den became interested in Phonographs and as a side line handled a few samples. This was when his father severed his connection from the firm of Brown & O'Dea and opened a store for himself on Market street near Railroad avenue. Here it was that the subject of this sketch branched out as a Phonograph and Record merchant, and by strict attention to business built up a nice trade. When the fire of Feb. 1902, destroyed most of the luminous section of the city, Mr. O'Dea determined to enter into the Phonograph business for himself and as a consequence rented his present quarters, 117 Ellison street, and began catering to the patrons of Edison's invention, the Phonograph and Records.

"Mr. O'Den proudly boasts of the fact that the building he occupies was the first one erected after the fire and points with pride to the foundation of his own new structure.

"The new building will be two stories high and will be built of white brick and terra cotta with the frontage arranged to conform with modern ideas and fire protection throughout. It will cost in the neighborhood of $10,000 and when completed will be a credit to the city. The first floor will be devoted to Mr. O'Den's business, while the second floor will be set aside for offices. A new feature of the store will be the erection of private booths for the demonstration of Phonographs and Records."

D. S. JOHNSTON CO. TO BUILD.

[From the Seattle Sunday Times, February 8, 1903.]

The D. S. Johnston & Co., the largest dealers in pianos and organs on the Coast, are to build a beautiful seven-story structure at the northwest corner of Third avenue and University street. The present quarters of the D. S Johnston Co., at 905 Second avenue, have for several years been far too small and unsatisfactory to permit of the proper display of the instruments for which the firm are factory agents.

The structure will be seven stories high from the Third avenue level, but will actually contain nine and one-half floors, counting the basement, a sub-basement and a mezzanine floor. The building will occupy a sixty-foot front on Third avenue and seventy-one feet on University street.

The basement and sub-basement will contain a thoroughly complete piano repair department.

The main floor will permit of 150 feet of plate glass, which will allow a beautiful display of pianola-pianos, talking machines, etc. In addition, four large piano parlors will be partitioned off, each being independent of the other and sound proof.

On the second floor will be located the talking machine department, subdivided into ten rooms arranged en suite. Here also will be found the player piano department with a large library and spacious rooms adjoining in which patrons can try the various rolls.

The third floor contains the Recital Hall, which will comfortably seat from 250 to 350 persons, according to arrangement. This hall will be used exclusively for recitals and other musical events. The hall is twenty-one feet high, extending through two floors.

Surrounding the hall on both the third and fourth floors are eighteen large well-lighted outside rooms arranged single and en suite with reception rooms intended for the use of artists and music teachers' studios.

The fifth, sixth and seventh offices are arranged as commercial offices, singly, or in two, three, four, five-room suites intended for corporations. Two large electric elevators will also be installed, one for passenger and one for freight. The building will be heated by steam.

It is contemplated to have the building ready for occupancy by August 15.

NOT A HARDSHIP.

Not infrequently a Dealer in Edison goods, who has been doing the entire line in his town, complains when another is permitted to take up the line in the same place. Even though he has been doing the talking machine business and making no effort to push it, he still feels that he has not been given a "square deal" when the new man is supplied with Edison goods. Many such Dealers have since found that this attitude was a mistake. They have learned to their great surprise that it helped their business instead of injuring it. Many a Dealer has been aroused from his lethargy to a determination not to let the new man get ahead, and he has been astonished at the possibilities of the Edison business. He has advertised in his local paper, sent out printed matter and circularized possible buyers, all because of a desire to spite and possibly injure his new competitor. He has been amazed, however, to find the business coming his way. He has found the expenditure making money for him, instead of being the loss he expected. As a result he has become a live, aggressive Dealer, carrying a constantly increasing stock and finding the business pleasant and profitable, instead of the annoyance it was in the old days. Then, too, his awakening has been met in an equally aggressive spirit by the new man. He has likewise let the public know that he has Edison goods and has been quite successful in finding purchasers. As a result of this competition, each Dealer has done four times the amount of business that the first one did before it was brought about, and the whole community has been aroused to the desirability of having an Edison Phonograph in its homes. This is no fanciful or imaginary situation. It is the common experience of salesmen for Jobbers and of this company. Not one time in ten does the signing of a second Dealer in a town fail to increase the sales in that town many times. It happens sometimes that a Dealer is pushing this business in a manner to cover this field thoroughly. In such a case it is a detriment to put in another Dealer.

MOST POPULAR OF ALL MUSICAL INSTRUMENTS.

With the Edison factories turning out machines at the rate of two a minute every working day there is no longer any question that the Edison Phonograph has become the most popular musical instrument of the present day. Probably more Phonographs are now sold than all other musical instruments combined. The Edison Phonograph is no longer to be considered as in the class with those machines against which many are so prejudiced. Mr. Edison and his assistants studied long to determine the cause of this prejudice. Finding it due to loud and unnatural sound reproductions, blatent horn tones, harshness, scratching and other needless noises, they have eliminated every vestige of such faults, and produced a machine that sings, plays and talks, naturally, smoothly and without scratching or horn tones. It is impossible to compare an Edison Phonograph with any other style of machine without realizing that the former is infinitely better. To those who want real music, naturally reproduced, the Edison Phonograph asks for no other test than to be played alongside of any talking machine in existence. Such a test will win all but those who want noise and are not looking for quality.—*The Phonogram.*

FROM JAMAICA.

Since the earthquake and fire in Jamaica, our Foreign Department has received several communications from its Dealers there, and we quote as following from one of the letters:

"I have a few hundred Records, and have not lost one, although my house was destroyed, and at present I am living in a tent erected on the race course. Thank God, all the Phonograph owners are still alive, and I doubt very much if any of the machines have been destroyed."

THAT THANKSGIVING MENU.

The Thanksgiving menu card printed in the January PHONOGRAPH MONTHLY and credited to a Dealer in Ohio, has proved to have been originated by the Buffalo Phonograph Company, Buffalo. It was put out by them in November, 1905. It has since been used by other Dealers, some of whom did not know where it originated.

NOT ONE OF THE INDIFFERENTS.

I read with surprise, the article headed, "An Annoying Situation," in the January PHONOGRAPH MONTHLY. I think the articles that appear monthly in this periodical would be inducement enough to anyone who receives it and takes the least interest in his business as a Jobber or Dealer and cares to increase his business in the sale of your goods (which is one of my greatest pleasures), that he would not let up on it until he had read every word in it and then lay it down, feeling sorry that it is not again as large and full of information which is a help to anyone in this line. If this paper is not inducement enough to have it read by everyone who receives it, I think it will remain a perplexing problem for you to solve as to having them do so. I look forward to the arrival of them, monthly, with the same interest that I look for my daily paper.—*H. T. Kraus, Newport, Pa.*

EDISON AND THE PHONOGRAPH.

Thomas A. Edison gave the following interview recently to our representative, says the *Musical Age:*

"I believe that I do not amount to much as a musical critic. A few years ago, when the talking machine business was still a dubious proposition, a list of the new records was often handed me for approval. After hearing them, I would mark 'good,' 'fair' or 'rotten' against the compositions so as to class them for trade. The 'rotten' records always made a hit with the public. *Now*, all I have to do is to condemn a bit of music and the factory works overtime to supply the demand.

"The development of the Phonograph business has been as great a surprise to me as it must be you. I did not think much of it until a boy of mine—who was eight years old then—persisted in working the machine and breaking record after record. I said to my wife, 'If that kid is hardest to by I guess there must be something in it.' And the result shows there was.

"While the possibilities are broad for the development of the Phonograph business it is hard to say what direction the next improvements will take. For one thing, the horn meets with objection. For another thing, there's that grating noise. There's also fault to be found here. I do not think the horn feature will ever be eliminated, though, of course, you never can tell. As for the grating buzz, that also seems to be one of the necessary faults of sound production.

"I am still constantly experimenting with the Phonograph. It is one of my loves. When I strike a snag along other lines, back to it I come. In this shows, I'm finding, that I myself do not think it perfect. Its further development will be gradual, like all other things.

"We will soon be able to have opera producing Records, and these Records will play forty minutes.

"There are changes going on in everything. There is no standstill in anything. The Phonograph, therefore, will broaden out into something beyond criticism in time."

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2009 Second ave.
Mobile—W. H. Reynolds, 161 Dauphin street.
Montgomery—K. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K Houck Piano Co.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 1021 Broadway.
Sacramento—A. Pommer Co., 9th and J sts.
San Francisco—Eilers Music House & Sons, 1021 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 16th st. and Champa streets.
Hext Music Co., 15th and California streets.

CONNECTICUT.

New Haven—Pardee-Hitenberger Co., 96 State street.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 921 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 29 Peachtree st.
Phillips & Crew Co., 37-39 Peachtree st.
Savannah—Feidman & Lewis.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 324 Wabash ave.
Lyon & Healy, Wabash ave. & Adams st.
Talking Machine Co., 304 Auditorium.
The Cable Co., 164 Wabash ave.
The Vim Co., 56 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 240 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia avenue.
Kipp-Link Phonograph Co., 127 N. Illinois st.
A. R. Wahl & Co., 152 Main street.
Lafayette—A. R. Wahl & Co., 322 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 600 Locust street.
Vim Co., 806 West Walnut street.
Fort Dodge—Early Music House, 820 Central ave.
Sioux City—Early Music House.

KANSAS.

Louisville—Montenegro-Rieken Music Co., 630 4th ave.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchmen street.
National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 86 Exchange street.
Portland—W. H. Rose & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 209 N. Charles st.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street
Eastern Talking Mach. Co., 232 Tremont st.
Iver Johnson Sptg. Goods Co., 163 Washington street.
J. C. Osgood Co., 344 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 304 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 429 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros. 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 514 Hennepin ave.
Minnesota Phono. Co., 512 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 31-33 West 4th street.
Koehler & Hinrichs, 141 E. 3d St.
Thomas C. Hough, 391 Wabasha street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Main street.
J. P. Johnston & Sons Arms Co., 710 Main street.
St. Louis—Conroy Piano Co., 1118 and 1120 Olive streets.
O. K. Houck Piano Co., 1118 Olive street.

MONTANA.

Helena—Frank Bonner, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Sidle Phono. Co., 132h and P streets.
Omaha—Nebraska Cycle Co., 1311 Farnam streets.
Omaha Sloyds Co., 1216 Chicago sts.

NEW JERSEY.

Hoboken—Keltges Phono. Co., 222 Washington st.
Newark—Douglas Phonograph Co., 21 Arcade street.
A. G. Petit, New and Halsey streets.
C. H. Hayes, 167 Bank street.
Paterson—James K. O'Dea, 119 Ellison street.
Trenton—Talking Machine and Stationery Co., 32 E. State street.
John Sykes, 125 N. Broad street.

NEW YORK.

Albany—Pinch & Hahn, 92 State street.
Astoria—John Rose.
Brooklyn—A. D. Matthews' Sons, 324 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells streets.
Neal, Clark & Neal, 369 Main street.
Neal, Clark & Neal, 1 Main street.
Elmira—Elmira Arms Co., 117 Main st.
Gloversville—American Phono. Co., 19 W. Fulton st.
Kingston—Forsyth & Davis, 301 Wall street.
New York City—Bettini Phono. Co., 156 W. 23d street.
Blackman Talking Machine Co., 97 Chambers st.
J. F. Blackman & Son, 1095 3d avenue
I. Davega, Jr., 125 W. 125th st.
S. B. Davega, 31 E. 14th street.
Douglas Phono. Co., 60 Chambers st.
Edison Jobbing Bur. Co., 51 Union square
Empire Talking Mach. 3rd Second avenue
Fegeles Co., 1 Union Square.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1691 First avenue.
Oswego—Frank E. Holtzey, 31 W. Bridge street.
Rochester—Edison Jobbing Bur. Co., 25 Main st.
Blackie Piano Co. & H. Co., 100 State street
Giles H. Miller, 62 State street.
Talking Machine Co., 92 Main st., E.
Schenectady—Pinch & Hahn, 102 State street.
Wm. F. Howard & Co., 221 State street.
Syracuse—W. D. Andrews, 217 Second street.
Troy—Pinch & Hahn, 471 Third street.
Utica—Clark-Horrocks Co., 122 Genesee street.
Arthur F. Parries, 5 Washington street.
William Harrison, 20 Columbia street.
Utica Cycle Co., 61 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 200 E. Tuscarawas st.
Cincinnati—Ball-Pinton Co., 108 West 3d st.
Ilsen & Co., 23 W. 6th street.
Joseph Wurlitzer Co., 120-22 W. 4th st.
Cleveland—Edison Jobbing Bur., 1414 Prospect ave.
Columbus—Perry B. Whitsel Co., 1096 High street.
Dayton—Niekamp & Dohse, 32 E. 5th street.
Newark—Hall-Pinton Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 338 Washington st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 129 Hamilton street.
Harrisburg—William Werner, 232 Northampton street.
Philadelphia—Louis Buehler, 120-22 N. Market sq.
Louis Buehler, Inc., 19 E. 8th street.
C. J. Heppe & Son, 1300 Chestnut street
Lit Bros., Market and 8th streets.
Musical Echo Co., 1217 Chestnut street.
Penn Phonograph Co., 17 S. 9th street.
John Wanamaker, 13th and Market sts
Weymann & Son, 1010 Chestnut st.
Pittsburg—H. A. Weymann & Son, 102 Market st.
—Theo. F. Beindl Co., Inc., 431 Wood street.
Pittsburg Phono. Co., 937 Liberty street.
Rudolph Wurlitzer Co., 201 Sixth street.
Reading—S. K. Hamilton, 1 Penn Square.
Reading Phonograph Co., 1 Penn street.
Scranton—Ackerman & Co., 317 Wyoming avenue.
Technical Supply Co.
Sharon—W. C. DeForrest & Son.
Williamsport—W. A. Myers, 142 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 32 N. Main st.;
Providence—J. M. Dean Co., 1095 Westminster street
J. A. Foster Co., Weybosset st.
Providence Phono. Co.
J. Samuels & Bro., 154 Weybosset street.
A. T. Scattergood & Co., 106 Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 17 W. Church st.
Memphis—P. M. Atwood, 167 Main street.
O. K. Houck Piano Co.
Nashville—Nashville Talking Mach. Co., 723 Church st.
Magruder & Co., 21 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Walz Co., 110 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston street.
Houston—Texas Music Co., Capitol and Fannin sts.
San Antonio—H. C. Rea Optical Co., 122 West Commerce st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 251 24th street.
Salt Lake City—Clayton Music Co., 299 S. Main street.

VERMONT.

Burlington—American Phono. Co., 34 Church st.

VIRGINIA.

Richmond—C. H. Haynes, 600 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 1st and Second ave.
*Kohler & Chase, 1st and Second ave.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

Milwaukee—McGreal Bros., 103 2d street.

CANADA.

Montreal—Peter Kelly, 2365 St. Lawrence st.
Quebec—C. Robitaille, 32 Buade st., Jacques L.
St. John—W. H. Thorne & Co., Ltd., 54-64 Prince William st.
Toronto—H. E. Williams & Sons Co., Limited, 143 Yonge street.
Vancouver—Mason & Risch, 338 Granville street.
Winnipeg—E. S. Williams & Sons Co., Ltd., 191 Princess street.

*Added since February 1st, 1907.

SUSPENDED LIST, MARCH 1, 1907.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—THOMAS McGUIRE, 833 Main street.

CANADA.

Ottawa, Ont.—KETCHUM & CO., Sparks and Bank streets.

GEORGIA.

Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.

Champaign—EGGLESTON BROS. or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Danville, Ill.

Danville—EGGLESTON BROS. or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Champaign, Ill.

Ottawa—CHARLES HAYNE.

Quincy—GILES BROS., 102 North 5th st.

—J. F. WHITACRE, 608 Hampshire Street.

Wheaton—E. IRVING.

INDIANA.

South Bend—EUGENE MARSH, 126 Vistula avenue.

—SOUTH BEND BOOK HINDERY, Robert Lebuis, Prop., 202 North Michigan street.

IOWA.

Burlington—JOHN P. WEBB, 212 Jefferson street.

*McClelland—J. W. ROUNDS & CO.

Sioux City—HAYDENBACH BROS. CO.

—A. V. LARIMORE, 218 Fifth street.

State Center—ORA BARKHURST.

KANSAS.

Clay Centre—E. M. GOWDEYLOCK.

Lawrence—HELL BROS.

Topeka—H. H. MOREHOUSE, 510 E. 4th street.

MAINE.

Biddeford—W. H. PIELD.

Lewiston—J. W. SKEHAN.

Monmouth—L. S. STETSON.

Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. PEACE, 21 Hille st.

—C. C. SAVAGE & SONS, 166 Hanover st. T. SINCLAIR, 1 Scollay Square.

Florence—WILLIAM CATES, 81 Main st.

Franklin—E. P. BLACKMAN.

Lawrence—HALE & CO., 314 Essex street.

—E. O. MOSHER, 190 Essex street.

Malden—C. H. PRATT.

Nantucket—ARTHUR M. TAYLOR.

New Bedford—H. S. DeWOLFE.

Somerville—B. J. ARCHESTER, 19 Summit avenue.

Worcester—JOSEPH TURNAN, 21 Front street.

Woburn—GEORGE GILLETTE, or THE SOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Ann Arbor—ANN ARBOR MUSIC CO., F. J. Schwankovsky, Prop.

Detroit—F. J. SCHWANKOVSKY.

Saginaw—JOHN W. REMENDORFER.

—TIMOTHY CALAHAN, 107 Genesee st.

—TIERNEY BROS., 107 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.

Omaha—THE WITTMANN CO.

—PIANO PLAYER CO.

Red Cloud—ALBRIGHT BROS.

NEW HAMPSHIRE.

Hillsboro Bridge—E. H. BARNES.

Manchester—A. E. DUMAS.

Nashua—F. A. MCMASTER & CO.

*Added since February 1st, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW JERSEY.

Atlantic City—SAML D. WOLF, 2452 Arkansas ave.

Jersey City—W. J. HOPPMANN, 1 Montgomery st.

Long Branch—A. N. ALEXANDER, 201 Broadway.

—C. NASTASIO, 1212 Broadway.

Newark—H. L. CONWIN; also New York City.

Passaic—L. HURWIT.

Paterson—JOHN E. KELLY, 18 N. Main street.

Plainfield—G. W. PRUCHT, or R. PRUCHT; also New York City.

—ELTON H. LEONARD.

West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 169 Spring street.

NEW YORK.

Albany—G. LINDE, 81 S. Pearl street.

Amsterdam—D. C. KIECHNER, 18 Market st.

Auburn—CHAS. C. CHIER CO., 18 Clark street.

Buffalo—W. J. DYER & BRO., Main st.

Brooklyn—W. C. ALBRECHT, 1181 Bushwick ave.

—H. HINDEMANN, 1 Graham ave.

—PHONOGRAPH EXCHANGE, 1106 Myrtle avenue.

—EMIL SMITH, 634 Eleventh st. and 236 Summer st.

Hebron—ARTHUR L. MACLEAN.

Hoboken—ALBANY NOVELTY CO. or CHAS. F. RICE, Main street.

Ilion—C. D. LOOMIS & CO., Union Block.

New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 206 Wall street.

—BENJAMIN BOTTNER & CO., M. Cohen, Prop., 18 Second avenue.

—BERN HEARWALD, 323 W. 125th st.

—EDWARD HELFELD, 1 E. 125th ave.

—BRONZ PHONO. CO. or DAVID SWITKY, 242 Fordham st.

—C. TOMKINS; also Newark, N. J.

—EAGLE PHONO. CO., or C. LOWENTHAL, 81 Nassau street.

—EMPIRE PHONO. CO., 2 W. 14th street.

—S. W. PRUCHT, or E. PRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.

—HAWTHORNE & SHEBLE, 49 Broadway. also Philadelphia, Pa.

—HOLOHER BROS., 130, 211 and 40 West st.

—M. HORN, 128 E. 58th street.

—W. J. HOPPMANN, 24 Fulton street.

—HOWARD PHONO. CO., 102 Broadway.

—J. McELLYNNE, 1 Union Square.

—RICHMOND PEARL, 16 W. 125th st.

—P. M. PRESCOTT, 31 Union sq.

—WHITMOR CYCLE CO., 1012 Seventh ave.

Rome—CHARLES TUPPLE.

Saratoga Springs—HARRY A. COTE.

Saratoga Springs—HARRY A. COTE.

Watertown—HENRY A. HARDY, 24 Arsenal st.

—H. S. WARDWELL & CO., 32 Public Square.

NORTH CAROLINA.

Kinston—S. A. QUINERLY.

OHIO.

Cincinnati—J. L. ANDEIN.

—SALM TALKING MACHINE CO., 631 Vine st.

Coshocton—HUNES & GOSSER.

Middleton—OTTO GRAU & CO., 131 E. 3d street.

Springfield—C. S. & M. VANDERCOOK.

Uhrichsville—P. A. MASURIE.

PENNSYLVANIA.

Bradford—C. C. GRIFFEN, 19 N Washington st.

*Mt. Pleasant—BENJAMIN DISSNER.

Philadelphia—A. R. CASSIDY, 1183 Emerald street

—HAWTHORNE & SHEBLE, 804 Chestnut st., or 49 Broadway, New York city; also New York City.

—A. KROUSE, 1228 Market st.

—PENN NOVELTY CO., 1228 South 5th st.

Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.

Providence—F. P. MOORE.

Rockville Center—O. A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

Buy the New Edison Records for March for Your Phonograph

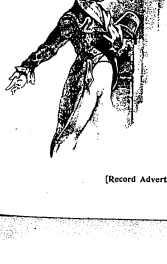


If you haven't a Phonograph, go to some dealer and hear them. Then you will want both the Phonograph and the Records.

The March selections, a complete list of which is given below, cover the whole field of entertainment, from pathos to roaring comedy. Each is the work of an Edison artist. Everybody will enjoy Ada Jones' rendition of "My Irish Rosie," a new song hit made famous by Hattie Williams in her musical comedy, "The LittleCherub." It's a real Irish love song, catchy and bright. All New York is whistling

"My Irish Rosie"

The power of the Edison Phonograph as an ever popular entertainer cannot be half appreciated unless its repertoire is occasionally replenished.



New Edison Records for March

On Sale February 27th

9482	The"Uhlans' Call	Edison Concert Band
9483	The Mountain King	Stanley
9484	My Irish Rosie	Ada Jones
9485	Memories of Home	Edison Venetian Trio
9486	We Have No One To Care For Us Now	Byron G. Harlan
9487	Pedro, the Hand Organ Man	Anthony & Harrison
9488	I've Got a Vacant Room for You	Roberts
9489	High School Cadets March, Edison Military Band	
9490	In a Chimney Corner	MacDonough
9491	Will There Be Any Stars in My Crown?	Anthony & Harrison
9492	All'in, Down and Out	Collins
9493	Not Because Your Hair is Curly (Stanley)	Albert Benzler
9494	Good-Bye, Nellie Darling	Porter
9495	Flanagan's Troubles in a Restaurant	Porter
9496	Waiting for a Certain Girl	Murray and Chorus
9497	Lulu, My Lubly Queen	Edison Concert Band
9498	We'll Be Sweethearts to the End	Myers
9499	Bake Dat Chicken Pie	Collins and Harlan
9500	I Miss You in a Thousand Different Ways	Gillette
9501	The Guardmount Patrol	Edison Symphony Orchestra
9502	Merry Whistling Darkey	Dudley
9503	Rudolph and Rosie at the Roller Rink	Jones and Spencer
9504	Beauty's Eyes	Edison Male Quartette
9505	The Record March	Edison Military Band



THREE BOOKS FREE—Send for the complete catalogue of Edison Records, the Supplemental Catalogue of Edison Records for March and the Phonogram, describing the Records for March. All published February 25th. They will give you a new interest in your Edison Phonograph.

National Phonograph Company,
Lakeside Avenue, Orange, N. J.

Thomas A. Edison

[Record Advertisement in March Magazines.]



Listen!

To the voice of the greatest and most perfect language teacher in the world. He says:—I do not want to boast of my achievements. No. But I would like to tell my friends, the phonograph dealers, how I can help them, how I can increase their business from 10 to 30 per cent.—and just stop and think what this means to **you.**

Why there is a dealer out West who is doing a business of $15,000 a year on his I. C. S. Language Outfits exclusive of his amusement records, outfits, etc. This shows the possibilities that exist in the

I.C.S. LANGUAGE SYSTEM

WITH

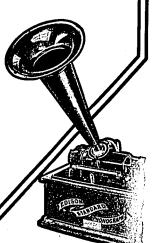
Thomas A. Edison

PHONOGRAPH

Any wide-awake dealer who will give me a fair trial will be helped in every way possible to make a success of his language business. Free advertising literature will be furnished him for distribution, copy for newspaper ads will be given him—in fact everything will be made easy for him to make large sales of language outfits, and, thru his increased advertising, to very appreciably enlarge his regular sales. Just write me a postal. Address it to the Professor, care of the

International Correspondence Schools

Scranton, Pa.



EDISON Phonograph Monthly

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VOL. V. ORANGE, N. J., APRIL, 1907. No. 2.

NATIONAL PHONOGRAPH CO.

ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.

NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 240 KENT STREET, SYDNEY, N. S. W.

MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA, ORIENTE, No. 117, MEXICO D. F., MEXICO.

EDISON PHONOGRAPHS AND RECORDS

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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MORE THAN FIFTY PER CENT. INCREASE.

The fiscal year of the National Phonograph Company closes on the last day of February in each year and consequently much time has been taken up during March in "footing" up things. The factory at Orange was closed down from the night of February 28th to the morning of March 4th to take the annual inventory, although we could hardly spare the time for the task. Figures were not needed to tell any Edison official or employee that the year has been most prosperous, for everybody knew in a general way that the business of the twelve months had been phenomenal in its volume. It has been none the less gratifying, however, to see the exact figures. These have told a fascinating story of success. We thought that the volume of business for 1905-06 was a wonder, and it was a record-breaker —yet the year 1906-07 showed an increase of more than fifty per cent. over its predecessor. Still, many people are surprised that Phonographs are yet sold. Such individuals would find it hard to believe that for every 1,000 Edison Phonographs made in 1905-06, more than 1,500 had been manufactured in the past year.

What is still more interesting is the outlook for the new fiscal year. The demand for Phonographs and Records has greatly increased in the past few weeks. The orders for Records have been especially heavy. Since March 1st the factory precedents for both machines and Records have been exceeded, with every prospect of an equally great demand for months to come. Hands are being added in every department, new machinery is being installed, new buildings are being occupied and nothing else left undone that will assist in meeting the demand for Edison goods, no matter what its volume may be.

From a selling standpoint, the outlook is none the less rose tinted. Applications from firms who want to become Edison Jobbers are

(Continued on page 2.)

THE ADVANCE LIST OF JUNE RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS.
ADVANCE LIST FOR JUNE, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **May 27th**, all things being favorable, but they must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before **S A. M. on May 27th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after May 28th, but must not be circulated among the public before **May 27th.** Jobbers are required to place orders for June Records on or before **April 10th.** Dealers should place June orders with Jobbers before **April 10th** to insure prompt shipment when Jobbers' stock is received.

9254 Golden Rod—Intermezzo (McKinley) ..... **Edison Concert Band**
An instrumental selection of exceptional interest. Miss Mabel McKinley's latest composition.

9255 With You in Hierarity (Solman) ..... **Irving Gillette**
A new love song by Arthur Lamb and Alfred Solman.

9256 Cavalierin Rusticana—Intermezzo (Mascagni) ..... **Edith Helena**
A vocal imitation of a violin playing this celebrated intermezzo.

9257 Protest Pete (Durand) ..... **Vess L. Ossman**
A solo for banjo played in march tempo, in which bits of popular German airs are suggested.

9258 In Washington (Hoffman) ..... **Billy Murray**
The biggest comic song hit in Anna Held's "The Parisian Model."

9259 Reed Bird (The Indian's Bride) (Rood) ..... **Collins & Harlan**
A characteristic Indian selection in both story and music.

9260 It's a Long Way Back to Dear Old Mother's Knee (Mohr) ..... **W. H. Thompson**
A ballad song in Lew Dockstader's minstrels this season.

9261 The Telescope March (Seltzer) ..... **Edison Military Band**
The latest popular composer of "The American Standard" and "The Royal Trumpeters."

9262 School Days (Cobb & Edwards) ..... **Byron G. Harlan and Chorus**
A new version of the song, reminiscent of the days "when we were a couple of kids."

9263 Sometime We'll Understand (Granahan) ..... **Anthony & Harrison**
A beautiful record and one sure to appeal to the lovers of entirely new selections.

9264 Mrs. Clancy and the Street Musicians (Original) ..... **Edison Vaudeville Co.**
Cast of Characters:
Mrs. Clancy (A favorite with the boys and girls)..... Steve Porter
Pedro, the Hand Organ Man (In Trouble)..... Billy Murray
Leader of the German Band (Very Poor)..... Edward Meeker
Leader of the Street Band (Prayed for with the Dutch)....Steve Porter
Boys, girls, musicians, etc.

9265 The Dreamer Waltz (Keith) ..... **Edison Symphony Orchestra**
A dreamy waltz played as a concert number.

9266 Monte Cristo (Snyder) ..... **Bob Roberts**
A comic song with topical verses and a melody full of swing.

9267 In the Wildwood Where the Blue Bells Grew (Taylor) ..... **Harlan & Stanley**
A duet of more than ordinary tunefulness. In the chorus is introduced a part of "The Old Oaken Bucket."

9268 You'll Have to Get Off and Walk (Rood) ..... **Will P. Denny**
A comic song that keeps a-moving from beginning to end.

9269 Petite Tambouine (Scotto) ..... **Edison Concert Band**
An instrumental selection from Paris.

9270 Ephraham Johnson (Greene & Werner) ..... **Arthur Collins**
A coon song telling of the troubles of "Eph," a plous coon and "pillar of the Hardshell Church in Blackville, Tenn."

9271 The Last Rose of Summer is the Sweetest Song of All (Sidney) ..... **Harry Anthony**
A sentimental ballad having for its theme the melody a part of "The Last Rose of Summer."

9272 Becky and Izzy (Original) ..... **Ada Jones and Len Spencer**
A Yiddish courtship. Becky tells Izzy, among other things, of the fire in her father's store (fully insured) and sings for him "You are my Pie-ing" (Cobb & Edwards).

9273 Dainty Dames (Blake) ..... **Albert Benzler**
A dainty bells solo of an exceptionally pretty gavotte.

9274 Lulu, and Her Lu, Lu, Lu (Von Tilzer) ..... **Helen Vrie**
A novelty comic song. It tells of Percy's experience with a concert hall artiste, Miss Lulu from Paree.

9275 Flanagan's Married Life (Original) ..... **Steve Porter**
Flanagan relates his marital experiences and tells all about Mrs. Flanagan.

9276 The Land Beyond Band (J. W. Kelly) ..... **J. W. Myers**
A lively and march song popular a generation ago.

9277 Poor John Medley (Original) ..... **Edison Military Band**
Four hits from the May Supplement: "Poor John," "Tell Welcome on the Mat Ain't Meant for Me," "I've Told His Missus all about Nancy," and "San Antonio."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

constantly being turned down, it being our policy at present to establish no jobbing firms except at such places as the general welfare of the business makes it desirable and not merely to sell goods. The report of the Sales Department on March 2d shows a total of over 10,000 Edison Dealers in the United States and Canada. These are not agents, but bona fide dealers, each with an established store and doing a legitimate business. Nor are they "dead" dealers, as we make every effort to determine who are the "dead ones" and remove them. From 10 to 50 of these firms are removed every week.

With such a record for "past performances" and such a "sure thing" for the new year, it follows that every member of the Edison organization is feeling much elated just now. If it is true that nothing succeeds like success, the Edison business for 1906-07 will be a marvelous example of success.

AN IMPORTANT EDISON PATENT SUSTAINED.

A decision has just been handed down by the United States Circuit Court of Appeals for the Second Circuit in New York, involving Mr. Edison's patent on the camera used for taking moving pictures. This patent marked the practical beginning of the moving picture art, and was the first example of a camera arranged to take a series of uniformly spaced negatives on a single film, to permit the direct printing of positives therefrom. The original patent was granted August 31, 1897, and a suit for its infringement was brought against the American Mutoscope & Biograph Company of New York. The case was originally heard by Judge Wheeler, in Vermont, who decided that the patent was valid and that it was infringed, but upon appeal, the United States Circuit Court of Appeals at New York, held that the claims were too broad, and that the patent for that reason was invalid. The patent was thereupon re-issued with new claims on September 30, 1902, and a new suit was brought against the same defendant. The new suit was first argued before Judge Ray, United States District Judge in New York City, and it was held that while the new claims were valid they were not infringed. Upon appeal the present decision has just been rendered affirming Judge Ray's opinion on the subject of validity, but reversing him on the question of infringement. This decision practically gives to Mr. Edison a monopoly on all modern moving picture cameras.

In considering the question of infringement Judge Ray regarded the patent as being limited to the specific device invented by Mr. Edison for feeding the film, but with this the Court of Appeals did not agree, and said:

"Such novelty, however, cannot be predicated solely on the circumstance that the intermittently moving parts operate directly upon the film; *the meritorious feature of the device is that they seize hold of the film firmly, move it positively, regularly, evenly and very rapidly without jarring, jerking or slipping, producing a negative which can be printed from and reproduced as a whole without rearrangement to correct imperfect spacing of the successive pictures.*"

Although the particular device suggested by Mr. Edison in his patent for intermittently moving the film was a sprocket wheel which always engaged the perforations therein, the Court held that defendant's arrangement, consisting of an oscillating fork which only periodically engaged the film to move it intermittently, was an infringement. They said:

"But the 'intermediate section' is moved across the lens by the interlocking engagement between a sprocket or pin and a hole in the film, thereby moving it positively, regularly, evenly, and very rapidly, without jarring, jerking or slipping—the parts being arranged so that the movement shall be intermittent. In our opinion the bifurcated fork with studs is a fair equivalent of the well known sprockets, and the combination shown in the Warwick camera is an infringement of claims 1, 2 and 3 of the reissued patent."

Although this decision comes almost ten years after the original patent was granted, and after many vicissitudes, we are glad to say that Mr. Edison's claim to inventorship in the moving picture art is fully and completely recognized, and we are sure that all of his friends will join with us in congratulations.

MR. EDISON AND THE NEWSPAPER MEN.

If people thought at all about Thomas A. Edison's age they would have guessed he was older than 60. At the banquet given to him by some of his employees in this city last Monday night he said he meant to play hereafter. Of course, everybody understood that joke. He is a great joker, but never said anything more ridiculous than that he did not mean to work. He knows nothing about playing. The reason many would have supposed him older than 60 is that he has so long been famous. Thirty years ago Newark newspaper men were "writing him up" pretty regularly, and he was very widely known before that. Whenever a Newark reporter needed a story on a dull day he could find one at Edison little place, in the old Advertiser building, or on Ward street. Newspaper men owe him a big debt. He has furnished them with more salable copy than any living American, including even Theodore Roosevelt.—*Newark Sunday Call.*

SALE OF INFERIOR PARTS NOT A "SQUARE DEAL."

The National Phonograph Company is not getting a "square deal" from a certain proportion of Edison Jobbers and Dealers. There may be no intention to injure us on the part of such firms but the "deal" is none the less an unfair one. No manufacturing concern in business in this country to-day makes greater efforts to advance the interests of its Jobbers and Dealers. None is entitled to greater consideration at the hands of the trade. Dealers should be anxious to advance the welfare of the Edison Phonograph and this company, instead of being parties to practices designed to hurt it.

We refer to the purchase and sale of main springs, feed nuts, sapphires, and other parts for the various types of Edison Phonographs. Most of these parts being manufactured by other concerns and sold to the trade for use in our machines are absolutely unreliable. They find a market because they are cheaper than genuine Edison parts, and when a Jobber or Dealer puts them into Edison Phonographs, or sells them without informing the purchaser of their true nature he becomes a party to a questionable transaction. It is a transaction that is positively injurious to the Edison reputation and we are determined that it shall be stopped. If the trade will not work with us, but will persistently do things that are detrimental to our interests, we will take severe measures to protect ourselves.

We recently sent a man to a western city to investigate some complaints made by a Jobber that our machines were not working satisfactorily. In several instances he was puzzled to get the machines to operate, but finally located the trouble in the mainspring. In these cases the original springs had been removed from the machines and others substituted. The new ones were found to be soft and not of the same quality as we furnish with the machines. Just where or why the substitutions were made we do not know. We do know that for the time being our reputation suffered.

In the same way complaints about belts, governor springs and balls, feed nuts, button arm hooks, sapphires and rubber gaskets have been found to be due to inferior parts manufactured by other concerns, who, having nothing at stake, are indifferent as to quality.

Jobbers are strongly urged to buy all parts for Edison Phonographs direct from us and to refuse to handle any of other manufacture. Dealers are also urged to buy no parts from any Jobber or outside firms except upon a positive guarantee that they have been made by us. The difference in profits is too small to pay anyone to take part in transactions that work an injury to every one except the manufacturer of the inferior parts.

PRINTED MATTER.

Dealers who write us direct for a supply of printed matter are again asked to get it from their Jobbers, bearing in mind that even the latter cannot supply it in unlimited quantities. The task of printing catalogues, booklets, supplements, folders, etc., for about 150 Jobbers and over 10,000 Dealers has become formidable, and it is a great deal easier for the trade to dispose of printed matter than it is for us to produce it. For instance, it is a matter of weeks to print an edition of 2,000,000 circulars, but the trade can put them into circulation in a day and be ready to ask for more. A million Record catalogues is an average of less than 100 for each Jobber and Dealer—truly a small quantity to last four months—and yet it requires nearly three months to turn them out. At present, practically all of our printing is distributed through Jobbers and as the business grows larger it becomes more and more necessary to continue this plan. Not selling direct to Dealers, we have no means of knowing the extent of a Dealer's business, or how much printed matter he would require. Then, too, the quantities that most Dealers could use would have to go by express, because too small for freight shipment, and neither Dealers or we could afford the cost of expressage. Therefore, Mr. Dealer, ask your Jobber for moderate quantities of our forms, and be patient with him when he tells you that he does not have them, for at times he has trouble in getting what he wants from us, just as we have difficulty in producing forms fast enough to meet the demand on us. It has become a big game, and it is getting bigger by the minute.

The April issue of the Record Supplement appears for the first time in four-page form, and because of the more lengthy descriptions of our Records it should be a more useful form than ever for getting Record business. In addition to giving the list of April Records on pages two and three, the March list is given in condensed form on page four. Dealers who have not been in the habit of mailing supplements to machine owners each month should lose no time in making up such a list and sending a copy of the supplement to them regularly. Dealers who have been doing this, find it a splendid means of increasing their business in Edison Records. We anticipate a great increase in the demand for this form.

The new form of the *Phonogram* has proven to be very popular. The change in style has given its use a fresh impetus. This is shown in the many increased orders from Jobbers. We have also received numerous letters from Phonograph owners commenting favorably upon the change. We hope that no Jobbers will furnish the *Phonogram* to Dealers on any other than the usual conditions.

ABOUT ADVERTISING.

We print on page 19 of this issue, a copy of our Record advertisement being published in the standard magazines and weeklies of the country for April. Two pages are again being printed in the magazines and double space in the weeklies. The Phonograph advertisement is another of the clever silhouette series, which have attracted much attention all over the country. The circulations of the mediums being used in April are upwards of ten millions and these advertisements should be read by half the population of the country. Then too, we are running a series of advertisements in newspapers in every jobbing city, which should reach the other half of the population. No better evidence of the success of these advertising campaigns could be desired than the great and ever increasing output of the factories at Orange. The growth of the Edison business is a marvel even to those who are at work in their efforts to make it larger. At the present rate a Phonograph in every home must eventually become a certainty. Do a little local advertising, Mr. Dealer, and then our advertising will do more for you and more for us. Thousands of people will not write here for catalogues, but they will go to your store if you let them know where you are and that you are anxious to tell them more about the Edison Phonograph.

PERSONAL.

Peter Weber, General Superintendent of the Edison factories at Orange, N. J., has been spending the past month at Fort Myers, Florida, where he and Mrs. Weber have been the guests of Mr. Edison. Mr. Weber's health has not been the best in the past six months, due to the tremendous and long continued demand upon him and his assistants for more goods than they have been able to produce. At the same time, he has had the burden of making more additions to the factory in two years that most businesses make in a life time. At least another year of strenuous building is before him and he has returned in fine condition for the work.

PUBLISHERS OF MUSIC IN JUNE LIST.

The publishers of the compositions made for our June list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9554 Golden Rod—Leo Feist, 134 W. 37th street, New York.
9555 With You in Eternity—Jos. W. Stern & Co., 34 East 21st street, New York City.
9557 The Sheik—Will Rossiter, Chicago, Ill.
9558 In Washington—Jerome H. Remicke & Co., 45 W. 28th St.
9559 Reed Bird—M. Witmark & Sons, 144 W. 37th St., N. Y.
9560 It's a Long Way Back to Dear Old Mother's Knee—Peter Dachstetter Pub. Co., N. Y.
9561 The Telegram March—Cornille-Seltzer, Philadelphia, Pa.
9562 School Days—Geo. Edwards Music Pub. Co., 1512 B'way, N. Y.
9564 The Last Rose of Summer is the Sweetest Song Tho'—Jos. W. Stern & Co., New York City.
9565 The Dreamer Waltz—Walter Jacobs, Boston, Mass.
9566 Monte Cristo—P. A. Mills, 48 W. 29th St., N. Y.
9567 In the Wildwood Where the Blue Bells Grow—Forest View Music Pub. House, New York City.
9568 Yiddy Yiddy Yum—Leo Feist, 134 W. 37th street, N. Y.
9569 Pestle Pounding—Jos. W. Stern & Co., N. Y.
9570 Ephraham Johnson—Barron & Thompson, 49 W. 28th St., N. Y.
9573 Dainty Dames—Jerome H. Remicke & Co., 45 W. 28th St.
9574 Lolo, and Her Lo, Ee, La—Harry Von Tilzer Music Pub. Co., 37 W. 28th St., N. Y. City.

WINDOW DISPLAY.

The advance made in the art of window trimming in the past few years is as noticeable as that made in advertising. Any retailer who recalls the windows of ten years ago can't help but mark the contrast that greets his eye today. At that time the displays presented a conglomerate mass of everything in general, and not much of anything in particular. The passer-by had the same sight to gaze upon day after day, and no doubt wondered why people showed such poor taste.

But to-day it is another story. The idea of utilizing this valuable space has been grasped by every live dealer. Glance in these same windows and you see something. You see, back of the exhibit, the idea standing out bold and strong. The chances are that the moment you look it will flash into your mind how that display reminds you of the excellent ad. that appeared the day before describing the very articles you saw in the window.

A display to attract attention must possess sufficient originality to at once arrest the eye with an unique arrangement so harmonious and beautiful as to be truly artistic, as a publicity expert would probably say. The most cultured admire a fine exhibit. The most ignorant are influenced by it. Dollars and cents are hypnotized by it. The great mass of shoppers are swayed by it, and the merchant who in wise always remembers this.—*Talking Machine World.*

TO THE TRADE.

Attention is called to the article in the February number of the EDISON PHONOGRAPH MONTHLY, entitled "Doubtful Points Legally Interpreted," and particularly to section 5 of that article on page 8, having reference to the disposal of talking machines or other articles as premiums, or in connection with newspaper subscription schemes, and the like; and in which section it is pointed out in what respect such schemes are violations of the Conditions of Sale, forming part of our Jobbers' and Dealers' Agreements.

All schemes involving the giving away or the disposal at less than current prices of any talking machine, or, for which advertising is considered a part-payment, and which article is taken in exchange in whole or part-payment for goods manufactured or sold by this company, is a violation of the Conditions of Sale governing the sale of goods manufactured and sold by this company; and any advertising or premium scheme which directly or indirectly involves the exchange or sale of goods manufactured and sold by this company, is a violation of such Conditions of Sale.

All Jobbers and Dealers are hereby warned that after this date, all goods manufactured and sold by this company, must not in any way be coupled with advertising or premium schemes, or exchanged for goods of other make or nature involved in such schemes. Jobbers or Dealers who hereafter dispose of goods of our manufacture in this way, will be immediately suspended from the advantages and privileges of our Jobbers' and Dealers' Agreements.

NATIONAL PHONOGRAPH CO.,
W. E. GILMORE, President.

Section 5 of the article "Doubtful Points Legally Interpreted," referred to above, reads as follows:

5. *Can Jobbers or Dealers enter into contracts with newspapers to handle premium machines and exchange such machines for Edison machines, and also enter into a Contract with a subscriber for the purchase of Edison Records as a part consideration for the delivery of the premium machine without violating the Conditions of Sale?*

This scheme, as it appears to us, works as follows: The Jobber or Dealer enters into an arrangement with a newspaper under which the newspaper agrees to advertise the proposition and also to canvass for new subscribers for the paper; and the newspaper further agrees to refer all subscribers, both old and new, who wish to take advantage of the premium scheme, to the Jobber or Dealer who, upon receiving a form or certificate issued by the newspaper, will deliver to the subscriber the premium machine *free of cost* (except a small payment to cover packing and delivery charges); and the subscriber on his part agreeing to purchase a given number of Records within a given time.

The premium machine costs the Jobber or Dealer about $2.00 net, for which he receives nothing from the subscriber *except a promise to purchase a given number of Records*, and hence the giving away of this premium machine constitutes an inducement to the sale of Records, and is a violation of Section 3, of the Jobbers', and Section 2, of the Dealers' Agreements.

Thereafter, if the subscriber wishes to exchange the premium machine for a more expensive machine, the Jobber or Dealer agrees to allow the subscriber a specified sum, for instance, $2.00, for the machine which cost the subscriber nothing; therefore, the Jobber or Dealer takes back a machine which cost him $2.00, and gives the subscriber the benefit of $2.00, in addition, for which the Jobber or Dealer receives no consideration in return. In this transaction the subscriber pays, say for an Edison Standard machine, in cash, $10.00, and a machine which costs $2.00, making a total of $18.00, and hence our list price is cut to the extent of $2.00, thus violating Sections 1 and 2 respectively, of the Jobbers' and Dealers' Agreements. This basis of calculation, however, is entirely in favor of the Jobber or Dealer, while, as a matter of fact, the subscriber pays nothing more than $16.00 for the Edison Machine. The subscriber pays *absolutely nothing* for the premium machine, and hence neither gives, forfeits nor loses anything when he returns the machine, so that the Jobber or Dealer in reality presents the subscriber with $4.00, or cuts the price on the Edison machine to that extent. This situation is exactly parallel to a Jobber or Dealer giving away a Talking Machine or any other article valued at $4.00, and the next day or later sells to the recipient an Edison Standard machine for $16.00 upon returning the gift. If this were permissible, then it should be equally permissible for a Jobber or Dealer to give away free an Edison Gem machine, or any other low-priced machine, as a trial machine and accept that machine at list price in part payment for a higher-priced Edison machine. This manifestly is not permissible under our Conditions of Sale.

We understand it has been suggested that a violation of our Conditions of Sale would be avoided in the exchange of machines, if the premium machine be accepted in exchange for a large horn and crane and other supplies, and charge, or rather pretend to charge, the full list price, however, does not avoid our Conditions of Sale. Following out the figures above indicated, the subscriber would obtain there additional articles at less than current prices, and thus there would still be a violation of Sections 2 and 1, respectively, of the Jobbers' and Dealers' Agreements, since additional articles would be included with an Edison outfit at less than the current prices, which constitutes indirect price-cutting. Furthermore, the transaction would involve the giving away or selling of other goods at less than current prices as an inducement to the sale of Edison machines, which is a violation of Sections 3 and 2, respectively, of the Jobbers' and Dealers' Agreements.

There are additional points involved in this premium scheme which are contrary to our Conditions of Sale, but the foregoing are the important ones.

GRAND OPERA RECORDS.

Jobbers' orders for Supplement No. 6 of the Grand Opera Records, are being shipped with the regular May Records and will go on sale at the same time, April 27th. Dealers who have not placed orders with Jobbers for a supply of these Records still have time enough to do so and have them come forward with their May Records. Every Dealer carrying any considerable number of Edison Records should include with them one or more of each of the 50 Grand Opera Records thus far listed. These Records have been very widely advertised, and Dealers should profit by the interest of Edison Phonographs anywhere should be unable to get them because Dealers did not have them in stock. Dealers ordering Grand Opera Records will be supplied by their Jobbers with special supplements that can be mailed or otherwise sent to the better class of Phonograph owners. A judicious use of these can hardly fail to make sales. It is true that sales of Grand Opera Records will not be as numerous as those of regular Records, but even those who buy high class Records also want other kinds and they buy these when they come to your store. We again print the advance list of the May Grand Opera Records. Dealers who do not know about the forty-five Grand Opera Records previously issued can have a list mailed from the Advertising Department upon request.

GRAND OPERA RECORDS.

Supplement No. 6, May, 1907.

B. 46—Tarantella Rosetti
By GIUSEPPE CAMPANARI, Baritone
Sung in Italian *Orchestra accompaniment*

The Tarantella is a dance native to Southern Italy, the music being in 6-8 time, and in very fast time pace. Its name is now supposed to be derived from Taranto, but it was long connected with the idea that the lively dancing the dance was a cure for the bite of the poisonous spider called the tarantula. The fascinating character of the music of the dance has caused it to be used as a model by many modern composers for instrumental pieces and songs. Rosetti's Tarantella was composed for the great bass singer Lablache. It has a swinging rhythm and rapid movement, and is one of Rosetti's most captivating tunes.

B. 47—"L'Air des Fleurs" de Siebel ("Siebel's Flower Song") Gounod
By MME. JACOBY, Contralto
Sung in French *Orchestra accompaniment*

Siebel is the simple and unfortunate lad in "Faust" who is *Marguerite's* lover. Unfortunate upon whom the scene to attract her happiness through the malignant power of *Mephistopheles*. Siebel, standing in a garden, in the beginning of the third act, with a bouquet of flowers which he leaves at her door as a token of his love, sings this joyous and delicious melody of mingled tenderness and rapture: "Gentle flowers in the dew, beautiful flowers," he interrupts it for a moment to pluck a flower which he noticed in the previous act by *Mephistopheles*, and presents it to his hand. He is sadly disheartened, but tries dipping the hand in Holy Water, when at once the power of the demon is gone, and the flower is restored. He continues the joyous air.

B. 48—"Ihr diesen heiligen Hallen" ("Within These Sacred Halls") "Die Zauberflöte" ("The Magic Flute") Mozart
By ROBERT BLASS, Basso
Sung in German *Orchestra accompaniment*

The scene of "The Magic Flute" is laid in Egypt. *Sarastro*, the High Priest of Isis, has carried away to its lonely home *Pamina*, the daughter of the Queen of the Night. He comes to his temple to learn the ways of wisdom and virtue. There are numerous adventures, as a result of which *Tamino*, *Pamina* and *Papina*, an Egyptian Prince, are initiated into the mysteries in the Temple of Isis. The Queen of the Night seeks revenge. The second act opens in the temple of Isis. *Sarastro* enters. The Queen enters seeking revenge. *Sarastro* sings the great air, "Within these sacred halls revenge is unknown." It is one of the greatest airs for bass in the opera, requiring a sonorous and deep voice, and the finest art of the singer.

B. 49—"O Paradiso en terra" ("O Paradise on Earth") Meyerbeer
By FLORENCIO CONSTANTINO, Tenor
Sung in Italian *Orchestra accompaniment*

"L'Africaine" introduces the Portuguese explorer, *Vasco da Gama*, an historical character of imaginary adventures in the East, whence he has brought back a slave girl named *Selika*, with whom, in Spain, *Vasco* is enraptured. She is in love with *Vasco*, as is also the High Priest, *Don Pedro*, and *Inez*. As a result of intrigues, *Vasco* is sailing in the East, with *Selika*, to prove his discovery of the new land. *Vasco*, alone on the deck of his vessel, sings his great air of a beautiful island with her. He is bewildered and overcome with the beauty of the scene—with the rich gardens, the magnificent temples, the smiling landscape. He bursts out in the exclamation, the finest in the opera, an exquisite melody set to an exquisite and ethereal accompaniment.

B. 50—"A tanto amore" ("So much Love") Donizetti
By MARIO ANCONA, Baritone
Sung in Italian *Orchestra accompaniment*

This air is sung by *King Alfonso*, in the third act of the opera, addressed to his mistress, *Leonora*, whom he desires to marry after repudiating his queen, though threatened by the Pope with excommunication. *Leonora* refuses his offers and *Alfonso* loves her more ardently, resorting to the victorious campaign at the head of the Spanish army in Naples, and returning to her the most independent for his faithfulness by his marriage vows, as a part of his reward. *Leonora* extends the hand of *Lorenzo*. *Fernando* is lieutenant of the army of *Alfonso* in the King and she is in despair at the result of the battle, when she learns that the King carries through his noble soul in this aria impressively bestows the hand of *Leonora* upon his victorious general.

MORE MEXICAN RECORDS.

George Werner, a member of our recording force, left early in March for Mexico City, Mexico, for the purpose of taking another series of Mexican Records by native artists. The recording will be done at the office of our Mexico branch, Avenida Oriente, No. 127, of which Rafael Cabanas is manager.

AMONG JOBBERS.

The Vim Company has moved its Des Moines, Ia., branch from 828 West Walnut street, to 204 Seventh street.

The Ross P. Curtice Co., large dealers in pianos and musical merchandise at Lincoln, Neb., became Jobbers in Edison Phonographs and Records last month.

The Theo. F. Bentel Co., of Pittsburg, among the older Jobbers in Edison goods, have been succeeded by the Standard Talking Machine Co., which will continue the business at the same address, 437 Wood street.

McGreal Bros., Edison Jobbers, at Milwaukee, Wis., now located at 173 Third street, have leased the Ogden Building on Third street, which will give them much more space. The building is a four-story, solid brick structure, located at 172-174-176 Third street. It has a frontage of 60 feet on the street, and extends back 150 feet. McGreal Bros., who are located across the street from the Ogden building, will move their stock of Phonographs to the new quarters about May 1. The store will be conducted in 174 Third street, and on October 1 the firm will take charge of the entire building. The change is necessitated by the growth in the business of McGreal Bros. At the present time the wholesale business of the company is conducted at 317-319 Milwaukee street. This business will be moved to the new quarters. The building is to be remodelled at a cost of about $10,000. The members of the firm—E. E. and H. J. McGreal—began business in a small street in 1902. L. E. McGreal was a Western salesman for the National Phonograph Company. The company was started in a small way with a small capitalization. The first year's sales amounted to about $60,000, while the sales of last year amounted to over $300,000.

Niehaus & Dohse, Edison Jobbers, at Dayton, Ohio, were the subjects of a half-page "write-up," with illustrations, in the Dayton *Daily News* on March 7th. We append the following extract from the article:

"There is no more complete establishment in the city than that of Niehaus & Dohse of 35 East Fifth street, wholesale and retail dealers in bicycles, sporting goods, talking machines, etc.

"Ten years ago these two young men started a small repair shop on Fifth street, near Brown, where they also sold bicycles in a small way. About one year later they moved to 36 South Jefferson, where they put in a complete stock of bicycles and kindred goods. Three years afterward the business had outgrown the quarters and the firm removed to its present quarters, 35 East Fifth, where they carry a most complete line of bicycles and sporting goods.

"In the first room they occupied on East Fifth they had space 8 by 22 feet, giving floor space of 176 square feet. At 36 South Jefferson the store was 22 by 60, with a floor space of 960 square feet. In their present quarters, where they have been established for six years, they have ground floor and basement 22 by 100, giving them a total floor space of 4,400 feet."

MR. EDISON'S PLAYDAY.

In commenting editorially on the recent birthday of Mr. Edison, the New York *World* said:

"Thomas Alva Edison was 60 years old yesterday. In accordance with a lifelong belief about a man's duty to himself, he will now give himself over to a play-spell. For an opening frolic he will perfect the Phonograph. Then he will inquire into a few scientific mysteries and suggestions which have presented themselves to him from time to time during the last forty years, while he has been busy. He made notes of them, you see, knowing that some day he should want them to play with.

"Plainly, it is to long days of inquisitive joy that the great inventor looks forward, now that he is resolved to be no more a slave to commercial exploitation. Everybody will hope that he may realize them. He always did like fun, he has earned the right to a lot of it, and it is highly probable that he will let the public share in much more of it than that coming with a perfected Phonograph.

"It has been told that Mr. Edison is sixty. This is calendar reckoning. He himself admits that, counting by eighteen-hour workdays, he is 103.

"The important Edison inventions began with a repeating telegraph instrument, worked out while the wizard-to-be was an operator. A vote recorder came later. It recorded all right but did not commend itself for practical use. From this failure the inventor drew the lesson that he should always be sure a device was wanted before going ahead with it. There has been no trouble about introducing the Edison stockticker, duplex telegraph system, telephone appliances, phonograph, incandescent lamp, kinetoscope and magnetic-ore treatments. Nor do these and the just-perfected storage battery for automobiles begin to make up the whole list of wonders from the Edison laboratories.

"In the face of his calculated calendar age, his workday age and his potential age, this wizard of Llewellyn Park goes on to assure us that he is really a young man of thirty. It is easy to believe him. Very preservative of energy and hope are the impulses of one whose interest in doing things worth while work itself into pastime."

CONCRETE WORK AGAIN UNDER WAY.

Now that freezing weather is past, active work has again been begun upon the new concrete buildings which are to comprise the great Edison factory of the near future. Fourteen of these buildings were nearly completed last year, work being brought to a standstill in December, by the frost. These buildings will now be completed, and about half as many more new buildings put up. It is expected that another year will be required to carry out the building plans now under consideration.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR JUNE.

There is nothing surprising after all about the great success of the lists of Edison Gold Moulded Records put out month after month, as evidenced by their phenomenal sales, for they comprise selections of such a varied character as to appeal, in part at least, to all tastes. There is something for everybody. Each list is a delightful evening's entertainment. In addition to good things by all the Edison stars in the June list, there is a clever vocal imitation of a violin by Edith Helena, and a funny Record by the Edison Vaudeville Company, from whom other good things will come later. Steve Porter's contribution is irresistible in its drollery. The following paragraphs tell more about the list:

No. 9254, "Golden Rod," by the Edison Concert Band, is a charming intermezzo by Mabel McKinley, a niece of the late President. Miss McKinley has achieved a national fame as a composer of popular music. Among her best known works are: "Amoa" (our Record No. 8274); "Feather Queen" (our Record No. 9337) and "Karama" (our Record No. 8783). This new selection is quite as attractive as her previous efforts.

No. 9255, "With You in Eternity," by Irving Gillette, is not a sacred selection, as its title at first suggests, but a sentimental and pathetic ballad in which the lover sings his devotion to the memory of the dear one who has passed away. The music is by Alfred Solman and the words are by Arthur J. Lamb. Mr. Gillette sings the words with much feeling. He is accompanied by the orchestra. The chorus:

Although in this world we may meet no more;
Although in this world love's dream is o'er,
Some day, my sweet, we'll happy be,
With you in eternity.

No. 9256, "Intermezzo from Cavalleria Rusticana," by Edith Helena is a vocal imitation of a violin playing Mascagni's well known composition. It is one of the most novel and at the same time most clever Records so far made for the Edison catalogue. Miss Helena sings this on the vaudeville stage, playing a violin in pantomime the while. In our Record the final notes are sung just to convince the listeners that the violin is being imitated.

No. 9257, "Pretzel Pete," by Vess L. Ossman is a banjo solo, with orchestra accompaniment, with which Mr. Ossman has placed to his credit another splendidly rendered Record. His banjo work never fails to please his admirers of this instrument. "Pretzel Pete" was written by Hampton Durand. Suggestions of German airs are woven in the melody.

No. 9258, "In Washington," by Billy Murray, is a topical song. Mr. Murray sings of the foibles and peculiarities of life at the nation's capital. These points upon the cost of living, the lack of limit of its games, the hotel charges and finally the practice of sending statesmen to the Senate when they need a change and rest. Charles Bigelow makes a big hit with this song in Anna Held's "The Parisian Model" at the Broadway Theatre. The music was written by Gertrude Hoffman and the words by Vincent Bryan. Mr. Murray sings with orchestra accompaniment.

No. 9259, "Reed Bird," ("The Indian's Bride") in an Indian song by Collins & Harlan. Songs of the noble Red Man continue to compete with coon songs for the center of the stage of popularity. Reed Bird is the squaw beloved by a "big, bold Indian brave." She is stolen by the foes of the tribe. The rivals fight, the squaw is rescued and "the big chief weds her in the morning." Dave Reed, Jr., is responsible for both the music and words. Of course, the song is much more attractive than anything actually produced by Indians, but the words are Indian, there are whoops of the braves and the tom tom's beat, therefore, it is an Indian song. Collins and Harlan sing with orchestra accompaniment.

No. 9260, "It's a Long Way Back to Dear Old Mother's Knee," is a sentimental song by W. H. Thompson.

It's a long way back to dear old mother's knee,
And it's there to-night I long to be!
And I'd gladly live life o'er
To retrace my steps once more;
It's a long way back to dear old mother's knee.

Thus the singer views in retrospect the days of his childhood, when his mother took him on her knee, crooned to him a love song sweet and low and read from the family Bible the sweet story of Bethlehem long ago. The music to the tenth line sentiment of the verses and Mr. Thompson's splendid voice Mr. Thompson seems to sing better with each new selection. The music of this song was written by Halsey K. Mohr and the words by Alfred Bryan. The Record is made with orchestra accompaniment.

No. 9261, "The Telescope March," by the Edison Military Band, is a new composition by Frank R. Seltzer. The orchestration includes some attractive effects.

No. 9262, "School Days," by Bryon G. Harlan and Chorus, is a new descriptive song by Cobb and Edwards, with a subtitle "When we were a couple of kids" and the two titles give a fair idea of the story in the song. The chorus tells it more fully, as follows:

School days, school days, dear old golden rule days;
Readin' and 'rite and 'rithmetic,
Taught to the tune of a hickory stick,
You were my queen in calico,
I was your bashful lover boy,
And you wrote on my slate, I love you Joe,
When we were a couple of kids.

Mr. Harlan's excellent rendition of the song is enhanced by the Edison Male Quartette, who join in the chorus, all being accompanied by the orchestra.

No. 9263, "Sometime We'll Understand," is the monthly sacred number by Anthony & Harrison. Ever since our sacred Records have been so successful we have had scores of requests for this hymn by James McGranahan (music) and Maxwell N. Cornelius (words). It is one of the most attractive of sacred selections. The Record is made with orchestra accompaniment.

No. 9264, "The Last Rose of Summer is the Sweetest Song of All," is sung by Harry Anthony, who has not in some time made a more

attractive Record than this new ballad by Harry Sidney (music) and Arthur Gillespie (words). He sings with orchestra accompaniment. The song throughout somewhat suggests that famous ballad by Balfe and a complete strain from "The Last Rose of Summer" is included in the chorus.

No. 9565, "The Dreamer Waltz," by the Edison Symphony Orchestra, from a musical standpoint is the most artistic number in the June list. It is a composition by Lester W. Keith. The performance of our orchestra is fully in keeping with the high class character of the music.

No. 9566, "Monte Cristo," is rendered by Bob Roberts. When Ted Snyder and Alfred Bryan wrote this song they struck a new note in humorous topical selections, for it is quite unlike any comic song now before the public. It makes ludicrous references to Henry Green, Count Castellane and the Rockefellers, but to appreciate the fun, the Record itself must be heard. Mr. Roberts is always easy to understand, and consequently no part of "Monte Cristo" is lost. The Record is made with orchestra accompaniment.

No. 9567, "In the Wildwood Where the Blue Bells Grew," by Harlan & Stanley, is a sentimental composition by Herbert H. Taylor, that must become one of the most popular airs of the season. The words are well chosen and the music charming. The orchestra accompanies the singers.

No. 9568, "You'll Have to Get Off and Walk," is a funny one by Will F. Denny. Dave Reed, Jr., must have had Mr. Denny in mind when he wrote the words and music of this comic song, for it fits his voice and style perfectly. Several and two choruses are given on the Record, one part telling of the singer's lack of success in trying to ride a horse to town and the other of misfortunes that befell him when he took his girl out in automobile. On the latter trip his rival Jones appeared on the scene just as his gasolene gave out and carried off the girl.

No. 9569, "Petite Tonkinoise," is played by the Edison Concert Band. So delicately is this charming composition given that it almost seems as if the Record was being made by the orchestra instead of the band. "Petite Tonkinoise" is written in a delicate subdued manner. The composer is V. Scotto.

No. 9570, "Ephraham Johnson," by Arthur Collins, shows that it is still possible to produce a good comic song, both for catchiness of music and humor of words. Ephraham Johnson was a genuine coon and he was ever praying to the angel Gabriel to take him to the sky. But when some boys, to test his nerve one night, blew a big fish horn and hollered, "Ephraham," Eph cried out:

Ephraham Johnson don't live here no ma',
He came left this place more than a week ago;
Eph's gone away, he's never coming back
Ephraham Johnson don't live here no mo'.

No. 9571, "Mr. Clancy and the Street Musicians," is a clever Record by the Edison Vaudeville Co. It has the following cast of characters:

Mrs. Clancy, (a favorite with the boys and girls.....
.....Steve Porter
Pedro, the Hand Organ Man (in trouble).....
.....Billy Murray
Leader of the German Band (plays first violin).....
.....Edward Klekner
Mulligan, the Street Piano Player ("Down with the Dutch").....Steve Porter
Boys, Girls, Musicians, etc.

Mrs. Clancy hails Mulligan and he plays his street piano for her and the boys and girls. When he wants money he is sent on his way. Pedro appears with his hand organ. Mrs. Clancy plays it herself, to the delight of the children. Now comes the German band. The leader stops the organ and the band plays a schottische. Mrs. Clancy appeals to Mulligan to keep up the Irish end and he breaks in on the band with his street piano. Cheers are given for the Irish and the Record closes with laughter and cheers. The Record is unique. It will come close to breaking all precedents in the way of sales.

No. 9572, "Becky and Izzy," is by Ada Jones and Len Spencer, who enter the Yiddish field this month and present a very funny Record of a Yiddish courtship on the East side of New York city. The Record is a laugh from beginning to end. The dialogue touches upon noses, fires, diamonds, failures, etc. Here are some of the laughs:

Becky—But why when you kiss me do you hold your head away back?
Izzy—Because your noses are (music, "Always in the Way") that's it, always in the way.
Izzy—Vat's de news, anyway?
Becky—Nothing, only a fire in fadder's store.
Izzy—Oh, ol. when is it?
Becky—It was last night.
Becky—You promised me a diamond necklace for my birthday, but you failed to buy it.
Izzy—Vell, vat I'd have to do to buy you a diamond necklace?
Becky—What's dat?
Izzy—I'd have to fail.

Izzy wants to be called by some pretty and sweet name. Becky calls him her firebug and sings: "You Are My Firebug," written by Will D. Cobb (words) and Gus Edwards (music).

No. 9573, "Dainty Dreams," by Albert Benzler, is a composition by Charlotte Blake, written in gavotte time and played as a bells solo. One of the best rendered bells Records that Mr. Benzler has made. The music is of a character to bring out the tones of this peculiar musical device to the best advantage. The orchestra accompaniment is a feature.

No. 9574, "Lulu and Her La, La, La," by Helen Trix, is a thrilling tale of the adventures of Percy of Omaha, who came to New York, went to a concert hall, saw and fell in love with Lulu of Paree, who pranced and danced, and sang "La, La, La." He followed her about, tried to talk to her in French, and finally called at her home to ask for pap, for her hand. Alas! He found Lulu rocking twins to sleep and singing, "La, La, La." Percy took the next train back to Omaha, for he was through with "Lulu, and Her La, La, La, La." There are five verses and three different choruses on the Record, and Miss Trix shines to especial advantage in her rendition of the song.

No. 9575, "Flanagan's Married Life," is by Steve Porter, who has unquestionably struck twelve with this Irish Vaudeville specialty, for

it includes more laughs than it is usually possible to get on one Record. Flanagan's reflexences to his married life are funny in the extreme. Here are some samples:

"Now before you're married you can't live without a woman and after you're married you can't live with her."

"I'll never forget the first day I met my wife. She says to me: 'The man I marry must be a hero and my first love was right.'"

"I asked her to say that one sweet word that would make me happy for life, but she didn't; she said 'yes'."

"I had a terrible shock the other night: She stopped talking and I thought I'd lost my hearing."

Flanagan precedes and follows his dialogue with bits of song quite as funny as the spoken words.

No. 9576, "The Land League Band," by J. W. Myers, is a lively old march song popular a generation ago. It will recall pleasant recollections to the "older boys." Sung with orchestra accompaniment.

No. 9577, "Poor John Medley," by the Edison Military Band, is a specially arranged medley of the following four popular hits in the May list of Edison Records: "Poor John" (Record No. 9531); "That Welcome on the Mat Ain't Meant for Me" (Record No. 9543); "I've Told His Missus All About Him" (Record No. 9534), and "San Antonio" (Record No. 9547).

A SEVENTEEN CENT PHONOGRAPH MADE BY BOYS.

[From the Newark (N. J.) Evening News, February 16, 1907.]

A unique phonograph, made by two Harrison boys at a cost of 17 cents, was sent to Thomas A. Edison to-day as a birthday gift. The machine is able to reproduce selections from any wax record, a practical demonstration of its powers having been given to-day in the *News* office, when the phonograph played "God Save the King" almost as plain as a high-priced machine of the latest type.

The phonograph is the work of Harry Clarkson, fourteen years old, of 23 Davis street and David Duncan, fourteen, of 408 Cleveland avenue. The work was done under the direction of Charles Weslow, of 331 Central oveune. Harrison, who has been instructing a number of young boys in mechanics for several months.

The articles used in the construction of the phonograph are: Cigar box, knitting needle, small spool, penny lead pencil, two small staples, two matches, half a dozen pins, 100 feet of soft wire, ball of twine, three pill boxes, penny hat pin, square foot of stiff paper and glass follower, commonly known as a sapphire.

The cigar box formed the body of the machine and on this the knitting needle was set with a pill box upon each end, forming the cylinder upon which the record rested. The two staples held the cylinder in place with the help of the matches placed between the needle and staples. Ordinary pins were used in different parts of the machine to hold it together. The hat pin was used as a crank for the balance wheel, which was composed of the wire and twine tightly wound. The paper was made into a cone, at the small end of which was placed the sapphire, seated on a pill box. A lead pencil stuck into a spool held the "horn" in place.

The idea of constructing the phonograph was conveyed to the boys by Mr. Weslow quite recently, and after several hours' work the young inventors were gratified to hear their home-made machine reproduce the songs and sayings on any of the Edison Records. The device was offered to Mr. Edison as a birthday gift, and the inventor notified Mr. Weslow he would be pleased to accept it. Mr. Edison's letter was as follows.

"I duly received your letter of February 11, advising me that yourself and a few of your boys had constructed a phonograph wholly from the reading of your letter, and very successfully indeed.

"I regret that I was not able to acknowledge this before as a birthday gift, inasmuch as my time is so fully occupied that I do not get my correspondence daily, hence the delay in answering you.

"You naturally, are interested to see the very unique instrument which the boys have gotten out and caused to work in accepting it. You will oblige me by most carefully, and then place it in my custody, so that it may be guarded, so as to always remind me of the donors. You may, therefore, deliver same to me, in case it should be absent, kindly deliver to Mr. Randolph, my secretary, who will see that it is brought to my attention."

VISITING JOBBERS.

Visiting Jobers at our New York office and Orange factory during March included the following: Mr. Henry and P. A. Powers, of Powers & Henry, Pittsburg; William Werner, Easton, Pa.; Theo. F. Bentel, Pittsburg; E. H. Dakin, of S. L. Crosby Co., Bangor, Me.; Mr. Davis, of Forsyth & Davis, Kingston, N. Y.; Rudolph Wurlitzer, Howard Wurlitzer and E. H. Uhl, of R. Wurlitzer Co., Cincinnati and Chicago; Jay A. Rickard, of J. A. Rickard & Co., Schenectady; Henry Babson, of Babson Bros., Chicago; F. C. Smith, of W. H. Ross & Sons, Portland, Me.; and E. H. Droop, of E. F. Droop & Sons Co., Washington, D. C.

THE BUSINESS CARD NOVELTY OF A PHILADELPHIA DEALER.

Hello Bill. I was looking for you last night.
Where at?
Why, at the wedding.
Who's married?
Two lemons. All suckers were invited.
I bought a talking machine last night and found I had a lemon, as I'm not satisfied with it.
I'm satisfied with mine. I bought an Edison Phonograph from John S. Smith, 311 East Girard Avenue, Philadelphia.



Reproduced from a photograph taken June 16, 1888, the day Mr. Edison completed the first Commercial Phonograph.

Every representative of the Edison Phonograph will be interested in this historical photograph of Mr. Edison, taken June 16, 1888—just as the first commercial model was completed. The lasting quality of the inventor's work may be traced in the similar feature of the swivel plate holding both reproducer and recorder, found in the '88 and 1902 models. Marshall Field (wholesale) Chicago, are still using the '88 model and say that when the machines wear out they will install the present Edison Commercial System.

THE HUMAN VOICE IN COLD STORAGE.

[*Jack Reed in The Star Monthly.*]

I am sure many of *The Star Monthly* readers have read that quaint, delightful story of "Frozen Speech," the story of the hardy explorers who awoke one bitter morning to find that 'tho they might go thru the motions of speaking, no sound issued from their lips. During the long cold winter all communications had to be carried on by sign language. Try as he would, no one could break the silence. Suddenly one morning the sun shone, and the wind grew warm and a faint hissing was heard. Then upon the ears of the astonished mariners were borne spoken words, curses, the barking of dogs, and a thousand and one noises, all jumbled up in one great blooming confusion. Words spoken but not heard at the beginning of the cold snap were now heard, altho no one was speaking. The long period of silence was accounted for.

On that first bitter cold day each man's words were frozen as soon as he spoke them, so no sound was heard. The words had been kept in cold storage all winter, but now as the air grew warm the words began to thaw, and the things said three months before were now heard.

The chaplain was horror struck as mouth filling oaths and forcible epithets assailed his ears. Run where he would he could not escape the volley of dark blue language. But more trouble yet was to be the good man's portion. The sailors professed to be shocked at the awful language and looked sadly at the chaplain as at a golden idol that had become clay, and mighty poor clay at that. They as one man voiced the opinion that their spiritual adviser was responsible for the violet hued curses. When he expostulated they shook their heads sadly as if the spectacle of their spiritual mentor's fall from grace wrung their very hearts, "and to think, he makes it worse by lying" said "Rum Bottle Pete" in an "aint it awful" tone. The poor chaplain wilted under the accusations of the practical jokers, and kept to himself during the rest of the voyage. On his return to England he immediately shipped as a missionary to the South Sea Isles, where it never freezes.

Of course this highly interesting and entertaining tale was a lie, told by a man with a truly wonderful imagination, yet things are being done daily which surpass this old romancer's wildest flights of fancy. I refer to the machine which talks. Now, we not only store words and music to be repeated time and again, but we can ship the storehouses of sound all over the world so that the Chinaman, the Indian, the Boer of South Africa, the Moro of the Philippines, the Bushman and the Eskimo can hear, at the same moment, the speech of the great statesmen at Washington or the bird-like notes of the great opera singer at the Metropolitan Opera House of New York. Thus has science made "truth stranger than fiction."

The machine that talks, that plays, that sings is truly the wonder of the nineteenth century. When the talking machine was first heard, people who understand nothing of the scientific principle upon which it was constructed regarded it with a superstitious awe as if it were some uncanny supernatural device. Yet it was based on a principle that was understood by scientists years before; the identical principle upon which the telephone works —the principle of sound waves.

If a tuning-fork is made to vibrate, one hears a sound. The faster the vibrations the higher the pitch. When the tuning-fork vibrates it makes waves in the air. These waves strike the tympanum of the ear and cause it to vibrate. A book of physics will tell you that the waves are of a peculiar kind, namely, a rarefaction and condensation, but it is sufficient for us to know that a vibration, whether it be of our own vocal cords, or what not, make waves in the air, and these waves striking the tympanum or ear-drum, cause corresponding vibrations there. The thing that interests us in connection with the Phonograph, or talking machine, is the tympanum, or ear-drum. This, as my readers doubtless know, is simply a piece of membrane stretched tightly across the ear-opening, just like a drum-head.

This being the case, it is possible to construct an artificial ear-drum. When a chord on the piano is struck the vibrations are communicated to the air in waves, which in turn communicate vibrations to the talking machine's diaphragm, in exactly the same manner it does to the ear-drum.

If you look into the mouth-piece of a telephone you will see that a sheet of some substance is stretched across it. This is the diaphragm. The best diaphragms are made of isinglass, or mica. When you speak into the mouth-piece the vibrations of your vocal cords are carried thru the air to this diaphram and cause it to vibrate. This vibration causes a duplicate vibration in the diaphragm in the receiver at the other end of the line by the agency of electricity. These vibrations make sound waves in the air again, and these waves strike the tympanum in the listener's ear and cause it to vibrate.

After the invention of the telephone, Edison and several other scientific men tried to devise a plan by which records of vibrations might be made, so they could reproduce them at any time. Edison was the first one to reproduce a practical record. He called it a Phonograph, which is derived from the Greek word *phonos*, sound, and *graphe*, to write—meaning, sound-writing.

Roughly, the successful plan was as follows: A smooth wax cylinder or disc was prepared. Near this was a mouth-piece, like a telephone mouth-piece, in which was a diaphragm. Attached to this diaphragm was a needle, the point of which just touched the surface of the wax cylinder. This cylinder or disc was then made to revolve slowly. As it revolved a person talked into the mouth-piece and this, of course, made the diaphragm vibrate, and the vibrations of the diaphragm caused the needle to make impressions in the wax.

When the impressions were made in the wax cylinder, the machine was stopped. Now if one wanted to hear what he had said, he used a diaphragm, on which was fitted a similar needle, and started the cylinder or disc revolving at the same speed it was going when he made the record. The needle fitted into the previous "impression" curves and caused the diaphragm to vibrate just as it had done when he talked into it. The vibrations made waves. These waves made the listener's tympanum vibrate and he heard what he had previously spoken or sung. If a person made the disc or cylinder revolve faster than it did when he made the record, the whole tone was higher, for the vibrations were more rapid.

Since the time of the first talking machine great improvements have been made, but the principle remains the same. The first machine, owing to imperfect recording instruments and diaphragms, did not reproduce things in the exact tone in which they were said, but the best machines now on the market reproduce sounds perfectly, and one is not exasperated by scratching needles and whirring wheels. Nothing is heard but the sound intended to be reproduced.

This little machine which reproduces the human voice, the notes played by band or orchestra, the liquid tones of a Melba, the oratorial outburst of the great orator, or the crow of a rooster, equally well, requires the greatest nicety in its construction.

Improvement has trod so closely upon improvement that there is little resemblance between the original squeaky machine of fourteen years ago, and the perfected types of today. The different makes of machines today have been developed on different lines. One manufacturer will use a cylinder record, another will use a disc one. One maker uses a steel point to make and reproduce records, while another uses the sapphire point for the same purpose.

The great factories employ an army of specialists, for no machine is made by any one man; it must go thru many hands before it is a complete talking machine. Each set of employes has a particular line of work for which it is held responsible. If one set makes a minor error the whole machine is imperfect. Some employes make the bases; others do the fancy lettering and designing; to others the work of grinding the points which carry im-

pressions to the mica tongue or diaphragm is intrusted; still thru others makes the diaphragm, and so on thru many processes until the complete machine—a true talking argument for the manufacturer—reaches the man who packs it in a box.

In the inspection department each part is examined with a microscope for flaws or imperfections that might in the slightest degree impair the ideal result. Then it is sent to the stock room, from which it passes to the assembling room. Certain men in the assembling room put certain parts together. Each main part is made of a number of smaller parts. When the men at one table finish one part, it is sent to the stock room; from there it goes to another table where something else is added, and so on, till it reaches the last table, all complete. Altho each minute process has been tested the machine is then tested as a whole after it is complete. Then it is ready for the packing.

The greatest skill of all is required in the making of records. The records which are sent out with machines are not the originals. They are duplicates of the original, made by a molding process of infinite delicacy and accuracy. These records are, of course, much more durable than the original.

In making the original record, the greatest care is taken. Sometimes twenty impressions are taken and tested before the men in charge find one which meets with their approval. Great singers, orators, brass bands, orchestras and monologue artists are hired to make records. Some great singers charge as much as $2,000 for singing into the recording machine. But the manufacturers find it pays to get the best, for they can sell thousands and thousands of duplicates of the records made by a world-renowned artist.

The thousand and one things which would interest a visitor to a great talking machine factory would be impossible to enumerate here. I have only touched upon the very high points, and on looking over this article I find I have even missed some of those.

It is a rather funny sight to see a great orator talking into a machine for he addresses the vacant looking funnel as if it represented a great audience, which indeed it does later, and gesticulates with all the grace and abandon that are his, when he is thrilling with his eloquence a great audience at Madison Square Garden and knows that a moving picture machine is recording his every gesture. In the same way the prima donna sings to the machine with all the fervor and passion that makes her the greatest in the world, for she knows that her song will reach an audience greater than she ever reached before.

People have the idea that these wonderful machines are simply a means of entertaining people, but it has other uses. It is in daily use in business offices. The business man's machine has a blank record cylinder. Into this he dictates his letters. He sends the records to his stenographer, who writes directly from the spoken words of the machine. If she misses a word she stops the machine and turns back. As she can regulate the speed of reproduction, it never goes too fast for her.

The machine that talks has passed the stage of being a scientific toy. It is a valuable business assistant, and the greatest home entertainer in the world. By its aid the greatest singers, bands and actors are constantly at one's command. What an invaluable record it will be of great people when they are dead. By its aid the voices of the world's greatest singers and the speeches of the world's greatest statesmen can be preserved for the delight and education of generations yet unborn.

We salute the greatest invention of the greatest age in the world's history.



Store of T. E. W. WILLIAMS, Adelaide, South Australia.

The above reproduction of the store of one of our most active Dealers in South Australia shows that in the matter of enterprise, fine display, etc, that country is fully awake to the opportunities for selling Edison goods.

JOBBERS' TRADE LETTERS.

Below are given copies of letters sent out by the American Phonograph Co., of Detroit, Mich., to dealers and prospective dealers.

To Dealers.

Gentlemen: In expressing to you our sincere thanks for the business you so kindly gave us in the past we take the opportunity to solicit a continuation of your favorable patronage, pledging the assurance of prompt services.

The past year has been the most prosperous one in our history, and naturally the opening of a new year finds us better prepared than ever before. We have a force in a position not excelled by any other jobbing house in the country, in that we have a large stock on hand of Phonographs, Graphophone Supplies, Talking Machines and accessories, Graphophones, Horns, in Cabinets, in Records.

We are in a position to give orders immediate attention, shipping the same day they are received, and we have the facilities to get goods to you quicker than any other jobbing house in the country. Where time is a factor we can save you time and money. If you are in an urgent hurry you can either wire us or at a very slight expense, call us over long distance phone, and you will have the goods ordered in a very short time.

Other jobbing points to the exceptional value a connection with us affords you, but we would say, in the matter of price we are never undersold and the quality of the goods we sell is always standard.

The large amount of general advertising being done by the National Phonograph Co., is having its influence throughout the length of the people, and the Phonographs are becoming more popular everywhere. We suggest that you take advantage of the benefit of this advertising in your local papers. The people have money; crops have been good; all industries have prospered; wages are better than ever before; there is more money in the country than ever before; people are feeling more independent than ever before—in fact the country's harvest is ripe. Let us get the most we can out of it.

Again thanking you for your kind patronage in the past, and assuring you of our continued desire to serve you faithfully, believe us to be,

To Prospective Dealers.

Dear Sir: We have stepped into a New Year, and while good bare allusion to records in the volume of business, we have every reason to look to present year will put last year in the shade, and it is a matter of individual duty on your part and our part to take advantage of the unrivaled prosperous business condition that is prevail over this great land of ours.

Never before in the history of the people as a whole been so well supplied with money. Never before has labor been so plentiful and wages so good. Never before has there been such an incentive to ambitious effort on the part of business men as there is to-day. The country is ripe for the harvest. There is not a cloud on the business sky. Every prospect pleases.

The large volume of general advertising which has been done and is being done by the National Phonograph Co., naturally creates a constantly growing demand among the people. It is up to you and ourselves to supply the demand.

All the conditions point to the fact that we are in a position to supply you to better advantages than any other firm.

We keep every line of stock continually full, so that we can ship your order the day it is received. We can ship goods to you quicker than any other firm. We guarantee that no firm can undersell us in any line of goods we handle.

Now, if this is so, and we know it is, why cannot we have your trade? Just "feel us" out with a sample order. You cannot make good connections any too quick. Remember, good thing you will find, and that is that we are constantly working in the interests of our customers.

Wishing you an abundant prosperity in 1902, and earnestly soliciting the opportunity to serve you, we remain,

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—H. Reynalds, 167 Dauphin st.
Montgomery—H. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co., 300 Main street.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 1013 Broadway.
Sacramento—A. J. Pommer Co., 9th and J sts.
San Francisco—Langley&Michaels & Sons, 1321 Golden Gate ave.

COLORADO.

Denver—The Dry Goods Co., 910 16th st.
Hext Music Co., 16th and California sts.

CONNECTICUT.

New Haven—Parker-Hitenberger Co., 96 State street.

DISTRICT OF COLUMBIA.

Washington—S. F. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons & Co., 9th and Pennsylvania avenue.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree st.
Phillips & Crew Co., 37-39 Peachtree st.
Savannah—Youmans & Leete.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 324 Wabash ave.
Lyon & Healy, Wabash ave. & Adams st.
Shaw, Lyman, Ingalls, 193 Van Buren st.
The Talk Co., Wabash ave.
The Vim Co., 204 Dearborn st.
Montgomery Ward & Co., 111 Michigan avenue.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 418 S. Adams street.
Quincy—Quincy Phonograph Co., 608 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 46 Virginia ave.
Kipp-Link Phonograph Co., 217 N. Illinois street.
A. B. Wahl & Co., 119 S. Illinois st.
Lafayette—A. B. Wahl & Co., 304 Main st.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust st.
Vim Co., 204 Seventh st.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House.

KENTUCKY.

Louisville—Montenegro-Richm Music Co., 620 4th ave.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman st.
Mistill Automatic Fire Alarm Co., 614 Gravier st.

MAINE.

Bangor—S. L. Crosby Co., 156 Exchange st.
Portland—W. H. Ross & Son, 527 Commercial street.

MARYLAND.

Baltimore—S. F. Droop & Sons Co., 169 N. Charles st.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover ave.
Eastern Talking Mach. Co., 177 Tremont street.
Iver Johnson Sptg. Goods Co., 163 Washington st.
C. H. Osgood Co., 744 Washington st.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central st.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward avenue.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin avenue.
Minnesota Phono. Co., 513 Nicollet ave.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th st.
Koehler & Hinrichs, 282 E. 3d st.
Thomas C. Hough, 392 Wabasha st.
Minnesota Phonograph Co., 97 E. 7th st.

MISSOURI.

Kansas City—W. Jenkins' Sons Music Co., 1217-1219 Walnut st.
J. F. Schmeiser & Sons Arms Co., 710 Main st.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive st.

MONTANA.

Helena—Frank Busser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—Rose P. Curtice Co., 1125 O st.
H. R. Stiles Phono. Co., 121st and P sts.
Omaha—Nebraska Cycle Co., 16th and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New st.
Price & Teague, 249 Halsey st.
V. H. Ripple, 287 Halsey st.
Paterson—James M. O'Dea, 177 Ellison st.
Trenton—Hoyl, Hunt Book and Stationery Co., 30 E. State st.
John Speare, 30 E. Broad st.

NEW YORK.

Albany—Finch & Hahn, 72 State st.
Auburn—John Rose.
Brooklyn—C. S. Matthews' Sons, 394 Fulton st.
Buffalo—W. D. Andrews, Seneca and Wells sts.
Robert L. Loud, 613 Main st.
Lyon, Healy & Neal Co., 647 Main st.
Ellicott Square Arms Co., 117 Main st.
Gloversville—American Phono. Co., 39 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall st.
New York City—Almini Phono. Co., 158 W. 23d st.
Blackman Talking Machine Co., 97 Chambers st.
J. F. Blackman & Son, 2737 3d ave.
L. Davies & Co., 108 W. 125th st.
E. B. Dekegel, 32 E. 14th st.
Douglas Phono. Co., 23 Chambers st.
Jacot Music Box Co., 18 Union square.
Victor H. Kappe, 1061 Second ave.
Regina Co., 42 Union square.
Siegel-Cooper Co.
Alfred Vester.
Alfred Wiener, 1231 Third ave.
Oswego—Frank D. Holway, 2 W. Bridge st.
Rochester—A. J. Dunnigan, 340 North st.
Mackie Piano Co., 6 St. Paul st.
Floyd S. Miller, 61 State st.
Talking Machine Co., 97 Main st., E.
Schenectady—Mohawk Valley Arms State st.
Jay A. Sickard & Co., 233 State st.
Syracuse—W. D. Andrews, 212 E. Railroad st.
Troy—Koehler & Hinrichs, 2 Third st.
Utica—Clark-Horrocks Co., 24 Genesee st.
Gutekunst Piano Co., 1 Washington st.
William E. Pinney, 51 Columbia st.
Utica Cycle Co., 51 Columbia st.

OHIO.

Canton—Klein & Heilman Co., 220 E. Tuscarawas st.
Cincinnati—Ball-Pixtes Co., 108 West 3d st.
Pixtes & Co., 36 W. 6th st.
Rudolph Wurlitzer Co., 19-12 W. 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect avenue.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Nicholas & Dubsc, 35 E. 4th st.
Newark—Ball-Pixtes Co.
Toledo—Hayes Music Co., 606 Cherry st.

OREGON.

Portland—Graves & Co., Inc., 328 Washington st.

PENNSYLVANIA.

Allentown—J. C. Applebach, 42 Hamilton st.
Easton—William Penn Piano Co., 25 Northampton st.
Harrisburg—E. E. Fassburger, 15-14 N. Market square.
Philadelphia—Louis Buehn & Bro., 46 N. 9th street.
C. Deppe & Son, 1117 Chestnut st.
Jay Bros., Market and 8th sts.
Musical Echo Co., 1217 Chestnut st.
Penn Phonograph Co., 17 S. 9th st.
John Wanamaker, 13th and Market sts.
Western Talking Mach. Co., 41 and 42 N. 9th st.
H. A. Wermann & Son, 923 Market st.
Pittsburg—Pittsburg Phono. Co., 537 Liberty st.
Powers & Henry Co., 101 Sixth st.
Standard Talk. Mach. Co., 429 Wood st.
Reading—Geo. K. Blankenburg, 1043 Penn st.
Reading Phonograph Co., 37 Penn st.
Scranton—Ackerman & Co., 217 Wyoming av.
Technical Supply Co.
Sharon—W. C. Rosenzweig & Son.
Williamsport—W. A. Myers, 348 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main st.
Providence—M. M. Dean Co., 785-795 Westminster st.
J. A. Foster Co., Weybosset st.
Hemenway Furniture Co.
J. Samuels & Bro., 154 Weybosset st.
A. T. Snaterguard & Co., 10 Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay st.
Memphis—P. M. Arwood, 167 N. Main st.
O. K. Houck Piano Co., 105 S. Main st.
Nashville—Nashville Talking Mach. Co., 723 Church st.
Magruder & Co., 27 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 E. Paso st.
Fort Worth—Cummings, Shepherd & Co., 709 Houston.
Houston—Texas Phono. Co., Capitol and Fannin sts.
San Antonio—E. E. Rose Optical Co., 243 West Commerce st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 251 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main st.

VERMONT.

Burlington—American Phono. Co., 34 Church street.

VIRGINIA.

Richmond—C. B. Haynes Co., 602 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second ave.
Kohler & Chase, 1205 Second ave.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d st.

CANADA.

Montreal—Peter Kelly, 252 St. Lawrence st.
Quebec—C. Robitaille, 179 Rue St. Joseph.
St. John—W. H. Thorne & Co., Ltd., 42-44 Dock st.
Toronto—E. W. Williams & Sons Co., Limited, 143 Yonge st.
Vancouver—W. H. Watts & Co., 555 Granville street.
Winnipeg—H. S. Williams & Sons Co., Ltd., 321 Princess st.

* Added since March 1st, 1907.

SUSPENDED LIST, APRIL 1, 1907.
SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—Thomas McDuffe, 875 Main st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Eggleston Bros., or Eggleston Music House, 27 E. Eggleston, Prop.; also Danville, Ill.
***Chicago**—C. C. Glass & Son, 737 W. North av.
Danville—Eggleston Bros., or Eggleston Music House, 27 E. Eggleston, Prop.; also Champaign, Ill.
***Kempton**—Ed. Hoffman.
Ottawa—Edward Heron.
Quincy—Giles Bros., 107 North 4th st.
J. F. Whitmer, 618 Hampshire st.
Wheaton—E. Irving.

INDIANA.

South Bend—Eugene Marsh, 128 Vistula ave.
South Bend Book Binding, Robert Leboll, Prop., 203 North Michigan st.

IOWA.

Burlington—John P. Weiss, 711 Jefferson st.
Medfield—J. W. Hounds & Co.
Sioux City—Hattenbach Bros. Co.
A. V. Larrabee, 518 Pitch st.
State Center—Ora Sargeant.

KANSAS.

Clay Centre—B. M. Gowenicek.
Lawrence—Dall Bros.
Topeka—H. H. Morehouse, 519 E. 4th st.

MAINE.

Biddeford—W. H. Field.
Lewiston—J. W. Sanborn.
Monmouth—G. H. Stetson.
Waterville—Frank Marchard, 150 Main st.

MASSACHUSETTS.

Boston—E. C. Page, 43 Milk st.
Henry Savage & Sons, 126 Hanover st.
J. Scherger, 92 Leverett st.
Florence—William Cates, 87 Main st.
Fredonia—F. Blackman.
Greenfield—C. G. Hall & Co., 314 Essex st.
Tierney Bros., 317 Genesee st.
Malden—T. Taylor.
Nantucket—Arthur M. Taylor.
New Bedford—F. B. DeWolf.
Somerville—E. J. Winchester, 25 Summit ave.
Springfield—Putnam, 14 Front st.
Woburn—Frank Gillette, or The Bolton Jewelry Co., T. Mahoney, Manager.

MICHIGAN.

Ann Arbor—Arthur Sloan Music Co., F. J. Schwarzkopf, Prop.
Detroit—F. J. Schwankovsky.
Saginaw—Geo. W. Emmendorfer.
James V. Calahan, 217 Genesee st.
Tierney Bros., 217 Genesee st.

MISSOURI.

***Ewing**—Hal B. Powell.
Kansas City—The Wittmann Co.

NEBRASKA.

Lincoln—The Wittmann Co.
Omaha—The Wittmann Co.
Piano Player Co.
Red Cloud—Abbott Bros.

NEW HAMPSHIRE.

Hillsboro Bridge—W. M. Barnes.
Manchester—Joseph Dumas.
Nashua—F. A. McMaster & Co.

NEW JERSEY.

Atlantic City—Sam'l D. Weil, 23-24 Arkansas ave.
Jersey City—W. L. Hoffman, 161 Montgomery street.
Long Branch—A. N. Alexander, 103 Broadway.
A. Nastasi, 103 Broadway.

* Added since March 1, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

New Jersey—Continued.

Newark—R. L. Carwin; also New York City.
Passaic—I. Hurrell.
Paterson—Chas. H. Kelly, 26 N. Main st.
Plainfield—S. W. Hoyt, or H. Pruehl; also New York City.
Elston M. Leonard.
West Hoboken—Emil Hollander, or The West Hoboken Bicycle & Phono. Co., 159 Spring st.

NEW YORK.

Albany—G. Linde, 253 S. Pearl st.
Amsterdam—D. C. Kirchner, 26 Market st.
Auburn—Chas. C. Chier Co., 14 Clark st.
Bedford Park—Geo. H. Tyrrell.
Brooklyn—Wm. Albrecht, 294 Knickerbocker ave.
H. Eindermann, Bushwick Phonograph Parlors, 1091 Myrtle ave.
Emil Smith, 424 Eleventh st., and 230 Summer ave.
Hobart—F. H. Marshall.
Hornellsville—Albany Specialty Co., or Chas F. Rice, Main st.
Moravia—C. D. Loomis & Co., Union Block.
New York City—A. T. Armstrong, or American Phonograph Co., 26 Cortlandt st.
Automatic Ticket Co., M. Cohen, Prop., 58 Second ave.
Born Bearwald, 372 W. 113th st.
Edward Blofield, 491 Willis ave.
Bonnell Bros. Co., or David Swift, 936 Broadway.
R. L. Carwin; also Newark, N. J.
Eagle Phono Co., or G. Lowenthal, 83 Nassau st.
Empire Phono. Co., 3 W. 14th st.
S. Frocht, or R. Pruehl, 7 Barclay st.; or 6 Cortlandt st.; also Plainfield, N. J.
C. Hacker, 1 Delancey st.
Hawthorne & Sheblk, 187 Broadway; also Phillipsburg, N. J.
Meisner Bros., 259, 421 and 491 West st.
W. Pelz, 148 E. 14th st.
Wm. Pfaender, 43 Fulton st.
S. Lemburg & Co., 27 Broadway.
J. Scherger, 92 Leverett st.
Richmond Pease, 44 W. 125th st.
H. Swartz, 14 Bread st.
Wm. Shrop Cycle Co., 2212 Seventh av.
Rome—Sam'l Hamburger.
Saratoga—J. Tobin.
Saratoga Springs—Marvin A. Coto.
Watertown—Henry A. Hardy, 24 Arcaval st.
H. S. Wardwell & Co., 39 Public Square.
***Waynesburg**—John Gross, Post Block.

NORTH CAROLINA.

Hickston—S. A. Quinerly.
***New Bern**—R. Wallman, 122 Middle st., or Southern Music House: R. Wallman, Prop.

OHIO.

Cincinnati—I. L. Anden.
Salm Talking Machine Co., 639 Vine st.
Coshocton—Adam Kline.
Middleton—Ohio Grau & Co., 135 E. 2d st.
Springfield—Geo. W. Vanderpool.
Uhrichsville—P. A. Myers.

PENNSYLVANIA.

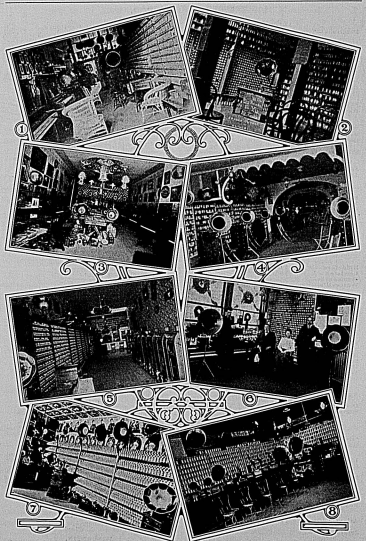
Bradford—C. C. Griffen, 20 N. Washington st.
Harrisburg—Chas. M. Cox & J. E. Bentley, Fifth ave.
Mt. Pleasant—Joseph Posney.
Philadelphia—Automatic Co., 28 Emerald st.
Harman & Bohlen, 604 Chestnut st., or Oxford and Manchester sts.; also New York City.
A. Krogue, 832 Arch st.
Penn Novelty Co., 19 South 9th st.
Pittsburg—A. Lippard, 616 Wylie ave.

RHODE ISLAND.

Providence—F. P. Moore.
Rockville Center—C. H. Clark.

WISCONSIN.

Milwaukee—J. G. Blatsch.



GROUP OF STORES OF EDISON DEALERS

1. Chippewa Phonograph Co., Chippewa Falls, Wis. 2. Klice & Co., York, Pa. 3. P. S. Brehart, Red Oak, Ia. 4. Grieser Bros.' Busch Store, Saginaw, Mich. 5. J. L. Hamm, Monterey, Cal. 6. G. W. Lord & Co., Lynn, Mass. 7. H. B. Wahrman, Richmond, Ind. 8. W. H. Jonah, Waterloo, Ia.

New Edison Records

THE delight with which you heard the first Record on your Edison Phonograph returns with every new Edison Record that you buy. Every month twenty-four new Records are added to those which are available for your enjoyment. They are on sale at all Edison stores on the 27th of the month. The new records for April are especially good. Go to your store the day they are ready and hear them. You will not leave the store without at least half a dozen to try on your Phonograph at home.



The April List

On Sale at All Edison Stores on March 27th

5906	Gambrinus Polka (Bial)	Edison Concert Band
5907	Let it Alone (Williams)	
5908	Dapkin Baby Burling (Hays)	Ada Jones
5909	Angel's Serenade (Braga-Hasselman)	Byron G. Harlan
5910	The Peaceful Killarney (Edwards)	Irving Gillette
5911	Two Rebellious Names (Deane)	Edison Mixed Quartette
5911	If Anybody Wants to Meet a Jonah, Shake Hands With Me (Hoyt)	
5912	National Fencibles March (Sousa)	Arthur Collins
5913	Far Away (Hutchinson)	Edison Military Band
5914	If You Ever Get Lonesome, Just Whistle (Rosenfeld)	Harlan & Stanley
5915	If You See Me Coming, Wait till the Sun Shines (Furth)	Bob Roberts
5916	The Silvery Brook (Wagner-Strauss)	Edison Symphony Orchestra
5917	Thats What the Rose Said (Edwards)	Collins & Harlan
5918	My Rickapoo Queen (Reed)	Louise Le Baron
5919	Jea-Hai (Von Tilzer)	Collins & Harlan
5920	Dixie Land March (Dolan)	Billy Murray
5921	The Tale the Church Bell Told (Van Alstyne)	Vess L. Ossman
5922	How Matt Got Over (Original)	Harry MacDonough
5923	The Bowery Grenadiers (Kelly)	Ada Jones and Len Spencer
5924	Buchsam Dance (Rolfe) Banjo Solo	J. W. Myers
5925	Fly Me, Mr. Fly, Say, La, La, Do (Burt)	Edward Meeker
5926	Dreams on a Broadway Car (Original)	Steve Porter
5927	When the Roses Bloom (Nathan)	Edison Male Quartette
5928	My Mariuccia Takes a Steamboat—Medley (Original)	Edison Military Band



Thomas A. Edison.

NATIONAL PHONOGRAPH COMPANY, Lakeside Ave., Orange, N. J.

THREE BOOKS FREE

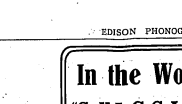
If you wish to have what each one of these Records is about, write for April Supplemental Catalogue. If you wish to know more about the new Records write for the April Phonogram. If you wish a complete list of all the Edison Records, write for Complete Catalogue. Write to-day so as not to forget it, but all three will be mailed any time after March 27th.

[Record Advertisement in April Magazines]

In the Words of Others

"Sell I. C. S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I.C.S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW.



THE DENVER DRY GOODS CO.
WHOLESALE AND RETAIL.

Denver, Colo. 11/21/05.

International Correspondence Schools,
Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we considered the demonstration of Mr. Hartnett very successful and while he was here we sold several language outfits. We have also sold some to parties who did not hear the demonstration, but who had been spoken to by parties who received your text matter, so will congratulate with the parties to whom demonstration was given that you have got out such a satisfactory line of literature, and that the results obtained from the outfits sold by us, have been satisfactory, as we have placed several orders with you since the demonstration; and would like to know if we could arrange with you whereby we could get this line through your Denver office as we have had to do several times recently, when we had to wire to or by you. This would be quicker and more satisfactory to us.

We will keep you advised from time to time of the results of sales of I. C. S. Language Outfits.

Yours very truly,
THE DENVER DRY GOODS CO.,
per

International Correspondence Schools
SCRANTON, PA.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH COMPANY.

VOL. V. ORANGE, N. J., MAY, 1907. No. 3.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 240 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA CHEAPUTE, NO. 117, MEXICO D. F., MEXICO.

EDISON PHONOGRAPHS AND RECORDS

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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EVER GROWING IN VOLUME AND PRESTIGE.

The business of the National Phonograph Company is noteworthy in these days of many unusual things, but perhaps the most remarkable of all of them is the demand for and the output of Edison Gold Moulded Records. The facilities we had at the beginning of the year were thought sufficient to meet every requirement until the new record-making building could be equipped with the necessary machinery and put in operation. No one deemed it possible that a volume of business could be secured that could not be easily taken care of by existing conditions. And yet this has happened. For more than two months past our record making department has been run continuously day and night with all the machinery it has at its command and with the most complete force of hands in the history of the business. The daily output would not be credited if stated in cold figures. Even the trade would think we were giving them some of the extravagant stories so easily told and of which the talking machine industry has its share. Even this great production has not been sufficient to keep pace with the demand of the trade. The orders each week have exceeded it and we have been running behind. This difference is not enough to cause the trade inconvenience, for Jobbers and Dealers are placing orders farther ahead nowadays and delays do not cause the annoyance they once did, when smaller stocks were are carried. The difference, however, has acted as a prod upon the work of adding ten more tanks to the present number. It will be at least another month before these can be completed and put in operation. They will add 40 per cent. to the present production and this "will help some."

At the same time the machine end is all that the most sanguine could desire. The factory is working up to a schedule that will produce seventy per cent. more Phonographs than were

(Continued on page 2.)

THE ADVANCE LIST OF JULY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS.

ADVANCE LIST FOR JULY, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before June 27th, all things being favorable, but they must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on June 27th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after June 25th, but must not be circulated among the public before June 27th. Jobbers are required to place orders for July Records on or before May 25th. Dealers should place July orders with Jobbers before May 30th to insure prompt shipment when Jobbers' stock is received.

9278 **Ballet Music from Faust—Part 3** (Gounod) **Edison Concert Band**
The conclusion of the series. Although complete in itself it may be played in connection with Parts 1 and 2—Nos. 8450 and 8510.

9279 **Tm, Tm, An Revair, I'm Goin' to Go.** (Lovitz) **Ada Jones**
But she walked back, and says she'll "never say it again." A new coon song.

9280 **I Want You for My All Time Girl** (de Koven) **Irving Gillette**
"Then I want you for a few years more." Song hit from the comic opera "The Snow Man."

9281 **Kimmble March** (Kimmble) **John Kimmble**
A great march played by the composer on the accordion.

9282 **And a Little Bit More** (Fischer) **Arthur Collins**
Coon song by the composer of "Every Little Bit Helps." "Handsome Jimmy Snow" is the hero of the story.

9283 **While the Birds are Singing to Me** (Fulton) **Harlan and Belmont**
Whistling and singing duet, very much like No. 9022, "Beautiful Dreamland Waltz Duet."

9284 **I'd Live or I Would Die For You** (Tilla) **Harry Anthony**
A new sentimental ballad by the writers of "Love Me and the World is Mine."

9285 **Dreams of Ragelyl Forest** (Thurban) **Edison Military Band**
All the different stages of the Welsh Barebit Fiend's dream instrumentally described.

9286 **Because, I'm Married Now** (Ingraham) **Billy Murray**
A new comic song now making a hit. "I would if I could, but I can't"—what's the answer?

9287 **Speed Away** (Woodbury) **Edison Mixed Quartette**
A sacred quartette by mixed voices, unaccompanied. A beautiful number.

9288 **You'll Not Be Forgotten, Lady Lee** (Meyer) **Frederick H. Potter**
A captivating ballad, with the scene laid in the "Land of Cotton." Don't overlook it.

9289 **The Broken-Hearted Sparrow** (Dondix) **Edison Symphony Orchestra**
An orchestral number with a pathetic appeal, from a suite of four numbers entitled "A Love Episode in Birdland."

9290 **You'll Have to Wait 'Till My Ship Comes In** (Evans) **Bob Roberts**
"Then I'll have money to burn." A catchy waltz song recorded with characteristic effects.

9291 **I Know But I'll Be Happy 'Till I Die** (Hogan) **Collins & Harlan**
"I'd be just the same without a cent." A laughter provoking, happy-go-lucky coon duet.

9292 **Hymns of the Old Church Choir** (Solman) **Frank C. Stanley**
A descriptive song cleverly intermingling old sacred hymns, such as "Nearer My God to Thee."

9293 **Anvil Polka** (Parlow) **Edison Concert Band**
A thoroughly finished performance of a selection familiar to everybody.

9294 **Flanagan and His Servant Girl** (Original) **Steve Porter**
A vaudeville specialty, in which Flanagan tackles the servant girl problem, giving his experience with Anastasia.

9295 **Sweet Jessie Dear** (Frontelle) **Edison Male Quartette**
A sweet balled recorded as a male quartette, featuring the tenor and bass in solo parts.

9296 **Save a Little Money for a Rainy Day** (Silver) **Edward Meeker**
"Then's the time, you'll value a dime." A rattling good coon song with the right swing to it.

9297 **The Chorus Lady March** (Kingsbury) **Albert Benzler**
A xylophone solo of the bright and merry march composed especially for the comedy "The Chorus Lady."

9298 **Tale of the Bucket** (Bald) **Will K. Denny**
A comic song of seven verses. The idea of the song is something like No. 9142, "Fol-the-rol-lol."

9299 **Blondy and Johnny** (Original) **Ada Jones and Len Spencer**
A dance hall scene in which "Blondy" (Miss Jones) is kept busy, and at the finish sings the new waltz song "Blondy" (Meyer).

9300 **It's Great to be a Soldier Man** (Morse) **Byron G. Harlan**
An inspiring soldier march-two-one of the season's best. Hear the soldiers on parade effect.

9301 **Shoulder Arms March** (Rose) **Edison Military Band**
The most attractive march since No. 8587, "The New Colonial."

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

made last year. It is expected that the new schedule will shortly be in full operation and that it will be maintained right through the year, regardless of the mid-summer falling off in the retail trade. The present demand makes it certain that it will not be possible to begin to accumulate a stock of machines till after July 1st, leaving only July and August to get ahead for the fall and winter. This plan of keeping the factory running to its capacity right through the summer was followed last year and worked out admirably, there being little of the trouble of previous years in keeping the trade supplied.

The total of the April business again exceeded that of any previous month, further illustrating the great and ever-growing popularity of the Edison Phonograph.

TO OPEN A BRANCH AT BUENOS AIRES.

The Foreign Department of the National Phonograph Company, whose office is at 31 Union Square, New York, and of which Walter Stevens is Manager, is about to open a branch office at Buenos Aires, Argentine. It will be known as La Compania Edison Hispano-Americana. The company has been incorporated under the laws of New Jersey with a capital of $25,000. The new branch will be in charge of Thomas J. Kennedy, who has been connected with our Foreign Department for the past two years. He sailed on April 17th. Although of American birth, Mr. Kennedy speaks Spanish fluently. He also speaks French and German. He possesses excellent business ability and is thoroughly familiar with the Phonograph game. The decision to open this branch in South America is due to the belief of our people that the future business relations between this country and South America is certain to be an important factor in the growth of both countries. Mr. Kennedy will push the business aggressively, establishing Jobbers in all of the principal countries. Quarters in Buenos Aires will not be secured till Mr. Kennedy reaches that city.

PERSONAL.

Walter Stevens, Manager of our Foreign Department, with headquarters at 31 Union Square, left on April 22d for a business trip to Mexico. He will pay his first visit to the office of our Mexican Branch, Avenida Oriente No. 117, Mexico City, and will also spend some time looking into general trade conditions in Mexico.

MR. GILMORE TO GO TO EUROPE.

William E. Gilmore, President of the National Phonograph Co., will sail for England about May 8th on a business trip of two months' duration. He will spend some time at the various branch offices of the company in London, Paris, Berlin and Brussels. For nearly two years past John R. Schermerhorn, Assistant General Manager of the parent company, has been in charge of the London company, with the title of Chairman of Board of Directors, and has also had a general oversight of the European branches. Mr. Schermerhorn will return with Mr. Gilmore in July and resume his duties at Orange. He will be succeeded in London by Thomas Graf, as Managing Director. Mr. Graf has been the manager of the Berlin Office since its inception and his marked success in that position led Mr. Gilmore to choose him as Mr. Schermerhorn's successor. Mrs. Gilmore will accompany Mr. Gilmore and they will do as much sightseeing as duty will permit. Mr. and Mrs. Gilmore, son, and two daughters spent the first part of April at Hot Springs, Virginia.

AND THE WORK GOES ON.

In spite of the cold weather during April, excellent progress has been made on the new concrete buildings of the Edison plant at Orange. The remaining two stories of the four-story addition to the factory of the Edison Storage Battery Company, is "poured," including the roof, and the building will be ready for occupancy in another month. New freight sidings have been laid into the yard and the removal of the old ones has made it possible to continue the five-story concrete building on Lakeside avenue. This will be extended 100 feet along Lakeside avenue. It will then turn north and be continued 450 feet to Alden street. The latter extension will stand on ground now occupied by a one-story brick building, about 75x350 feet in size, and known as No. 2. This brick building will be torn down in sections as the work progresses, the work now conducted in the building being moved to the new structure as fast as ready for occupancy.

RECORDS CUT FROM CATALOGUE.

The trade is hereby advised that we have no more moulds or masters of Record No. 7013, "Toreador Song from Carmen," by Clifford, and Record No. 12302, "O Richard! o Mon Roi!," French song, by Lacroix, and as soon as our present stock of these selections is exhausted, no more orders for them will be filled.

(Copy of Notice being Mailed to the Entire Trade.)

EDISON RECORDS TO BE WITHDRAWN.

The 150 Edison Gold Moulded Records named in the printed matter herewith [folder and bulletin] will be cut from our next Record Catalogue, and no orders for any of them will be filled after August 1st, 1907.

The sole reason for this action is to comply with the demand of the trade that a certain number of selections be cut from the catalogue each year.

The primary object of this advance notice is to give Dealers ample time to dispose of any stock of cut-out selections they may have on hand; but we also think there is an excellent opportunity to get considerable business for them before they are finally retired. Almost without exception they are as desirable as any in our catalogue. Thousands of Phonograph owners would later regret it if we did not give them a chance to buy them.

We have therefore prepared the enclosed bulletin and folder. Hang the bulletin in a prominent place. Get some of the folders from your Jobber if you can use them to advantage. He will have a supply about May 1st.

Place orders for cut-out selections as needed and handle your present stock of them so that you will have none on hand after August 1st.

NATIONAL PHONOGRAPH CO.,
C. H. WILSON,
General Manager of Sales.

LIST OF 150 CUT OUT RECORDS.

154	Morning, Noon and Night in Vienna	E. C. Band
155	Little Dickies	E. M. Band
191	Ange d'Amour Waltz	E. S. Orchestra
198	Barney and Bridget	P. Orchestra
200	Mr. Ragtime Baby	P. Orchestra
1280	Where the Silvery Colorado Wends Its Way	Harlan
1282	As Your Hair Grows Whiter	Anthony
2617	In Old Madrid (Banjo)	Van Eps
2804	Dixie Darkies (Mandolin)	Magnolia
3609	Sally in Our Alley (Clarinet)	Mann
3660	Sweet Kisses	Anthony
3785	Bobby Long	Harlan
3797	Gilbert's Serenade	Harrison
3798	Serenata	E. M. Band
3818	Serenade, Moskowski (Zither)	Wormser
3866	Sea Toy Selections (Banjo)	Ossman
3868	Mazurkiana (Mandolin)	Siegel
3869	Dixie Land	P. Orchestra
3870	Bedouin Love Song	Dudley
3910	The Bridge	Dudley
3917	Can't You Take My Word	Favor
3933	Victorious America	E. M. Band
3934	Old Folks at Home	I. H. Quartette
3938	Bubbles Intermezzo	E. S. Orchestra
3939	Prince Henry March	E. C. Band
3972	Bill Bailey, Won't You Please Come Home	Collins
3977	Bismarck March	E. M. Band
3978	My Theresa Cal.	E. C. Band
3985	Sylvia Waltz (Cornet)	Tanner
3986	Down Where the Cotton Blossoms Grow	Mc.Quarrie
3987	All Aboard for Slumberville	Harlan and Stanley
3993	Please Let Me Sleep	Collins
3995	Come Down My Evening Star	Thompson
3996	Selection from a Country Girl	E. S. Orchestra
3997	Oh, Dem Merry Birds	Morgan and Stanley
3998	Dolly's Jig	Harlan and Stanley
3999	Tipperary March	E. C. Band
4001	Mixed Ale Party	Collins
4062	Thereve Polka (Cornet)	Keyl
4064	Tonka, You are the Only, Only	Thompson
4076	Butterfly Gavotte (Bells)	Rulman
4077	Under the Double Eagle Patri M. M.	Quartette
4437	Dreaming on Broadway	Dudley
4460	When We Get Married	Denny
4481	Come Where My Love Lies Dreaming	Edison Brass Quartette
4486	When Jane and I Were Wed	Hayden
4488	I Ain't Got Me For Sleep	Collins
4512	Meet You	Favor
4577	Nobody's Looking but the Owl and the Moon	Morgan and Stanley
4611	Your Dad Gave His Life for His Country	Wallace
4615	If You're Such a Great Star, Why Don't You Shine Some	Collins
4616	Merry Birds Polka (Piccolo)	Marcinta
4628	Somebody's Waiting Neath Southern Skies	MacDonough & Stanley
4635	Auction Sale Musical Instrument Store	Spencer and Hall
4647	My Little Irish Canary	Collins and Harlan
4651	El Capitan	MacDonough
4652	Invincible March	E. M. Band
4667	In a Bluebell (Xylophone)	Hemder
4670	General Hardtack on Guard	Stanley
4680	In the Days of Old	Roberts
4696	On a Good Old Trolley Ride	Redmond
4697	Hiawatha	E. M. Band
4698	Sword for Dreamland	Harlan
4708	It's the Band	Stanley
4709	Invitation to the Waltz	E. S. Orchestra
4732	Sylvia (Piccolo)	Marcinta
4733	Rosebuds	Murray
4738	Little Rustic Cottage by the Stream	Anthony
4739	Don't Holler, Don't Whar's Your Friend	Macdonough
4808	Stout Hearted Men	Sanderson
4812	Cupid's Arrow (Banjo)	Van Eps
4814	Sylvia	Harlan
4817	Shine On, Oh Stars	Gillette
4823	Make a Pass Over Me	Collins
4825	Imagination	Collins
4827	The Wedding Morn	E. M. Quartette
4828	Star of Bethlehem	Collins
4838	My Little Canoe	Nelson
4857	The Girl Who Cares for Me	MacDonough
4865	Countess of Alagazan	Roberts
4867	Sheridan	Collins
4868	By the Old Oak Tree	Morgan and Stanley
4870	Dixie Land	Harlan
4898	Good Bye Sis	MacDonough
4900	Original Fantasie (Euphonium)	Mantia
4917	Dreams de Leavie's	Collins
4923	The Troubadour	E. C. Band
4938	On, On, Sailor	Collins and Harlan
4939	Dixie Queen	MacDonough and Stanley
4949	The Bluebelle Band	MacDonough
4950	Won't You Fondle Me	Collins
4947	Tommy	Harlan and Stanley
4951	Longing For You	Harlan
4962	The Magnet March	E. M. Band
4963	Farewell, Mr. Abner Hemlaway	Murray and Roberts
4968	How Can I Leave Thee (Mandolin)	Siegel
4970	When the Swallows Homeward Fly	MacDonough and Stanley
5022	Love's Sorrow	Anthony
5024	King Edward March	E. M. Band
5026	Just Like the Boy, I'll Cling to You	Anthony and Harlan
5027	Kentucky	Anthony and Stanley
5028	I've Sot My Heart On You	Harlan
5029	Belle of the Philippine March	E. M. Band
5030	Murphy	Favor
5031	Jolly Style	Morgan and Stanley
5032	Coon Ballet Medley	E. M. Band
5033	Rose-Marie	Collins
5036	Her Sow in Blue	MacDonough
5038	The First Heart Throbs	E. S. Orchestra
5039	O, Morning Land	Anthony and Harlan
5041	La Cazadel	E. C. Band
5042	Sweet Maid Divine	Morgan and Stanley
5021	On a Summer Night	MacDonough and Bickling

5027	To My First Love	Gillette
5035	He Looks Just Like His Mother	Harlan
5041	American Fantasie	E. C. Band
5056	Bewitching Beauty	E. S. Orchestra
5058	Conquering Finnegan	E. M. Band
5059	Dixie Land Medley	E. M. Band
5077	Swiss Boy (Cornet Duet)	Clarke and Hand
5082	Cruella	Anthony and Harlan
5094	Little Girl, You'll Do	Gillette
5101	Robert Adair (Cornet and Trombone)	Clarke and Zimmerman
5102	I Wait for Thee	Van Vorx
5110	New Era Overture	E. S. Orchestra
5112	Angelena	MacDonough and Favor
5122	Hungarian Fantasia	E. C. Band
5123	Mother o' Mine	Van Vorx
5126	Hennymoon Hall	MacDonough
5127	In Lighthearted	Murray
5130	The Band March	E. M. Band
5131	And the World Goes On	Roberts
5132	Betty	MacDonough and Bickling
5133	Roses and Thorns	E. S. Orchestra
5134	We'll Be Together When the Clouds Roll By	Gillette
5136	Pretty Miss	Harlan and Stanley
5137	Dancing in the Starlight	E. C. Band
5140	The Irish Girl I Love	Harrison
5142	Romantic Overture	E. S. Orchestra
5174	You Caroling Sleepy	Collins
5178	Miss Trouble	Gillette
5180	Dream-Me-Nots	E. S. Orchestra
5194	Caprice Militaire	E. S. Band
5204	Ghost of the Mayor Overture	E. S. Orchestra
5206	'Neath the Spreading Chestnut Tree	Gillette
5208	Vocalocutus	Favor
5209	Tannhäuser—Ar de Ballet	E. C. Band
5211	Robinson Crusoe's Isle	Collins
5212	Down Upon a Vine	Harlan
5242	Khdedey	E. C. Band

JAMESTOWN EXPOSITION.

The National Phonograph Company will have no official exhibit at the Jamestown Exposition, which opened on April 26th. A fine display of Edison Phonographs and Records will, however, be made by C. B. Haynes & Co., Edison Jobbers at Richmond. Special assistance will be given them from Orange, and they will have part of the material used in past exhibits of this company. The Jamestown exhibit will be purely for advertising purposes. It will not be entered in competition for awards of any kind and no effort whatever will be made to secure prizes.

FIRE AT 304 WABASH AVENUE, CHICAGO.

A fire that caused the main offices in Orange and New York some anxiety until the details were learned took place in the building at 302 and 304 Wabash avenue, Chicago, on the afternoon of April 22d. In this building were located the branch offices of the Commercial Department of the National Phonograph Co. and the Chicago office of the Edison Manufacturing Co. The wholesale department of Babson Bros. was also located in the same building. The first report made it appear as if the entire building would be destroyed. The next day it was learned that the fire was confined to the 302 side of the building and that the damage to our offices and Babson Bros. was trifling.

AMONG THE JOBBERS.

E. F. Droop & Sons Co., Edison Jobbers at Baltimore, have moved from 100 North Charles street to 231 North Howard street.

Kohler & Chase, Edison Jobbers at Seattle, Wash., have moved from 1305 Second avenue to 720 Pike street.

The Silverstone Talking Machine Co., of 1010 Olive street, St. Louis, Mo., became Edison Jobbers during the past month. They have been Edison Dealers for some time.

The Vim Company, of Des Moines, have moved from 808 W. Walnut Street to 204 Seventh street.

The Rudolph Wurlitzer Company, of Cincinnati, have moved from 16-18 West Fourth street to 121 East Fourth street.

McGreal Bros., Edison Jobbers at Milwaukee, Wis., will open a jobbing and retail branch at 29 East Fifth street, Cincinnati, about May 15th. They will also have a loft at Sixth and Morris streets for carrying their wholesale stock.

Visiting Jobbers at our New York office during April included the following: H. Wonderlich, J. Samuels & Bro., Providence, R. I.; L. E. McGreal, McGreal Bros., Milwaukee, Wis.; J. H. Towell, Eclipse Musical Co., Cleveland, O.; Fred K. Babson, Babson Bros., Chicago, Ill.; C. E. Goodwin, Lyon & Healy, Chicago, Ill., Mr. DeForrest, W. C. DeForrest & Son, Sharon, Pa.; Chas. J. Schmelzer, J. F. Schmelzer & Sons Arms Co., Kansas City, Mo.; Mr. Kelly, Jr., Montreal, Canada; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; George R. Youmans, Waycross, Ga.; Thos. Wardell, Lowell, Mass.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; A. E. Mandy, R. S. Williams & Sons Co., Toronto, Canada; C. B. Haynes, Richmond, Va.; B. L. Crew, Phillips & Crew Co., Atlanta, Ga.; J. L. Wagoner, Pittsburg Phonograph Co., Pittsburg, Pa.; W. D. Andrews, Syracuse, N. Y.: C. N. Andrews, Buffalo, N. Y.; Jno. Rogers, Knoxville Typewriter & Phonograph Co., Knoxville, Tenn.; Ross P. Curtice, Ross P. Curtice Co., Lincoln, Neb.

GLAD HE'S A DEALER.

Allentown, N. Y., April 9, 1907.

I am pleased with the way you handle this business, as it protects all dealers. I am also glad I am a Dealer. I have only had the Phonographs in for a couple of weeks, but have sold a number of them, and lots of prospects ahead. This is only a small place. Am sure this is going to be a successful addition to my business.

A. E. BRANDOW.

(Copy of Letter being Mailed to the Trade.)

NOTICE ABOUT ADVERTISING NEW RECORDS BEFORE THE 27TH.

TO EDISON DEALERS.

Orange, N. J., April 20, 1906.

Under date of August 4, 1906, we advised the trade that Jobbers might supply Phonograms, Supplements and Bulletins to Dealers at any time after the 20th of each month, provided the latter did not mail or distribute them to the public before the 27th.

This notice is still in force and this class of printed matter must not be supplied in any other manner.

We realize, however, that by our issuing a list of new monthly Records, in the Phonograph Monthly and on Order Blank Forms, so far in advance they practically become public property, and some Jobbers and Dealers, taking advantage of this fact, have seen fit to advertise new Records, or print and distribute supplements of their own, in advance of the 27th. It has therefore been decided that we will permit Jobbers and Dealers to advertise the list of new Records in advance of the 27th of each month, or to print and distribute supplements of their own, provided such advertising and printed matter distinctly state that the new Records will not be on sale until the 27th. Under no circumstances, however, can we furnish Phonograms, Supplements or Bulletins to be distributed except as stated in the first paragraph of this letter, as it would be utterly impossible to have them printed in time to do so, and, furthermore, it would be impossible to attempt to send them out so that they would reach each and every Jobber or Dealer at the same time.

This notice is given to clear up certain misunderstandings that have arisen between the trade and ourselves concerning advertising the new Records in advance of the date of sale.

NATIONAL PHONOGRAPH COMPANY.

ABOUT MACHINE EQUIPMENTS.

The letter printed below was sent to all Jobbers and Dealers, under date of July 27, 1906. It is reprinted to remind some Dealers of facts that they may have forgotten, and also to furnish information to new Dealers on a subject about which they should keep well posted:

New York, July 27, 1906.

Dear Sirs:—Referring to the option allowed in the equipment of Edison Phonographs, whereby a speaking-tube or hearing-tube may be included, in place of the 14-inch horn, please take notice that beginning this date this option is withdrawn, and that hereafter we will supply all machines with the regular equipment only listed to go with them, that is:

"Gem" with Model C Reproducer, 10-inch horn, winding crank, oak carrying cover, camel's-hair chip brush.

"Standard," with Model C Reproducer, 14-inch horn, camel's-hair chip brush, winding crank, antique oak cabinet.

"Home," with Model C Reproducer, improved Edison Recorder, 14-inch horn, antique oak cabinet and cover, winding crank, camel's-hair chip brush.

"Triumph," with Model C Reproducer, improved Edison Recorder, 14-inch horn, sapphire shaving-knife, antique oak cabinet and oak cover, winding crank, camel's-hair chip brush.

"Balmoral," with Model C Reproducer, improved Edison Recorder, 14-inch horn, sapphire shaving-knife, camel's-hair chip brush.

"Opera Reproducer," with the same equipment as the "Balmoral."

"Concert," with Model D Reproducer, improved Edison Recorder, sapphire shaving-knife, oak body box and cover, 14-inch black and gold horn, and stand, (Nonesuch), winding crank, camel's-hair chip brush.

"Home" and "Oratorio," with the same equipment as the "Concert."

Also, please take notice that all Phonographs must be delivered with the horn and other parts or accessories furnished by us; and that under no circumstances or conditions can a credit be allowed in any way, shape or manner for the horn or other parts furnished by us as part of the equipment; neither can any allowance whatever be made for the horn or other accessories in exchange for a horn of different size or style or for any other article not regularly included by us as a part of the Phonograph outfit. In other words, the outfits must be sold by you as furnished by us, and at the regular scale of prices. In cases where a larger or a different style horn, or any other accessory or article is desired, it must be sold entirely separate from the Phonograph outfit, and at the full price of such horn, accessory or other article.

Any violation of these requirements will be considered a violation of our conditions of sale.

C. H. WILSON,
General Manager of Sales.

WEDDINGS.

Two weddings of interest to the Edison trade occurred last month. On the 3d Lawrence E. McGreal, of McGreal Bros., Milwaukee, was married to Miss Helen Gannon, daughter of Mayor Gannon, of Dixon, Ill. They will make their home at 200 Hackett avenue, Milwaukee. Ben Lee Crew, of the Phillips & Crew Co., Atlanta, Ga., was married on the 8th to Miss Miriam Donaldson, daughter of John Donaldson, of Bainbridge, Ga., a prominent man in the South. Mr. and Mrs. Crew spent their honeymoon in the North and are now keeping house in Atlanta.

HOW THE EDISON DEALER IS MAKING MONEY REPRESENTING THE COMMERCIAL DEPARTMENT.

The organization of the Commercial Department in the large cities, containing an Employment Bureau, an Installation Department with a number of mechanics, several salesmen and a District Manager, have shown the Edison Jobber in the large cities that he cannot hope to duplicate this service in connection with his regular business. But in smaller cities and towns the Commercial Department calculates to instruct an auxiliary force which will not be obliged to give so much service and with this assistance reach every manufactory or industrial plant in the United States. The Edison Dealer is the logical man for this out-of-town work if we can interest him.

In the large cities stenographers are in touch with four or five Employment Bureaus and are more or less independent, while business firms finding it so easy to obtain good help in the stenographic field are more difficult to approach in introducing the Edison Commercial System. This is not true with out-of-town firms where the number of good stenographers are scarce and conditions in other ways are more favorable.

A notable instance of success in this field among out of town manufacturers, was the successful sale of over $600 worth of Edison Business Phonographs to the Morgan Engineering Co., Alliance, Ohio, by C. W. Schooley, the local Edison dealer. Mr. Schooley complied with the requirements of the Edison Commercial representative in buying a sufficient number of machines to conduct his correspondence and used one of these machines for demonstrating before the Morgan Engineering Co. He was successful in securing a trial with this concern and finally furnished them with seven machines and a shaving machine for conducing their entire correspondence.

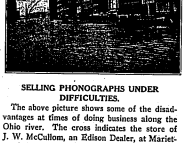
Edison representatives are allowed a discount of 20 per cent. on machines that they purchase and a commission of 20 per cent. on sales in their immediate vicinity where they can install and constantly watch the installation. They are not allowed a commission on machines which they do not personally install and take care of afterward. Although 20 per cent. may not seem a large commission, it is in fact sufficient because the average firm will install three or four machines, amounting to $400 or more, which pays our representative well for his trouble.

The Commerical Department will give its best information to any inquiring dealers, sending literature and contracts for examination. The department should be addressed at Orange, N. J.

PUBLISHERS OF MUSIC IN JULY LIST.

The publishers of the compositions made for our July list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9578 Ballet Music from Faust, Part 3—Chappell & Co., London, Eng.
9579 The Cats An' Dogs, I'm Goin' To Go—Willis Woodward & Co., 49 W. 28th street, New York.
9580 I Want You For My All Time Girl—Jos. W. Stern & Co., 34 East 21st street, New York.
9582 And A Little Bit More—F. B. Haynes Co., 125 W. 44th street, New York.
9584 I'd Love To Live Around Dis Town—M. Witmark & Sons, 144 W. 37th street, New York.
9585 The Dream of the Rarebit Fiend—Shapiro, Bernstein & Hunter, 14 W. 28th street, New York.
9586 Because, I'm Married Now—Shapiro, New York.
9587 You'll Not Be Forgotten, Lady Lou—Jos. W. Stern & Co., 34 East 21st street, New York.
9589 The Broken-Hearted Sparrow—Theo. Bendix, New York.
9590 You'll Have to Wait Till My Ship Comes In—F. A. Mills, 48 W. 29th street, New York.
9591 I Know That I'll Be Happy Till I Die—Leo Feist, 134 W. 37th street, New York.
9592 The Rhyme of the Rocker—Jos. W. Stern & Co., 34 East 21st street, New York.
9593 The Anvil Polka—Carl Flacker, 52 Fourth avenue, New York.
9595 Sweet Jessie Dear—M. Witmark & Sons, 144 W. 37th street, New York.
9596 Now I'll Have to Get a Down Day—F. A. Mills, 48 W. 29th street, New York.
9597 The Chorus Lady Waltz—Theo. Bendix, New York.
9598 The Tale of the Bucket—M. Witmark & Sons, 144 W. 37th street, New York.
9600 It's Nice to Get Up in the Morning—P. B. Haviland Pub. Co., 11 W. 32d street, New York.
9601 Shoulder Arms March—Willis Woodward & Co., 49 W. 28th street, New York.



SELLING PHONOGRAPHS UNDER DIFFICULTIES.

The above picture shows some of the disadvantages at times of doing business along the Ohio river. The cross indicates the store of J. W. McCullom, an Edison Dealer, at Marietta, Ohio, with the water twelve feet deep all around, caused by the rise in the Ohio and Muskingum rivers from March 12th to 19th.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR JULY.

Every possessor of an Edison Phonograph will recall the delight with which he played his first lot of Records. He will also recall how he played them over and over till he could whistle and sing their airs at his pleasure. The new Edison Gold Moulded Records issued every month make it possible for Phonograph owners to duplicate these pleasures of the past. The regular catalogue contains many selections that belong in every collection and which fill every requirement for newness and novelty. A few of them bought from time to time keep up the interest. The new monthly list, however, does all of this and also serves to keep one up-to-date in new songs and music. As a means of knowing and being able to whistle or sing all the latest music, an Edison Phonograph is unrivalled. Look over the list for July.

No. 9278, "Ballet Music from Faust, Part 3," by the Edison Concert Band, is another Record from this charming ballet music, and with Parts 1 and 2 (Nos. 8450 and 8516) just about completes the selection. No. 3 gives the "Entry of the Nubian Slaves" and "Cleopatra's Pole Dance." A very satisfactory performance of the entire selection may be had by playing the three Records one after the other.

No. 9279, "2, 2, Ta, Au Revoir, I'm Goin' to Go," by Ada Jones, is a new coon song by John B. Lowitz that has attracted a great deal of attention for a song so new. Harvey Tan's better half gives him a good calling down for his shortcomings and "flies the coop," so to speak. Back she comes though, in short order and promises never again to say to Harvey:

> Ta, a, au revoir, I'm goin' to go;
> I'm tired of you, and it, get my ticket
> On the 6 o'clock
> Train an waitin' at the station,
> Hear the whistle blow,
> Ta, ta, au revoir, I'm goin' to go.

No. 9280, "I Want You for My All Time Girl," by Irving Gillette, is the tenor ballad success from the new comic opera "The Snow Man," by Stanislaus Stange (book and lyrics) and Reginald de Koven (music). The song is very pretty. It is of a different style than the usual ballad and is a big hit in the opera. Made with orchestra accompaniment.

No. 9281, "Kimmble March," is an accordion solo by John Kimmble. The enormous success of our two previously listed accordion solos prompt us to list another by the same artist. It is one of Mr. Kimmble's own composition—a march and a fine one, too. To hear it played is to admire it at once, for no composition ever before listed is better adapted to the accordion and few marches are more tuneful. Played with piano accompaniment.

No. 9282, "And a Little Bit More," by Arthur Collins, is a new coon song by Fred Fisher (music) and Alfred Bryan (words), who also wrote "Every Little Bit Helps." It is every bit as entertaining, and many will like it even better. It is the kind of tune that will be sung a great deal. Sung with orchestra accompaniment. The story tells of the love-making of Jimmy Snow, the chorus running this way:

> I'd like to be a friend to you,
> And a little bit more;
> I'd like to be your sweetheart, too,
> And a little bit more;
> I'd like to be your honey bee
> And buzz around at your door;
> Then I'd get all that's coming to you,
> And a little bit more.

No. 9283, "While the Birds are Singing to Me," by Harlan and Belmont, is a whistling and singing duet, similar to No. 9282, "Beautiful Birds, Sing On." The harmonious blending of Mr. Harlan's and Mr. Belmont's voices is well adapted to selections of this character. The Records are also made more interesting by the realistic bird imitations by Mr. Belmont. Records of this kind are not numerous in our catalogue, as selections permitting this particular form of treatment are by no means plentiful. Written by Joe Fulton and made with orchestra accompaniment.

No. 9284, "I'd Live or I Would Die for You," by Harry Anthony, is a new sentimental ballad by Ernest R. Ball (music) and Dave Reed, Jr. (words) the writers of "Love Me, and the World is Mine." They have given the lovers of this kind of songs a composition that will interest them. It is just as beautiful as their former song and some may like it even better. Sung with orchestra accompaniment.

No. 9285, "Dream of the Rarebit Fiend," by the Edison Military Band, is a strikingly unique band Record. As its title indicates, it portrays instrumentally the rarebit fiend's dream. All the different stages are gone over, from the highly fantastic to the deep and ponderously tragic. The selection is without its pretty and tuneful selections, descriptive of the victim's moments of roposeful sleep. Written by T. Thurban.

No. 9286, "Because I'm Married Now," by Billy Murray, is a new comic song by Herbert Ingraham, and a big hit with singers of humorous selections and their audiences. "Because I'm Married Now" is the reason given by the man about town for denying himself the pleasure of his bachelor days. The crowd, in unison, interrogates him in the chorus with "Why?" to which he replies with the title of the song. The effect is great. Sung with orchestra accompaniment.

No. 9287, "Speed Away," by the Edison Mixed Quartette, is an addition to our list of sacred selections that will be welcome. The growing demand for sacred music continues uninterrupted. "Speed Away" may not be as universally known as some previously listed hymns, but it will become a favorite with admirers of sacred music as soon as heard. It is a beautiful number and makes a good Record. The music is by I. B. Woodbury and the words by F. J. Crosby. Unaccompanied.

No. 9288, "You'll Not Be Forgotten, Lady Lou," by Frederick H. Potter, is a sentimental song in which the story is interesting and pretty. Of particular interest, though, is the melody. There is a refreshing newness about this melody itself and also the rhythm that is lingeringly attractive. The song is confidently

expected to become very popular. The music is by George W. Mayer and the words by Alfred Bryan. Orchestra accompaniment.

No. 9289, "The Broken-Hearted Sparrow," by the Edison Symphony Orchestra, is an orchestra selection of high order and attractiveness. The music is symbolic of the sparrow's pathetic appeal, and is delightful. It is one of a suite of four numbers, entitled "A Love Episode in Birdland." The suite is the crowning effort in the career of Theodore Bendix as a composer. Mr. Bendix has given the musicloving public many pronounced successes.

No. 9290, "You'll Have to Wait Till My Ship Comes In," by Bob Roberts, is a catchy waltz song by George Evans (music) and Ren Shields (words) that is becoming very popular throughout the country. It has that quality of entertainment that appeals to everybody. The characteristic effects introduced by our Recording Department, such as water effects and shouts of sailors, add much to a song already a big success. George Evans wrote "In the Good Old Summer Time." Sung with orchestra accompaniment.

No. 9291, "I Know Dat I'll be Happy Till I Die," by Collins and Harlan, is a song of a happy-go-lucky coon who goes through life with the refrain:

> Well I know dat I'll be happy till I die,
> I've got no room for trouble, dat is why,
> I'm always smilin' and contented,
> I'll be happy till I die, dat's a cert',
> Well I know dat I'll be happy till I die.

The song is full of ginger, both in words and rendition. Songs introducing laughter are always interesting, especially if the laughter is real and convincing. In this selection there is lots of it and it is a quality that goes the real article one better. Ed. Rogers is the composer. The singers are accompanied by the orchestra.

No. 9292, "Hymns of the Old Church Choir," by Frank C. Stanley, is a descriptive song introducing sacred pieces. "Nearer My God to Thee;" "Hosanna;" "Holy, Holy, Holy" and "Rock of Ages" are beautifully interwoven in a melody and story that will doubtless be another "Holy City" in popularity. The music is by Alfred Solman, the words by Arthur J. Lamb and the Record is made with orchestra accompaniment. The bells are features in the latter.

No. 9293, "The Anvil Polka," by the Edison Concert Band, is a band selection that is well-known to everybody. Its composer is A. Parlow. It is a descriptive number made especially realistic by the addition of anvil effects. Few have not heard this polka in some form, but not many have heard it played as this Record will reproduce the thoroughly finished performances given by our Concert Band.

No. 9294, "Flanagan and His Servant Girl," by Steve Porter, is Mr. Porter's latest addition to his clever and laughable Flanagan series of vaudeville specialties. It deals with the servant girl problem, and every family who has kept a "maid" will appreciate the satirical fun of this Record. It's a "scream." When Flanagan engaged the girl at the intelligence office, he asked:

"Were you working any place last week?"
"Oh, yes; I lived wid five families last week."
"That's not a good record."
"I'll wor the best I could do; I wor sick two days."
"Well, you can come to work at 10 o'clock in the morning."
"I'll sooner come at 8 o'clock, and then if I don't like the place I can be back in time to go to the matinee."

Flanagan gave a party and the girl put a piece of soap in Reilly's finger-bowl. Flanagan later wanted to know why she did it and she replied: "You told me if I seen anyone at the table in need of anything I was to get it and say nothing." After a snow-storm Flanagan told her to clean off the snow. She said that it didn't need it; it was clean enough. Finally she said she was going to leave because she didn't like the way Mrs. Flanagan did the work and Flanagan says to her: "Haven't we always treated you as one of the family?" "You have," she answered, "and I can't stand it any longer."

No. 9295, "Sweet Jessie Dear," by the Edison Male Quartette, is a sweet ballad beautifully arranged as a male quartette. The music and words are by Ella J. Fontelo. The tenor voice has an effective solo part as does also the bass. These two parts are features of the Record, and combined with the humming effect and general ensemble work make a quartette Record of exceptional interest and entertaining merit. Sung unaccompanied.

No. 9296, "Save a Little Money for a Rainy Day," by Edward Meeker, is an exceptionally good coon song on a subject ever popular and true. The music is by Maxwell Silver and the words by Ren Shields. Both are appreciative the humor as well as the good advice contained in it, and also the melody, which has a fine swing to it. Every word can be clearly understood which gives an added charm to the excellent coon dialect employed. Sung with orchestra accompaniment.

No. 9297, "The Chorus Lady March," by Albert Benzler, is a xylophone solo with orchestra accompaniment of a bright and merry march composed especially for and played nightly in the comedy success, "The Chorus Lady." Both as a Record and a selection it couals if it does not take precedence over any xylophone Record in our catalogue.

No. 9298, "The Tale of the Bucket," by Will F. Denny, is a comic song something after the order of "Fol-the-Rol-Lol," which is so popular in our catalogue. The story is told in seven short verses of how "Sam ran away with a man," and how they took her father's bucket in which he kept his cash. There is a point at the end of each verse in the shape of a pun. The whole idea is extremely ludicrous. There is a laugh in each verse. The melody, too, is attractive. The music and words are by Joe A. Budd. The Record is sung with orchestra accompaniment.

No. 9299, "Blondy and Johnny," by Ada Jones and Len Spencer, is descriptive of a scene in a Bowery dance hall, with a snappy dialogue in the vernacular between Johnny and his girl Blondy, and a number of incidental effects that add to the realism of the Record. Blondy tells Johnny that she is a mind reader and to prove that she knows what he is thinking of she sings the chorus of "Blondy," a new song by Alfred Bryan (words) and George W. Myers (music).

No. 9000, "It's Great to Be a Soldier Man," by Byron G. Harlan, is an inspiring march song by Theodore Morse (music) and Jack Drislane (words) which on our Record is a sure-fire hit the first time it is heard. The enthusiasm pictured in the Record finds a response in its hearers. The singing stops for a moment and there is given a view of soldiers passing in parade with commands of officers and plaudits of people. The song begins again, concluding with "Gee, It's Great to be a Soldier Man." Sung with orchestra accompaniment.

No. 9001, "Shoulder Arms March," by the Edison Military Band, is without a doubt one of the best Phonograph marches ever listed. It embraces all the variety and change effects found in the most popular marches previously listed. All the different sections of the band stand out prominently and in one of the strains the reed instruments are featured in a way that made the "New Colonial March" so much admired. Dave Rose is the composer.

WHAT THE FULL LINE DOES.

Gardner, Mass., April 15, 1907.

Thinking it might please you to know of the success of one of your Dealers I am writing you this letter. About December 15th, 1905, I was persuaded by George A. Winslow, of the Boston Cycle & Sundry Co., to adopt the box system made by his company and also carry every domestic record in stock, and a full line of Edison machines and sundries. Previous to this time I had been doing a small business in five different lines of talking machines, and a very incomplete line of Edison goods. At this time I had only 103 of your records and only one Standard machine. Where I was ordering 50 records for the first shipment, I am now ordering not less than 250 records and use at least 600 during each month. During the first six months under this system I placed 90 outfits, five of them being Triumph. Before that I never considered it practical to talk the $50 machines. It took me about three weeks to arrange the system, but the business at once began to boom even while the system was in an incomplete state. I can assure you it required a great deal of persuasion on the part of Mr. Winslow to induce me to place this large order, at the time when I considered the business almost flat. I had almost decided to throw out the entire talking machine business. In the past year my trade has increased many, many times. In the past week I have placed nine outfits. We are now carrying 4,000 Edison Records and a very representative line of machines, with exclusion of all other lines. I wish to congratulate the National Phonograph Co. on their method of business and also their contract of protection to agents, knowing that it is the life and soul of the business. You may use this letter if you consider it to your advantage to do so.

F. L. GILSON.

PRINTED MATTER.

Copies of the April edition of the domestic Record Catalogue, Form No. 1070, have just been mailed to all Dealers. It includes all selections listed to and embracing the April list. This mailing has been delayed so as to give Jobbers an opportunity to receive a supply before they were asked for by Dealers. This new catalogue only differs from the previous edition, No. 1069, in the addition of the lists for December to April inclusive. Through an error No. 9360, "Simple Confession," violoncello solo by Hans Kronold, appears in part of the edition. The selection was cut from the catalogue some time ago.

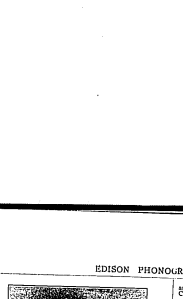
"Four Irresistible Entertainers," is the title of a new four-page folder now being mailed to the trade. It is printed in two colors. The first page shows a hand in black, with an orange background, the prices of the four principal Edison Phonographs, $10, $20, $30 and $50, appearing on the tips of the four fingers. Pages two and three show half tones of the four machines, with an argument on the desirability of having one in the home. These folders are very useful for mailing and circulating purposes. Most Jobbers have been supplied with liberal quantities.

Whether or not they have on hand any stock of the 150 Records to be cut from our catalogue on August 1st, Dealers are urged to post the Bulletin mailed them a few days ago and make an effort to advise their patrons about this cut-out list. Every time after we have retired a lot of Records in this manner we get letters from Phonograph owners, asking if we cannot furnish some of the selections. This shows that many sales would be made if the public knew that they could not get these cut-out numbers after a certain date. By a little judicious pushing Dealers can readily dispose of any stock they may have on hand and relieve themselves of the trouble of having to return them later.

Jobbers who find it desirable to furnish prospective dealers with detailed information concerning prices, discounts, terms and conditions of sale of Edison goods, may get from our Advertising Department a supply of single sheet contracts, which have been printed for this purpose, making it unnecessary to use the triplicate form. Ask for "Specimen Agreements."

REMOVAL OF PARIS BRANCH.

The Paris office of this company has been moved from 31 Rue du Quatre Septembre to 42 Rue de Paradis.



FLORENCIO CONSTANTINO.

From the issuance of our first list of Grand Opera Records all who have heard the Records made by Florencio Constantino have been aware that he was the possessor of a voice of wonderful power and beauty. This judgment of his voice is being amply borne out by the attention he is now attracting in the West. Mr. Constantino is the leading tenor of the San Carlo Opera Company and shares the stellar honors with Nordica. We print below some notices taken from daily papers on the Pacific coast.

From the San Francisco Chronicle, March 29th.

Perhaps the most brilliant vocal success of the night was scored by Constantino. He was a surprise, in spite of the many laudatory words which had been said of his singing. Oakland never heard such a magnificent tenor, and his rendition of the famous aria of the second act, "Cielo e Mar," evoked a scene of most accented enthusiasm. From the first moment of his appearance upon the stage Constantino captured his audience. He possesses a tenor voice, of beautiful quality, which mounts to the highest notes with ease and sonority. In the middle register it is mellow and dulcet. At all times Constantino uses his voice with consummate art. He is a finished actor, dramatic, graceful and emotional.

From the San Francisco Call, March 29th.

But Constantino, with stellar honors yet to be heaped upon him, stirred the imagination of Oakland people, who loved mightily in discovering his voice. Carusos and Scotis and clever opera lovers and when Caruso leaves will have to be brought out and dusted off and applied to Constantino. Caruso is the best fortnight, and one or two additional bits of descriptive embroidery perhaps must be invented.

Constantino can sing and does sing as no tenor besides Caruso ever has sung in the annals of grand opera performances on this coast. There is power and yet fineness in his singing. It ravishes that is almost cloying, and yet strength. It is the perfect combination of passionate virility; there is gold and velvet and perfume in the man's voice and art allied to an almost perfect organ wherewith to interpret masterly music.

From the San Francisco Chronicle, March 22d.

Of the individual triumphs of the night the greatest of all was won by Constantino. At the first note of this marvelous tenor, it seems inevitable that in the annals of the opera of the day it is to be written, Constantino first, Caruso second.

The vocal gem of the scene is the tenor solo, "Cielo e Mar," which revealed the quality of Constantino's marvelous voice and the perfection of his art as the prince of manhood, handsome, modest and magnetic in appearance, his artistic qualities, be it an interesting parenthesis, made his stage with equal facility in both the lyric and dramatic scenes of the opera with which he swells a tone from the pianissimo to tone is almost supernatural. Especially in the means voice, the exclusive voice remarkable for tone beauty. In the recitative passages he showed that he was a past master of vocal declamation, of long delivery, of wielding the staccato passages with the precision of a violin virtuoso. The virtuosity he exhibited in the use of the upper notes of beautiful tone he gave as it brought forth volleys of applause and bravos from the audience. Nordica in this song that Constantino clearly surpassed Caruso, for while he has not the sensuous tone quality of the Caruso tenor he is the more perfect artist.

From the San Francisco Chronicle, March 26th.

The honors of the evening easily fell to Constantino, who, as the mesmerly irrepressible Duke of Mantova, was by turns fascinating and careless abandon. A fine artistic characterization was more than impressive. The ballad, delivered by the Spanish tenor, is a cleverly artistic rendition.

And how he sang! With the utmost ease and with ever pleasing quiescence, the sweet lyric tones floated over the utmost chasm. Indeed, here is a most congenial role for the young, but gifted artist.

From the Seattle Times, April 8th.

Constantino's entrance was the equal not only for applause, but for spontaneous cheers that came from the audience, for some moments he was unable to sing, but stood up on the stage waiting, a striking and picturesque figure, for the applause to be stilled.

The beauty and exquisite modulation of his voice, especially in the third act, gave such opportunity to the two principals to show their warmest admirers wished, and the familiar and ever beautiful sextette was sung with a fervor and beauty that was thrilling. The tenor's strength and such demands a fervor that the house rose almost to its feet with cheers and applause. At this time again the favorites were brought back, and now the curtain rose on the stock piano and Mr. Ivancy Thomas appeared with Miss Nielsen for her accompaniment for the favorite old encore of prima donnas, "Home, Sweet Home," which Miss Nielsen sang with sweetness and simplicity, but the applause which had ebbed only for this broke forth with redoubled ecstasy at Constantino. When he rose and began to sing the "Questa o Quella" from "Rigoletto" the house was silent instantly, but would not let him go after the conclusion. And being in a very gracious mood he sang another encore, "Ah, Moon of Middle," from the same opera. It is Constantino's has been the surprise and the great delight of the San Carlo Company. It is his fame which will receive through America in the years to come as it already has through Europe. He is probably the most beautiful tenor voice in the world to-day, certainly the combination of appearance, of personality, of voice combines in him more perfectly with knowledge of his art and ability to use it than any other artist known. He has succeeded De Reszke, Caruso and Nionel in this country, and is inferior to none of them.

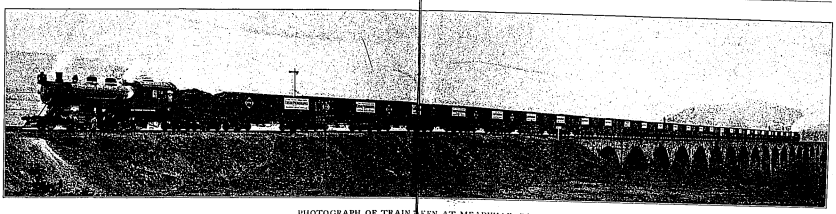
WHAT TWO DEALERS SAY.

We inclose some circulars and cards of one of the most popular Sporting Camps in Northern Maine, where we have recently sold a Standard Phonograph and five dozen Records. We expect to sell a lot more Records and Machines this summer after the trout fishing opens. We have handled the Edison Goods for several years and are well pleased with them. Other makes of machines have been offered to us but we say we have no room for any others. We carry about 2,000 Records in stock. J. N. & I. J. SMITH,

Skowhegan, Me.

I am pushing the Edison Machine and getting lots of business. E. A. GYNE,

Aitkin, Minn.



PHOTOGRAPH OF TRAIN TAKEN AT MEADVILLE, PA.

An Entire Train of Edison Phonographs and Records for Babson Bros., Chicago--Largest Shipment of Talking Machine Goods Ever Made.

We present above a photograph of the largest single shipment of talking machines and records ever made in this or any other country and one that will probably not be duplicated for some time to come. It is a freight train of twenty-seven cars loaded with nothing but Edison Phonographs, Edison Gold Moulded Records, horns, cranes, and a quantity of catalogues and other printed matter. The shipment comprised approximately 8,000 Phonographs, over a quarter million Records, and 8,000 horns and cranes. The invoices for the shipment were considerably in excess of $100,000. The shipment was made to fill a straight-out bona fide order from Babson Brothers, Chicago, who are making a most phenomenal success of selling Edison Phonographs and Records by installments on the mail order plan. In other words they are sending these goods anywhere in the United States and permitting the purchasers to pay for them on the easy payment plan. Their plan is one of the most daring that the talking machine trade has ever known and their success is not begrudged by any one.

The principal reason for this unusual shipment is the fact that Babson Brothers have just completed and moved into a five-story pressed brick and stone building, 80x150 feet, at the corner of Nineteenth street and Marshall Boulevard, Chicago, providing a floor space of 60,000 square feet, without doubt the largest space in this country devoted to the sale of talking machine goods only. The picture of the new building shown here was taken before the structure was completed. Babson Brothers have been conducting their retail business at 140 Michigan avenue and their jobbing business at 304 Wabash avenue. Both will hereafter be carried on in the new building at Nineteenth street and Marshall Boulevard. The special shipment was made so that the new building might be completely and adequately stocked before May 1st, and so that the removal of both the retail and jobbing branches could be accomplished with no other friction than having employes stop work at the old places Saturday and resume in the new building Monday morning. The stock at the Michigan avenue and Wabash avenue addresses will be moved to the new building in a leisurely manner. By this plan the great business of the firm will not stop for a single hour. Although involving the outlay of a considerable amount of money, the plan is just such a one as these sagacious business men might be expected to evolve.

The first floor of the new building will be occupied by the shipping room. The offices will be on the first floor, and the second, third and fourth floors will be given up entirely to stock-rooms. The wholesale record stock will occupy the entire fifth floor. This floor has been designed especially for records, and has immense skylights running the entire length of the building. The bins for the wholesale stock have been constructed after special designs of G. M. Nisbett, wholesale manager. The bins will have a total capacity of 2,000,000 records. The firm has unobstructed light on all four sides of the building. They also own 400 feet of additional frontage on Nineteenth street, and thus have plenty of room for expansion. The rear of the building is right on the C., B. & Q. tracks, and the firm have their own private switches in their own yard. The building was put up in less than sixty days by the employment of an immense force of mechanics working overtime. It is of the best and most durable construction throughout.

The special train left Orange on Monday night, April 12th, and went west over the Erie railroad. As the photograph shows, each car bore banners on both sides reading "Edison Phonographs for Babson Bros., Chicago."

The train was drawn by Engine No. 1655 and was in charge of the following crew: Charles Johnson, engineer; Edward Carlough, fireman; William Lynch, conductor; James Dwyer, brakeman; George F. Mack, flagman. Because of the difficulty of stopping the train long enough in the vicinity of Jersey City without interfering with traffic, arrangements were made to photograph it at the end of the first division. H. T. Leeming, Traffic Manager of the National Phonograph Co., accompanied by two photographers from G. P. Hall & Co., New York, went ahead by passenger train, and early Tuesday secured the photograph shown herewith. The train was standing on a bridge over the Susquehanna river at Meadville, Pa. The location was ideal for the purpose. Between Jersey City and Chicago seven changes of engines and crews were made. By special arrangements most of the trip was made by daylight, so as to get as much advertising from it as possible. It is hardly necessary to state that the spectacle of an entire train of cars filled with Phonographs, Records, etc., attracted much attention throughout the entire trip.

The train reached Hammond, Ind., at 6 o'clock Saturday morning. It was there met by representatives of the Erie Railroad, Babson Bros. and the National Phonograph Company. Additional photographs were made and the train proceeded to its destination, reaching 51st street at 12.20 o'clock. Its contents were transferred to the new building of Babson Bros. on Monday.

Another remarkable incident connected with this great shipment was the receipt from Babson Brothers on the day the special train left Orange, of an additional order for 100,000 Edison Records, shipment to be made as soon as possible.

It may not be out of place at this time (and certainly we will be pardoned if we appear egotistical in mentioning it) to quote an incident that occurred when Babson Bros. had

demonstrated that their plan was an unquestioned success. Knowing that they had had considerable experience with other kinds of talking machines, a friend asked one of the firm why they sold Edison Phonographs on the mail order plan and no other kind. The reply was that in their experience it was the only machine that stood sold when once sent out; the only one that did not come back. Could any manufacturer want a more eloquent or a more convincing argument for the merit of his product than this?



BARSON BROS. GREAT BUILDING.

AS A SINGING TEACHER.

A few lines by which I wish to acquaint you with a new use for an Edison Phonograph. I am a member of the firm of Gerhart & Hassler, Dealers in Edison Phonographs and supplies. By profession I am a school teacher. I am teaching a rural school of fifty pupils. I teach singing in my school with the aid of the Phonograph. For instance, when a Record of my fancy comes out, I write off the words, and have them printed on cards for my pupils. Then, having a Phonograph in school, I place the machine in front of the school, play the song a few times, and then the school sings along. In a short time the entire school can sing the song, on correct time and correct pitch. It is better than a piano. I find Ada Jones' pieces excellent for this purpose; she is a good leader, and is virtually the singing leader in my school. Bob Roberts is also a good leader; so are some others. I think every school should have an Edison Phonograph. A few lively marches, played at recess or dinner time, puts new life into all the youngsters. I would not teach without it.—*J. Irwin Gerhart, Wernersville, Pa.*

BOTH ARE CORRECT.

(Extract from a Dealer's Circular.)

I have been asked what effect simplified spelling would have on the word Phonograph. Both Phonograph and Funny-graft are correct.

I am still selling Edison Phonographs at the rate of three a week (which is pretty good for a little burg of 1,000 inhabitants) because every one knows that the Edison Phonograph is correct.

I am selling them for cash or a Dollar down and a Dollar a week until paid for.

I carry in stock every American Edison Record made, and have them arranged in wire racks with each record plainly labelled. You can see what you want and get it.

Funny-graft is correct for some of the machines you see advertised. You get them with a pound of tea, for selling gum, or have a few records thrown in with one.

If you want a Phonograph that you and your children and grandchildren can enjoy for the next hundred years come in and buy an Edison. All styles in stock. $10.00, $20.00, $30.00 and $50.00.—*B. T. Burlingham, McGraw, N. Y.*



RAILROAD ADVERTISING SIGNS.

Above is a reproduction of one of our railroad signs now so familiar to all who have travelled any distance east of the Mississippi River. For some months past we have had nearly 200 of these signs on the principal railroads in that section. We have just made contracts for 230 more of them, making over 400 in all. The new boards will be placed as far north as Bangor, Me., as far south as New Orleans and as far west as California. When these new signs are put up it will be practically impossible to travel any considerable distance in any direction without seeing this presentation of the Edison "Old Couple." This is but one of the many forms of advertising Edison Phonographs and Records for the benefit of the Edison trade.



GIUSEPPE CAMPANARI, BARITONE.



ROBERT BLASS, BASSO.

NEW ARTISTS IN GRAND OPERA SUPPLEMENT No. 5 JUST ISSUED.

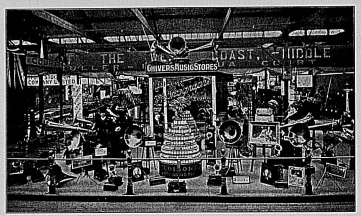


EXHIBIT OF CHIVERS MUSIC STORES, CHRISTCHURCH, N. Z.

EDISON GOODS AT THE CHRISTCHURCH, N. Z., EXHIBITION.

The largest international exhibition ever held in the Southern Hemisphere closed on April 15th, at Christchurch, New Zealand. It opened on November 1st last, and was a most successful affair. Every country was represented among the exhibitors. Two of the most progressive Edison Jobbers in New Zealand had exhibits. Photographs of both are given herewith. The display made by the Chivers Music Stores could not be better. It is equal to anything of the kind made anywhere. That of F. C. Smith was not as large as the Chivers exhibit, but Mr. Smith had the sole selling rights for talking machines for the Exhibition, and therefore used a large part of his space as a demonstrating room.



EXHIBIT OF F. C. SMITH.

THE PHONOGRAPH AS A PROMOTER.

That there seems to be no end to the benefits accruing from scientific discovery is illustrated by a novel use to which the phonograph was applied by an American Captain in the South Seas.

While one of the naval vessels of the United States was patrolling that part of the Pacific Ocean last spring it chanced upon a sailing vessel, which an officer from the war ship at once boarded. The stranger proved to be a craft commanded by a New Englander who for some years had been engaged in recruiting Kanakas for the plantations of Queensland, Australia.

The naval officer noticed that there was on board an instrument that is not usually considered essential for purposes of navigation—a Phonograph—and asked why the talking machine should have been included in the ship's outfit. He was told that before the vessel left Queensland the Captain had visited some of the sugar plantations where South Sea Islanders were employed, taking with him a camera and a Phonograph. Here he went into the business of photographing groups of islanders on the plantations, also taking individual pictures of well known men from the New Hebrides and the Solomon Group.

Edison's invention was then brought into service, the best known among the islanders being asked to speak into the Phonograph anything they would like to tell their friends at home. In this way large numbers were induced to give an account of the sort of life the Kanakas were having on the plantations, and to tell any other news likely to interest the old folks at home in Malikolo, Ambrym, San Christoval, Malnita, and other islands.

When he had secured a good supply of these messages, the ingenious master sailed for the islands, and at last advice was making good use of his material. Many of the photographs had been transferred to glass for use with the limelight, and with the pictures and the Phonograph he was able to give exhibitions of life on a plantation that changed the doubts of the natives into an enthusiastic desire to emigrate.

At the limelight show the Captain would produce a full sized picture of an absent friend, a native well known on the island, and to the amazement of his dusky audience would make him speak words of greeting from his plantation home in Bundaberg, a thousand miles away. Whatever misgivings had been felt before the Phonograph was produced were at once dispelled when the limelight picture of their friend addressed them in their own tongue and in the voice they had known so well when he dwelt among them.—*Associated Sunday Magazine, April* 8, 1907.

VALUE OF SEPARATE ROOMS.

Almost every week we read of some progressive firm having their quarters redecorated and in almost every instance the fact is mentioned that separate rooms have been arranged and specially decorated for the purpose of displaying the various lines handled.

The larger dealers everywhere are realizing that best results are obtained when a machine may be tested and its good points brought out to much better advantage, while it is separate from the general stock. Where the customer is confronted with only three or four styles he or she, as the case may be, is not confused and a selection is more readily made because the mind is concentrated upon the contents of the parlor alone instead of an open warerooom, where other customers are examining and testing instruments. Of course, many dealers will fitting up the rooms attractively. Even so, it may be safely said that of five sales that are lost on the warerooom floor because the prospective customer could not arrive at a decision, two will be saved by the separate room where comfortably seated, among attactive surroundings, the tendency to find objections is reduced to a minimum and the salesman finds a more fertile field for his arguments.—*Talking Machine World.*

EDISON PHONOGRAPHS AND RECORDS BY THE CARLOAD.

What is unquestionably the largest single shipment of Phonographs and Records ever imported by any firm in B. C., came to hand on Thursday last, when the well-known firm of M. W. Waitt & Co., Ltd., received a full carload of the celebrated Edison Phonographs, and their superb Cylinder Records. Messrs. M. W. Waitt & Co., Ltd., have been appointed jobbers for these goods by the National Phonograph Company of Orange, N. J., and the present shipment is but the advance guard of much larger ones expected to follow, as the popularity of Edison Machines and Records is so great that the demand is growing by leaps and bounds; the Vancouver public are invited to look over this handsome stock, when they will commence to appreciate what an important point this city is becoming as a distributing centre. Messrs. M. W. Waitt & Co. are now building a large addition to the rear of their present premises in order to take care of their vastly increasing trade; when completed their Phonograph parlors will be the finest in Canada.—*Daily News-Advertiser, Vancouver, B. C.*

A TIME-CONTROLLED PHONOGRAPH.

A recent article referring to the personality of Andrew Carnegie stated that the great ironmaster is awakened every morning by the melodious strains of a pipe organ, played by a well-known musician, and from a psychological viewpoint of theory and practice this is much better than to be rudely aroused to the day's activity by the clanging gong of a sa-cent alarm clock. Unfortunately all of us cannot afford the luxury of a private organ and organist, but thanks to the genius of Dr. J. E. Hett, of Berlin, Ontario, the next best thing has been done for a sleepy and long-suffering humanity, and that is a time-controlled Phonograph, an arrangement of clock and Phonograph, so that at any predetermine d time of night or day, but especially in the early morning, sweet sounds may fill the sleeper's room and so awaken him.



Now the sounds that are first impressed upon the brain may be a march by Sousa or any other musical selection that may be desired, but as it is generally believed that the first thoughts which are induced on awakening by external suggestion cling to a person more or less tenaciously throughout the day, it is obvious that these should be sweet and pleasant instead of harsh and unconforting. To determine the correctness of the above supposition the doctor commenced a series of experiments, and as the result of numerous investigations upon himself he became convinced of the verity of it, and in the end devised the combination shown in the accompaning illustration.

The mechanism is very simple and consists

of a spring which trips a lever attached at one end to an ordinary alarm clock, while at the other end a cord which passes over a pulley is connected to the starting lever of the Phonograph. The case contains three ordinary dry-cell batteries, and when the alarm lever of the clock is tripped the Phonograph is not only started but a miniature four-volt lamp is also turned on and lighted. The light may, however, be turned on or off at pleasure and the Phonograph operated likewise at will.—*Scientific American.*

LETTERS SENT BY DEALERS TO RETAIL INQUIRERS.

From C. H. Olney, Coporsdt, Mich.

Dear Sir:—I am enclosing you printed matter and catalog relative to the most wonderful invention and the most charming home entertainer of the present day.

The Edison Phonograph is the original and the only perfect talking machine. Every instrument is inspected and manufactured by Thomas A. Edison, the most wonderful inventor the world has ever known. You may have been disgusted with some imitation phonograph—you surely will be delighted with the genuine Edison Phonograph and the Edison Gold Moulded Records.

Words are no disagreeable noises in the Edison Records, but are reproduced with the same clearness and brilliant quality of tone is especially adapted to parlor use. This is a feature that Mr. Edison notes to. Neither the musical detail or the natural life-like tones of the voice are drowning out by a mechanical or metallic ring. Edison Records can be used without an Edison Phonograph by anyone blessed with an ear as an educator and indispensible as a veranda or sitting talker. They must complete prized machine and the only pure life-like toned records on the market to-day.

With the "Edison" you can make perfect records of your own voice, your grandpa's—or the baby's. Why not have records of the children's voices, so that in their years to remember them by when they are men?

Let us demonstrate to you how badly you need "Edison, genius" in your parlor.

It will be a real pleasure to us, and to you, if you will call and hear the wonderful Edison Phonograph of to-day. Come in and be glad to bring one to your home for demonstration if it is not convenient for you to come to our store.

Do yourself, your family, your friends, and us a favor and let us hear from you soon regarding the Edison Phonograph.

Edison Standard Phonograph, Flower Horn and Stand and your choice of 12 records for $27.50. Payments made easy.

From Hardy's Music House, Ludington, Mich.

Dear Sir:—Are you too busy to spend one moment with us on the subject of Phonographs? We want to interest you in this very popular musical instrument. We have different styles and sizes, from cut two compplete machines per minute every month, up, and are working 24 hours per day, so there is no question or question that ours is the most popular music maker of the day.

We take pleasure to think what a wonderful invention the Phonograph really is. Now that is just where we wish to interest you. It will be very interesting study, to say nothing of its entertaining features and store, it is educational in many ways and a continual source of amusement for the entire family.

We have sold a great many Edison Phonographs in Ludington and have yet to hear a kick. We have no dissatisfied customers. Our stock is always fresh and up-to-date, and is the largest in Western Michigan.

We have different sized machines, so necessarily different prices; also several sizes of horns which set the prices somewhat. But we do not have two prices on the same machine, for terms differ according to the responsibilities of the buyer. Everything is sold on easy almost on their own terms. If you will take time to call on us we will appreciate it and will be pleased to show you the merits of the Edison Phonograph. We know we can interest and even surprise you with our Edison Gold Moulded Records.

Thanking you for your time and attention and assuring you that any patronage you favor us with will be appreciated, we are

From F. R. Pancoast, Hastings, Mich.

Dear Sir:—I am inclosing you catalog of the most wonderful invention and the most charming entertainer of the present day—the Edison Phonograph.

The Edison Phonograph is the original talking machine—invented, perfected and manufactured by Thomas A. Edison, the most wonderful inventor the world has ever known. Possibly you have heard "talking machines" and have not cared to own one, but remember there are none that reproduce sounds and noises, but look that human voice. The Edison Phonograph is the voice and music which is only to be found in that ideal home entertainer, the Edison Phonograph.

You can sit at home by your own fireside and listen to the most famous artists in Grand Opera, enjoy the latest popular songs, dances and music of your choice, or, if you can have all the musical talent, the old songs of long ago, so filled with pleasant memories. There is something for every member of the home and for the guest as well, no matter what the taste may be.

With an Edison Phonograph you can make records of your own voice, your loved ones, "voice photographs," someone calls them.

Kindly look over the catalog—you will find it quite interesting—and at your earliest convenience come in, when I will show you the machines and play for you some of the records. This will be a real pleasure for me and I would like to explain the plan as "Edison" in your home would be a welcome guest to pay cash, my easy payment plan will interest you.

Hoping to be favored with a call from you soon, I am

AN ARTICLE WORTH READING.

William F. Hunt, an Edison Dealer at Wanatah, Ind., who is a frequent writer on talking machine subjects, has the following interesting article in a late issue of the *Talking Machine World*:

"To be a successful talking machine dealer it is very important that he should keep thoroughly posted on all the improvements that are brought out by the manufacturers in this line. As soon as a person buys a talking machine he becomes enthusiastic over the possibilities of improving the same, and he eagerly watches for the appearance of anything in that line, and the oftener you have something new to offer him the oftener he will visit your store. Great care should, however, be exercised to offer only articles which you have tried and which you know are practical and reliable in every way, and he will be your ever-confiding friend and customer. In the struggle to improve the Phonograph there are a number of so-called improvements on the market which are faikes pure and simple. Do not try to sell these to your customers because they present a tempting profit. They are poison to your business, and will prove not profitable but sadly unprofitable in the end. You do not have to put in stock of any article until you have been fully convinced of its merits. Handle a complete and give it a thorough trial. Many dealers are not successful because they do not treat their customers with due respect. It is to your benefit to do so. No matter how unpromising the prospects for a sale may be from appearances, I have yet to find the salesman that can judge the size of a man's pocketbook or the amount of the purchase a man intends to make; in fact, the customer himself does not know the latter. It will depend entirely on your own tactics, as to how large a purchase he will make. Be ever ready to give the customer any information along your line which he may desire, and always treat him with the best of courtesy, whether you think he will

make a purchase or not. It is sometimes a hard thing to do, I know, but nevertheless it is a most important point in conducting a successful business. If a customer calls for anything you have not got in stock do not put him off by trying to sell him something which you know he does not want, but tell him that you would be pleased to order it for him, even if you know that you would not be making anything on the sale, as the express charges would eat up the profit. This plan is not altogether satisfactory; but as it is impossible to at all times carry a complete stock of everything in the talking machine line, it is better than to abruptly say to the customer that you have not got it and do not care to get it. Chances are that he would go to a competitor and purchase the article, and not only that particular article, but more, and continue to trade with him when through a little talk you could induce him to let you order the article for him and thereby retain his future patronage. Study the line which you carry thoroughly, so that you will be able to bring out all the good points in favor of it when you are trying to make a sale. When the customer once becomes convinced that you are handling the article, not only for what money there is in it but for the merits it possesses the sale is completed; all that is left for you to do is to wrap it up for him to take home. Furthermore, do not throw the literature sent out by manufacturers into the waste basket without proper care, but read everything, and read it carefully. You may think you have not the time to spare, but take time—it is time profitably spent. You will add to your knowledge, as this literature is gotten up with brains. Above everything else keep posted on what is going on in the talking machine trade."

FORM LETTERS TO "FOLLOW UP" INQUIRIES.

The letters printed below have been written to meet the frequent requests of Edison advertising and those furnished by us to Dealers. These should be written on a typewriter, but should be specially written and signed personally by a member of the firm or company. A prospective customer is much more favorably impressed when he receives such a letter than with one that it printed or written and signed by a clerk:

FIRST LETTER.

[To be mailed as soon as notification is received from National Phonograph Co.]

Dear Sir—The National Phonograph Company advises that in response to a request from you they have supplied you with printed matter pertaining to the Edison Phonograph.

Printed matter at all very well in its way, but in order to fully understand and appreciate this great entertainer you must hear it play, sing or talk.

We have on hand Edison Standard Phonographs and a complete line of Records, ranging from grand opera to the popular airs of the day.

Will you not call at an early date and hear the kind of music you like as rendered by richness of tone, the wide range and the fine construction of these instruments, and nothing but personal investigation will do it.

There is nothing you could put into your home that would bring you, your family and all the music of the world, is always ready to entertain, is never out of tune or out of practice.

A call from you for the purpose of getting acquainted with the merits of the Edison will not obligate you in any way. We merely wish the opportunity of demonstration in order to help you to a decision.

Very truly yours,

SECOND LETTER.

[To be mailed from two to four weeks later to the same inquirer unless a sale has been made.]

Dear Sir—We trust you have not abandoned the idea of putting a Phonograph in your home. As we have already written you, no printed matter can adequately tell what this instrument is or what it will do.

We want to show you. We want you to call, select the music you like and hear it played or sung. We want you to operate the instrument—to put on the Records, wind the motor—in short get acquainted with it.

Until you do you cannot decide whether you want it or not with fairness to yourself or to the Phonograph. The Phonograph is a home proposition; it delights every member of the family; it plays and sings when you want it to and plays and sings what you want.

The Phonograph affords a life-time of enjoyment. It never becomes a bore any more than the theatre does, because the bill continually changes. New Records, including all of makes the Phonograph new.

We do not believe you fully appreciate the possibilities of this instrument and it is to prove that it is more than the most enthusiastic descriptions of it would indicate that we are asking you to call.

Very truly yours,

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin st.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co., 309 Main street.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 917-921 Wood st.
Sacramento—A. J. Pommer Co., 5th and J sts.
San Francisco—F. Bacigalupi & Sons, 1021 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th st. Hext Music Co., 15th and California sts.

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 96 State street.

DISTRICT OF COLUMBIA.

Washington—S. T. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree st.
Phillips & Crew Co., 87-89 Peachtree st.
Savannah—Youmans & Leete.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Bohnen Bros., 204 Wabash ave.
Lyon & Healy, Wabash ave. & Adams st.
James L. Lyons, 153 Van Buren st.
The Vim Co., 68 E. Lake st.
Montgomery Ward & Co., 111 Michigan avenue.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Morris Phonograph Co., 414 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia ave.
Kipp-Link Phonograph Co., 217 N. Illinois street.
A. B. Wahl & Co., 132 S. Illinois st.
Lafayette—A. B. Wahl & Co., 304 Main st.

IOWA.

D e Moines—Hopkins Bros. Co., 620 Locust st.
Vim Co., 304 Seventh st.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House.

KENTUCKY.

Louisville—Montenegro-Riehm Music Co., 620 4th ave.

LOUISIANA.

New Orleans—William Bailey, 606 Frenchmen st.
National Automatic Fire Alarm Co., 614 Gravier st.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange st.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 261 North Howard st.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover st.
Eastern Talking Mach. Co., 177 Tremont street.
Iver Johnson Spig. Goods Co., 165 Washington st.
Fitchburg—Iver Johnson Spig. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central st.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Spig. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward avenue.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin avenue.
Minnesota Phono. Co., 518 Nicollet ave.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th st.
Koehler & Hinrichs, 366, E. 3d st.
Thomas C. Hough, 393 Wabasha st.
Minnesota Phonograph Co., 37 E. 7th st.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1018-1016 Walnut st.
J. F. Schmelzer & Sons Arms Co., 710 Main st.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive st.
Silvertone Talk. Mach. Co., 1016 Olive St.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—Rose P. Curtice Co., 1125 O st.
H. E. Sidles Phono. Co., 13th and P sts.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New st.
Price & Co., 24 Academy st.
V. H. Staphs, 187 Bank st.
Paterson—James K. O'Dea, 117 Ellison st.
Trenton—Nicol Blank Book and Stationery Co., 201 E. State st.
John Sykes, 105 N. Broad st.

NEW YORK.

Albany—Finch & Hahn, 92 State st.
Asterla—John Ross.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells sts.
Robert L. Loud, 618 Main st.
Neal, Clark & Neal Co., 647 Main st.
Elmira—Elmira Arms Co., 117 Main st.
Gloversville—American Phono. Co., 29 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall st.
New York City—Bettini Phono. Co., 156 W. 125th st.
Blackman Talking Machine Co., 97 Chambers st.
J. F. Blackman & Son, 2127 3d ave.
L. Davega, Jr., Inc., 238 W. 125th st.
E. R. Davega, 22 E. 14th st.
Columbia Phono. Co., 89 Chambers st.
James L. Lyons, 153 Van Buren square.
Victor Talking Mach. Co., 2d ave.
Regina Co., 45 Union square.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1522 First ave.
Oswego—Frank R. Bolway, 32 W. Bridge st.
Rochester—A. L. Dessaliger, 345 North st.
Mitchell Piano Co. & Sd. Co., 100 State st.
Talking Machine Co., 97 Main st.
Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 524 State st.
Jay A. Richton & Co., 233 State st.
Syracuse—W. D. Andrews, 216 E. Railroad st.
Troy—Finch & Hahn, 2 Third st.
Utica—Clark-Horrocks Co., 74 Genesee st.
Arthur F. Jervis, 59 Washington st.
William Harrison, 50 Columbia st.
Utica Cycle Co., 21 Columbia st.

OHIO.

Canton—Klein & Heffelman Co., 220 E. Tuscarawas st.
Cincinnati—Ball-Printze Co., 108 West 3d st.
The Vim Co., 36 E. 4th st.
Rudolph Wurlitzer Co., 124 East 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect avenue.
Columbus—Perry B. Whittelt Co., 213 S. High street.
Dayton—Nicholas & Dohse, 36 E. 5th st.
Newark—Ball-Printze Co.
Toledo—Hayes Music Co., 608 Cherry st.

OREGON.

Portland—Graves & Co., Inc., 328 Washington st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 580 Hamilton st.
Easton—William Werner, 433 Northampton st.
Harrisburg—S. K. Hamburger, 13-14 N. Market square.

Pennsylvania—Continued.

Philadelphia—Louis Buehn & Bro., 45 N. 8th street.
C. J. Hoppy & Son, 1117 Chestnut st.
Lit Bros., Market and 8th sts.
Musical Echo Co., 1217 Chestnut st.
John Wanamaker Co., 17 S. 8th st.
Penn Phonograph Co., 1006 Market sts.
Western Talking Mach. Co., 51 and 53 N. 8th st.
H. A. Weymann & Son, 923 Market st.
Pittsburg—Pittsburg Phono. Co., 937 Liberty st.
Powers & Henry Co., 101 Sixth st.
Standard Talk. Mach. Co., 428 Wood st.
Reading—S. K. Hamburger, 723 Chestnut st.
Reading Phonograph Co., 43 N. 8th st.
Scranton—Ackerman & Co., 217 Wyoming av.
Technical Supply Co.
Sharon—W. C. DeForrest & Son.
Williamsport—W. A. Myers, 148 W. 3d st.

RHODE ISLAND.

Providence—J. M. Dean Co., 726-728 Westminster st.
J. Samuels & Bro., 115 Weybosset st.
Household Furnishing Co.
J. Samuels & Bro., 115 Weybosset st.
A. T. Sutterguod & Co., 108 Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay st.
Memphis—J. Lee Atwood, 180 N. Main st.
O. K. Houck Piano Co., 82 S. Main st.
Nashville—Nashville Talking Mach. Co., 728 Church st.
Meeker & Broade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Walz Co., 101 El Paso st.
Fort Worth—Cummings, Shepherd & Co., 709 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin sts.
San Antonio—H. C. Rees Optical Co., 243 West Commerce st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 251 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main st.

VERMONT.

Burlington—American Phono. Co., 24 Church street.

VIRGINIA.

Richmond—C. B. Haynes & Co., 602 E. Main st.

WASHINGTON.

Seattle—D. E. Johnston Co., 302 Second ave.
Kohler & Chase, 719 Pike st.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

Milwaukee—McGreal Bros., 172 2d st.

CANADA.

Montreal—Peter Kelly, 282 St. Lawrence st.
Quebec—C. Robitaille, 250 Rue St. Joseph.
St. John—W. E. Thorne Co., Ltd., 42-44 Prince William st.
Toronto—E. E. Williams & Sons Co., Limited, 143 Yonge st.
Vancouver—M. W. Waitt & Co., 568 Granville street.
Winnipeg—E. E. Williams & Sons Co., Ltd., 121 Princess st.

*Added since April 1st, 1907.

SUSPENDED LIST, MAY 1, 1907.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—Thomas McGuire, 875 Main st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Engleston Bros., or Eggleston Music House, J. P. Eggleston, Prop.; also Danville, Ill.

Chicago—Gibbs & Son, 727 W. North ave.

Danville—Eggleston Bros., or Eggleston Music House, J. P. Eggleston, Prop.; also Champaign, Ill.

Kewanee—Wm. Bland.

Ottawa—Edward Blaum.

Quincy—Gilles Bros., 107 North 4th st.

Rockford—J. P. Whittaker, 414 Hampshire st.

Wheaton—E. Irving.

INDIANA.

South Bend—Eugene Marsh, 126 Vistula ave.

South Bend—South Bend Bridgery, Robert Lesoll, Prop., 203 North Michigan st.

IOWA.

Burlington—John P. Weiss, 711 Jefferson st.

McClelland—J. W. Rounds & Co.

Sioux City—Hattenbach Bros. Co.
A. V. Larrington, 519 Fifth st.

State Center—Ora Sergeant.

KANSAS.

Clay Center—R. M. Gowenlock.

Lawrence—Bell Bros.

Topeka—R. H. Morehouse, 510 E. 4th st.

MAINE.

Biddeford—W. H. Plaid.

Lewiston—J. W. Bates.

Monmouth—G. H. Stetson.

Waterville—Chas. Blanchard, 150 Main st.

MASSACHUSETTS.

Boston—E. C. Mack, 43 Milk st.
Henry Savage & Sons, 169 Hanover st.
T. Sibwarkovsky, Prop.

Florence—William Oaten, 57 Main st.

Framingham—H. A. Bingeman.

Lawrence—Reed & Co., 214 Essex st.
M. O. Mosher, 359 Essex st.

Malden—A. P. Fuller.

Nantucket—Arthur M. Taylor.

New Bedford—E. B. DeWolf.

Somerville—Jo. Winchester, 32 Summit ave.

Springfield—John Wanamaker, 1331 Main st.

Webster—Osborn Gilfeiin, or The Salem Jewelry Co., L. P. Maloney, Manager.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Schwankovsky, Prop.

Detroit—F. J. Schwankovsky.

Saginaw—Geo. W. Swendorfer.
James V. Colahan, 317 Genesee st.
Tierney Bros., 317 Genesee st.

MISSOURI.

Ewing—Hal R. Lovell.

Kansas City—The Wittmann Co.

NEBRASKA.

Lincoln—The Wittmann Co.

Omaha—The Wittmann Co.
Piano Player Co.

Red Cloud—Albright Bros.

NEW HAMPSHIRE.

Hillsboro Bridge—Ben Barnes.

Manchester—C. B. Dumas.

Nashua—F. A. McMaster & Co.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 32-34 Arkansas ave.

Jersey City—W. L. Hoffman, 151 Montgomery street.

Long Branch—A. N. Alexander, 103 Broadway.
A. Santacle, 103 Broadway.

*Added since April 1, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

New Jersey—Continued.

Newark—R. L. Corwin; also New York City.

Passaic—I. Hurwitz.

Paterson—Chas. H. Kelly, 26 N. Main st.

Plainfield—S. W. Frucht, or R. Frucht; also New York City.
Hilton W. Leonard.

West Hoboken—Emil Hollander, or The West Hoboken Bicycle & Phono. Co., 169 Spring st.

NEW YORK.

Albany—G. Linde, 253 S. Pearl st.

Amsterdam—D. C. Kirchner, 216 Market st.

Auburn—Chas. C. Chier Co., 16 Clark st.

Belford Park—Geo. H. Tyrrell.

Brooklyn—*Nathan Abrahams, 603 Broadway.
Wm. Albrecht, 294 Knickerbocker ave.
H. Hindermann, Bushwick Phonograph Supply House, 1471 Myrtle ave.
Smith Bros., 1421 Eleventh st., and 230 Bummer ave.

Hobart—F. H. Marshall.

Mohawk—Albany Specialty Co., or Chas F. Rice, Main st.

Norwich—C. D. Loomis & Co., Union Block.

New York City—A. T. Armstrong, or American Phono Co., 106 Wall st.
American Phono Co., Mr. Chien, Prop., 58 Second ave.
Bern Beerwald, 372 W. 11th st.
Edward Bielfeld, 431 Willis ave.
Bronx Phono. Co., or David Switky, 506 E. 149th st.
S. L. Cerwin; also Newark, N. J.
Eagle Phono Co., or C. Greenthal, 83 Nassau st.
Empire Phono. Co., 2 W. 14th st.
S. W. Frucht, or R. Frucht, 7 Barclay st., or 27 Cortlandt st.; also Plainfield, N. J.
G. Haase, 1 E. 125th st.
Hawthorne & Stubbs, 297 Broadway; also Philadelphia, Pa.
Holober Bros., 289, 421 and 491 West st.
N. Horn, 144 E. 86th st.
H. Jacobs, 1 E. 125th st.
V. Lombardi, 1 E. 125th st.
J. McElligott, 203 Broadway.
*Purcell & Cooley, 2087 Amsterdam ave.
Richmond Pease, 44 W. 125th st.
C. M. Prescott, 44 Broad st.
Wolfram Cycle Co., 2212 Seventh av.

Rome—Rome Typewriter Co.

Saratoga—W. J. Tatlow.

Saratoga Springs—Marvin A. Cote.

Watertown—Henry A. Hardy, 24 Arsenal st.

Watervliet—H. S. Wardwell & Co., 39 Public Square.

Wayland—John Gross, Parrel Block.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

New Bern—S. Wallanus, 122 Middle st., or Southern Music House: R. Wallanus, Prop.

OHIO.

Cleveland—J. L. Anderson.
Hahn Talking Machine Co., 619 Vine st.

Coshocton—Burns & Gonser.

Middleton—Otto Orpa & Co., 126 E. 3d st.

Springfield—D. & M. Vandergoot.

Uhrichsville—P. A. Masurie.

PENNSYLVANIA.

Bradford—C. C. Griffen, 29 N. Washington st.

Mt. Pleasant—Benjamin Feeney.

Philadelphia—A. H. Cassedy, 2782 Emerald st.
Hawthorne & Stubbs, 6th Chestnut st., or Oxford and Mascher sts.; also New York City.
A. Krouse, 932 Arch st.
Penn Novelty Co., 15 South 9th st.

Pittsburg—A. Lippard, 616 Wylie ave.

RHODE ISLAND.

Providence—F. P. Moore.

Rockville Center—C. A. Clark.

WISCONSIN.

Milwaukee—J. C. Blatnick.

A New Pleasure in Each New EDISON RECORD



For MAY

IT is the Record that is new—not the Phonograph. Each May Record is as entertaining as any you ever heard when you heard it for the first time. The way to keep up your pleasure in the Edison Phonograph and get from it all the enjoyment you should, is to hear the new Records and pick out those you like.



Every owner of an Edison Phonograph should send for these three books, the Edison Free Library of Music: The Phonogram for May, the Supplemental Catalogue for May, and the General Catalogue. Ready for distribution April 27, but write to-day.

Thomas A. Edison.

NATIONAL PHONOGRAPH COMPANY, Lakeside Ave., Orange, N.J.

Here are the New May Records

Hear them at your dealer's on and after April 27th, and give him your order

9529	The Mill in the Forest (Hlinsberg)	Edison Concert Band
9530	Over the Waves (Rosas)	Ada Jones
9533	Gems from "Mary" (Herbert)	Irving Gillette
9534	I've Told His Mother Not to Spank Him (Tate)	Albert Benzler
9535	Oh! Mister Brown (Von Tilzer)	Helen Trix
9537	Something for Jesus (Lowry)	Harry H. Collins
9538	Sousa's Twenty-fourth March (Sousa)	Anthony & Harlan
9539	No Whistling Bells for Me (Furth)	Edison Military Band
9539	Nobody's Coming Home (Furth)	Bob Roberts
9540	Flanagan On a Farm (Gribbon)	Byron G. Harlan
9541	Dixie (Emmett-Lake)	Steve Porter
9542	Neath the Old Acorn Tree, Sweet Estelle (Heft)	Harry Anthony
9543	That Welcome on the Mat Ain't Meant for Me (Edwards)	Collins & Harlan
9544	When You Know You've Not Forgotten (Bryan)	Ada Jones
	You Can't Forget (Heft)	Frank C. Stanley
9545	Fanella—Intermezzo (Kelsey)	Edison Concert Band
9546	Sweet Adeline (Armand Summer (Flynn)	Edith Helena
9547	San Antonio (Lee Harper)	Billy Murray & Chorus
9548	Let Me Hear the Band Play Again (Bryan)	Steve Porter
	Behind (Casey)	Arthur Clough
9549	Love's Serenade (F. v. Blon)	Edison Venetian Trio
9550	Stand By Your Colors (Webb)	Edison Mixed Quartette
9551	Mary Ann Nat (Cobb & Edwards)	Will F. Denny
9552	Meet Me Down at the Corner (Colgan)	Ada Jones & Len Spencer
9553	Georgia Sunset (Brown)	Edison Military Band

Five New Grand Opera Records

B. 46	"Tarantella"	Rossini
B. 47	"L'Air des Fleurs" de Bizet ("Carmen")	Flower Song" (Faust)
B. 48	"In Stiegen Juliens Fallen" ("Fidelio")	Gounod
	Secred Halle")	"Die Zauberflöte" ("The Magic
B. 49	"O Isis und Osiris" ("Die Zauberflöte")	Mozart
	"L'Africaine")	Meyerbeer
B. 50	"A tanta amor" ("Tu So Much Love")	"La Favorita" Donizetti

[Record Advertisement in May Magazines]

In the Words of Others

"Sell I. C. S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I.C.S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for **you?** Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW.



THE DENVER DRY GOODS CO.
WHOLESALE AND RETAIL DRY GOODS
DENVER, COLO. 11/21/06.

International Correspondence Schools,
Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we considered the demonstration of Mr. Eastman very successful and while he was here we sold several Language Outfits. We have also sold some since he left us. We expect to advertise these Language Outfits during the month of December, and will be glad to have you send us the name of parties to whom demonstration was given and who have not as yet made a purchase. We think the plan of advertising or demonstrating these Outfits a very successful and look to sales which could not be obtained otherwise.

We have placed several orders with you since the demonstration and would be glad to have you send us prices on Spanish, French and whatever we need in this line through your Denver office as we have had to do several times recently; same can be billed to us by you. This would be a great convenience to us.

We will keep you advised from time to time of the results of sales on I. C. S. Language Outfits.

Yours very truly,
THE DENVER DRY GOODS CO.,
per

International Correspondence Schools
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ORANGE, N. J.

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EDISON PHONOGRAPHS AND RECORDS

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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THE PHONOGRAPH IN SUMMER.

There was a time when the Phonograph was looked upon as a winter entertainer, to be used when the evenings were long and people had to stay indoors. This is still perfectly true, but it is just as much an entertainer in "the good old Summer time" when the evenings are warm and too fine to waste in sleep; and the Dealer who believes this, and talks his belief to his customers, will find no falling off in his sales during what is supposed to be the dull season of the months. People take vacations to find amusement and rest; and as the amused holiday seeker is the rested one, the Edison Phonograph and Records cannot be left behind. From what other source can the family at some lonely lake shore or mountain resort obtain dance music or songs with choruses at an instant's notice? Dealers should not regard the good Record customer as lost because he or she happens to be staying at a distance. The owner of an Edison Phonograph is certain to acquire the Edison Record appetite and it must be gratified as much in summer as in winter. Send the monthly list of Records to your customers and see that they carry away a good stock of them before they go. They will be bought from some Edison dealer somewhere, and, as the popular song has it "it might as well be you". Every night of the summer the voice of the Edison Phonograph is heard making melody for all sorts and conditions of men. It is certain that the sale of Records does not stop in summer, and if it does not, some enterprising man is making money, while his fellows are waiting for winter profits. The Edison Phonograph is not like an oyster—it is never out of season. With our vastly increased facilities for the output of Edison Goods, we are doing all we can to meet the demands of the coming season, which will probably be the largest in the history of the Phonograph, and it will not be our fault if it is not the most profitable our Dealers have experienced.

THE ADVANCE LIST OF AUGUST RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS ADVANCE LIST FOR AUGUST, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **July 27th**, all things being favorable, but they must not be placed on sale by Jobbers or leave their place of business, or be re-shipped to Dealers before **8 A. M. on July 27th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after July 28th, but must not be circulated among the public before July 27. Jobbers are required to place orders for August Records on or before **June 10th.** Dealers should place August orders with Jobbers before **June 10th** to insure prompt shipment when Jobbers' stock is received.

9002 **Minuet and Gavotte from "Paglieci"** (Leoncavallo) **Edison Concert Band**
An instrumental selection from R. Leoncavallo's music drama, well known and popular with music lovers.

9003 **He Never Even Said Good Bye** (Gumble) **Ada Jones**
"I miss him but I'm glad he's gone"—the new crying coon song now making a successful bid for popularity.

9004 **My Dear** (Ball) **Reinald Werrenrath**
A new baritone in the latest ballad by the writers of "Love Me and the World is Mine."

9005 **Sonoma** (Friedman) **Edison Venetian Trio**
A new violin, flute and harp selection, also known as "My Mexican Rose." The harp cadenza is one of the attractive features.

9006 **I'm Tying the Leaves so They Won't Come Down** (Stolz) **Byron G. Harlan**
A pathetic waltz song telling a story of a child's simplicity.

9007 **Work, for the Night is Coming** (Mason) **Edison Mixed Quartette**
A sacred selection familiar to everybody and sung by a quartette of mixed voices.

9008 **Flanagan and His Money** (Original) **Steve Porter**
The latest Flanagan Vaudeville Specialty. He tells what he knows about money and of how much he has—that is, before he "fell out o' luck."

9009 **Joyce's 71st Regiment March** (Boyer) **Edison Military Band**
Last of the old-timers, now to many and an old friend to many others.

9010 **Dearest, Sweetest, Best** (Peabody) **Harry Anthony**
"I'm the world to me".) A pretty sentimental ballad, sweet and melodious.

9011 **He'ry Little Bit Added to What You've Got Makes Just A Little Bit More** (Collins Byrd.) **Collins and Harlan**
"Always try to be a Carnegie"—comic dust containing some good advice, not forgetting a few laughs.

9012 **He Got To Church On Sunday** (Goetz) **Billy Murray**
Comic song, as sung by Eddie Foy in the musical comedy "The Orchid."

9013 **Heather Bells** (Losey) **Albert Benzler**
An attractive bells solo, in mazurka tempo, introducing a new chimes effect.

9014 **She Was A Grand Old Lady** (Henry) **Harvey Hindermyer**
A new march song by a new tenor.

9015 **Street Piano Medley** (Original) **August Molinari**
A descriptive selection featuring a street piano, or "Hurdy Gurdy," playing "My Irish Rosie," "Arrah Wanna" and "Spend 'Em Dere."

9016 **Harrigan** (Cohan) **Edward Meeker**
"H-A-double R-I-G-A-N spells Harrigan"—comic Irish dialect song, from Geo. M. Cohan's latest musical play, "Fifty Miles from Boston."

9017 **Miss Dixie** (Hager) **Edison Concert Band**
"A reminiscence of corn brake and sugar cane," says the composer.

9018 **So Long, So Long** (Clark) **Arthur Collins**
"No more sunshine, nothing but rain"—coon song hit, from the comedy "The Boys of Company B."

9019 **In the Good Old Steamboat Days.** (Hill) **Murry K. Hill**
A comic song sung by the composer, a popular vaudeville artist, and a new addition to our catalogue.

9020 **My Word! What A Lot Of It** (Reed) **Will F. Denny**
A comic song telling of Chauncey's experience with "the boys" and "matters matrimonial."

9021 **The Merry Lark** (Bendix) **Edison Symphony Orchestra**
("A Joyous Flight") by the composer of "The Broken-Hearted Sparrow," from the same suite, "A Love Episode in Birdland."

9022 **Red Wing** (Miller) **Frederick H. Potter and Chorus**
Descriptive song of "An Indian Tale" with Red Wing, an Indian maiden, as the heroine. The Edison Male Quartette figures in the chorus.

9023 **Burying the Hatchet** (Original) **Ada Jones and Len Spencer**
The latest coon vaudeville sketch, in which Henry's better half (Miss Jones) promises to be good and sings the coon song, "Henry" (White).

9024 **The Sailor's Carouse** (Parry) **Edison Male Quartette**

9025 **School Days Medley** (Original) **Edison Military Band**
An unaccompanied male quartette, well known and universally liked.
A new waltz medley comprising the following hits: "School Days" (No. 8663), "When You Know You're Not Forgotten by the Girl You Can't Forget" (No. 8644) and "You'll Have to Wait 'Till My Ship Comes In." (No. 8650).

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

CONCERNING SHOP-WORN MACHINES.

In the editorial columns of the *Music Trade Review*, for May 4th, there appeared a statement as to the disposal of shop-worn or used machines which, so far as the National Phonograph Company is concerned, was entirely misleading.

"Talking machine dealers," ran the editorial, "if they desire to dispose of shop-worn machines, must inform the factory in writing of their intention, together with the serial number of the machine in question; then a special license is issued permitting the sale at a reduced price, provided the necessary facts are established to the satisfaction of the talking machine manufacturers."

This may apply to talking machines of some kinds but emphatically does not to those manufactured by the National Phonograph Company. We have never done so, and we see no reason to suppose that we shall adopt a policy of this description. In consequence of this notice a number of dealers have written to us for further information, asking for permission to sell such shop-worn or used machines as they have, at the reduced figure.

Paragraph number 5 of our Dealer's agreement, specifically forbids the disposal of shop-worn Edison Phonographs at reduced prices, intimating that such methods will be considered as price cutting and consequently not allowable. The trade may rest assured that they will be duly advised of any coming change in this policy on the part of the National Phonograph Company through the columns of the EDISON PHONOGRAPH MONTHLY.

DISTRIBUTION OF PHONOGRAMS AND SUPPLEMENTS.

As we find that some Jobbers and Dealers are not quite certain as to the date of distributing Phonograms, Supplements, Bulletins, etc., we publish the following further interpretation of the notice issued last month, so that there may be no further confusion in the matter.

1. Phonograms, Supplements and Bulletins may be distributed to Dealers at any time between the 20th and 27th of each month.

2. Dealers and Jobbers must not distribute them at retail before the 27th.

3. Jobbers and Dealers may distribute Supplements of their own printing or advertise in advance of the 27th, provided they distinctly state that the Records will not be on sale before the 27th.

Under no circumstances must Supplements of our printing be distributed before the 27th.

The principal reason why we cannot permit our Supplements and Phonograms to be distributed at retail before the 27th is because we cannot guarantee that they will reach all Jobbers at the same time. At present Records and printed matter reach Jobbers at different times. If they were all to distribute the printed matter at any time after its receipt, the Dealers of one Jobber would, in most instances, get and circulate printed matter considerably in advance of the Dealers of another Jobber, whose shipments were delayed, or made at the same time. This would lead to many complications that we desire to avoid.

Permitting Jobbers and Dealers to circulate Supplements of their own printing, puts them all on the same plane and does not make us a party to their competition. At the same time, we believe it to be unwise for dealers to distribute printed matter in advance of the receipt of new Records.

OUR ATTITUDE RESPECTING PREMIUM SCHEMES.

In order that Jobbers or Dealers should have no possible excuse for being misinformed as to the precise meaning of our agreement with them, and the conditions of sale relating to Edison Goods, our legal department prepared for the February issue of the EDISON PHONOGRAPH MONTHLY, a clearly worded article entitled "Doubtful Points Legally Interpreted."

In order to emphasize this even more strongly, W. E. Gilmore, President of the National Phonograph Company, drew attention to this article, in the April number, and warned all Jobbers and Dealers that no goods manufactured by the National Phonograph Company must be coupled with any premium or advertising schemes.

Notwithstanding this, it has come to our notice that certain Dealers have been taking up similar schemes against which they have been doubly warned, in section 5 of the first article, which was also reprinted in the April issue.

These Dealers have taken up the premium scheme after consulting with the Jobbers' travelling men. From this it would appear that the Jobbers had not brought our warning to their salesmen's notice, or else had not fully understood it themselves. As we can under no condition deviate from the course we have laid down after most mature consideration, we must reiterate our instructions, and shall be glad if Jobbers, who have not done so, will bring them to the attention of their salesmen and through them to any Dealers who may not have studied the matter closely. Failure to comply with this warning may lead to the suspension of offending Jobbers or Dealers from the advantages and privileges of our Jobbers' & Dealers' Agreements.

AMONG THE JOBBERS.

Grinnell Bros., Edison Jobbers, at Detroit, are to have a new building at 243-247 Woodward avenue, which will be ready for occupancy about December 1. The new structure is to cost $150,000 and will be six stories high, on a plot of ground 60 x 100 feet. The columns and footings, however, will be designed heavy enough to carry several additional stories, which will be built at the same time as the main structure, provided occupants for the same can be found before the completion of the building. The building will be of reinforced concrete and steel and of fireproof construction throughout. The firm of Grinnell Bros. is composed of Ira L. and Clayton A. Grinnell. They came to Detroit from Ann Arbor in 1882 and opened up a store opposite their present location. They have since opened branches in Adrian, Bay City, Escanaba, Flint, Hancock, Petoskey, Pontiac, Port Huron, Saginaw, Sault Ste. Marie and Traverse City.

P. E. Conroy, President of the Conroy Piano Co., Edison Jobbers, at St. Louis, in speaking of business, said in an interview: "I have been in the Phonograph business twelve years, and the trade that we have ha l the first quarter of this year beats all records by a very large margin. Our trade throughout Kansas, Oklahoma and Texas, as well as other tributary States, has showed a phenomenal increase, and it is constantly growing, and the demand is for the best line of goods we carry." He added, "I consider this a remarkable showing in view of the fact that we are exclusively Edison Dealers." Mr. Conroy will sail for a three months' tour of Europe in July, joining his wife and son, who are now in Berlin.

J. W. Jenkins Sons Music Company, Edison Jobbers at Kansas City, Mo., have purchased the stock and fixtures of the J. Frank Walker Music Company, at 611 Main street, Joplin, Mo., and will in the future conduct a branch at that location. The building will be remodeled on the inside, a passenger elevator will be installed, and the third floor will be used as a work room and stock room. The Joplin branch will have four men on the road covering the territory south and east of that city. It includes part of Western Kansas, the southern part of Missouri and most of Arkansas. The force at the salesrooms will number about fifteen men. The manager of the new branch is J. O. Adams.

It has been announced that H. A. Weymann & Sons, Edison Jobbers at Philadelphia, will move from their present location at 925 Market street to 1018 Chestnut street, where they have secured an entire building.

The J. F. Schmelzyer Sons Arms Co., Edison Jobbers at Kansas City, observed the fiftieth anniversary of the founding of their business on April 20th. They started in business in Leavenworth, Kas., in 1857.

Koehler & Hinrichs, Edison Jobbers of St. Paul, Minn., have found their business increasing to such an extent that they have been compelled to enlarge their stock rooms. It is their intention to carry 100,000 Edison Records in stock.

Visiting Edison Jobbers at our New York office during May were: Thomas Hext, Hext Music Co., Denver; R. Wurlitzer, Jr., R. Wurlitzer Co., Cincinnati; W. H. Beck, Eastern Talking Machine Co., Boston; James Fintze, Ball-Fintze Co., Newark, Ohio; C. N. Post and J. F. Bowers, Lyon & Healy, Chicago; W. E. Henry, Powers & Henry, Pittsburg.

MR. BERGMANN AT ORANGE.

Among the visitors to the Edison Laboratory during May was Seligman Bergmann, who has had a business connection with Mr. Edison or his interests for many years. In 1878, with a factory at Avenue B and 17th street, New York City, Mr. Bergmann manufactured a quantity of the old style tin-foil Phonographs, modelled after the original Phonograph invented by Mr. Edison while at Menlo Park. The original Phonograph made in the Edison Laboratory at that place now occupies a place in the Kensington Museum at London. The numerous "original" Phonographs which come to life from time to time in this country are part of the lot made by Mr. Bergmann and patterned after the original. Shortly after these Phonographs were put on the market, Mr. Bergmann began the manufacture of electric light and telephone supplies, both of which inventions were then occupying a large part of Mr. Edison's time. Even after Mr. Edison disposed of his interests in these inventions, Mr. Bergmann continued the manufacture of these supplies in New York City. Some years ago he disposed of his business there and went to Germany, where he continued the manufacture of similar goods. In addition to manufacturing these lines, Mr. Bergmann is at present interested in the marketing of the Edison Storage Battery in Germany. He is now making a combined business and pleasure trip to this country and expects to return shortly. While visiting the Edison Laboratory and factory at Orange, he was greatly interested in the improvements and changes that have been made since his last visit.

PERSONAL.

William E. Gilmore, President of the National Phonograph Co., accompanied by Mrs. Gilmore, who sailed for Europe on the Baltic on May 8th, had the unpleasant experience of being delayed twenty-four hours off Sandy Hook by the boat grounding on the bar. A large party of personal friends and company officials were at the pier when they left New York. As stated last month, they expect to return early in July, accompanied by J. R. Schermerhorn, Assistant General Manager, and family. Mr. Schermerhorn has been in charge of the London office for nearly two years past.

J. W. Aylesworth, one of the chief experimenters of the National Phonograph Co., sailed for England on the Baltic on May 8th on a business trip.

Oliver K. Kauffman, proprietor of the Reading Phonograph Co., Reading, Pa., was one of those killed in the wreck of the Shriners excursion train in California last month. Mr. Kauffman was well known in the talking machine trade. He was thirty-three years old and married.

JOKE ON THE JOKER.

Jokes, like chickens, sometimes come home to roost. Confirmation of this fact will be furnished by L. E. McGreal, of McGreal Bros., Edison Jobbers at Milwaukee. The PHONOGRAPH MONTHLY for May contained a paragraph to the effect that Mr. McGreal was married on April 2nd to Miss Helen Gannon, daughter of Mayor Gannon of Dixon, Ill. This paragraph was copied from a music trade publication and the editor of the PHONOGRAPH MONTHLY, not being fully informed concerning Mr. McGreal's family affairs, reprinted it as an item of news. The PHONOGRAPH MONTHLY had scarcely appeared when the editor learned to his chagrin that Mr. McGreal's marriage to Miss Gannon had occurred some four years ago, and that Mr. McGreal, instead of being a newly made Benedick, was the father of two happy and healthy children. A letter of apology to Mr. McGreal brought back the information that he had himself given the information to a Milwaukee reporter as a joke, and with little thought that it would be given such national publicity. Mr. McGreal admits that the joke is now on him and he relieves the editor of the PHONOGRAPH MONTHLY of all responsibility.

[Don't let up because summer is coming. Edison goods have no dull season.

SALES DEPARTMENT CHANGES.

A. C. Ireton, Assistant Sales Manager, with headquarters at 31 Union Square, New York, was on May 12th relieved of the work that he has been doing for some time past in connection with the correspondence of the department, and made general superintendent of the traveling salesmen, retaining his title of Assistant Sales Manager. It is the company's intention to increase the number of salesmen, covering the country more completely than ever before. Frank E. Madison, heretofore in charge of the Agreement Department, will be Chief Correspondence Clerk. E. E. Davidson, heretofore in the general correspondence office, will have charge of the Agreement Department.

FACTORY EXTENSIONS.

By the recent transfer of the title to two lots, one 25 x 122 and the other 30 x 133, the Edison interests at Orange have become the owners of the entire block now occupied by the Edison factories. This block is bounded by Valley road, Lakeside avenue, Alden street and Watchung avenue. It has for years been owned and occupied by the Edison companies with the exception of the two lots referred to. These would have been bought long ago but for a difference of opinion as to their value. The dwellings standing on them will now be moved away, and a five-story reinforced building will be erected in their stead in the near future.

PUBLISHERS OF MUSIC IN AUGUST LIST.

The publishers of the compositions made for our August list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

9602	Minuet and Gavotte from Pugliesi—Carl Stasny, New York.
9603	He Never Even Said Good Bye—Jerome H. Remick & Co., New York.
9604	My Dear—M. Witmark & Sons, New York.
9605	Stewart—Minstrel Studio, New York.
9606	I'm Tying the Leaves So They Won't Come Down—Hoff & Hager, New York.
9609	Independence Regiment March—J. W. Pepper, Philadelphia.
9610	Dearest, Sweetest, Best—Joseph W. Stern & Co., New York.
9611	Every Little Bit Added to What You've Got Makes Just A Little Bit More—Hoff & Hager, New York.
9612	He Goes to Church On Sunday—Maurice Shapiro, New York.
9613	Heather Bells—Vanderhoof Music Pub. Co., Williamsport, Pa.
9614	She Was a Grand Old Lady—Jos. W. Stern & Co., New York.
9616	Harrington—Geo. Maxwell, New York.
9617	Miss Dixie—Hoff & Hager, New York.
9618	So Long, So Long—M. Witmark & Sons, New York.
9620	My Word! What a Lot of It—M. Witmark & Sons, New York.
9621	The Merry Lark—Thos. Rendle, New York.
9622	Hail Columbia—Arr. by Sousa.
9624	The Sailors' Chorus—Oliver Ditson Co., Boston.

ADVANCE LIST NEW FRENCH, GERMAN AND ITALIAN SELECTIONS.

EDISON GOLD MOULDED RECORDS.

The 45 French, 90 German and 11 Italian Records named below will be ready for shipment to Jobbers about July 1st or as soon as the necessary printed matter for distribution to the public can be prepared. Jobbers' orders will then be filled in the order received and without regard to territory. Jobbers should place advance orders at once. These Records, which are of the standard size, and will be sold at retail at 35 cents each, are being put out to meet the demand of the trade for more selections in these languages. Excepting the 35 German selections made over and listed a few months ago, no new Edison Records in French, German and Italian have been made in some years, due to the inability of our factory to meet the demand for domestic Records. With the increase in Record-making facilities it is now our intention to pay more attention to making Records in other languages. This advance list is a beginning in that direction.

These selections represent the best efforts of our record-making experts, than whom there are none better in the world. The French and German masters were made abroad and the Italian masters by our own Recording Department in New York City. Jobbers and Dealers in cities and towns where there is a French, German or Italian population will make no mistake in ordering and carrying a full stock of all of these selections.

45 NEW FRENCH RECORDS.

Most of these French selections have been taken from the best known and most popular operas of the day. They are sung for our Records by some of the best and most talented artists of France. Their efforts were directed by our own recording expects. Consequently, they combine every qualification that enters into the make-up of an up-to-date Edison Record. That they will meet with unqualified approval of the French speaking public of the United States and Canada, we do not doubt.

17023	NE PARLE PAS, "LES DRAGONS DE VILLARS" *Maillart*	M. Gluck de l'Opéra Comique
17002	BENEDICTION DES POIGNARDS, "LES HUGUENOTS" *Meyerbeer*	M. Journet de l'Opera
17001	ROMANCE DE LA FLEUR, "CARMEN" *Bizet*	M. Gluck de l'Opéra Comique
17005	AIR DE MICAELA, "CARMEN" *Bizet*	Mlle. Mary Boyer de l'Opéra Comique
17006	HABANERA, "CARMEN" *Bizet*	Mlle. Mary Boyer de l'Opéra Comique
17031	AIR DES BIJOUX, "FAUST" *Gounod*	Mme. Mathieu de l'Opéra
17030	SALUT O MON DERNIER MATIN, "FAUST" *Gounod*	M. Gluck de l'Opéra Comique
17035	SOIT IMMOBILE, "GUILLAUME TELL" *Rossini*	M. Noté de l'Opéra
17036	ASILE HEREDITAIRE "GUILLAUME TELL" *Rossini*	M. Gluck de l'Opéra Comique
17038	AIR DE JEAN, "HERODIADE" *Massenet*	M. Gluck de l'Opéra Comique
17039	AIR DU PAGE, "LES HUGENOTS" *Meyerbeer*	M. Gluck de l'Opéra Comique
17040	BERCEUSE D'AMOUR *F. Delmet*	Mme. Mathieu de l'Opéra
17042	DEPUIS LE JOUR OU JE ME SUIS DONNE, "LOUISE" *Charpentier*	M. Marsteve de l'Opéra Mlle. Mary Boyer de l'Opéra Comique
17044	LE REVE DE DES GRIEUX, "MANON" *Massenet*	M. Gluck de l'Opéra Comique
17045	SCENE DE LA SEDUCTION, "MANON" *Massenet*	Mlle. Merguillier de l'Opéra Comique
17047	ADIEU NOTRE PETITE TABLE, "MANON" *Massenet*	Mlle. Merguillier de l'Opéra Comique
17053	COMME LA PLUME AU VENT, "RIGOLETTO" *Verdi*	M. Gluck de l'Opéra Comique
17057	LA CHINE EST UN, "LE VOYAGE EN CHINE" *Bazin*	M. Gluck de l'Opéra Comique
17085	CAVATINE, "LE BARBIER DE SEVILLE" *Rossini*	Mlle. Merguillier de l'Opéra Comique
17234	CONCERT COLONNE, "NOEL" *Adam*	M. Jan Reder
17235	SALUT DEMEURE CHASTE ET PURE, "FAUST" *Gounod*	M. Gluck de l'Opéra Comique
17237	ANGE SI PUR, "LA FAVORITE" *Donizetti*	M. Gluck de l'Opéra Comique

FRENCH SELECTIONS—Continued.

17238	AIR DE LA COUPE, "GALATHEE" *V. Massé*	Mlle. Merguillier de l'Opéra Comique
17243	RACHEL, QUAND DU SEIGNEUR, "LA JUIVE" *Halévy*	M. Gluck de l'Opéra Comique
17247	AIR DE ST. SULPICE, "MANON" *Massenet*	M. Gluck de l'Opéra Comique
17249	ELLE NE CROYAIT PAS, "MIGNON" *A. Thomas*	M. Gluck de l'Opéra Comique
17259	ARIOSO, "LE ROI DE LAHORE" *Massenet*	M. Noté de l'Opéra
17270	DUO DU MAGALI, "MIREILLE" *Gounod*	Mlle. Merguillier et M. Gluck de l'Opéra Comique
17231	LES FILS DE LA MAIN *Christiné et Rimbault*	M. Pallis
17232	POUR NE PORTIFIER *Christiné et Rimbault*	M. Pallis
17237	VALSE, "LES CLOCHES DE CORNEVILLE" *Planquette*	M. Boyer de l'Opéra Comique
17569	CONNAIS-TU LE PAYS, "MIGNON" *A. Thomas*	Mme. Magali Muratore
17583	CHANSON DES DRAGONS D'ALCALA, "CARMEN" *Bizet*	M. Muratore
17603	JE SUIS LE PASSEUR DU PRINTEMPS *Goublier*	M. Mercadier
17619	QUAND JE SUIS D'SORTIE *Spencer*	M. Pallis
17637	AUBADE, "LE ROI D'YS" *Lalo*	M. Gluck de l'Opéra Comique
17716	MAM'SELLE PERVENCHE. *Will. Maquis*	M. Dalbret
17732	HENDEZ-MOI MA BELLE *Mortreuil Chaudin*	Dérard de l'Eldorado
17745	BONJOUR MIMI	M. Ribet de l'Alcazar
17773	AMOUR NOIR ET BLANC	M. Maréchal
17785	LA PETITE TONKINOISE	Mlle. E. Lekain
17787	L'ENFANT DE LA FORET NOIRE	Mme. Rollini
17790	DUO DES HIRONDELLES, "MIGNON" *A. Thomas*	Mme. Ida Méfée et M. Ragonau de l'Opéra
17810	BONJOUR TOI	M. Maréchal
17812	LIESCHEN ET FRITZCHEN (DUO) *Offenbach*	Mme. Ida Vaudère et M. Ragonau de l'Opéra

90 NEW GERMAN RECORDS.

The German Records listed below comprise a variety of selections suited to every taste, from sacred to operatic, from grave to gay, from songs from the great operas to selections whose only claim for recognition is the merriment they provoke. They include solos, duets and quartettes, and songs in every kind of voice.

The artists singing the operatic selections rank among the best opera singers to be found in the German Empire. The masters were made in Germany and molds shipped to this country. They are, therefore, German Records in every sense. Each will be a treat to every lover of German music and humor.

15067	OB DU MICH LIEBST, AUS "NAKIRIS HOCHZEIT" *Paul Lincke* *Mit Orchesterbegleitung*	Max Steidl
15068	BEIM ZAHNARZT *(Humoristische)*	Martin und Paul Bendix
15014	SEI GEPRIESEN, DU LAUSCHIGE NACHT, AUS "DIE LANDSTREICHER" *Lortzing* *Mit Orchesterbegleitung*	Opernsänger Hans Hersten
15021	AM STAMMTISCH *(Humoristische)*	Martin und Paul Bendix
15018	EINE GARDINENPREDIGT *(Humoristische)*	Ida Meyer und Gustav Schönwald
15047	LA PALOMA *Yradier* *Mit Orchesterbegleitung und Castagnetten*	Opernsänger Ewald Brückner
15065	EINE LUSTIGE EISENBAHNFAHRT *(Humoristische)*	Ida Meyer und Gustav Schönwald
15068	AUF DEM JAHRMARKT *(Humoristische)*	Ida Meyer und Gustav Schönwald
15077	DAS IST DER TAG DES HERRN *Kreutzer*	Rost'sches Solo-Quartett
15078	MEIN HIMMEL AUF DER ERDE *Neuman*	Rost'sches Solo-Quartett
15079	GRUSS AN DIE HEIMAT *Kremer*	Rost'sches Solo-Quartett
15081	O LASS UNS FLIEHEN, DUETT AUS "TRAVIATA" *Verdi* *Mit Orchesterbegleitung*	Hofopernsängerin Frl. Dietrich und Herr Alma
15098	STEUERMANNSLIED AUS "DER FLIEGENDE HOLLANDER *Wagner* *Mit Orchesterbegleitung*	Hofopernsänger Herr Jörn
15102	DIE KAPELLE *Kreutzer*	Hofopernsänger Carl Jörn
15106	WEH, DASS WIR SCHEIDEN MUSSEN *Kinkel*	Meistersänger-Quartett
15122	LACHEN UND WEINEN, AUS "UEBER'N GROSSEN TEICH" *Philipp* *Mit Orchesterbegleitung*	Rost'sches Solo-Quartett Frl. Grete Wiedecke
15123	O DU MEIN PUSSELCHEN, DUETT AUS "EIN TOLLES JAHR" *Holländer* *Mit Orchesterbegleitung*	Frl. Zimmer und Herr Braun

GERMAN SELECTIONS—Continued

15162 NACHTLICHES ABENTEUER EINES STUDENTEN *(Humoristische)* Gustav Schönwald
15188 O ALTE BURSCHENHERRLICHKEIT. *Mit Orchesterbegleitung* Opernsänger Carl Nebe
15107 STOLZENFELS AM RHEIN *J. Meissler. Mit Orchesterbegleitung* Opernsänger Robert Leonhardt
15198 ICH SENDE DIESE BLUME DIR *Wagner. Mit Orchesterbegleitung* Opernsänger Robert Leonhardt
15203 GNADENARIE AUS "ROBERT DER TEUFEL" *Meyerbeer* Kgl. Kammersängerin *Mit Orchesterbegleitung* Frau Herzog
15216 KENNST DU DAS LAND, AUS "MIGNON" *Thomas* Kgl. Hofopernsängerin *Mit Orchesterbegleitung* Frau Gläser
15217 DER STUMME MUSIKANT *(Humoristische)* Gustav Schönwald
15244 MEIN PHOTOGRAPHIEN *(Humoristische)* Martin und Paul Bendix
15204 MUSS I DENN ZUM STADTELE HINAUS. *Mit Orchesterbegleitung* Opernsänger Robert Leonhardt
15208 DIE TRANE *Wilt*
15282 DAS GRAB AUF DER HEIDE *Heiser.* Rost'sches Solo-Quartett
15186 EINFESTE BURG IST UNSER GOTT *Martin L. Luther* Opernsänger Carl Nebe *Mit Harmonium-Begleitung*
15090 LORE DEN HERREN *S. Schrom. Mit Harmonium-Begleitung* Opernsänger Robert Leonhardt
15207 EIN BERLINER SONNTAGSVERGNUGEN *(Humoristische Szene)* Gustav Schönwald
15317 VEXIRIODLER *Ziester Franz'l. Mit Orchesterbegleitung* Renath und Huber
15218 EINE SCENE AUF DER ALM *C. Wratzerauer. Mit Orchesterbegleitung* Renath und Huber
15231 NUN DANKET ALLE GOTT *Johan Gregor. Mit Harmonium-Begleitung* Opernsänger Carl Nebe
15245 HANNSL UND MIRZERL SCHIEBPLATTLER *Franz Huber.* Renath und Huber *Mit Orchesterbegleitung*
15324 TEIF IM BOHMERWALD *Bichel. Mit Orchesterbegleitung* Opernsänger Robert Leonhardt
15240 VIERLANDERLIED, AUS "UNSERM GROSSEN TEICH" *Philipp* Opernsänger *Mit Orchesterbegleitung* Robert Leonhardt
15249 AM TELIPHON *Duett -* Frl. Vincent und Gustav Schönwald
15244 BALLGEFLUSTER *Meyer-Helmund. Mit Orchesterbegleitung* Kgl. Hofopernsängerin Fr. L. Schefzky
15240 SCHAUERLICHE DREIORGELBALLADE VON RENTIER DAHSE *Steidl* Gustav Schönwald *Mit Orchesterbegleitung*
15226 DIE KAPELLER ALM *Joseph Konegl. Mit Orchesterbegleitung* Renath und Huber
15283 SCHAUKELLIED, AUS DER REVUE "AUF INS METROPOL" *Hollander* Max Stolzl *Mit Orchesterbegleitung*
15259 MISERERE AUS "TROUBADOUR" *Verdi. Mit Chor und Orchester* Hofopernsängerin Frl. Dietrich & Herr Carl Jörn
15246 DER VORSCHUSS AUS DIE SELICKHT, LIED AUS DER REVUE "AUF DIE METROPOL" *Hollander. Mit Orchesterbegleitung* Verfasst und vorgetragen von Carl Lindsay
15270 IM ZOOLOGISCHEN GARTEN *(Humoristische)* Martin und Paul Bendix
15285 DIE PRUH UM FUNFE *Lincke. Duett mit Orchesterbegleitung* Frl. Grete Wiedecke und Herr Ludwig Arno
15288 GAUNER-DUETT, AUS "AUF DIE METROPOL" *Hollander* Anna Müller-Linke *Mit Orchesterbegleitung* und Josef Dill
15291 O SUSANNA *W. Hirsch. Couplet mit Orchesterbegleitung* H. Grossmann
15294 EINE UNKOMISCHE POSSE *(Humoristische)* Gustav Schönwald
15298 MUTTERLIED, AUS DER OPERETTE "DIE SCHUTZENLIESEL" *Ryder* Fritz Werner, München *Mit Orchesterbegleitung*
15403 ROSEN, TULPEN, NELKEN, AUS "PRINZESS ROSINE" *Lincke* Else Cramer *Mit Orchesterbegleitung*
15431 ABGESCHRAUBT UND WIGGESTELLT Verfasst und vorgetragen von Carl Steinschneider *Original Couplet mit Orchesterbegleitung*
15432 SCHNURRIGES ALLERLEI *Komisches Duett mit Orchesterbegleitung* Frl. Grete Wiedecke und Herr Ludwig Arno
15444 WACH AUF, MEIN FENSTERL AUF *Tyrch. Mit Orchesterbegleitung* Fritz Werner, München
15445 FAUST-WALZER *Gounod. Mit Orchesterbegleitung* Opernsängerin Fraenzika Krug-Zilgen
15446 DAS MUSIKALISCHE HAUS *Humoreske mit Orchester* Oswald Klein
15465 DER PESCHTA ZIGEUNERIA *Langhi. Zodler-Duett mit Orchesterbegleitung* Renath und Huber
15461 HUTE DICH! *Fried. Mit Orchesterbegleitung* Opernsängerin Hansi Arnberg
15467 EINE FIDELE GERICHTSVERHANDLUNG *(Humoristische)* Vorgetragen von Gustav Schönwald
15469 DER MUSIKALISCHE CLOWN *(Humoristische)* Vorgetragen von Carl Lötzke *Mit Orchesterbegleitung*
15468 AM ORT, WO MEINE WIEGE STAND *Vandaury* Nebe-Quartett
15472 IN DER VOLKSVERSAMMLUNG Vorgetragen von Martin und Paul Bendix
15478 DIE ALTE UHR *Grabrer. Mit Orchesterbegleitung* Fritz Werner, München
15401 KOMISCHE SERENADE, AUS DER POSSE "DIE FALSCHE PEPITA" *A. Müller Mit Orchesterbegleitung* Nebe-Quartett
15512 ICH TRINKE NICHT MEHR *Mit Orchesterbegleitung* Frl. Grete Wiedecke Frl. Grete
15515 AUTO-DUETT, AUS "HOCHPARTERRE LINKS" *Lincke* Weide und Herr Carl Nebe *Mit Orchesterbegleitung*
15516 DU LIEBLICHE ROSE AN MEINER BRUST *Gruenn* Opernsänger *Mit Orchesterbegleitung* Ewald Brückner

GERMAN SELECTIONS—Continued.

15520 WAS ICH LANGST ENTRAUMTE, AUS DER OPERETTE "DER GOTTERGATTE" *Lehr. Mit Orchesterbegleitung* Opernsängerin Hans Horsten
15521 POSTILLON D'AMOUR *Abt. Mit Orchesterbegleitung* Opernsängerin Franziska Krug-Zilgen
15534 LIED DES POSAUNEN-NOWACK, AUS "IM WILDEN WESTEN" *Philipp* Ludwig Arno *Posaunen-Solo mit Orchesterbegleitung*
15538 DA CHU' ICH MAXIM, AUS DER OPERETTE "DIE LUSTIGE WITWE" *Lehar. Mit Orchesterbegleitung* Paul Biegler
15539 HEUTE MACHT EINE MONDENSCHEIN. DUETT AUS "IM WILDEN WESTEN" *Philipp. Mit Orchesterbegleitung* Grete Wiedecke und Ludwig Arno
15542 CASINO-LIED, AUS DER REVUE "DER TEUFEL LACHT DAZU" *Hollander Mit Orchesterbegleitung unter persönlicher Leitung des Componisten Victor Hollander* Josef Josephi
15543 VILJA-LIED AUS "DIE LUSTIGE WITWE *Lehár. Mit Orchesterbegleitung* Vilma Conti
15544 EIN FROSCHMARCHEN *Original-Couplet mit Orchesterbegleitung* Verfasst und vorgetragen von Robert Steidl
15546 WILLST DU MEIN COUSINCHEN SEIN? DUETT AUS DER REVUE "DER TEUFEL LACHT DAZU" *Hollander* Erna Ernani und Leonhard Haskel *Mit Orchesterbegleitung unter persönlicher Leitung des Componisten Victor Hollander*
15551 WALZERLIED AUS DER OPERETTE "VOR NACHT" *Strauss* Erich Deutsch *Mit Orchesterbegleitung*
15552 ES IST BESTIMMT IN GOTTES RAT *Mendelssohn* Opernsängerin Agnes Hermann *Mit Orchesterbegleitung*
15553 DIE WELT IST WIE EIN HUHNERSTALL. *Dretschneider* Gustav Schönwald *Couplet mit Orchesterbegleitung*
15558 DER ARME TEUFEL, AUS DER REVUE "DER TEUFEL LACHT DAZU" *Hollander* Josef Josephi *Mit Orchesterbegleitung unter persönlicher Leitung des Componisten Victor Hollander*
15560 MUCKEDICKE. KINE MOTORBOOTFAHRT NACH GRUNAU *(Humoristische)* Vorgetragen von Robert Steidl
15558 DER ARME TEUFEL, AUS DER REVUE "DER TEUFEL LACHT DAZU" *Hollander* Erna Ernani
15564 MADAME ROULETTE, AUS DER REVUE "DER TEUFEL LACHT DAZU" *Hollander Mit Orchesterbegleitung unter persönlicher Leitung des Componisten Victor Hollander* Erna Ernani
15567 EMIL, DU BIST EINE PFLANZE *Alatter Couplet mit Orchesterbegleitung* Frl. Grete Wiedeke
15569 AEBBELWEI-LIED Gesungen von Adam Müller *Original-Verse zu Frankfurter Mundart mit Orchesterbegleitung*
15575 DIE PUPPE MIT-DER HUPPE Verfasst, Couplet mit Orchesterbegleitung von Robert Steidl
15576 DER TANZHUSAR. DUETT AUS DER REVUE "DER TEUFEL LACHT DAZU" *Hollander* Verfasst und vorgetragen von Josef Giampietro *Mit Orchesterbegleitung unter persönlicher Leitung des Componisten Victor Hollander*
15579 DER HOLLENPUSST, AUS DER REVUE "DER TEUFEL LACHT DAZU" *Hollander* Josef Giampietro *Mit Orchesterbegleitung unter persönlicher Leitung des Componisten*
15580 BARCAROLE AUS "HOFFMANNS ERZAHLUNGEN" *Offenbach* Opernsängerin Melanie Friedrichs *Mit Orchesterbegleitung*
15581 DER BALZER BEIM SACHENLAUSER AEBBELWEI Vorgetragen von Adam Müller *Humoreske in Frankfurter Mundart*

11 NEW ITALIAN RECORDS.

While the masters of these Italian Records were made in this country, no one who hears them will question for a moment their high class character. Signor Francesco Daddi, who made all of them is an artist of much ability. He was a member of the Manhattan Opera Company last season. He has a fine tenor voice and his enunciation is perfect. The selections are of a popular character, as their titles indicate.

Sung by Francesco Daddi, Tenor.
All accompanied by orchestra.

19083 NON SACCIO EPPICA (Canzonetta Napoletana) *P. E. Ponzo*
19084 CHE BUO PA?—A PACCHIANELLA (Canzone Napoletana) *V. Valente*
19085 SANTA LUCIA (Canzone Popolare)
19086 'A SIMPATICONA (Canzone Popolare)
19087 ROSA, RUSELLA (Canzone Popolare) *V. di Chiera*
19088 SERENATELLA NENA (Canzone Popolare) *E. Di Capua e S. Gambardella*
19089 TORNA A SURRIENTO (Canzone Popolare) *Ernesto de Curtis*
19090 PUSILLACO ADDIRUSO (Canzone Popolare)
19091 MARICHIARE (Canto Napoletana) *Paolo Tosti*
19092 'A, SERENATA D' 'EROSE (Canzone Popolare) *E. di Capua*
19093 CHI SE NE SCORD CHIU (Canzone Napoletana) *Richard Barthélemy*
19094 MARIA, MARI! (Canzone Napoletana) *E. di Capua*
19095 VOCE 'E NOTTE! (Canzone Napoletana) *E. de Curtis*
19096 PESCA D' AMORE (Canzone appassionata) *Richard Barthélemy*

ADVANCE LIST EDISON GRAND OPERA RECORDS SUPPLEMENT No. 7, AUGUST, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before July 27, 1907, all things being favorable, but they must not be placed on sale by Jobbers or leave their places of business, or be reshipped to Dealers before 9 A M. on July 27, 1907. Supplements will be shipped with Records. These may be distributed to Dealers after July 30th, but must not be circulated among the public before July 27. Jobbers are required to place orders for Grand Opera Records on or before June 10th. Dealers should place Grand Opera orders with Jobbers before June 10th to insure prompt and complete shipment when Jobbers stock is received.

B. 81—Ich grolle nicht ("I'll not complain") *Schumann*
By OTTO GORITZ, *Baritone*
Sung in German *Orchestra accompaniment*
The one great romance of Schumann's life was his love for Clara Wieck, the daughter of Friedrich Wieck, Schumann's master of piano playing, to whom the composer became attached as a pupil. Schumann fell desperately in love with Clara Wieck, but her father opposed the match. Schumann was, at that time, without great means, and he had not yet achieved the great fame as a composer, that afterward came to him. For four years the parental objections prevailed, and Schumann was forbidden to see Clara Wieck for his bride. From this period dates the greatest of his songs, including the present one, "Ich grolle nicht." This famous song is one of the set "Poet's Love," the text by Heinrich Heine. The first line, "I'll not complain, tho' break my heart" (Ich grolle nicht, wenn mir das Herz auch bricht), sounds the keynote of this beautiful song. It rises to a passionate climax, but throughout the mood of fine resignation is the controlling one.

B. 82—Bridal ("Drinking Song"). "Cavalleria Rusticana." *Mascagni*
By FLORENCIO CONSTANTINO, *Tenor*
Sung in Italian *Orchestra accompaniment*
Mascagni's one act opera "Cavalleria Rusticana" —"Rustic Chivalry"—is one of the greatest of all operatic successes. It was written in competition for a prize offered by the Italian publisher Sonzogno, and besides winning the prize it earned immediate fame for its composer. Mascagni's setting of the story of Verga's drama, the sublimation of its dramatic incidents had much to do with the success of Mascagni's opera. The "Brindisi"—Drinking Song—is sung by Turiddu just after the villagers stream out of church. Lola, who is with him invites them to drink a cup of wine. Raising his cup he sings this stirring song. He sings in Italian:
"See the wine, so freely flowing,
In our brimming goblets glowing.
Red as ripest ruby blushing,
Bringing friendship, love and joy."
It is one of the most attractive numbers in the entire opera, its melody being marked by a rousing, impulsive spirit.

B. 83—Addio alle morbide (In those soft alleys retreating) "Manon Lescaut." *Puccini*
By SIGNORINA GARAVAGLIA, *Soprano*
Sung in Italian *Orchestra accompaniment*
This excerpt from Puccini's dramatic opera, "Manon Lescaut," occurs in the second act. *Manon* has been torn by her scheming brother from the companionable of her penniless beloved *Chevalier des Grieux*. She is now ensconced in the sumptuous mansion of an old doting admirer, *Geronte*, who has lavished upon her all the luxuries that are purchasable. When the curtain rises, Manon is seen alone in the midst of her luxurious surroundings. She thinks of her lover, but that he rescued her from a life that was worse than death, but short in misery. In return *Manon* outlines that she longs for tidings of the *Chevalier des Grieux*; and then admits that the luxury of her present abode is not an index to her bliss. Her ardent begins: "In those soft alleys retreating, where love's sighs are but a silence, there's a chill that freezes." This episode is lovely in its lyric tunefulness, and the pensive beauty of the concluding portion is very charming.

B. 84—Io son l'amore, ("I Am Love") *Tosti*
By GIUSEPPE CAMPANARI, *Baritone*
Sung in Italian *Orchestra accompaniment*
The composer calls this graceful song a "canzonetta notturna"—a nocturnal song, and this title describes its character and its mood. The sentimental poem underlying this musical text is by Francesco Cimmino. Tosti is one of the most popular of present day song composers, his chosen field of work with music that is melodiously attractive, and in which the melody employed is very graceful, and the rhythm is a swinging one. At the conclusion of the song comes the refrain: "Io son l'amore"—"I am love"—which thrice dramatically uttered. About some portion of this song there is something of the simplicity that resembles the characteristics of a folk song.

B. 100—Cujus Animam ("Lordi vouchsafe Thy loving kindness") "Stabat Mater". *Rossini*
By ANGELO PINTUCCI, *Tenor*
Sung in Latin *Orchestra accompaniment*
"Stabat Mater" (Mother Standing) is the name of "William Tell," the failure of which drove Rossini in a resolve never to compose again. Although Rossini lived almost forty years after the premiere of "William Tell," he, in the main, was true to his resolve, and wrote but little after it. The "Stabat Mater" contains the most notable instance, in which "Stabat Mater" Rossini has scored a setting more theatrical than religious in his mood. Certainly, the work is more brilliant, and the present Cujus Animam is a very fine example of the composer's vivid melody. To the text: "Lord vouchsafe Thy loving kindness," Rossini has set a lyric, sympathetic and tender melody, and one that is completely musical setting that is famous for its melody and its brilliancy.

PUSHING GRAND OPERA RECORDS.

The new list of Edison Grand Opera Records, Supplement No. 7, given in full on page 9, has been made up of noted artists from the works of the most famous composers, and is a very fine one. The new artists are Otto Goritz, a German baritone, who sang in the Metropolitan Opera Company, last winter; Signora Garavaglia, an Italian soprano, who has been engaged by Mr. Hammerstein for next season, and Angelo Pintucci, a tenor, who has recently triumphed in Mexico.

Dealers who make special efforts to push the sale of Grand Opera Records will find the effort worth while. It is incontestable that there is a demand for this high class music among people of cultured tastes. Most of these people, as Dealers should know very well, seem to think that all phonographic music is of the "coon" variety. You, as a Dealer, are quite right to specialize in these popular lines because of the profits to be made; but you should be careful not to think that you cannot just as well combine the two varieties. A customer coming in for Ada Jones' latest, will not accept the beautiful "Flower Song," from Gounod's "Faust," even if sung by Madame Jacoby, by way of substitution; for her, there is nothing "just as good." But it is quite as likely that among your customers, or among the musically cultured of your town, there are those who would buy the Edison Grand Opera

Records if they were persistently brought to their notice. Under no condition can the sale of the two classes of Records conflict in any way. The sale of Grand Opera Records simply means additional profit to you and as such you cannot afford not to do your best to sell them.

We are helping you by advertising them in the national magazines which go into millions of homes. This publicity must bring you many inquiries. If you carry the full line it is your business to make these inquirers into buyers.

The fact that during the past season New York City has supported two Grand Opera houses and the greatest galaxy of stars ever gathered together in one city, has brought the Grand Opera and its favorite songs closely home to the American people. The interest is growing and means a demand for the Records. The metropolitan and provincial press have helped to advertise the various arias, duets, trios and quartettes by giving great prominence to the doings of the Metropolitan and Manhattan Opera Houses. The desire to possess the gems of vocal operatic art at reasonable prices, is one that will continue to grow, and should prove very profitable to you, if only you use special efforts to make it known that you have them for sale.

NO EXHIBIT AT JAMESTOWN.

Unless something unexpected occurs within the next month, there will be no exhibition of Edison Phonographs at the Jamestown Exposition. C. B. Haynes & Co., Edison Jobbers at Richmond, who expected to have an exhibit of Edison goods at the Exposition, was compelled by circumstances to abandon the plan. None will be made by this company direct.

SELLING RECORDS BY TELEPHONE.

The following interesting letter from H. G. Stanton, general manager of E. S. Williams Sons & Co., Edison Jobbers at Toronto, Canada, shows that modern selling methods are flourishing in far-off British Columbia. As the idea may be a new one to many Dealers, we quote it in full:

"While in Victoria recently, I called upon our Edison Dealers there, Fletcher Bros., and upon entering their store was much interested and amused in the rather novel way they were making a sale of Records at the time. The Phonograph was being played a short distance from the telephone and the clerk seemed to be operating it with the same attention that would usually be given when a customer was listening to a Record; but as no customer was in sight, I assumed the playing was one for the clerk's benefit only and was very much surprised to find that the trial was for a customer, who was listening to the music over the 'phone and making her purchase while in the suburb named Esquimalt, six miles away."

NOTABLE ADVERTISING.

The beautiful three color advertisement in the May 4th issue of *Collier's*, which we mailed to all Edison Dealers, is typical of the thoroughness with which we are conducting our advertising campaign. The Dealer who refers to it will notice that two cuts appear on the second and third pages of the cover we sent. The magazines and newspapers are some of those in which we have advertised Edison Phonographs and Records; and a glance at the two will convince you of two things at least. First that these magazines and newspapers are such as to include all classes of possible purchasers, from the richest classes to the poorest, and are known in every State of the Union.

Secondly, that you are deriving very direct benefit from this universal publicity. Naturally, the cost of all this is very great but we are satisfied that we are on a right course and there is to be no let up in our activities. On June 4th we shall have a colored page in the *Saturday Evening Post*, well known as one of the costliest and best advertising media. Every Dealer must be benefited by this carefully planned, systematic advertising and if he will only supplement it in his own town by distributing the literature we send him, as much as with his head or his hands, he will have every reason to be satisfied with the sales.

The sale of an Edison Phonograph differs from the sale of the usual commodity because the Edison Dealer has the opportunities for double profits—one from the sale of the Phonograph and the other from the sales of new Records. A Dealer who sells a stove or range to his customer does not get the opportunity to sell him the coal wherewith to feed it. That profit must go to the coal dealer. Similarly the man who sells you a horse is not the one who sells you oats and hay. The profits on what the animal eats go to another dealer. But with the Edison Dealer it is different—he sells the Phonograph and the Records. How many Records one Dealer can sell to the owner of a Phonograph depends very much upon his own ability as a salesman. We know of Dealers who sit and wait for people to come and buy, and we know of others who make people buy. The one looks despairingly at his stock and wonders when he will sell it. The other sends off telegrams to his Jobber to "rush that order through." No two blades of grass, grains of sand or Dealers are alike, but our advertising would help all Dealers without regard to their location or size of store.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR AUGUST.

The August list of Edison Gold Moulded Records is admirably adapted for the great vacation month, because there is something of everything and everything is good. A new baritone singer makes his bow in Reinald Werrenrath, whose splendid voice will make him a great favorite. Other new artists in the August list are Harvey Hindermeyr, a tenor with a strong vibrant voice; Murry K. Hill, a well known and popular vaudeville artist, and August Molinari, whose talents are of a physical character, for he furnishes the motive power for a street piano. There are good comic songs and sketches to laugh at and the instrumental selections are splendid, including as they do the Edison Venetian Trio in "Sonoma," dances from Pagliacci by the Edison Concert Band, and others that will be welcomed. The Edison Male Quartette has another Record that will enhance its already great popularity.

No. 9602, Minuet and Gavotte from "Pagliacci", is a fine selection by the Edison Concert Band. To all lovers of really high class, but at the same time tuneful music, this splendidly played Record will especially appeal. The great Italian composer, from whose beautiful but tragic opera these dances are taken, has recently made an extended visit to this country and was much gratified at the interest evinced in his works. Although Ruggiero Leoncavallo has seen much in his fifty years of life, he has produced nothing comparable to "Pagliacci."

No. 9603, "He Never Even Said Goodbye," is sung by Ada Jones whose coon songs are always eagerly looked for. This latest by Albert Gumble (music) and Dave J. Clark (words) is a very amusing Record. It tells of the plaintive regrets of a colored lady whose colored gentleman has departed without bidding her farewell. She says frankly "He was no good to me," but when she reflects that Samuel was sometimes addicted to calling her "pet" and "honey," his falseness makes her sad, "'Cause he never even said goodbye." Sung with orchestra accompaniment.

No. 9604, "My Dear," is a sentimental song by Reinald Werrenrath, who makes his first appearance as one of our soloists in this song, and it is safe to prophesy that he will soon become a prime favorite. He starts off well with his first song, for "My Dear" will be as popular as it's composer's great success, "Love Me and the World is Mine." Ernest R. Ball wrote the music and Dave Reed, Jr., the words. The melody is very tuneful, and Mr. Werrenrath's sympathetic, full, baritone voice is admirably suited to the charming sentiments of the words.

No. 9605, "Sonoma," by the Edison Venetian Trio, is a melodious intermezzo by Leo Friedman, played with the skill that the Venetian Trio is noted for. Originally an intermezzo was a piece of light character introduced between the acts of a tragedy to brighten up an audience thrilled by the deeper emotions. The meaning has changed now, but "Sonoma" is just the kind of graceful bright instrumentation which would have answered the original purpose of the intermezzo. This selection is also known as "My Mexican Rose."

No. 9606, "I'm Tying the Leaves so They Won't Come Down," by Byron G. Harlan, is a descriptive song by J. Fred Helf (music) and E. S. S. Huntington (words) which will be liked especially by those to whom childish joys and trials appeal. A little lad, saddened by the news that Nell his little playmate will die in Autumn "when the leaves begin to fall," is discovered climbing a tree in order that he may stay the fatal day by tying the leaves on. Mr. Harlan sings this Record with the skill that has endeared him to hundreds of thousands of listeners who like songs of childhood. Sung with orchestra accompaniment.

No. 9607, "Work, For the Night is Coming," by the Edison Mixed Quartette, is a selection, familiar the world over to lovers of sacred songs. It is sweetly sung by the admirably blended voices of the Edison Mixed Quartette and will be eagerly welcomed by the many to whom its strains recall memories of the long ago.

No. 9608, "Flanagan and His Money," by Steve Porter, is one of Mr. Porter's Irish specialties in which Flanagan introduces himself as positively so full of money he can't keep still. It is all derived from his father's gold mines, which are not really gold mines but one gold mine. And this gold mine turns out to be a coal mine, and Flanagan senior drives one of the wagons.

No. 9609, "Joyce's 71st Regiment March," by the Edison Military Band, is a bright stirring military composition that makes the feet beat time unconsciously with the fine swing and rymthm of the march. Sure to be welcome among music lovers of all classes. T. B. Boyer is the composer.

No. 9610, "Dearest, Sweetest, Best," by Harry Anthony, is a sentimental love song with orchestral accompaniment. Songs of this sort soon become liked and are very useful to the bashful lover who fears to tell his love. We are quite sure if he puts this Record on the machine and turns the lights conveniently low no right minded young lady would fail to be deeply touched thereby.

Dearest, sweetest, best in all the world to me,
Sunshine of my life thro' love's eternity.
To forsake you, darling, never,
Ever, ever, ever, ever,
You're the dearest, sweetest, best in all the world to me.

Horatio N. Peabody wrote the music, Clarice Manning the words, and the Record is made with orchestra accompaniment.

No. 9611, "Ev'ry Little Bit Added to What You've Got Makes Just a Little Bit More," by Collins and Harlan, is an amusing duet, composed by the Dillon Bros., and is orchestrally accompanied. It has an excellent moral and may be recommended to those who believe in saving money. It's chorus:

When I was a boy my father said to me,
Always try, to me a Carnegie;
Save up ev'ry penny, boy, that you may earn
And you may in turn have money to burn.

No. 9612, "He Goes to Church on Sunday," by Billy Murray, is a new comic song which protests—as well as a comic song can protest—at the hypocrite who goes to church on Sunday in order to deceive others into believing him good. The man who raises the singer's ire in this particular song is a very thoroughpaced villain. So sunk in wickedness is he that he steals to the side of his peacefully sleeping and aged grandmother, and without any reverence for her age extracts her two gold teeth. The singer had other experiences of man's wickedness. The song is taken from the popular English comedy "The Orchid," and is sung with great success in the New York production by Eddie Foy. E. Ray Goetz wrote the music and Vincent Bryan the words. Orchestra accompaniment.

No. 9613, "Heather Bells," by Albert Benzler, is a bells solo in mazurka time played by Mr. Benzler with orchestral accompaniment and like all his work is beautifully clear and pure in articulation. It is a splendid Record with new chimes effect. "Heather Bells" is composed by F. H. Losey.

No. 9614, "She Was a Grand Old Lady," by Harvey Hindermyer, is a song dealing with the affection of a son for his mother. It is one of the songs certain to please the tastes of a very large circle; and this will be no exception to the rule. It deals with the gray haired mother always ready to do everything she could for her child's welfare. This Record is a march ballad with good rhythm and tuneful air. As the singer, who is a new comer, will be appreciated. Sung with orchestra accompaniment. This song is composed by S. R. Henry (music, and William Cahill (words).

No. 9615, "Street Piano Medley," cranked by August Molinari, will prove to those who do not know how well a street piano can sound on a carefully made Record, a very pleasant surprise. There is nothing in the least shrill or unpleasing to the ear. The melody and runs are reproduced, together with the broken Italian talk of the organ-grinder with great fidelity. The first tune is the favorite "My Irish Rosie" which is followed by "Arrah Wanna" and "Speed the Plow." We feel certain that this and other similar succeeding Records will find considerable favor among Edison Phonograph owners.

No. 9616, "Harrigan," by Edward Meeker, is a new song by the "Yankee Doodle" comedian, George M. Cohan, and taken from his latest musical play, "Fifty Miles from Boston," Harrigan cuts loose from any feelings of mock modesty and declares in an amusing manner who, what and why he is. He enumerates his good points as follows:

Who is the man who will spend or even lend?
Harrigan, that's me.
Who is your friend when you find you need a friend?
Harrigan, that's me.

No. 9617, "Miss Dixie," by the Edison Concert Band, as its title plainly indicates, is reminiscent of the sugar cane and corn brake. Southern melodies are no less popular north of the Mason-Dixon Line than below it and this Record should please all. It is composed by Fred W. Hager and is played in the spirited manner of the Edison Concert Band.

No. 9618, "So Long, So Long," by Arthur Collins, is an amusing little song by Sadie Clark, sung with an orchestral accompaniment, and is another account of the departure of a colored gentleman; but in this song he stays to say good bye and explains at length the reason for going. He always tried to be good despite her aggravating ways, and might not have bought his "sleeper on de train" had she not wounded him to the heart in this cruel fashion:

I can't forget that day in court
You said, "Judge, he's a tin horn sport."
Spent twenty days in jail
'Cause you told the judge that tale.

It is taken from the "The Boys of Company B."

No. 9619, "In the Good Old Steamboat Days," by Murry K. Hill, is a comic song telling of the days when the old Mississippi used to carry a different type of river boat from what she bears now. In those days, if the singer is to be believed, existence was far from monotonous. His grand-dad improved the shining hours by playing draw poker on board and became so expert as to hold five kings in one hand.

He started up the fun,
Kept it going with a gun,
Then the coroner held an inquest
In the good old steamboat days.

There are five verses on the Record. The enunciation though rapid is so distinct as to be easily understood. Murry K. Hill, who wrote it and sings it, although a new addition to our artists, is a well known singer on the vaudeville stage. He sings with orchestral accompaniment.

No. 9620, "My Word! What a Lot of It!" by Will F. Denny, is a composition in which Dave Reed, Jr., the well known song writer, in a humorous manner relates the misadventures that happened to Chauncey who was inclined to overdo things. His first taste of champagne resulted disastrously because he took such a lot of it. Then he plunged recklessly into matrimony.

No. 9621, "The Merry Lark," by the Edison Symphony Orchestra, is taken from the suite, "A Love Episode in Birdland," by Theo. Bendix, and is a companion to "The Broken-hearted Sparrow," No. 9589, listed in our July Supplement. This is played with all the delicacy for which the Symphony Orchestra is noted.

No. 9622, "Red Wing," by Frederick H. Potter and Chorus, is a pretty little song, with orchestral accompaniment. Red Wing, a shy little Indian maid, loved a warrior bold who rode away to war. Alas for Red Wing, he "fell bravely in the fray." The Edison Male Quartette figures in the chorus with excellent effect. It is composed by Kerry Mills (music) and Thurland Chattaway (words).

No. 9623, "Burying the Hatchet," by Ada Jones and Len Spencer, is a diverting vaudeville coon specialty in which the favorite artists are so brilliantly successful. Henry has run away from Lucy because of her pernicious habit of throwing the furniture at him in moments of emotion. In this sketch they become reconciled, and as Henry has had the foresight to bring back a chicken with him, complete happiness seems in store. Lucy for

ishes the sketch by singing the chorus of the song entitled "Henry," composed by Thomas V. White (music) and Claude L. Barker (words).

No. 9024, "The Sailors' Chorus," by the Edison Male Quartette, is a well-known and universally liked selection that will be gladly welcomed by all lovers of good part singing. As the title suggests, it is the fine, rollicking, small-of-the-sea kind. The voices blend excellently. It is composed by Joseph Parry, and is sung unaccompanied.

No. 9025, "School Days Medley," by the Edison Military Band, includes the following hits, "School Days" (No. 9552), "When You Know You're Not Forgotten by the Girl You Can't Forget" (No. 9041) and "You'll Have to Wait 'Till My Ship Comes in" (No. 9000). This new waltz medley will give the pleasure that such old friends re-appearing in new form must always do.

AN ORCHESTRA WHICH PLAYS BEFORE A WORLD-WIDE AUDIENCE.

(The following article from Musical America was written after a visit to the Recording Department of the National Phonograph Company at Fifth avenue and Sixteenth street, New York City.)

The thousands of people all over the world who daily derive pleasure from their own talking-machines or those in public places have little idea of the infinite detail necessary in making a record.

A visit to the laboratories of one of the prominent talking-machine companies is of exceeding interest.

Let us follow the making of a "record" from the time the wax cylinder, made at the factory, is received at the laboratory. The cylinder, which has already been smoothed, is placed on a revolving bar beneath a knife whose keen edge traveling along the wax reduces it to the most absolute and glassy perfection.

Step across the hall into the recording room, a room bare of furniture, ending in a wooden partition from the centre of which projects a long, slender tube. Seated directly in front of this are three musicians, masters of their respective instruments, in fact, as the case happens, members of the Metropolitan Opera House Orchestra.

On a platform, raised to about the level of a man's head, sits the harpist, at the base of the platform and close to it, the flutist, to the fore and behind him the violinist. All three are huddled close together, so as to focus the body of tone, yet not too close to interfere with the freedom of motion necessary. The relative positions as to height and distance from the horn, of the various instruments have been carefully measured and tested by experiment. The artists are booked weeks ahead, just as if they were playing at an ordinary concert, only, as we shall see, they have to be exceedingly generous with encores.

The violin is not the ordinary wooden-bellied instrument we are accustomed to seeing, but is a bar of wood with strings, keys and bridge, and an aluminum diaphragm and horn, the invention of a London musician.

Step back of the wooden partition. There on the other side of the aperture is the end of the horn with the attached needle cutting its careful groove in the cylinder, from which fly glistening clouds of the most delicate wax filaments. A tiny electric light illumines the rotary path of the record, which is taken on completion of this stage to another revolving machine where fine camels-hair brushes remove any stray threads of the wax which may have adhered.

The record is then taken into another room and played to the "critic" who passes judgment upon the rendering from a musical point of view and also as regards its reception by the machine. While this is going on, the musicians are making another record of the same selection in the room with the wooden partition. This completed, they join the critic and pass upon the records, deciding, perhaps, that some tone ought to sound stronger, another less harsh, etc, in this way finally making a record that is not only pronounced perfect by the musical critic, but by the record critic as well. The latter examines the finished cylinders with a microscope to see that they are exact in every detail.

The "master record," as it is called, is then ready for shipment to the factory, where the model, or matrix, is made. For this purpose it is enclosed in a tin can.

Arrived at the factory it is slipped on a pivot and surmounted by a stationary magnet in an absolutely air-free jar in which from electric wires are suspended two gold leaves. The sparks produced by this machine in action fly across the jar from one gold leaf to the other and create a beautiful atmosphere. Without the jar revolves another magnet which, by force of attraction, turns the magnet in the jar and consequently the attached cylinder, which soon becomes coated with gold.

This process completed, the matrix, looking like an exquisite gold vase, is subjected to a coating of copper, one-sixteenth of an inch in thickness, after which it is fitted into a brass form and dashed into cold water, which contracts the wax more than the metal, so that the original cylinder drops out, and the impression is firmly registered in the metal. It is from this matrix that the records of the market are made.

While not more than six or eight at the most "master records" are turned out daily at the laboratory, about 120 to 125 thousand are sent out from the factory.

The thought and care which Edison lavishes on the wonderful little invention is demonstrated by the numerous sketches of improvements which he continually sends to factory and laboratories. It is interesting to recall the way in which he arrived at the proper combination for the cylinders on which the records are made. He used to prepare the various mixtures in little butter dishes, having as many as forty going at one time, carefully putting them to the proper consistency, and then testing their adaptability to the cutting machine with his pen-knife.

The soprano who sang in the choir
Let her voice rise higher and higher.
Till it reached such a height
That they clear out of sight.
And they found it best day in the spire.

Published Monthly in the interest of Voice-writing.

The Edison Business Record

Vol. III APRIL, 1907 No. 2



Mr. Edison answering his personal mail with the Business Phonograph.

Thomas A. Edison

The above is a fac-simile of the cover on which appears a new portrait of Mr. Edison each month.

EDISON DEALERS:

Place your name on the mailing list of the Commercial Department for this monthly publication.

Also send the Commercial Department the names of local firms and their office managers for this mailing list. It will benefit YOU.

Address:

Commercial Department
National Phonograph Company,
Orange, - - New Jersey

The Commercial Department of the National Phonograph Co. has recently opened three new branch offices. These are located at Newark, Cleveland and Washington, D. C. The Newark office is located at 321 Union Building and is in charge of N. R. Compton, formerly connected with the New York branch. The Cleveland office is located at 811 Schofield Building and is in charge of J. O. Hanna. The Washington branch is in charge of C. T. Wilber, also connected with E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.

A COMPETITION SCHEME FOR DEALERS.

The Dealer with a fair trade has many more opportunities within his grasp to get into close contact with his clients, if he will only use them, than is generally thought to be the case. There is nothing so likely to make the progressive Dealer popular than an interesting series of prize competitions. The cost need be very little while the advertising he receives from the publicity, and the necessarily increased custom he enjoys will more than recompense him for the trouble. The following scheme, if properly carried out, cannot fail to please the majority of Edison Phonograph users.

Let the Dealer offer prizes for the best home-made records, to be judged impartially by a committee of non-competitors. Make it conditional that the blanks and recorders must be purchased at the store of the Dealer offering the awards, and insist that all records are made expressly for this competition by the competitors themselves. This cannot be too strongly insisted upon, as any doubts as to the genuineness of the scheme would only harm the Dealer. Competitors should understand that any failure to comply with advertised conditions render them ineligible.

Dealers have very much better knowledge of their local conditions than we can have and can frame rules accordingly. In a small town there need, perhaps, be no limit to the number of records sent in; but in a larger centre it may be found advisable to limit the number of each entrant to three. In this case the Dealer should suggest that the competitors themselves hold an elimination test and send in the three best they have made. If the scheme is likely to attract a very large number, it may be split up into three divisions, the hearing and judging of each to occupy one evening. These classes would resolve themselves into vocal, instrumental and talking records.

VOCAL RECORDS. This would be a very popular division because most people think they can sing, and nearly all fancy they could make records. If conditions allow, two prizes might be given, one for male and the other for female voices.

INSTRUMENTAL RECORDS. In this class all kinds of instrumental records would be allowed, but it must be borne in mind by the judges that greater skill is required to make a good record of a band or quartette than of a soloist. This branch of the contest will bring out the competitors' best intelligence.

TALKING RECORDS. In this class there should be a great deal of fun. Recitations of prose and verse naturally suggest themselves for the suspects, but the Dealer should broaden the field by offering a prize for the best humorous original monologue and for the best duologue, (like Ada Jones and Len Spencer for example). This will prove extremely diverting if the competitors enter into the spirit of the thing.

ADVERTISING. This need not be a very expensive item. A window display, a few inches in the local paper, and some leaflet distributing should suffice. The regular clients of the Dealer should be circularized as in the ordinary course of business.

THE JUDGING. The judging of records should of course be done in public; this will be the Dealer's greatest advertisement; for it will not be difficult to gather a considerable number of interested people together. If the Dealer possesses a large Phonograph parlor the judging may take place here. But if he finds his store too small, a hall may be taken at a moderate rental for the occasion. Admission may be free with or without ticket, as local conditions indicate. A short concert of the latest Edison Gold Moulded Records should be given and then the judging should begin.

THE JUDGES. These should be chosen from people having no direct interest in the results. Not less than three should be the number, of whom the Dealer may be one. Experts are not necessary, although they need not be debarred on that account. It would be inadvisable to select as judge a man who consistently sounded the praises of machines of other make than the Edison Phonograph.

THE PRIZES. The conditions of the Dealer's agreement will not permit him to offer any Edison goods as prizes. But as the value of the awards is not likely to be the main inducement of the competitor, articles of relatively small value may be offered and will be heartily appreciated.

The Dealer should remember that such a competition as we have described would very materially augment his sale of blank records and recorders. But he must not forget, too, that although the making of home-records would be materially increased it does not follow in any way that the sale of the Gold Moulded Records will fall off. On the contrary he will find increased sales, owing to the greater general interest taken. No amateur records can ever hope to compete successfully with those produced professionally.

If we can aid the Dealer in elaborating this idea, we shall be only too glad to do so; we will also be pleased to learn what success a Dealer has had in following out these suggestions.

WHEN THE PHONOGRAPH WAS YOUNG.

The following memo. addressed to Mr. Edison just eighteen years ago, and preserved accidentally among some old correspondence, will bring very vividly to mind the phenomenal growth of the business of manufacturing Edison Phonographs and Records since May, 1889. At that time Edison Records were being made in Mr. Edison's own laboratory by his own assistants. Mr. Batchelor, writer of the memorandum, was then superintendent of the Edison Phonograph Works, which manufactured Edison Phonographs.

"Memo. to Mr. Edison:—

We have had enormous orders for musical cylinders, some of them dating as far as two months back. Can you not make some arrangements so that we can have our orders filled up there, as in many cases it prevents shipments of goods until we get them? We have now with you orders for one-half dozen for Nebraska, 1 dozen for Washington, 2 dozen for Nashville, Tenn., all dated back to March 28th. Five dozen for North American of April 1st, 1 dozen for Japan, May 8th, one-day for Ohio May 13 and a few yesterday for Dakota. If you can give Wangemann orders to furnish us what we want, it will help us considerably in getting off our shipments more promptly.

CHARLES BATCHELOR.

To this Mr. Edison replied a few days later, as follows:

"We are making about 50 per day and I am rigging up to furnish 300 daily. Please send orders (written) to Laboratory. We will book them, fill the orders by sending them to Phono. Co., and make charges so that we will not be out of pocket. E."

As we have manufactured as many as 110,000 Records in a single day recently, it follows that for every one produced when this memo. was written, 2,200 have since been turned out in the same space of time! And it is just as impossible for us to put a limitation on the future sales of Edison Phonographs and Records as it was for those pioneers in 1889, who thought their orders were enormous.

THE PERSISTENT ADVERTISER.

J. L. Field, of Pittsfield, Ill., is one of the Edison Dealers whose policy is to bring his goods to the notice of past and possible customers in a thoroughly up-to-date manner. He might, as a few Dealers do, wait for customers to come around and ask what he had, but he prefers to play a winning game—and he ADVERTISES. We publish his announcement of last month's Records and are glad to know that we have such resourceful Dealers as he with us.

"Here comes the May Phonogram from Field, the Jeweler, Pittsfield, Ill. Do you get it regularly? Do you enjoy looking it over? Well we hope you do, we send it absolutely free. Why? We want some of your patronage when you get new Records. We carry the entire Catalogue of Edison Records. We carry the complete line of Genuine Edison Phonographs. Every machine and Record is absolutely perfect when it comes from Field, and as our favorite Ada Jones says, "Field knows his business all right, all right." If you don't want any Records or Machine, won't you kindly get your friend to call or order his Phonographs or Record of us? We thank you for your past patronage. We are expecting a share in the future. Can't we have your order now? The May list is great—write at once.—Field, the Edison Distributor, Pittsfield, Ill.



STORE OF GEORGE H. GARRETT, EDISON DEALER, WINTERSET, IOWA.

The above photograph shows the interior of the store of George H. Garrett, of Winterset, Ia., who besides selling pianos and musical merchandise, is a most aggressive Dealer in Edison Phonographs and Records. He took on the Edison line two years ago and in that time has sold over 300 Phonographs. He now carries a stock of 7,000 Records and 25 machines. He has three men canvassing the country adjacent to his town.

"PHONOGRAPHITIS STILL SPREADING."

This startling headline recently drew the attention of the readers of a Roseburg, Oregon, paper to an advertisement inserted by an enterprising Edison Dealer. Although offering other talking machines as temporary reliefs the advertiser went on to say: "the only permanent cure is an Edison, put up in $30, $40 and $50 packages. Our stock of Edison machines is complete, and 5,000 Edison Records will give you 25 or 99 per cent. of any records called for in the Edison catalogue."

As our readers will recollect, we have always urged upon them that advertising is necessary to the growth of trade; but there are still some who may disagree with us. Such dealers will probably say that the Busy Music House wasted money when they inserted the above; but now follows a very direct and indisputable proof to the contrary. Graves & Co., Edison Jobbers, of Portland, Ore., to whom we are indebted for the clipping from which we have quoted, write as follows: "We think our man, one of our best Edison Dealers, has coined a new word. He has procured business on the strength of it as we are shipping him stacks of machines, Records and horns every day."

The Dealer's advertisement and the Jobber's proof of its success, offer a seasonable little object lesson in cause and effect which the non-advertising dealer will note and act upon with profit to himself, his Jobber and to us.

PHONOGRAPHS IN FACTORIES.

A Baltimore manufacturer employing a large number of hands, has used the Edison Phonograph to great advantage as an incentive to better work among his people. For some time he had noticed that as the afternoon waned, his employees became more listless and tired. Himself the owner of a Phonograph, and therefore familiar with its capabilities, it occurred to him that if, after going home tired, the music cheered him, why should it not have a similar effect on his employees. He sent for the "Triumph," and at 3.30 o'clock started it with a swinging march. Tired eyes brightened and instead of looking at the clock every other minute the workers became engrossed in the latest popular airs until 5 o'clock came around to find himself less welcome than usual. Every afternoon the Phonograph was started and there was an appreciable difference not only in the cheerfulness of the listeners, but in the quality and quantity of the work they did.

The theory that men—or women too, for that matter—work better with cheerful music is an old one. The military bands with the regimental marches that played troops into the battle were formed very largely for that very purpose. But in the "piping times of peace" how many employers of labor have adopted this device?

The dealer in manufacturing districts might do worse than try to induce such men to buy Edison Phonographs, presentin- the double argument of brightening the lot of working people and increasing their capacities at the same time. The expense would be trifling, and particularly in the case where large numbers of women and girls are employed in sedentary tasks, the plan should be productive of excellent results. We should be glad to learn of similar cases—if any—where the Edison Phonograph and Records have been so employed.

CUT-OUT FOREIGN RECORDS.

Notice is hereby given that we have no more moulds or masters for the following selections:

12209 Gsord *Air du Tenor*—Le Reine de Saba (Gounod) Bartel
12212 Ulster (arr Lindenhan (German) Hofmann
12266 Dir, O Königin (German) Schumann

When our present stock of these selections is exhausted, they will be put on the cut-out list and omitted from the next edition of the Foreign Record Catalogue.

TALKING MACHINES BEST POLICE.

Phonographs as devices for protecting houses from robbers is a rather novel use of the talking machine, but it has been worked with a considerable degree of success in Paris, and is still used in certain sections where other methods to scare thieves away have failed.

With the reign of terrorism from robbers, that has recently assailed the Parisian capital, householders have tried every method to protect themselves from thieving bands with little avail, but the best solution of the trouble was recently found by an engineer, who places a talking machine at his front door.

The phonograph was so arranged that with the opening of the door it was started and loudly cried "Help! Robbers! Murder!" with the result that the frightened person who was attempting an entrance usually took to his heels.

A new price card, for use in connection with window and store displays of Edison Phonographs, has just been printed and is now ready for the trade. It is printed in red, green and gold on a buff card and is most attractive. It is Form 1089 and succeeds Form 641. Different cards are provided for the Standard, Horn and Triumph machines. They furnish an opportunity to give a new dress to a window display.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin st.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co., 809 Main street.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 917-921 Wood st.
Sacramento—A. J. Pommer Co., 9th and J sts.
San Francisco—P. Bacigalupi & Sons, 1021 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 512 16th st. Hext Music Co., 16th and California sts.

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., Inc., 96 State street.

DISTRICT OF COLUMBIA.

Washington—S. P. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons & Co., 9th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree st.
Phillips & Crew Co., 87-89 Peachtree st.
Savannah—Youmans & Leete, 116 Barnard st.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Rubeon Bros., 1419 19th str.
Lyon & Healy, Wabash ave. & Adams st.
James I. Lyons, 1 Van Buren st.
The Vim Co., 85 E. Lake st.
Montgomery Ward & Co., 111 Michigan avenue.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.
Lafayette—A. B. Wahl & Co., 304 Main st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia avenue.
Kipp-Link Phonograph Co., 327 N. Illinois street.
A. B. Wahl & Co., 119 S. Illinois st.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust st.
Vim Co., 324 Seventh st.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House, 316 Court st.

KENTUCKY.

Louisville—Montenegro-Richm Music Co., 630 4th ave.

LOUISIANA.

New Orleans—William Bailey, 606 Frenchman st.
National Automatic Fire Alarm Co., 614 Gravier st.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange st.
Portland—W. H. Ross & Son, 307 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 321 North Howard st.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 46 Hanover st.
Eastern Talking Mach. Co., 177 Tremont street.
Ivor Johnson Sptg. Goods Co., 168 Washington st.
Fitchburg—Ivor Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central st.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 493 Main st.
Worcester—Ivor Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 186 Woodward avenue.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin avenue.
Minnesota Phono. Co., 505 Washington av.
St. Paul—W. J. Dyer & Bro. 21-23 West 5th st.
Thomas C. Hough, 714 Hennepin ave.
Koehler & Hinrichs, 141 E. 3rd st.
Minnesota Phonograph Co., 37 E. 7th st.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1011-1013 Walnut st.
J. F. Schmelzer & Sons Arms Co., 710 Main st.
St. Louis—Conroy Piano Co., 11th and Olive street.
A. O. Houck Piano Co., 1113 Olive st.
Silverstone Talk. Mach. Co., 1218 Olive St.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—Ross P. Curtice Co., 1135 O st.
H. E. Sidles Phono. Co., 121h and P sts.
Omaha—Nebraska Cycle Co., 16th and Harney street.
Omaha Bicycle Co., 16th & Chicago sts.

NEW HAMPSHIRE.

Manchester—John B. Varick Co., Varick Bldg.

NEW JERSEY.

Hoboken—Hellpee Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New st.
A. O. Petit, 57 Halsey st.
Banko Phono. Store, 237 Bank st.
Paterson—James K. O'Dea, 117 Ellison st.
Trenton—Boyd, Blank Book and Stationery Co., 32 E. State st.
John Sykes, 109 N. Broad st.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

NEW YORK.

Albany—Finch & Hahn, 92 State st.
Astoria—John Ross, 141 Fulton ave.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells sts.
Robert I. Lud, 618 Main st.
Neal, Clark & Neal Co., 647 Main st.
Elmira—Elmira Arms Co., 117 Main st.
Gloversville—American Phono. Co., 59 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall st.
New York City—Bettini Phono. Co., 156 W. 83d st.
Blodgett Talking Machine Co., 97 Chambers.
J. F. Blackman & Son, 2737 3d ave.
I. Davegn, Jr., Inc., 125 W. 125th st.
S. B. Davega, 32 E. 14th st.
Douglas Phono. Co., Inc., 26 Chambers st.
Jacot Music Box Co., 19 Union square.
Leeds & Co., 1265 Broadway ave.
Regina Co., 41 Union square.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1622 First ave.
Gaweyer—Frank D. Holway, 32 W. Bridge st.
Rochester—A. J. Dannenger, 346 North st.
Meckle Phono. Co. & M. Co., 150 State st.
Giles B. Miller, 48 State st.
Talking Machine Co., 97 Main st., R.
Schenectady—Finch & Hahn, 536 State st.
Jay A. Richard & Co., 333 State st.
Syracuse—W. D. Andrews, 318 E. Railroad st.
Troy—Finch & Hahn, 3 Third st.
Utica—Clark-Horrocks Co., 54 Genesee st.
Arthur P. Fairlie, 58 Washington st.
William Harrison, 58 Columbia st.
Utica Cycle Co., 16 Columbia st.

OHIO.

Canton—Klein & Heffelman Co., 320 E. Tuscarawas st.
Cincinnati—Ball-Pirtle Co., 108 West 3d st.
Cincinnati Phono. Co., 36 West 4th st.
*McCord Bros., 29 West 4th st.
Rudolph Wurlitzer Co., 121 East 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect avenue.
Columbus—Perry B. Whitsit Co., 512 S. High street.
Dayton—Niehaus & Dohse, 25 E. 5th st.
Newark—Bell-Pirtle Co.
Toledo—Hayes Music Co., 608 Cherry st.

OREGON.

Portland—Graves & Co., Inc., 326 Washington st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 520 Hamilton st.
Easton—William Warner, 443 Northampton st.
Harrisburg—S. K. Hamburger, 15-14 N. Market square.
Philadelphia—Louis Buehn & Bro., 46 N. 9th street.
C. J. Heppe & Son, 1317 Chestnut st.
Hall, Keyser & Co., 1311 Chestnut st.
Mitchell & Fenton Co., 1311 Chestnut st.
Penn Phonograph Co., 1305 Arch st.
John Wanamaker, 13th and Market sts.
Western Talking Mach. Co., 41 and 43 N. 8th st.
H. A. Weymann & Son, 1018 Market st.

*Added since May 1st, 1907.

Pennsylvania—Continued.

Pittsburg—Pittsburg Phono. Co., 937 Liberty st.
Powers & Henry Co., 101 Sixth st.
Standard Talk. Mach. Co., 426 Wood st.
Reading—S. K. Hamburger, 728 Chestnut st.
Reading Phonograph Co., 48 N. 8th st.
Scranton—Lewis & Reilly Co., 217 Wyoming av.
Technical Supply Co.
Sharon—W. C. DePriest & Son.
Williamsport—W. A. Myers, 146 W. 3d st.

RHODE ISLAND.

Providence—J. M. Dean Co., 736-796 Westminster st.
J. A. Foster Co., Weybosset and Dorrance sts.
Household Furniture Co., 231 Weybosset st.
J. Samuels & Bro., 154 Weybosset st.
A. T. Scattergood Co., 166 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 621 Gay st.
Memphis—F. M. Atwood, 160 N. Main st.
O. K. Houck Piano Co., 103 S. Main st.
Nashville—Nashville Talking Mach. Co., 723 Church st.
Magruder & Co., 37 Arcade.
O. K. Houck Piano Co., 328 Fifth ave.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Walz Co., 101 El Paso st.
Fort Worth—Billings, Shepherd & Co., 709 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin sts.
San Antonio—H. C. Rees Optical Co., 243 West Commerce st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 261 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main st.

VERMONT.

Burlington—American Phono. Co., 84 Church street.

VIRGINIA.

Richmond—C. B. Haynes & Co., 602 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 902 Second ave.
Kohler & Chase, 710 Pike st.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

Milwaukee—McGreal Bros., 372 3d st.

CANADA.

Montreal—Peter Kelly, 283 St. Lawrence st.
Quebec—C. Robitaille, 320 Rue St. Joseph.
St. John—W. H. Thorne & Co., Ltd., 42-46 Prince William st.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge st.
Vancouver—M. W. Waitt & Co., 558 Granville street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 327 Princess st.

SUSPENDED LIST, JUNE 1, 1907.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Fruitvale—Thomas McGuire, 876 Main st.
*San Francisco—J. Raymond Smith, 2166 Sutter st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Eggleston Bros., or Eggleston Music Store, J. F. Eggleston, Prop.; also Danville, Ill.
Chicago—A. Eisel & Son, 727 W. North av.
Danville—Eggleston Bros., or Eggleston Music House, J. F. Eggleston, Prop.; also Champaign, Ill.
Kempton—Fred Bloom.
Ottawa—Sid and Hayes.
Quincy—Giles Bros., 107 North 4th st.
J. F. Whitaker, 518 Hampshire st.
Wheaton—E. Irving.

INDIANA.

South Bend—Eugene Marsh, 124 Visitula ave.
South Bend Book Bindery, Robert Lobell, Prop., 203 North Michigan st.

IOWA.

Burlington—John F. Weiss, 711 Jefferson st.
McClelland—J. W. Rounds & Co.
Sioux City—Hattenbach Bros. Co.
Talking Machine Co., 417 Fifth st.
State Center—Orin Sargeant.

KANSAS.

Clay Center—R. H. Gowanlock.
Lawrence—Bell Bros.
Topeka—S. H. Morehouse, 510 E. 4th st.

MAINE.

Biddeford—W. H. Field.
Lewiston—J. W. Skane.
Monmouth—S. H. Manson.
Waterville—Frank Blanchard, 150 Main st.

MARYLAND.

Boston—Boston Phono. Co., 42 Milk st.
Henry Gerst & Son, 1466 Hanover st.
J. Slagle, 80 Lexington st.
Florence—William Gates, 97 Main st.
Franklin—E. B. Thomas.
Lawrence—Lord & Co., 314 Essex st.
Quincy—C. Kempf, 443 Essex st.
Malden—Frank Blanchard.
Nantucket—Arthur M. Taylor.
New Bedford—Geo. H. Crowell.
Somerville—E. J. Winchester, 83 Summit ave.
Woburn—Cahoy Billiette, or The Bolton Jewelry Co., C. Malonev, Manager.
Worcester—Joseph Tetrault, 1 Front st.
*Guy Furniture Co., 331 Main st.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Schwankovsky, Prop.
*Bay City—E. & J. Tinney, 1004 Water st.
Detroit—F. J. Schwankovsky.
Saginaw—C. W. Zimmerdyer.
Traverse City—Hall Bros., 227 Genesee st.
Tierney Bros., 109 Genesee st.

MISSOURI.

Ewing—Hal R. Ewalt.
Kansas City—The Wittmann Co.

NEBRASKA.

Lincoln—The Wittmann Co.
Omaha—The Wittmann Co.
Plano Exchange.
Red Cloud—Albright Bros.

NEW HAMPSHIRE.

Hillsboro Bridge—C. E. Barnes.
Manchester—W. D. Lane.
Nashua—F. A. McMaster & Co.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 23-24 Arkansas ave.
Jersey City—W. L. Hoffman, 161 Montgomery street.
Long Branch—A. Alexander, 168 Broadway.
A. Weintraub, 164 Broadway.

*Added since May 1st, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

California—Continued.

Petaluma—Thomas McGuire, 876 Main st.
*San Francisco—J. Raymond Smith, 2166 Sutter st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

GEORGIA.

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Ottawa—Sid and Hayes.
Quincy—Giles Bros., 107 North 4th st.
J. F. Whitaker, 518 Hampshire st.
Wheaton—E. Irving.

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Talking Machine Co., 417 Fifth st.
State Center—Orin Sargeant.

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Worcester—Joseph Tetrault, 1 Front st.
*Guy Furniture Co., 331 Main st.

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*Bay City—E. & J. Tinney, 1004 Water st.
Detroit—F. J. Schwankovsky.
Saginaw—C. W. Zimmerdyer.
Traverse City—Hall Bros., 227 Genesee st.
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Ewing—Hal R. Ewalt.
Kansas City—The Wittmann Co.

NEBRASKA.

Lincoln—The Wittmann Co.
Omaha—The Wittmann Co.
Plano Exchange.
Red Cloud—Albright Bros.

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Hillsboro Bridge—C. E. Barnes.
Manchester—W. D. Lane.
Nashua—F. A. McMaster & Co.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 23-24 Arkansas ave.
Jersey City—W. L. Hoffman, 161 Montgomery street.
Long Branch—A. Alexander, 168 Broadway.
A. Weintraub, 164 Broadway.

New Jersey—Continued.

Newark—H. L. Corwin; also New York City.
Passaic—I. Hurwitz.
Paterson—Chas. H. Kelly, 26 N. Main st.
Plainfield—S. W. Frucht; or R. Frucht; also New York City.
Somerville—Leonard.
West Hoboken—Emil Hollander, or The West Hoboken Branch & Phono. Co., 162 Spring st.

NEW YORK.

Albany—G. Lindo, 333 & Pearl st.
Amsterdam—C. C. Kirchner, 24 Market st.
Auburn—Jones, Clark & Co., 12 Clark st.
Buffalo—Conrad Fuchs, Genesee st.
Brooklyn—Nathan Abrahams, 693 Broadway.
Wm. Albrecht, 254 Knickerbocker ave.
H. Hindermann, Bushwick Phonograph Exchange, 1424 Myrtle ave.
Emil Hollander, 214 Eleventh st., and 2200 Summer ave.
Hobart—F. H. Marshall.
Mohawk—Albany Specialty Co., or Chas F. Rice, Main st.
Morrisville—C. D. Loomis & Co., Union Block.
New York City—T. Armstrong, or American Phono. Co., 100 Wall st.
Automatic Electric Co., M. Cohen, Prop., 58 Second ave.
Horn Bros., 1072 W. 11th st.
Howard Stores, 241 W. 125th ave.
Krusi Phono. Co., or David Dwitsky, 506 Fifth ave.
H. L. Corwin; also Newark, N. J.
Eagle Phono Co., or C. Lowenthal, 83 Nassau st.
Empire Phono. Co., 2 W. 14th st.
H. L. Corwin; also S. Frucht, 7 Barclay st., or 46 Cortlandt st.; also Plainfield, N. J.
O. Hecker, 2 Murray; also Plainfield, N. J.
Hawthorne & Sheble, 23 Broadway; also Philadelphia, Pa.
Parker & Cooley, 1087 Amsterdam ave.
Richmond Press, 41 W. 125d st.
Talking Machine Co., 97 Main st.
Whitney Music Co., 2212 Seventh av.
Rome—Charles Tuttle.
Saratoga—W. J. Tuller.
Saratoga Springs—Marvin A. Cote.
Schenectady—Lansing A. Brady, 34 Ajeraal st.
Syracuse—Wardwell & Co., 39 Public Square.
Wayland—John Grove, Parrot Block.

NORTH CAROLINA.

Klnston—S. Queen & Co.
New Bern—C. Dunn, 132 Middle st., or Southern Music House; B. Wallace, Prop.

OHIO.

*Brecksville—H. K. Norris.
Cincinnati—J. L. Anders.
Stein Talking Machine Co., 639 Vine st.
Coshocton—Burns & Quinn.
Middleton—Otto Grau & Co., 125 E. 3d st.
Springfield—S. & E. Vandergood.
Urichsville—P. A. Mazuria.

OKLAHOMA.

*Oklahoma City—Armstrong, Byrd & Co.

PENNSYLVANIA.

Bradford—C. C. Griffen, 19 N. Washington st.
Mt. Pleasant—Benjamin Pearce.
Philadelphia—A. J. Cassidy, 3703 Emerald st.
Louis Buehn & Bro., 1046 Chestnut st., or Darlington and Blechner sts.; also New York City.
A. Krouse, 533 Arch st.
Penn Novelty Co., 15 South 5th st.
Pittsburg—A. Lippard, 615 Wylie ave.

RHODE ISLAND.

Providence—F. P. Moore.
Rockville Center—O. A. Clark.

TENNESSEE.

Milwaukee—C. C. Blatsek.

*Added since May 1st, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

The EDISON PHONOGRAPH



TO the Edison Phonograph can be applied the old saying: "A pleasure shared is a pleasure doubled." It is the art of entertainment expressed in tangible form. Three is never a crowd when one of the three is an Edison Phonograph. Love songs, dances, funny songs, ballads, all kinds of music in your own home, with less trouble and greater enjoyment than any other form of entertainment, and especially than any form of musical entertainment. Today is the best day for going to your dealer's to hear an Edison. You cannot possibly know how well the Edison Phonograph reproduces by listening to any other make of talking machine.

NATIONAL PHONOGRAPH COMPANY, Lakeside Ave., Orange, N.J.

[Phonograph advertisement in June Magazines.]

EDISON RECORDS for JUNE

AN unusual number of good hits makes our June list one that every owner of an Edison Phonograph should hear at once. Look over the list below and notice how many things there are that you want to try on your own Edison Phonograph. Then on May 27—don't wait a day longer—go to your dealer's and hear these hits and buy those that you find as good as they promise.

Here is the June list—every kind of music and the best of each kind to suit every taste:

9554 Golden Rod—Intermezzo (McKinley) ..... Edison Concert Band
9555 With You in Eternity (Solman) ..... Irving Gillette
9556 Cavalleria Rusticana—Intermezzo (Mascagni) Vocal Imitation of a Violin, Edith Helena
9557 Pretzel Pete (Durand) Banjo ..... Vess L. Ossman
9558 In Washington (Hoffman) ..... Billy Murray
9559 Reed Bird (The Indian's Bride) (Reed) ..... Collins & Harlan
9560 It's a Long Way Back to Dear Old Mother's Knee (Mohr) ..... W. H. Thompson
9561 The Telescope March (Seltzer) ..... Edison Military Band
9562 School Days (Cobb & Edwards) ..... Byron G. Harlan & Chorus
9563 Sometime We'll Understand (Granahan) ..... Anthony & Harrison
9564 Mrs. Clancy and the Street Musicians (Original) ..... Edison Vaudeville Co.
9565 The Dreamer Waltz (Keith) ..... Edison Symphony Orchestra
9566 Monte Cristo (Snyder) ..... Bob Roberts
9567 In the Wildwood Where the Blue Bells Grew (Taylor) ..... Harlan & Stanley
9568 You'll Have to Get Off and Walk (Reed) ..... Will F. Denny
9569 Petite Tonkinoise (Scotto) ..... Edison Concert Band
9570 Ephraham Johnson (Greene & Werner) ..... Arthur Collins
9571 The Last Rose of Summer is the Sweetest Song of All (Sidney) .. Harry Anthony
9572 Becky & Izzy (Original) ..... Ada Jones & Len Spencer
9573 Dainty Dames (Blake) Bells ..... Albert Benzler
9574 Lulu and Her La, La, La (Von Tilzer) ..... Helen Trix
9575 Flanagan's Married Life (Original) ..... Steve Porter
9576 The Land League Band (J. W. Kelly) ..... J. W. Myers
9577 Poor John Medley (Original) ..... Edison Military Band

KEEP posted on the new Records for the Edison Phonograph as well as the old. There are three books which will be sent free on the 27th of May to anyone who asks for them, who cannot get them at a dealer's or who would rather write than go to a store and ask for them. They are the Phonogram, the Supplemental Catalogue and the Complete Catalogue. They are sent on request. Write today.



Thomas A. Edison

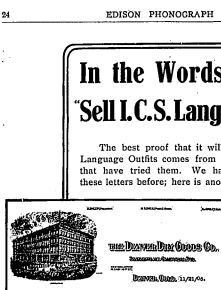
NATIONAL PHONOGRAPH COMPANY, Lakeside Ave., Orange, N.J.

[Record advertisement in June Magazines.]

In the Words of Others

"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I.C.S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW.



THE DENVER DRY GOODS CO.
WHOLESALE AND RETAIL
DENVER, COLO. 11/21/06.

International Correspondence Schools,
Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we considered the demonstration of Mr. Kistler very successful and while we have no sold several Language Outfits, we have also sold some to parties to whom we did not demonstrate, and we are expecting December an gifts as you may call them to sell considerable with the parties to whom demonstration was given and who have not as yet made a purchase. We think that the demonstration of the Language Outfits is successful and leads to sales which could not be obtained otherwise.

We have placed several orders with you since the demonstration and would like to have if we could make arrangements to purchase whatever we need in this line through your Denver office as we have had to do several times heretofore, as we can be billed in so by you. This would be very convenient for us.

We will keep you advised from time to time of the results of sales on I. C. S. Language Outfits.

Yours very truly,
THE DENVER DRY GOODS CO.
per [signature]

International Correspondence Schools
SCRANTON, PA.

EDISON
Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH COMPANY.

VOL. V. ORANGE, N. J., JULY, 1907. No. 5.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 240 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE NO. 117, MEXICO D. F., MEXICO.

EDISON PHONOGRAPHS AND RECORDS

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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CONTINUED BUSINESS GROWTH.

So far from there being any marked falling off in the sales of the July Records, there was an increase of some thousands in the number ordered. This may come as a shock to those who always anticipate particularly dull summer months, but it tends to prove that Edison Phonographs and Records are taking a stronger hold on all classes each successive year.

It would be folly to pretend that the summer is ever likely to become a more lucrative season than the winter; there is always the likelihood that there will be a falling off in sales at this time, but the falling off should be less and less every year. Our factory, however, has no dull season, and we have brought matters to such a stage that there can hardly be any demand put upon us that we cannot easily meet. But the old saying "First come—first served" is as much applicable to Phonographs and Phonograph Dealers as to anything else; and the Dealer who delays ordering until his customers, back from their vacations, are clamoring for Edison goods, must either keep them waiting for good things to the stores of rivals who, with greater foresight, have ordered during the summer time.

As an inter-continental concern we have opportunities for feeling the business pulse of the entire world and we are convinced that the demand for Edison goods is increasing and gradually but rapidly every day. We do not base our opinion upon mere hints, but on actual orders, as another part of the MONTHLY will show, for even while the Australians and Italians are taking Edison Phonographs and Records and we are within the mark, we may say that Australian business in 1906 increased 100 per cent over that of 1905, while in a single instance one of the healthiness of our trade conditions, matters look for a domestic demand this coming Autumn that will break all existing records, notwithstanding the fact that we enlarged our factory, still keep enlarging and shall have to do it again.

THE ADVANCE LIST OF SEPTEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS ADVANCE LIST FOR SEPTEMBER, 1907

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before August 27th, all things being favorable, but they must not be placed on sale by Jobbers or leave their place of business, or be reshipped to Dealers before 8 A. M. on August 27th. Supplements, Phonographs and Bulletins will be shipped with Records. These may be distributed to Dealers after August 26th, but must not be circulated among the public before August 27. Jobbers are required to place orders for September Records on or before July 20th. Dealers should place September orders with Jobbers before July 16th to insure prompt shipment when Jobbers' stock is received.

9026 Comin' Thro' the Rye—Humoresque (Bellstedt) — **Edison Concert Band**
A comic selection built along the same lines as "Everybody Works But Father" (No. 8266).

9027 Jack and Jill (Cohen) — **Ada Jones**
The new waltz song hit from Geo. M. Cohan's "Fifty Miles From Boston."

9028 When the Bluebirds Nest Again, Sweet Nellie Grey (Heif) — **Manuel Romain**
A new song by another new tenor to our Catalogue. You've often admired his singing with Dockstader's Minstrels.

9029 Hungarian Dance—No. 2 (Brahms) — **Edison Hungarian Orchestra**
Played in true Hungarian style—cymbal and all.

9030 Theodore (Bryan) — **Edward M. Favor**
The grand comic song craze—of course, it's all about "Teddy."

9031 Maggy's the Time (Ross & Fischer) — **Collins and Harlan**
The new coon song by the writers of "If the Man In the Moon Were a Coon," sung as a coon duet, with some clever character talk added.

9032 When Someone Really Cares (Cahill) — **Irving Gillette**
"You Think the World a Paradise"—a new sentimental ballad likely to live longer than most popular songs of the day.

9033 To Your Health (Gesundheit) Waltz (Heif) — **Edison Military Band**
An entertaining waltz made up of familiar German melodies, with a bit of humor thrown in.

9034 I'd Rather Two-Step than Waltz, Bill (Burt) — **Billy Murray**
A comic march song with a swing melody and telling of "Annabelle's" fondness for the two-step.

9035 An Amateur Minstrel Rehearsal (Original) — **Edison Vaudeville Co.**

9036 Just Because I Loved You So (Harris) — **Harry Anthony**
Chas. K. Harris' latest heart story love ballad.

9037 Chopin's Nocturne (Chopin) — **Hans Kronold**
A beautiful 'cello solo with piano accompaniment, for which the requests have been numerous.

9038 I Think I Ought'n Ought To Any More (Bryan) — **Edward Meeker**
A comic song picturing the troubles of an autoist with his machine, the speed mania and all living things generally.

9039 Tell Mother I'll Be There (Gilbert) — **Edison Mixed Quartette**
Sacred selection with solo by Jones P. Harrison, accompanied by the organ, and chorus by quartette and mixed voices.

9040 Your Lips, Your Eyes, Your Golden Hair (Sieger) — **Reinald Werrenrath**
A love ballad of the quality superior. Like others of its kind it will always be ever new.

9041 The Magpie and the Parrot (Bendix) — **Edison Symphony Orchestra**
Final number from the suite "A Love Episode in Birdland."

9042 Brother Noah Gave Our Checks for Rats (Loughrige) — **Arthur Collins**
A new coon song by the writer of "Preacher and the Bear." Deacon Jones gives his idea of baseball.

9043 Hermes and Minnie (Original) — **Ada Jones and Len Spencer**
A Dutch character sketch, with funny dialogue, during which Miss Jones, as an "Minnie," sings Jerome & Schwartz's new Dutch song, "Herman."

9044 A Little Suit of Blue (Chattaway) — **Byron G. Harlan**
Military march ballad in which a brass band is introduced.

9045 Red Wing Medley (Original) — **Albert Benzler**
The latest Xylophone medley: "Red Wing" (9022), "You'll Not Be For-gotten, Lady Lou" (9025), "She Was a Grand Old Lady" (9014) and "He'ry Little Bit Added to What You've Got, etc. (9011).

9046 Everlasting Spoony Sam (Fischer) — **Bob Roberts**
A coon song about Fascinating Sam, who's "got enough lady friends to start a club," and who "keeps books to figure out his dates."

9047 Finnegan at the Barber's (Original) — **Steve Porter**
The latest addition to the popular Finnegan Series is full of laughs from start to finish. Same form—Irish Vaudeville Specialty.

9048 The Blue Jay and the Thrush (Fulton) — **Harlan and Belmont**
Another whistling and singing duet, melodious and with realistic imitation of birds.

9049 The 69th Regiment March (Lange) — **Edison Military Band**
Military marches are always bright and snappy. This one is no exception.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

SOMETHING ABOUT OUR CONCRETE BUILDINGS.

As we have fifteen concrete buildings completed, a sixteenth in course of construction, and others in contemplation,—making the largest talking machine factory in the world and one of the largest pieces of concrete construction in the country—we feel that a few words about them and the mixture of which they are made will prove of interest generally.

The use of concrete in ancient times dates back from a period too remote to trace its beginning. The Chaldeans, Egyptians, Assyrians, Greeks and Romans all knew of it and used it in their public works, but it was not until the year 1824 that it became revived in England and was brought thence some years later to this country. The modern Portland concrete cement derives its name from its similarity to the limestone quarried by convicts from one of England's great penal settlements at Portland in Dorsetshire. The industry in the United States was begun some thirty years ago at Copley, Pennsylvania, and from an annual output of a few thousand barrels, has risen to over forty million barrels.

Reinforced concrete is so called on account of the small steel or iron bars that are used in conjunction with it to take up certain stresses. Steel is equally strong in tension and compression; concrete is only one-tenth as strong in tension as in compression and it is so arranged that the steel takes up the tension and the concrete the compression. In the ordinary calculations, from 12,000 to 16,000 lbs. per square inch of section is allowed for the steel in tension and 600 lbs. per square inch of surface for the concrete in compression, although the ultimate strength of both is about four or five times as great.

Each of the buildings, when completed, is practically a monolith—built of one stone—the spans or distances between supports ranging in the various buildings from 15 to 50 feet. As each successive story is built it is framed into a mould and the liquid or semi-liquid concrete poured in. The utmost care is taken in every process, the concrete being thoroughly puddled to prevent the formation of air chambers. Steel bars are embedded in the mass, making it able to bear with absolute safety the most enormous strain that could be placed upon it.

All the concrete is not of the same strength, being varied for special needs. Thus the concrete for the footings is a mixture of one part Portland Cement, three parts sand and five parts broken stone; that for the girders, beams, floor slabs and curtain walls, is mixed in the proportions of one part Portland cement, two parts sand and four parts broken stone. For the columns the mixture is slightly richer in cement. Each column is reinforced by four one inch steel bars set vertically to take up any stresses that may be due to eccentric loading. Most of the Edison buildings are five stories in height and one of them when completed will contain over five acres of floor space.

Concrete construction has many advantages over other forms, but none will be more readily apparent to the non-expert than its virtue of being absolutely fireproof. There have been cases in other concrete factories where certain inflammable stock has caught fire on one floor while the girls employed on the one above it, so far from being in danger, leaned out of the windows and cheered the firemen and were able to resume their work without panic or damage. No less for sky scraping offices than for factories does this construction commend itself and the sixteen story Ingalls Building at Cincinnati may be regarded as a good specimen of reinforced concrete skyscrapers. Another unique advantage is that concrete buildings do not commence to depreciate as those of other materials must. Age, stress of weather, etc., tend to make good concrete into a substance even more durable than stone itself. The materials are readily obtainable in almost all localities and concrete buildings are adapted to all uses. The construction of such requires careful, patient, and painstaking labor rather than any high amount of engineering skill.

A great advantage when this form of construction is compared with others, is the fact that it can almost wholly be done by common, or unskilled labor, which means a considerable reduction in the payrolls. Contrary to the belief of some, the concrete only becomes mature enough to bear its full load almost as soon as it is put up. A month is a conservative estimate, and the rapidity with which large buildings may be erected and put into use, can have no better example than in our own case.

Although practically a new form of building so far as general use is concerned, it has already proven itself, by the many concrete erections which passed through the San Francisco disaster unharmed.

Concrete has been subjected to the strictest tests and has been found capable of bearing a live load of 5,000 lbs. per square foot on a span of 14 feet. Those accidents occasionally heard of are in every instance due to construction by engineers unfamiliar with reinforced concrete, and reflect in no way on the use of the material in skilled hands.

H. I. Moyer, the engineer who is putting up all our new buildings, has had a great deal of experience with concrete, used for many purposes in many parts of the country, and is convinced that it will prove eventually to be the most widely used method for construction.

The cement used in all our buildings is known as Edison Portland Cement and is manufactured by means of Mr. Edison's patent processes. By this process the cement is in a finer state of division than other and is capable of more perfect incorporation.

AMONG THE JOBBERS.

H. J. McGreal, of the firm of McGreal Bros, Edison Jobbers, Milwaukee, on May 14th, sold out his interest and good will in the business to his brother Lawrence S. McGreal. The latter will continue to use the old name of McGreal Bros. for a time, but will eventually adopt his own as the name by which the business will be known. Few men know the business more thoroughly than Lawrence McGreal, who has been intimately identified for a decade with the Phonograph industry. Previous to being our Western salesman for four years, he was manager of the talking machine department of the Conroy Co., of St. Louis. It was after severing his connection with the National Phonograph that he started in business in Milwaukee. Mr. McGreal has recently opened a wholesale and retail branch at Cincinnati, O.

Although the Kipp-Link Phonograph Co. have been only one year in business as Edison Jobbers at their North Illinois street quarters, Indianapolis, Ind., they find the space insufficient for their needs, and will move to much more spacious premises on Washington street some time this month. The new location is in the best business section of the city and the 7,600 square feet of floor space should offer exceptional advantages in displaying Edison Goods. The Kipp-Link Co., although selling Edison Phonographs at retail, devote most of their energies to pushing the wholesale branch.

The Douglas Phonograph Co., Edison Jobbers, whose headquarters are in New York, have leased a large building at New and Halsey streets, Newark, N. J., to which they will remove their branch house, now situated at 29 New street, early this month. The premises are to be thoroughly redecorated and suited to the growing needs of the firm, at an outlay of some $6,000. The fine business the company has done in Newark and the excellent prospects ahead are the causes for removing.

AUSTRALIAN JOBBERS AND EDISON GOODS.

The following extracts from a letter addressed to our Foreign Department by T. E. Williams, of Adelaide, shows very plainly that he is filled with the right kind of enthusiasm:

Under no consideration will I violate your agreement. Business can be done on good straight lines. There is no need to stoop to any other method. I do not pretend to be any better than anyone else, but what I do say is this, when I have to violate your agreement to secure business I am going to get right straight out. Your goods speak for themselves, no salesmen are required, just let the people know them, Machines and Records, and they will do the rest, that is my experience. * * * My business at present is purely Edison, and I have no intention of its being otherwise. Edison is good enough for me. With the protection we have your goods are gold bond, and make no mistake the time will not be far distant when I will be one of the largest Edison Jobbers in Australia.

PERSONAL.

F. K. Dolbeer, head of the Credit Department of the National Phonograph Co., has recently returned from a business trip to Chicago, Milwaukee, Des Moines, Fort Dodge and other Western cities. He attended the twelfth annual meeting of the National Association of Credit Men, which was held in Chicago on June 12, 13 and 14, as the delegate from New York, an honor which has been his on more than one such occasion. It was his intention to return to Chicago for the Convention of the National Piano Dealers' Association which was held there from June 19th to 22d to deliver an address (published elsewhere in our columns) on the press of business prevented, and his paper was read by a delegate.

Before he left for Iowa, however, he gave a very pleasant informal dinner at a private room in the Chicago Athletic Association on June 17th, to the Central Jobbers' Association. The following gentlemen were invited: Edward Dolbeer, of Niehaus & Dolbeer, Dayton, O.; E. P. Ashton, American Phonograph Co., Detroit, Mich.; John A. Stromberg, Grinnell Bros., Detroit, Mich.; Rudolph Wurlitzer, Jr., Rudolph Wurlitzer Co., Cincinnati, O.; Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; W. C. and M. V. DeForest, W. C. DeForest & Son, Sharon, Pa.; O. E. Houck, O. K. Houck Piano Co., Memphis, Tenn.; C. V. Henkel, Douglas Phonograph Co., New York; Victor H. Rapke, New York City; Lawrence H. Lacker, Minnesota Phonograph Co., Minneapolis; H. H. Blish, Harger & Blish, Dubuque, Iowa; Lawrence McGreal, Milwaukee, Wis.; C. E. Goodwin, Lyon & Healy, Chicago, Ill.; E. H. Uhl, Rudolph Wurlitzer Co., Chicago; John A. Petterly, Dayton, Ohio; Burton J. Pierce, J. W. Jenkins' Sons' Music Co., Kansas City, Mo.; A. E. Conroy, Conroy Piano Co., St. Louis, Mo.; A. T. Miles, French & Bassett, Toledo, Ohio; W. E. Kipp and E. A. Link, Kipp-Link Phonograph Co., Indianapolis; L. C. Wiswell, Lyon & Healy, Chicago; Clement Beecroft, Tea Tray Co., Newark, N. J.; W. A. Lawrence, Standard Metal Co., Newark, N. J.; James I. Lyons, Chicago; G. M. Nisbett, Babson Bros., Chicago; A. J. Grendman, Herzog Art Furniture Co., Saginaw, Mich.; A. V. Chandler, National Phonograph Co., Chicago.

H. K. Miller, who represented us on the Pacific Coast, has resigned on account of illhealth and is resting on the St. Lawrence River until September.

205 NEW CUBAN RECORDS.

The 205 Cuban selections presented herewith will be included in the next edition of our catalogue of foreign selections, to be issued in the fall. Orders for them will be filled as fast as received at our factory.

In order that we might have a better representation in our catalogues of the music so much beloved by the Cuban people, we sent a corps of experts from the Edison Laboratory to Havana, for the special purpose of making this series of Cuban Records. We were fortunate in securing the services of some of the most talented musical organizations and artists in Cuba to make them. The result of their efforts has been the production of what we confidently believe to be the most natural and most artistic series of Records ever made for a talking machine. We feel sure that they will meet with the cordial approval of all music loving people of this and other countries.

BANDA MUNICIPAL DE LA HABANA

19032 Almeñes, Polka, *C. Salomes.*
19037 Borrás, Danzón, *P. Cebalios.*
19038 Danzón Violeta, *J. G. Mirand.*
19042 Danzón Cubano, *Aguilera Hermanos.*
19044 Dame un Beso, Tango, *A. Herrero.*
19303 En el Africa, *Soare.*
19305 Himno Invasor Cubano.
19304 Himno Nacional Cubano, *P. Figueredo.*
19036 Lengua de Trapo.
19306 Los Dos Compadres, Two Duble, *E. Roig.*
19086 Las Tres y Media en Cartagena, Danzón, *A. Cebalios.*
19284 Marcha Caballeresca, *G. Benoist.*
19229 Marcha Fatima, *Strauss.*
19228 Marcha Persana, *Strauss.*
19041 Mexico Cuba, 1a Parte, *C. Anckermann.*
19044 Mexico Cuba, 2a Parte, *C. Anckermann.*
19046 Mexico Cuba, 3a Parte, *C. Anckermann.*
19305 Serenata Cubana, *W. P. Chambers.*
19086 Viaje á un Ingenio, Tango, *C. M. Tamés.*
19043 Viaje á un Ingenio, El Ferrocarril, *C. Tamés.*
19861 Zapateo, *E. M. Tomés.*

ORQUESTA DE PABLO VALENZUELA

19091 Abul Chiquita me voy pa Tampa, Danzón, *A. Cebalios.*
19238 Almirante Dewey, Two Step, *C. Smith.*
19086 Amor Ciego, Danzón, *P. Valenzuela.*
19272 Cuba Musical, Danzón, 1a Parte, *F. Valdés.*
19273 Cuba Musical, Danzón, 2a Parte, *F. Valdés.*
19274 Cuba Musical, Danzón, 3a Parte, *F. Valdés.*
19285 El Ferrocarril Central, Danzón, 1a Parte, *C. Salsa.*
19286 El Ferrocarril Central, Danzón, 2a Parte, *C. Salsa.*
19209 El Cocho, Danzón, *P. Valenzuela.*
19282 El Condenao, Danzón, *P. Valenzuela.*
19276 El Guardilla, Vals Tropical.
19281 El Montadó, Vals, *L. Manzil.*
19279 El Pilarello, Danzón, 1a Parte, *E. Valenzuela.*
19271 El Pilarello, Danzón, 2a Parte, *E. Valenzuela.*
19277 El Rabanito, Vals.
19280 Sedonia, Vals Tropical, *Reyeles.*
19235 El Zurcha de Cama, Danzón, *E. Peña.*
19236 Flormel, Danzón, *A. Lopez.*
19269 Gran Zapateo Cubano.
19248 Happy Hobbs, Two Step.
19249 La Angelica, Danzón, *P. Valenzuela.*
19208 La Cabaña, Danzón, *A. Barbier.*
19283 La Chiva, Danzón, 1a Parte, *A. Romeu.*
19284 La Chiva, Danzón, 2a Parte, *A. Romeu.*
19232 La Corina, Danzón, *J. Hernández.*
19282 La Patti Negra, Danzón, *P. Valenzuela.*
19231 La Perla Cubana, Danzón, *Chapi.*
19234 La Serenata, Danzón, *Rafael Inclán.*
19274 La Sobrina Vals, *Rafael Inclán.*
19210 La Tapia, Danzón, *P. Valenzuela.*
19237 Los Cronistas, Danzón, *A. Romeu.*
19267 Los Empleados de Tacón, Danzón, 1a Parte, *P. Valenzuela.*
19268 Los Empleados de Tacón, Danzón, 2a Parte, *P. Valenzuela.*
19207 Puerto-Rico, Two Step, *Woorjes.*
19208 Rasta y Japón, *C. Cisneros.*
19208 San Juan de Los Habanera, *Valverde.*
19247 The Tam, Danzón, *P. Valenzuela.*
19209 Tu Bemolico, Danzón, *P. Valenzuela.*
19233 Un Baile en Jesús del Monte, *Puentes.*
19212 Un Dulce, El Habanera.
19289 Why Smith Left Home, Two Step, *B. Brown.*

ORQUESTA DE ENRIQUE PEÑA.

18912 Andando por la América, Danzón, *E. Peña.*
18954 Andando por la Habana, Danzón, *E. Peña.*
18957 Arpa y Letras, Danzón, *E. Peña.*
18958 Cuando Pasa el Rey, *E. Puig.*
18993 El Alto Vuelo, *E. Peña.*
18913 El Siglo Veinte, Danzón, *E. Peña.*
18906 El Yesquero, Danzón, *E. Peña.*
18955 La Isabella, Vals Tropical, *M. L. del Castillo.*
18911 La Marcha Real, Danzón, *E. Peña.*
18937 La Noticia Abierta, Danzón, *E. Peña.*
18956 La Sevillana, Danzón, *E. Peña.*
18996 Las Hueriquitas, Vals, *E. Peña.*
18915 Lluvia de Estrellas, Polka.
18934 Los Guajiros de la Yaya, Danzón, *E. Peña.*
18907 Los Pollitos, Danzón, *E. Peña.*
18936 Serenata al Lábaro, Danzón, *E. Peña.*
18914 Sobre el Mar, Vals, *E. Peña.*
18994 Yo le la cucaracha, Danzón, *E. Peña.*

TRIO RAMOS.

Laud, Guitarra y Bandurria.

18907 La Bella Cubana, Danzón, *S. Valenzuela.*
19295 La Cleopatra, Two Duble, *J. Naranjo.*
19288 La Isabella, Vals, *M. Pino.*
19298 La Señorita, Vals, *Valentina.*
19296 La Tumbadora, Danzón, *Arcelio.*
19299 "Tu" Habanera, *S. Valenzuela.*
19000 "Tu" Habanera, *Salvador Fuentes.*

SEXTETO TORROELLA.

19002 Cubañas, Danzón, *A. Torroella.*
19282 El Cabildo, Danzón, *E. Hernández.*
19061 El Tibali, Danzón, *A. Ramos.*
19060 El Yumurí, Danzón, *A. Romeu.*
19030 La Penca, Enfermo, Danzón, *Chapi.*
19081 La Rapsodia, Danzón, *Torroella.*
19021 Sarabias, Danzón, *C. Salsa.*
19440 Tá Japonés, Two Step, *J. González.*

SOLOS DE GUITARRA.

por Sr. Sebastián Hidalgo.

18941 Minuero del Trovador, *Verdi.*
19062 Selva Negra, Polka, *Ramiro.*

PUNTOS GUAJIROS.

por Sr. Marcia Silvetas.

(Acompañamiento de Bandurria.)

18942 A Matí.
18893 El Amor.
19080 El Cangrejo.
18889 El Cenzontle.
18943 El Sombrero del Arroz.
18941 Guantán.
19002 La Invasión, 1a Parte.
19043 La Invasión, 2a Parte.
19040 La Invasión, 3a Parte.
19041 La Invasión, 4a Parte.
18888 La Vuelta Poliglotta.
18890 La Vuelta Pretenciosa.
18887 Nueva York.
18891 Sgraliffia.
18894 Una Pelea de Gallos.

por Señor Antonio Morejón.

(Acompañamiento de Bandurria.)

19004 Al General María Rodríguez.
19005 Al Apóstol Martí.
19043 A mi Regina.
19042 A mi Tierra, el Oriente.
19064 A un Estudiante.
19067 El Diez de Octubre.

19565 Juan El Bobo.
19645 Lo que le falta á Cuba.
19043 Los Estudiantes, 1a Parte.
19044 Los Estudiantes, 2a Parte.
19045 Los Estudiantes, 3a Parte.
19042 Pinté á Matanzas Confuso.
19053 Que le falta á Cuba.

SOLOS

por Señor Ramón Martínez, Tenor.
(Con Acompañamiento de Piano y Cora.)

19020 Los Pójiles, Guaracha, *M. Cruz.*

por Señor Adolfo Colombo, Tenor.
(Con Acompañamiento de Piano y Cora.)

19562 Cantina del Jenío, *M. Forero.*

por Sr. Benito Simancas, Baritono.
(Acompañamiento de Piano.)

19031 Couplets de El Dorado, 1a Parte.
19032 Couplets de El Dorado, 2a Parte.
19063 Couplets del El Señor, 1a Parte.
19064 Couplets del El Señor, 2a Parte.

CANCIONES ESPAÑOLAS.

por Sr. Velesfaro del Campo, Baritono.
(Acompañamiento de Guitarra.)

19506 Jota Aragonesa.
19018 Malagueña.
19057 Peseneta.
19058 Rondeña.
19577 Tango de la Gorra.
19017 Tango de los Tientos.

AIRES ASTURIANOS.

por Señor Ramón Gutiérrez, Tenor.
(Acompañamiento de Gaita.)

19019 El Viejo.
19578 La Pixiadera.
19536 La Xeberana.

DUOS

por Sr. Adolfo Colombo, Tenor, y Sra. Pilar Jiménez, Triple.
(Acompañamiento de Orquesta.)

19566 Cuba y sus Palmeras, Punto, *A. Villalón.*
19567 Dime un beso, Canción, *Mons. J. Anckermann.*
19493 Dime un Beso, Canción, *Maria Forero.*
19568 La Palma, Canción, *R. Palau.*
19568 Mi Encanto, Punto, *A. Villalón.*
19585 Recuerdo de, *A. Villalón* Isleño.
19599 Vamos á Cuba, Canción, *J. Anckermann.*
(Acompañamiento de Guitarra.)
19046 A Máximo Gómez, Canción, *A. Villalón.*
19567 Dime un Beso, Bolero, *A. Villalón.*
19048 Hermosa Mujer, Bolero, *A. Villalón.*
19058 Yara Mia, Punto, *A. Villalón.*

por Sr. Adolfo Colombo, Tenor, y Sr. Eugenio Ojeda, Baritono.
(Acompañamiento de Piano.)

19568 A Tatuala Punto, Canción, *C. Garay.*
19010 Al Mar!, Canción, *A. Villalón.*
19040 Cuba y sus Palmeras, *A. Villalón.*
19047 El Bonito, Canción, *M. Forero.*
19011 El Destino, Canción, *A. Hernández.*
19569 El Encanto, Canción, *R. Palau.*
19568 La Espuma del Mar, Canción, *R. Figueroa.*
19040 La Partida, Canción, *M. Solis.*
19570 Quisiera del Bien que Idolatro, Bolero, *A. Villalón.*
19572 Vida Mia, Canción, *J. Anckermann.*
19068 Ven á mis Brazos, Canción, *R. Palau.*

por Señora Pilar y Señor Miguel Jiménez, Tenor y Baritono.

Sr. Floro Zorilla, Tenor, y Sr. Miguel Zaballa, Baritono.
(Acompañamiento de Piano.)

19051 El Chino, Guaracha.
19052 El Diul, Punto.
19012 El Gallego, Guaracha.
19071 El Isleño, Guaracha.
19013 El Portela, Guaracha, 1a Parte.
19014 El Portela, Guaracha, 2a Parte.
19015 El Tranvia Electrico, Rumba.
19016 La Infanta Teodora, Rumba.
19018 La Yaya, Punto.
19050 Mi Prieta, Bolero.
19049 Yin-Yan, Guaracha.
19066 Tu Bonito, Guaracha.
19052 Tus Ritos, Canción.

(Acompañamiento de Guitarra.)

19052 Bendito Mar, Canción.
19052 Jesus del Monte, Punto.
19572 La Angelina.
19572 La Angelina, Bolero.
19572 La Arrepentida, Canción.
19572 Un Recuerdo á Ramitos, Canción.

TERCETOS

por Sr. Adolfo Colombo, Tenor, Sr. Eugenio Ojeda, Baritono, y Sra. Pilar Jiménez, Triple.
(Acompañamiento de Orquesta.)

19884 El Beso, Bolero.
19881 El Clavel, Clave.
19882 El Encanto y los Astros, Clave de la "Clave Dulce."
19018 El Sueño, Bolero.
19879 La Durita, Clave, *A. Vázquez.*
19885 Las Flores, Bolero.
19883 Las Inocentes, Clave.
19056 La Idolo, Guaracha, *Guerrero.*
19886 Mujeres Cubanas, Clave, *J. Sánchez.*
19884 Santiago de Cuba, Bolero, *J. Sánchez.*
(Acompañamiento de Piano.)
19561 El Tren, Guaracha, *M. Jiménez.*
19030 Los Pójiles, Guaracha, *M. Solis.*
19061 No Apuesta, Guaracha.
19019 Viva Matanzas, Guaracha, *P. Domínguez.*

RECITACIONES

por Señor Benito Simancas.

19016 Declaración de Amor de un Negro Congo.
19058 Dissertación sobre el Amor.
19598 El Negro Domingo, Monólogo.

por Señor Francisco Escoguster.

19017 Carta de un Isleño.
19600 Diálogo entre un Borracho y un Sereno.
19601 El Borracho Cristalino.

por Señor Antonio Hidalgo.

19059 Un Caso de Apendicitis.
19599 Un Meeting de Baso.

PUBLISHERS OF MUSIC IN SEPTEMBER LIST.

The publishers of the compositions made for our September list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

9626 Cookin' Rice" (Rice-cream-ice)—Fillmore Music House, Cincinnati, O.
9627 Jack and Jill—S. A. Mills, 48 W. 29th street, New York.
9628 When the Bluebirds Nest Again, Sweet Nellie Gray—Hall & Hager Co., 48 W. 28th street, New York.
9629 Hungarian Dance, No. 5—Carl Fischer, 6 Fourth Avenue, New York.
9630 Theodore-Shapiro, 1416 Broadway, New York.
9631 Many's the Time—E. B. Harms Co., 126 W. 44th street, New York.
9632 When Someone Really Cares—Jos. W. Stern & Co., 45 W. 28th street, New York.
9633 I'm Your Honey Honestly Wife—Hall & Hager Co., 48 W. 28th street, New York.
9634 I'd Rather Twenty Times White, Billo—Jerome H. Remick & Co., 45 W. 28th street, New York.
9636 Just Because I Loved You So—Charles K. Harris, 31 W. 28th street, New York.
9638 Think I Couldn't Do It—Joe Morse—Shapiro, 1416 Broadway, New York.
9640 Your Eyes, Your Eyes, Your Golden Hair—Hall & Hager Co., 48 W. 28th street, New York.
9641 The Parrot and the Parrot—Theodore Bendix, New York.
9642 Dutter Nuck Gave Out Checks for Eats—Joseph Morris, Philadelphia.
9644 A Little Sale of Bloomers—F. B. Hayland Music Pub. Co., 125 W. 39th street, New York.
9646 Bowin' Across Dover—Harry Von Tilzer Music Pub. Co., 37 W. 28th street, New York.
9649 The 79th Regiment March—Vanderclout Music Pub. Co., Williamsport, Pa.

NEW TYPE OF EDISON PHONOGRAPH.

Some time during the current month we shall mail to all Edison Dealers our new machine catalogue, Form No. 1135, on the 22d and 23d pages of which will be found a description of the Edison Alva Phonograph. Listed at $80, it is subject to the same discount as the Edison Balmoral Phonograph. The Alva is designed and constructed to meet the demand for an electric machine that can be operated by alternating current now so generally used in most cities for store and household purposes.



The trade has never given to electrically operated Phonographs the attention they deserve. It is probable that the demand for this type of machine will never be very large, but it is certain that if Dealers pointed out their advantages to prospective customers many sales might be made. Although the winding of a machine by hand is not laborious, the advantages of the electric-driven Phonograph is obvious and should commend itself to a certain class of customers. The connection of the alternating current with the battery is a matter of extreme simplicity and no knowledge of electricity is necessary in its use.

In appearance the Alva is similar to the Triumph, its cabinet and general mechanism (except the motor) being the same. It is regularly fitted with an alternating current motor for use on a circuit of 104 to 115 volts, 60 cycles, 7,200 alternations.

Other voltages and frequencies will be furnished on special orders only.

The finish of the metal parts is black and gilt enamel, with nickel-plated and polished mandrel. Has improved motor suspension, which causes it to run noiselessly. Provision is made for adjusting speed of the mandrel; also for automatically taking up any stretch in the belts. Has the new-style cabinet and cover of antique oak, with handsome edge mouldings, all highly polished. Cabinet has a hinged frame to which the entire Phonograph mechanism is firmly fastened, and which may be turned back, permitting convenient inspection of the motor. Cover fastens securely to cabinet by means of strong pivot latches.

Equipment—Model C. Reproducer, improved Edison Recorder, 12-inch horn, supplies shaving knife, 200 tinfoil cab cabinet and oak cover, cane-chair chip brush, an attaching plug to fit an Edison lamp socket.

Size—Height, 24¾ inches. Base, 18¼ x 12½ inches Weight, net, 42 lbs.; gross, 52 lbs. Packed in one case.

Catalogue No. 1002, ... Code, Alva
Plays the Standard Blue Record.

Special Alva Equipments—*Specially* Decorated, $8.00. Nickel-plated, $25.00. Gold-plated, $30.00. Mahogany Cabinets, $10.00; all in addition to list price.

PRINTED MATTER.

A new machine catalogue, Form No. 1135, succeeding Form No. 1010, will be mailed to the entire trade some time this month. It is bound in a new cover, which will be used on our machine catalogue for about a year. A number of important changes have been made in the descriptions of Gem, Standard, Home, Triumph and Balmoral machines. The description of the Model C reproducer has been materially changed. New matter has been written for the Model D reproducer. The Model D Repeating attachment for the Concert, Opera and Oratoria machine is omitted. The matter referring to Edison Gold Moulded Records and Edison Grand Opera Records has been rewritten and added to.

We have just prepared three separate supplements of our new French, German and Italian Records which will be sent out early this month. These should facilitate the sale of the Records and Dealers who will distribute them to the French, German or Italian Residents of their town, will find that they are eagerly welcomed. And not alone to customers of foreign nationalities, but to all who love good music these supplements should be mailed. Phonograph users are growing broader in their musical tastes every day.

COMMENTS ON EDISON RECORDS FOR SEPTEMBER.

The most marked feature of the September list of Edison Gold Moulded Records is the predominance of really good humorous selections. There is humor of all kinds—instrumental and vocal—and the introduction of the Edison Vaudeville Co. in an amateur minstrel rehearsal, with Byron G. Harlan, Steve Porter and Billy Murray in star parts, must prove more than usually popular. A new tenor in Manuel Romain, the well-known minstrel, proves a valuable addition to Edison talent. Hans Kronold makes a beautiful Record of one of Chopin's most melodious nocturnes, and there are two fine waltzes by the Edison Military Band. It is always our aim to make the Edison Phonograph and Records bring pleasure to listeners of all tastes and we feel that we accomplish this in all of our new lists. But particularly this month would we call attention to the high quality of the comic element.

No. 9628, "Comin' Thro' the Rye," (Humoresque), by the Edison Concert Band, composed by Herman Bellstedt, who also wrote the "Evermoody Works but Father" (Humoresque) No. 9260, is full of humorous instrumental effects. There is a piccolo solo alternating with trombone solos, followed by a variation for the solo cornet. Then comes a very ingenious imitation of the Scotch bagpipes, which leads up to a graceful variation for the leading clarionet with a comic interruption by the trombones. It concludes with a fine finale, the air by the cornet and trombones being accompanied by an effective variation in the wood instruments.

No. 9627, "Jack and Jill," by Ada Jones, is a new song, sung in Ada Jones' most sprightly manner, that will be very popular. It is written by George M. Cohan. It is in waltz time and is orchestrally accompanied. It is all about the singer's approaching marriage to Joe and the happiness they will enjoy. Joe seems to have secured a remarkably affectionate partner, for she admits—

I'm crazy over him,
He's crazy over me;
Joe and I are going to try
To settle down in one big pair.
We'll have a little cottage behind the hill,
There we'll have nothing but time to kill.
And we'll raise a little Jack and Jill
To get a pail of water.

No. 9628, "When the Blue Birds Nest Again, Sweet Nellie Gray," by Manuel Romain, is a descriptive song of the kind that is always liked. It is sung by a new tenor who has not before made a Record for us. He is widely known as a member of Dockstader's minstrels. We predict that he will become a great favorite on account of his clear, rich voice, which is heard to great advantage in his first selection. The song, with orchestra accompaniment, is sentiment as old as the hills, is sung to his sweetheart whom he is leaving until "the bluebirds nest again."

No. 9629, "Hungarian Dance, No. 2," by Edison Hungarian Orchestra, written by the celebrated composer Brahms, is a companion to our Record No. 8500, "Hungarian Dance, No. 1," and is full of that strange, wild, fascinating music so characteristic of beautiful Hungary, and so different from any other nation's melodies. A very pleasing effect is obtained by the introduction of the Hungarian cymbals.

No. 9630, "Theodore," is sung by Edward M. Favor. The amusing words and bright, catchy tune of this new comic song by Vincent Bryan will bring it into immediate popularity. Although our strenuous President is the subject, it is by no means a political song and should be as much liked by Democrats as Republicans. Mr. Favor, fresh from his triumphs in "Fascinating Flora" at the Casino Theatre, New York, sings it in his customary clear, vigorous manner. He is orchestrally accompanied. The chorus:

Theodore, the peaceful Theodore
Of all the rulers great and small,
Theodore, the peaceful Theodore is he-a-war,
He's in demand in Yokohama, Hurray for Theodore.

No. 9631, "Many's the Time," by Collins and Harlan, is one of those amusing coon duets which these two artists render inimitably. Mr. Henry Brown has been separated from his beloved for some time and when he returns he finds that love, if not exactly blind, is at least shortsighted, for she does not remember him at first. It all ends up happily, however, and they decide to get married. The words and music are by Rose and Fischer. Orchestral accompaniment.

No. 9632, "When Someone Really Cares," by Irving Gillette, is a sentimental song, the words of which are by Mabel Davis and the music by William Cahill. It is sympathetically sung, with an orchestral accompaniment. The music and words are suitable to the theme and it should have a warm reception among lovers of sentimental ditties.

No. 9633, "To Your Health (Gesundheit) Waltz," by the Edison Military Band, was written by J. Fred Helf, and it is made in the best manner of the Edison Military Band. It will form a pleasing addition to the dance Records. It has a fine swing and will be equally popular whether played as an instrumental selection merely or used for the purpose of waltzing.

No. 9634, "I'd Rather Two-Step Than Waltz, Bill," is Billy Murray's monthly contribution. This Record, the words and music of which are by Benjamin Hapgood Burt, tells the story of a little lady by the name of Annabelle, who lived in New Rochelle and went to all the parties and dances for the sole purpose of two-stepping. After steady fellow, Bill, sometimes grew weary of this, but it was no good. Annabelle simply had to two-step till she was tired; and this is how she put it up to William:

I'd rather two-step than waltz, Bill,
I'd rather two-step than eat;
Waltzing is fine, Bill, but not for mine, Bill;
Two-stepping's with the two-step a minute.
For there's a certain thrill, Bill, in a two-step, Bill;
And though I may have my doubts,
Make me your wife, and we'll two-step through life,
For I'd rather two-step than waltz.

No. 9635, "An Amateur Minstrel Rehearsal," by the Edison Vaudeville Company, is a new departure and one of a very amusing

character. It will be followed by others of a similar nature. The cast is made up of these old Edison favorites, who sing and joke in a highly diverting style:

Mr. Birch Wood, *Stage Manager*.....Steve Porter
Mr. Wambold Merriman, *Tenor*.....Byron G. Harlan
Mr. Backus Block, *End Man*.....Billy Murray

No. 9636, "Just Because I Loved You So," by Harry Anthony, is a new sentimental ballad, sung with orchestral accompaniment, written and composed by Charles K. Harris and is likely to be widely popular. The here is one of those lovesick swains who in preference to asking the lady if there is really "someone else," goes away and sinks with his ship.

No. 9637, "Chopin's Nocturne, No. 2," by Hans Kronold, is the second of Chopin's eighteen nocturnes and is sometimes known as the nocturne in E flat major. It is one of the most beautiful works of the composer, who was styled by Heine "The Raphael of the Piano," and is sympathetically rendered by Mr. Kronold. It will at once be made a favorite by those who admire the violoncello. Chopin is of course a classic, but for all that he is greatly believed by people to whom most classical music is an abomination, owing to his great charms of melody. There is a piano accompaniment.

No. 9638, "I Think I Ought'st Ought to Any More," by Edward Meeker, is a funny song about an autoist who complains that motoring isn't what it was. Pedestrians have lost their sense of humor and object to being run over; and—

If your auto hits a copper,
Some old fool will make you stop her,
So I think I ought'st ought to any more.

No. 9639, "Tell Mother I'll Be There," by the Edison Mixed Quartette, is a sacred solo and chorus of a character by no means new but always popular. It describes the promise given to a beloved mother to meet her in Heaven, and the refrain, "Tell Mother I'll Be There," is sympathetically rendered by the mixed voices, who sing this with true feeling. With the growing use of the Edison Phonograph in religious worship, this Record will be very acceptable.

No. 9640, "Your Lips, Your Eyes, Your Golden Hair," by Reinald Werrenrath, is a charming sentimental song of a high order, in which Mr. Werrenrath is heard to advantage. The words and music are by J. Sylvester Sturges. It is sung to an orchestral accompaniment.

No. 9641, "The Magpie and the Parrot," by the Edison Symphony Orchestra, is the last number of the suite by Theodore Bendix, known as "A Love Episode in Birdland." The two Records already made are numbers 9289 and 9621, "The Broken-hearted Sparrow" and "The Merry Lark." This third Record is charmingly written and the graceful blending of strings and wind makes it one of the most pleasant instrumental selections we have listed for some time.

No. 9642, "Brother Noah Gave Out Checks for Rain," is sung by Arthur Collins. This Record, the music and words of which were written by Arthur Longbrake, is made in an amusing manner by Mr. Collins, and is one of the funniest songs he has sung for a long while. A darkey congregation met in an edifice which let in the rain, and this falling on the head of the Rev'rend Jackson Smith, aggravated him. Deacon Jones came to the rescue with the suggestion that on Emancipation Day a ball game should be played to "raise de dough to shingle up de leak."

Dat Eve stole first and Adam second,
St. Peter umpired de game,
Rebecca went to de well wid a pitcher,
While Ruth in de field was lame;
Cain killed Abel, he hit him wid a rock,
A base hit made on Ahel by Cain,
De Prodigal Son made one home run,
Brother Noah gave out checks for rain.

No. 9643, "Herman and Minnie," is sung by Ada Jones and Len Spencer. These favorite artists may always be depended upon to make a good Record when they take part in a German character sketch, as this latest one is. Minnie starts by singing a verse of the song entitled "Herman," (written by William Jerome, music by Jean Schwartz). Thereupon Herman comes up in his automobile. "Ah, what a nice little runabout," says Minnie. "Yes, it runs about two minutes and then breaks down," returns Herman, who has troubles of his own.

No. 9644, "A Little Suit of Blue," by Byron G. Harlan, is the pathetic type of song rendered by Mr. Harlan with much sympathy and success. It describes the sorrow of a mother whose son, a little drummer boy, marched away to the wars to find a patriot's death. She is waiting over the little suit of blue—all that remains to her of the little lad who has gone. The words and music are by Thurland Chattaway.

No. 9645, "Red Wing Medley," by Albert Benzler, is a xylophone medley which introduces the following old friends: "Red Wing," (No. 9622); "You'll Not Be Forgotten, Lady Lou," (No. 9588); and "Ev'ry Little Bit Added to What You've Got Makes Just a Little Bit More," (No. 9611).

No. 9646, "Ever-loving Spoony Sam," is a funny Record by Bob Roberts. Spoony Sam is a colored gentleman whose one object it is to be a ladies' man; and he is more than willing to make love at all times if his intentions are not taken seriously. Directly he is questioned about bridal tours, settling down and such things as are not in his bachelor liking, he finds he has to catch a train.

Got no time to listen to no wedding bells,
Got no time to listen to no love talk,
Just got time to say "Good-bye,"
Ye ting and kiss, that's me line.

The music is by Fred Fischer and the words by Andy Rice.

No. 9647, "Flanagan at the Barber's," is one of Steve Porter's funniest Records and we follow Flanagan to the barber's, where he is, as usual, misunderstood, and gets off some of his quaintest sayings. Flanagan and the barber both have the gift of repartee, as the following conversation shows: "One time I went into a barber's shop and the barber says to me, 'Do you want a hair cut?' 'I want more than a hair cut,' says I, 'I want them all cut.' 'That'll cost you fifty cents,' says the barber. 'How's that,' says I, 'your sign

says: "First-class hair cut twenty-five cents." 'I know,' says the barber, 'but you haven't got first-class hair.'"

No. 9648, "The Blue Jay and the Thrush," by Harlan and Belmont, is a singing and whistling duet, very pretty and tuneful. Mr. Harlan sings about a bird, and what the bird said is whistled. The effect is uncommon and pleasing. The orchestra accompanies the vocalists. Joe Fulton wrote music and words.

No. 9649, "The 74th Regiment March," by the Edison Military Band, is a fine, swinging military march, played with faultless time by the Edison Military Band, with bugle calls and other martial effects. The splendid precision of the brass in the second movement is particularly noticeable.

ANENT FOREIGN RECORDS.

As our list of Foreign Records is steadily growing, so is the demand for them among users of Edison Phonographs. This is a demand we are carefully fostering by the publication of catalogues and the wide publicity given by our national advertising; and it is as well that Dealers should recognize this at once before they lose trade by failure to carry these Records.

It is not because people are tiring of our domestic Records that we so strongly urge the sale of the Foreign ones, but because Phonograph owners who are increasing their store of Records continually, are waking to the knowledge that with our aid they may have the music of all countries in their homes. Dealers have only to look back a few years to note the increased purchase of Records by individual Phonograph owners. The country is growing wealthier in a manner that has no precedent in history, and it is logically certain that the sale of Edison Phonographs and Records must increase with it. Where a year ago one Record was bought, two are bought to-day and three will be to-morrow.

To keep faith with their customers Dealers should carry our full list of domestic Records, numbering in all some fourteen hundred. If they do not, they will have to disappoint customers who, as a rule, prefer to try elsewhere than wait until the Record they desire is ordered specially for them.

For the same reason they should carry a fair stock of Foreign Records. It will not be possible for many Dealers to carry the fine line of Foreign selections, but every Dealer should determine which of them will sell best in his locality and carry them. To do so need not involve much capital. Such Dealers should also keep in touch with a Jobber who carries the entire line so as to get at short notice any Record not in his own stock. This will be almost as good as carrying the complete catalogue himself.

In the history of successful Edison Dealers it is always the man who carries the full stock that has prospered; for once let such a man get the reputation for not disappointing his clients and he will have no reason to complain of lack of custom.

We have recently made nearly four hundred Cuban and Mexican Records which should prove exceedingly popular. So much interest is being evinced in this country concerning Cuba and things Cuban, that these Records should prove quick sellers. Mexico, becoming each year a more valuable export territory for American products, is widely known as a musical country; and this impression will be deepened on listening to the superb Records we have made. These include operatic selections by famous Mexican singers, pretty dances and instrumental pieces by the famous bands for which Mexico is known. There is no doubt but that if the Dealer will feature these Records he can sell them well with no detriment to his stock of Domestic Records. It should be constantly brought before the notice of customers that we make Records in Bohemian, Chinese, French, German, Hebrew, Hungarian, Italian, Japanese, Polish, Russian, Spanish and Swedish.

NOTHING BUT EDISON GOODS WANTED.

The following letter, addressed to the National Phonograph Co., of Australia, Ltd., is from a firm who have the sole agency in their district for talking machines of a different make:

"Respecting the business since we were installed as dealers in Edison Phonographs and Records, we must say we are more than pleased. We are simply pushing Edisons for all they are worth, and must confess we can't handle ——— goods after using the Edison. This statement is the naked truth.

Of course, the Phonograph business is in its initial stages in this district, but you can rest assured that you have good pushers for business in us.

We anticipate this year's business in Edisons in our store will eclipse anything previous and the writer is wrapped up in music also, which gives a stimulation to business at all months.

We find the PHONOGRAPH MONTHLY very interesting reading matter.

W. MARTIN & CO.,
Burrowa Street, Young, N. S. Wales, Australia.

The effect of good music is not caused by its novelty. On the contrary, it strikes us more the more familiar we are with it.—*Goethe.*

OUR ILLUMINATED ADVERTISEMENTS.

New Yorkers, and visitors to the Metropolis, will by this time have seen our three enormous illuminated advertisements on the roof of the Hotel Bartholdi, on the corner of



Hotel Bartholdi, viewed from Fifth Avenue Hotel.

Broadway and Twenty-third street, and on the roof of the building at the junction of Broadway and Fifth avenue, which is admittedly the most striking spot in the city. Each sign is eighty-five feet long by fifteen feet high. All



Fifth Avenue to the right, Broadway to the left.

people coming up Broadway or Fifth avenue or taking the thronged cross-town route along Twenty-third street cannot fail to see the old Edison Couple and other Edison pictures sitting aloft; and of the hundreds of thousands of transients who pass through New York daily, fully ninety-five per cent. will gaze up at the most costly kind of advertising that exists.



Broadway to the right, 23d St. to the left.

On account of the expense only a few of the great advertising firms use this particular station, which cannot be taken for more than three months. It is controlled by the O. J. Gude Co. We are firmly convinced of the benefit of this publicity, and Dealers will remember that if we preach advertising at them, we also practise what we preach.

BEST AND MOST POPULAR.

I have sold about 200 Edison Phonographs in the last eight months, and expect to sell even more this year. I handle Edison goods only, and find them the most popular machines on the market, and certainly the best. —*Friend Music Co., Friend, Neb.*

Visiting Jobbers at our New York office during June were: P. A. Powers, Powers & Henry, Pittsburg; W. O. Pardee, Pardee-Ellenberger Co., New Haven; H. Wonderlich, J. Samuels & Bro., Providence; Fred Babson and Henry Babson, Babson Bros., Chicago; J. E. Gerlich, Wurlitzer Co., Chicago and Cincinnati; W. V. Youmans, C. B. Haynes & Co., Richmond, Va.; H. E. Marschalk, Musical Echo Co., Philadelphia; Wm. Werner, Easton, Pa.; J. W. Willys, Elmira Arms Co., Elmira, N. Y.; N. D. Griffin, American Phonograph Co., Gloversville, N. Y.

SELLING EDISON GOODS BY THE INSTALLMENT PLAN.

A very large number of Edison Dealers throughout the country have adopted this plan with pronounced success. But there are still a number—usually in the smaller towns—who look with doubtful eyes on it. They will admit that the installment plan has been adopted with marked success in the furniture, piano, and clothing trades, but persist in thinking that Edison Phonographs and Records can only be profitably sold on a cash or credit basis. It is difficult to understand their reasoning, for Edison Dealers have proved that so far from doing them harm, it has increased their business in some instances to hundreds per cent.

The increasing number of mail order houses that are springing up all over the country—which in many cases pay enormous advertising bills—prove that the profits are exceptional. And yet, properly considered, these mail order houses stand to win much less, relatively, than the Dealer. It is allowed by all that the sale of an Edison Phonograph leads inevitably to the sale of the Edison Records. How many, it is difficult to say, and depends largely on the salesman's ability. Thus, the Dealer who sells an Edison Phonograph has a distinct advantage over the mail order house because with the latter there is no likelihood of large Record sales to follow, while with the Dealer there is. The Dealer who sells Edison Phonographs and Records on the installment plan has another decided advantage over his mail order rival or his fellow Dealer who adheres to the old cash way of selling. Briefly the situation is this: The mail order house sells few Records because it comes into no close contact with the customers, and in this case cannot compete with the Dealer. But the installment plan Dealer comes into even closer touch with his customers than the Dealer who sells for cash. Every time the customer comes to pay an installment he may be relied upon to make a Record purchase, becoming a weekly instead of a monthly customer. This statement is not evolved from our inner consciousness, but is drawn from letters and reports of our Dealers who have tried both ways and unhesitatingly endorse the installment plan.

If a customer is making regular weekly visits to your store for the purpose of weekly visits to your store for the purpose of making his payments, he is far less likely to buy Records from the store of a rival. The sale of a Phonograph usually means that the purchaser will buy Records from you, but this does not always follow. But when he comes to you regularly in paying off his machine, he is by no means so likely to buy Records from any but your store.

Risks from bad debts cannot be very large even in the big towns where customers are personally unknown, or else there would not be so many other classes of merchandise offered on the installment plan. In towns where most customers are thoroughly known to the Dealer there should be no risk whatever. Naturally the Dealer is not selling Phonographs for sheer philanthropy, and must make due inquiries as to the standing and character of those wishing to buy. But the risk is very much greater where credit is given in the ordinary course of business. A Phonograph sold on credit to a customer, where there is no thought of the regular installment, is supposed by law to be the property of the purchaser directly it is delivered to him. The Dealer who sells on the installment plan is very much better protected; for in this case the law supposes the Phonograph to be the Dealer's property until the last payment is made, and recovery consequently is easy. Experience proves that Dealers have very seldom to resort to legal measures but it is well for them to understand that they are amply protected in case of fraud.

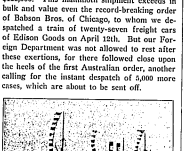
It is a mistake to suppose that only the poorer and least responsible classes are attracted by installment plans. Very often people of means do not care to put out the $50 or $90 necessary for the purchase of a Triumph or Home, but do not object to putting aside so small a sum as the one dollar weekly. Another point has been noticed with respect to selling by installment; frequently purchasers if they paid cash would take only a Standard, but the easy payments so much appeal to them that they take a Home instead. All this means increased profit to the Dealer, who should never forget that the plan is one which is very tempting to human nature. People are enabled by it to get what they want without feeling the indebtedness which ordinary credit entails.

There are doubtless many Dealers who are doing a good, safe, conservative business, who have thought the matter over and feel they do not care to adopt new methods; we make no attempt to coerce these, but are convinced that their profits would be much larger if they were to adopt selling by the installment plan.

Mail order houses in most instances are able by the volume of their business to undersell the small Dealer. With Edison Goods this is not the case and, the Dealer who advertises and sells by installment has opportunities before him which are endless.

A SHIPFUL OF EDISON PHONOGRAPHS.

One of the largest single shipments of goods of any kind, ever sent from the Port of New York—and incomparably the largest shipment of talking machines ever made in the history of the industry—was that consigned by us to the National Phonograph Co., of Australia, Ltd., on June 1st, by the S. S. Itzehoe, of which we publish a photograph. It was made up of 8,000 cases of Edison Phonographs and Records and was valued at rather more than $125,000. This mammoth shipment exceeds in bulk and value even the record-breaking order of Babson Bros. of Chicago, to whom we despatched a train of twenty-seven freight cars of Edison Goods on April 12th. But our Foreign Department was not allowed to rest after these exertions, for there followed close upon the heels of the first Australian order, another calling for the instant despatch of 5,000 more cases, which are about to be sent off.



S. S. ITZEHOE.

Orders such as these will give our Jobbers and Dealers some idea, not only of the enormous and growing demand for Edison Goods in all parts of the globe, but of the unequalled facilities we have for meeting such staggering demands without any disorganization of our forces, or letting up on our regular domestic orders.

We have never made it a part of our policy to boast loudly about our own doings, but we take no small satisfaction in showing the trade by the above evidences of prosperity, which are hard, cold matters of fact, that we are "delivering the goods."

BUSINESS IN MEXICO.

Walter Stevens, Manager of our Foreign Department, has recently returned from a business trip to Mexico and is enthusiastic about the trade prospects there. The Mexicans are a thoroughly musical nation and the opportunity the Edison Phonograph and Records give them of hearing good music is one that strongly appeals to them. Mr. Stevens finds that the Edison Phonograph is a firmly-established favorite and that the sale of machines and Records increases steadily. To the average live American business man the Mexican lack of hustle is incomprehensible. The Mexican, whether he attends the concerts, theatres, or sits among the cafes of Chapultepec, is late to bed and late up in the morning, and reaches his office when a New Yorker would have done half a day's work. The midday dinner is a lengthy affair which suspends business for two hours, during which time the city is at a standstill. Mr. Stevens finds the climate of Mexico City ideal for business purposes. Lying nearly 8,000 feet above sea-level, it is cool at night and by no means tropical in the day. Undoubtedly the Mexicans will receive many object lessons from the Americans who are taking modern business methods into their midst, and this will have a good effect on the future of what is a very fine and wealthy country. Mr. Stevens found the Mexicans very courteous, and a pleasant people to deal with, and considers from every point of view that our business there is in a highly satisfactory state.

COMMERCIAL DEPARTMENT.

The following letter from the Rudolph Wurlitzer Co., 121 East Fourth St., Cincinnati, O., dated May 31, 1907, shows how successfully the Edison Business Phonograph is being used by business houses.

"We are very pleased to acknowledge to you that after a careful and accurate test of the Edison Commercial System throughout our establishment, we find that it is not only a great convenience in dictating but a very distinctive economy. In all of our several departments where your Phonographs are used we kept a very careful record both prior to the installation of your system and afterwards, and found that formerly it cost us 0.3 cents per folio for letters written by stenography, but that you were able to reduce this cost to 2.1 cents per folio, not considering the saving in time of dictation by your system.

"We have but recently put in several hundred dollars worth of improvements in order to centralize our transcribing department, and expect in this way very shortly to still further reduce the cost per folio on our letters. We strongly recommend your system to every business man.

THE RUDOLPH WURLITZER CO."

FOREIGN RECORDS WITHDRAWN.

The trade is hereby advised that we have withdrawn the following Foreign Records listed in the EDISON PHONOGRAPH MONTHLY for June: French—Nos. 17531, 17532 and 17773. German—No. 15370. No orders sent for these selections will be filled.

ONE PRICE SYSTEM IN A KINDRED LINE; ITS BENEFITS TO THE MANUFACTURER, THE DEALER, AND THE BODY POLITIC.

[An address prepared by P. K. Dalbey, for the annual convention of the National Piano Dealers' Association, held in Chicago, June 30th to 2nd.]

The historian of the future, in casting about for a proper name to apply to the present era, will, no doubt, hesitate between the "Age of the Silk" and the "Age of the Square Deal." Business men everywhere are coming to realize that, after all, the Golden Rule can be as effectively applied to the regulation of commercial affairs, as to the purely personal matters. Business dishonesty and sharp dealing, however legal they may be, incur the same condemnation and the same penalties as personal dishonesty. The commercial advantage may sometimes be secured, but permanent success can only come to the fairest unless it is based on mutual confidence and respect. The written statute is becoming less the boundry line circumscribing and defining the area in which men of business may safely operate. Good faith, fair dealing, honesty of purpose and square business are the cornerstones on the bottom of the fabric of success must now be reared. These statements are, of course, axiomatic, but they can never be too frequently brought home to the men of business fighting the battle of fierce competition in the strenuous life of the present day.

The one-price system inaugurated by the National Phonograph Company in connection with the sale of Edison Phonographs and Edison records is a good example of what may be successfully accomplished as a result of entire confidence between the manufacturer and the dealer. This system, which was established between nine and ten years ago, and has not only met with cordial public approval, but has received the judicial endorsement of many of the Federal Courts located in various sections of this country. The scheme is based primarily on the proposition that a patentee possesses the constitutional right to grant to others a license to manufacture, coupled with the sale of patentable articles. Legally speaking, the sale may be coupled with a license imposing any proper terms as to the use or resale of the patented article. A violation of such terms and conditions constitutes a breach of the implied license and amounts to an infringement of the patent.

The National Phonograph Company, therefore, in effect says to its dealers or jobbers:

"Here is a patented article which we manufacture. We will sell it to you upon the express condition that you will resell it to the public for a fixed price, and that it shall for ever thereafter be used in connection with the patent which we now give you. In terminated, and we will then proceed against you for infringing the patent."

I am glad to say that in only comparatively few instances has it been necessary for us to fall back upon the right reserved to restrain the public interference for the infringement of our patents under this agreement, but, when that has been necessary, the Federal Courts have never refused to take jurisdiction, which they have ever at once, nor to enjoin the delinquent dealer from further infringing acts. With that power, the dealer who complies with the conditions (except in special cases where he may be again restored to good standing) and he is thenceforth cut off from further handling our goods.

It is not, in my opinion, because of the absolute legal necessity for the protective laws of this country afford ourselves, the dealers and, the enormous majority of cases loyal and faithful in their adherence to the company, it is because the dealers find that under this system they become more prosperous, and can conduct their business more safely than under a system of destructive price-cutting.

That the one-price system is desirable, because the business conducted with a more uniform and less liable to fluctuation than under the old system. It enables the manufacturer during any slack periods (for instance during the summer) to count with certainty upon the continuance of the more favorable conditions. The manufacturer therefore, has no fear of stocking up for the anticipated rush season, instead of keeping his employees and his factory busy. Continuous employment means a better class of employees, higher wages, skill in workmen and a superior class of goods.

To the small dealer, the one-price system is superior to the old, as he has exactly the same advantage in the market as his more wealthy rival. To the large dealer the system insures stability and safety safety in laying in a stock of appropriate size. Destructive competition is done away with. A fair and reasonable profit in every case is assured, and the only business rivalry is in ability to sell, the attractiveness with which the goods may be displayed, and the ingenuity with which they may be brought to the public attention. Last of all, to the public the one-price system is beneficial in many ways.

First. That the goods bought have been developed to the highest state of perfection, because of the stability of manufacturing conditions.

Second. That the price is a reasonable one, because we have to compete with other goods in the same general line.

Third. That wherever the goods may be bought, the purchaser may be assured as to their quality, and he need have no fear that by spending three or four hours in the search, he might have obtained a better price.

This, then, is the one-price system as practiced by the National Phonograph Company, and which I believe might be universally adopted in all specialized lines of manufacture. In fact, it is not unlikely that such manufacturers not adopting a similar scheme may find themselves in the position told in the old story. A man was explaining to his children that all naughty children went to the bad place. He pictured out in glowing colors the horrors and generally unsatisfactory character of the latter. Her statements were received with the proper seriousness by the assembled youngsters. She then asked: "What kind of children go to the Good Place?" Not one answered but with absolute unanimity. Finally one of the small boys timidly raised his hand. "Well, Johnny," said the teacher, "what kind of children go to the 'Good Place?'" "Dead ones," replied Johnny.

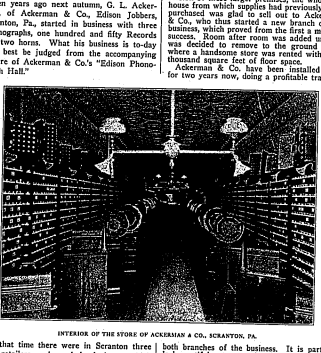
OUR RECORDING EXPERTS IN MEXICO.

G. J. Werner and F. C. Burt, who have recently spent three months in Mexico City, making nearly two hundred new Records for us, have returned after a highly interesting and successful trip. Of the band selections, songs, trios, duets, quartettes and recitations we shall have something to say later. It is sufficient to state in passing that the instrumental music by the Police Band—Mexico's premier band—will be as popular here as in Mexico. This fine organization will shortly be touring in the principal cities in the United States.

Fortunately the severe earthquake which disturbed Mexico City on the night of April 14th, and lasted from 11.31 till 11.36, did no damage to the Recording Department which was situated on the top of the four story steel building, which is our jobbing headquarters. But to show how severe the shock was, the fact may be mentioned that a large part of the contents of the water tanks was spilled and escaped into the building below. Our representatives escaped with no damage and a large fund of anecdotes. Mr. Werner was returning from the American Circus, on a street car, when he found himself sitting on the knees of a lady to whom he had not been introduced. The lady would wait for his apologies but rushed with the rest of the frightened passengers for the door. Mr. Burt was writing at his hotel when the floor began to move, the walls to wriggle and the ceiling to follow suit. He made a leap for the stairs and found that they were behaving curiously. Every occupant of the hotel assembled in the streets, fearing a repetition of the San Francisco disaster; and the only calm individual was an intemperate gentleman who assured his fellow guests that moving stair cases, heaving floors, and trembling walls were phenomena of such usual occurrence with him that he paid no attention to them.

EDISON JOBBERS'—STORIES] OF THEIR SUCCESS—ACKERMAN & CO., SCRANTON, PA.

Ten years ago next autumn, G. L. Ackerman, of Ackerman & Co., Edison Jobbers, Scranton, Pa., started in business with three Phonographs, one hundred and fifty Records and two horns. What his business is to-day may best be judged from the accompanying picture of Ackerman & Co.'s "Edison Phonograph Hall."



INTERIOR OF THE STORE OF ACKERMAN & CO., SCRANTON, PA.

At that time there were in Scranton three other retailers, and a wholesale house which did quite a large trade and carried a large stock, as rivals to the newly formed firm of Ackerman. But Mr. Ackerman, undeterred by them, adopted the only certain road to success—he advertised consistently. By constant hammering away in the local papers, saying something new every day, people began coming to the two small rooms on the third floor of the Coal Exchange Buildings on Wyoming avenue, and within five months from the start, a larger room on the same floor was taken and the two dark cubby holes given up. Soon an extra room for storing purposes was necessary and two years later a spacious room on the second floor of the same building was rented and Edison Phonograph Hall began to live up to its name in earnest. There was seating room for fifty persons, beside large office accommodation and excellent facilities for display.

Advertising was now carried on more extensively than ever and the business increased so rapidly that within a year of taking possession of these larger premises, the wholesale house from which supplies had previously been purchased was glad to sell out to Ackerman & Co., who thus started a new branch of the business, which proved from the first a marked success. Room after room was added until it was decided to remove to the ground floor, where a handsome store was rented with four thousand square feet of floor space.

Ackerman & Co. have been installed here for two years now, doing a profitable trade in both branches of the business. It is particularly gratifying to us to be able to publish the causes to which Mr. Ackerman ascribes his progress, because they embody the principles that we have always advocated in these columns.

"We attribute," he says, "our success to everlasting hustle, printers' ink, having the best goods in the market—namely Edison's—and the readiness to adopt new ideas of attracting customers. Success is more easily won in the Phonograph business to-day than ever it was and there is a bright future before the man who will push the business intelligently. In proof of this statement it would be difficult to find a better example than Edison Phonograph Hall, which was started on as small a capital as any business on earth was ever floated on, and to-day its value is figured by tens of thousands of dollars."

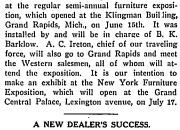
For the Phonograph Dealer with little capital the small towns offer greater opportunities, relatively, than the larger centres.

EDISON EXHIBIT AT GRAND RAPIDS.

An exhibit of Edison goods is being made at the regular semi-annual furniture exposition, which opened at the Klingman Building, Grand Rapids, Mich., on June 16th. It was installed by and will be in charge of B. K. Barklow. A. C. Ireton, chief of our traveling force, will also go to Grand Rapids and meet the Western salesmen, all of whom will attend the exposition. It is our intention to make an exhibit at the New York Furniture Exposition, which will open at the Grand Central Palace, Lexington avenue, on July 17.

A NEW DEALER'S SUCCESS.

The above photograph shows the interior of the Phonograph store of Theodore Severin & Co., 236 Nicollet avenue, Minneapolis, Minn. Mr. Severin only started in business a few months ago and reports to his Jobbers, Koehler & Hinrichs, of St. Paul, Minn., that he is already doing a splendid trade, which is increasing each week. Mr. Severin carries a full line of Edison Gold Moulded Records—a thing every progressive Dealer should do—and evidently has a store which does him credit.



NEW JERSEY DEALERS VISIT FACTORY.

Fourteen North Jersey Dealers recently organized the Hudson County Talking Machine Dealers' Protective Association, whose aim it is to promote general trade welfare. On June 12 most of the members visited our factory and were shown around it to their very great interest.

A DEALER WHO APPRECIATES.

"Kindly put me down as one who appreciates your efforts in expanding the sale of Edison Records. I must say the new ads. are certainly boomers."—*E. A. Schweiger, Brooklyn, N. Y.*

PHONOGRAPH AS A WITNESS.

The Phonograph as a witness in the law courts was bound to come sooner or later, and it did so the other day in Brussels. A lawyer of that city had been continually annoyed by the noises of hammering, etc., at an iron foundry in his neighborhood. Finding that complaints were unavailing, he brought the matter into court. But before doing so he placed a Phonograph in his library for one whole day. When the case came before the Fourth Chamber he produced the Phonograph and set going the specially prepared cylinder. An uproar and din as from the forge of Vulcan was the result, and the ingenious lawyer won his case "hands down."—*London Chronicle.*

TAYLOR BROS. EXPANDING.

Taylor Bros., of Houston, Tex., Edison Dealers, found their talking machine business growing to such an extent that they were recently compelled to take the entire building at 1007 Capital street, that city, where they have fitted up one of the finest talking machine parlors in that section of the country. Taylor Bros. started in the "talker" business not many years ago with a small side line of Edison goods, but now they handle the complete Edison line, and their business is still on the increase. The interior of their new quarters is handsomely decorated and well arranged, and make ideal talking machine salesrooms.

GREAT CHANCES IN SMALL TOWNS.

"We beg to say that we have received your Suspended List for May, and will co-operate with you in protecting your contracts and machines. Have been in business only eight weeks, but have already sold 11 machines and 300 Records in a town of only 150 people."—*McLeary Bros., Portlandville, N. Y.*

A DEALER WHO HAS PROVED IT.

W. H. Wilkins, Edison Dealer, of Claremont, N. H., although a Dealer of only fifteen months' standing, has used an Edison Phonograph for as many years and gives it a character for durability and sound construction which is very gratifying. "Edison Phonographs," he says, "were put on sale fifteen years ago last September, and I bought one six weeks after that. I travelled with it almost continuously for three years, shipped it thousands of miles, and never paid out but 75 cents for a pair of feed nuts which wore out."

Edison Phonographs are included in the list of articles entitled to the minimum tariff duty under the reciprocal tariff agreement that has just been made between the United States and Germany.

A GALA DAY FOR ORANGE.

On June 14th, the Oranges, by which name Orange with East and West Orange, locally known, celebrated the hundredth year of existence. For a whole week the Oranges were beautifully decorated and the 14th, as Centennial Day, was chosen for the unveiling of a statue and a great procession, and our factory was closed. By the employment of some 5,000 men, mostly from the immediate vicinity, the Edison Industries occupy a very important position in the economy of the town and we decided to send a number of electrically driven floats to swell the pageant.



The floats were typical of the various Edison products, and were led, naturally, by the most important, the Edison Phonograph. Following it were others, representing the Edison Kinetoscope, the Edison Storage Battery, the Edison Primary Battery and Bates Hand Numbering Machine.

The picture we publish of the Phonograph float will convey some idea of the size of our contributions, a size that will be more readily understood when we state that the cabinet of the Phonograph was able to accommodate our Military Band who discoursed lively music along the line of march. It was no new experience for our excellent band to play before unseen audiences, but our announcer Edward Meeker had for once the opportunity of seeing the people to whom he told the titles of the selections.

Our illustration, unfortunately, shows the float after it had contended with tropical rains and an unbending trolley wire, which has left its mark on the horn. For one brief moment the throngs wondered what was going to happen, whether the mighty horn was going to play havoc with the electric current, or whether for the first time in its history the Phonograph was going to get a set-back. Fortunately neither happened and although the guide ropes and minor ornaments were carried away, we kept our place and the band went on playing; not rain or accident could make them cease. Our office buildings are to be seen in the background.

SUSPENDED LIST, JULY 1, 1907.

Supplementary to list of Suspended Dealers dated June 1, 1907, which is still in force and which must be given the same attention by Jobbers and Dealers as if reprinted here.

ILLINOIS.

Peoria—H. Meyer, 1307 S. Adams st.

KANSAS.

Wichita—Frank R. Powell, 132 N. Main st.

PENNSYLVANIA.

Lancaster—J. H. Tragresser, 249 N. Queen st.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynalds, 167 Dauphin st.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co., 309 Main street.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 917-921 Wood st.
Sacramento—A. J. Pommer Co., 9th and J sts.
San Francisco—P. Bacigalupi & Sons, 1021 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 612 16th st. Hext Music Co., 16th and California sts.

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., Inc., 96 State street.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania Ave., N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree st.
Phillips & Crew Co., 37-39 Peachtree st.
Savannah—Youmans & Leete, 114 Barnard st.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 1419 19th st.
Lyon & Healy, Wabash ave. & Adams st.
Jesse French & Sons Piano Co., 39 Van Buren st.
Sam Vim Co., 4 to 12 Van Buren st.
Montgomery Ward & Co., 111 Michigan avenue.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia avenue.
Kipp-Link Phonograph Co., 217 N. Illinois street.
A. B. Wahl & Co., 119 S. Illinois st.
Lafayette—A. B. Wahl & Co., 304 Main st.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust st. Vim Co., 204 Seventh st.
*Dubuque—Harger & Blish, 904 Main st.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House, 316 Court st.

KENTUCKY.

Louisville—Montenegro-Riehm Music Co., 630 4th ave.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman st.
National Automatic Fire Alarm Co., 614 Gravier st.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange st.
Portland—W. H. Rose & Son, 507 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 231 North Howard st.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover st.
Eastern Talking Mach. Co., 177 Tremont street.
Iver Johnson Sptg. Goods Co., 163 Washington st.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central st.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward avenue.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin avenue.
Minnesota Phono. Co., 526 Washington av.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th st.
Thomas C. Hough, 332 Wabasha st.
Koehler & Hinrichs, 252 E. 3d st.
Minnesota Phonograph Co., 37 E. 7th st.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut st.
J. F. Schmelzer & Sons Arms Co., 710 Main st.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive st.
Silverstone Talk. Mach. Co., 1019 Olive st.

MONTANA.

Helena—Frank Buser, 509 N. Main st.

NEBRASKA.

Lincoln—Rose P. Curtice Co., 1125 O st.
H. S. Sidles Phono. Co., 16th and P sts.
Omaha—Nebraska Cycle Co., 16th and Harney streets.
Shultz Bros. & Co., 16th and Chicago sts.

NEW HAMPSHIRE.

Manchester—John B. Varick Co., Varick Bldg.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New st.
J. Pelt, 57 Halsey st.
Ropke Phono. Store, 287 Bank st.
Paterson—James M. O'Dea, 117 Ellison st.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State st.
John Sykes, 105 N. Broad st.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

NEW YORK.

Albany—Finch & Hahn, 92 State st.
Asterin—John Rose, 141 Fulton ave.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells sts.
Bush & Lane Piano Co., 124 Main st.
Neal, Clark & Neal Co., 617 Main st.
Elmira—Elmira Arms Co., 117 Main st.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall st.
New York City—Bettini Phono. Co., 156 W. 23d st.
Bleckman Talking Machine Co., 97 Chambers st.
J. H. Bloomas & Son, 2727 3d ave.
J. Diveyo, Jr. Inc., 7th ave. 125th st.
S. B. Davega, 22 E. 14th st.
Douglas Phono. Co., Inc., 89 Chambers st.
Jacot Music Box Co., 29 Union square.
Victor H. Ranke, 1050 Second ave.
Siegel-Cooper Co., Union square.
Stern & Co.
John Wanamaker.
Alfred Weiss, 1522 First ave.
Oswego—Frank E. Solway, 32 W. Bridge st.
Rochester—A. J. Deringer, 146 North st.
Mackie Piano & Music Co., 250 State st.
Giles B. Miller, 61 State st.
Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 504 State st.
Jay A. Rickard & Co., 252 State st.
Syracuse—W. D. Andrews, 216 E. Railroad st.
Troy—Finch & Hahn, 3 Third st.
Utica—Clark-Horrocks Co., 54 Genesee st.
Arthur F. Purtell, 59 Washington st.
William Harrison, 59 Columbia st.
Utica Cycle Co., 51 Columbia st.

OHIO.

Canton—Klein & Heffelman Co., 229 E. Tuscarawas st.
Cincinnati—Ball-Pintze Co., 108 West 3d st.
Ilsen & Co., 916 Vine st.
McGreal Bros., 39 East 5th st.
Rudolph Wurlitzer Co., 127 East 4th st.
Cleveland—Eclipse Musical Co., 1276 East Ninth st.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Niehaus & Dohse, 35 E. 5th st.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co., 608 Cherry st.

OREGON.

Portland—Graves & Co., Inc., 328 Washington st.

PENNSYLVANIA.

Allentown—C. C. Aschbach, 839 Hamilton st.
Easton—William Werner, 432 Northampton st.
Harrisburg—S. K. Hamburger, 12-14 N. Market square.
Philadelphia—Louis Buehn & Bro., 46 N. 9th street.
C. J. Hoppe & Son, 1117 Chestnut st.
J. E. Caldwell & Co., Chestnut st.
Musical Echo Co., 1215 Chestnut st.
Penn Phonograph Co., 17 S. 9th st.
John Wanamaker, 13th and Market sts.
Western Talking Mach. Co., 41 and 43 N. 9th st.
H. A. Weymann & Son, 923 Market st.

*Added since June 1st, 1907.

Pennsylvania—Continued.

Pittsburg—Pittsburg Phono. Co., 937 Liberty st.
Powers & Henry Co., 101 Sixth st.
Standard Talk. Mach. Co., 435 Wood st.
Reading—S. K. Hamburger, 723 Chestnut st.
Reading Phonograph Co., 48 N. 5th st.
Scranton—Ackerman & Co., 217 Wyoming av. Technical Supply Co.
Sharon—W. C. DeFrorest & Son.
Williamsport—W. A. Myers, 146 W. 3d st.

RHODE ISLAND.

Providence—J. M. Dean Co., 785-795 Westminster st.
J. A. Foster Co., Weybosset and Dorrance sts.
Household Furniture Co., 291 Weybosset street.
J. Samuels & Bro., 154 Weybosset st.
A. T. Scattergood Co., 106 N. Main st.

TENNESSEE.

Chattanooga—J. H. Templeman Co., 722 Market st.
Knoxville—Knoxville Typewriter and Phonograph Co., 451 Gay st.
Memphis—F. M. Atwood, 160 N. Main st.
O. K. Houck Piano Co., 153 S. Main st.
Nashville—Nashville Talking Mach. Co., 723 Church st.
Marquer & Co., 27 Arcade.
O. K. Houck Piano Co., 251-253 Fifth ave.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso st.
Fort Worth—Cummings, Shepherd & Co., 709 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 251 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main st.

VERMONT.

Burlington—American Phono. Co., 34 Church street.

VIRGINIA.

Richmond—C. B. Haynes & Co., 603 E. Main street.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second ave. Kohler & Chase, 710 Pike st.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

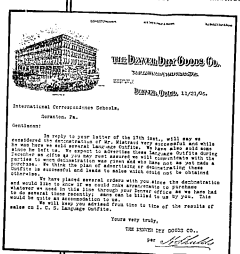
Milwaukee—McGreal Bros., 173 3d st.

CANADA.

Montreal—Peter Kelly, 282 St. Lawrence st.
Quebec—C. Robitaille, 320 Rue St. Joseph.
St. John—W. H. Thorne & Co., Ltd., 42-46 Prince William st.
Toronto—E. S. Williams & Sons Co., Limited, 143 Yonge st.
Vancouver—M. W. Waitt & Co., 558 Granville street.
Winnipeg—E. S. Williams & Sons Co., Ltd., 121 Princess st.

In the Words of Others
"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I.C.S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW.



THE DENVER DRY GOODS CO.

DENVER, COLO. 11/21/06.

International Correspondence Schools,
Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we established the administration of Mr. Blatland very successful and while the sales of your Outfits have not been large, they have also been above the left. We expect to advertise them from time to time and therefore we think we can very well succeed in selling them. We have not yet had any inquiries. We think the plan of advertising occasionally these Outfits is successful and leads to sales which would not be obtained otherwise.

We have placed several orders with you since the demonstration and would like to know if we could make arrangements to have a representative from your Denver office as we have had several close inquiries which could be filled if we had a man here to talk to us to you. This would be quite an accommodation to us.

We will keep you advised from time to time of the results of sales on I. C. S. Language Outfits.

Yours very truly,
THE DENVER DRY GOODS CO.
per [signature]

International Correspondence Schools
SCRANTON, PA.

EDISON PHONOGRAPH MONTHLY

Vol. V August, 1907 No. 6

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Published for Trade use only by The National Phonograph Co., Orange, N.J.

Jobbers of Edison Phonographs and Records

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynalds, 107 Dauphin st.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co., 809 Main street.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 917-921 Wood street.
Sacramento—A. J. Pommer Co., 9th and J sts.
San Francisco—P. Bacigalupi & Sons, 1021 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 819 16th st.
Hext Music Co., 15th and California sts.

CONNECTICUT.

New Haven—Pardee-Dilenberger Co., Inc., 96 State st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pa. Avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenue.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 80 Peachtree st.
Phillips & Crew Co., 87-89 Peachtree st.
Savannah—Toumans & Loete, 116 Barnard st.
Waycross—George R. Toumans.

ILLINOIS.

Chicago—Babson Bros., 1419 19th st.
Lyon & Healy, Wabash ave. & Adams st.
James I. Lyons, 102 Van Buren st.
The Vim Co., 53 E. Lake st.
Montgomery Ward & Co., 111 Michigan avenue.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

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A. B. Wahl & Co., 119 S. Illinois st.
Lafayette—A. B. Wahl & Co., 804 Main st.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust st.
Vim Co., 404 Seventh st.
Dubuque—Harger & Blish, 364 Main st.
Fort Dodge—Early Music House, 823 Central avenue.
Sioux City—Early Music House, 316 Court st.

KENTUCKY.

Louisville—Montenegro-Bishm Music Co., 620 4th ave.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
National Automatic Fire Alarm Co., 614 Gravier st.
(Continued on page 8 of cover.)

(Continued on page 3 of cover.)

MAINE.

Bangor—S. L. Crosby Co., 126 Exchange st.
Portland—W. H. Ross & Son, 307 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 231 North Howard st.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover st.
Eastern Talking Mach. Co., 177 Tremont street.
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Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central st.
New Bedford—Household Furnishing Co., 170 Purchase st.
Springfield—Flint & Brickett Co., 489 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward avenue.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin avenue.
Minnesota Phono. Co., 605 Washington avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th st.
Thomas C. Hough, 393 Wabasha st.
Koehler & Hinrichs, 365 E. 3d st.
Minnesota Phonograph Co., 37 E. 7th st.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1012-1016 Walnut st.
J. F. Schmelzer & Sons Arms Co., 710 Main st.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive st.
Silverstone Talk. Mach. Co., 1310 Olive st.

MONTANA.

Helena—Frank Buser, 509 N. Main st.

NEBRASKA.

Lincoln—Ross P. Curtice Co., 1135 O st.
H. B. Bliss Phono. Co., 141h and P sts.
Omaha—Nebraska Cycle Co., 16th and Harney streets.
Shultz Bros. & Co., 18th and Chicago sts.

NEW HAMPSHIRE.

Manchester—John B. Varick Co., Varick Bldg.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 308 Washington st.
Newark—Douglas Phonograph Co., 30 New st.
A. O. Petit, 57 Halsey st.
Rapke Phono. Store, 287 Bank st.
Paterson—James K. O'Dea, 127 Ellison st.
Trenton—Stoll Blank Book and Stationery Co., 20 E. State st.
John Sykes, 105 N. Broad st.

Edison Phonograph Monthly

VOL. V. August, 1907 No. 6

Look Ahead!

It is at this time of the year, more than any other, that the Jobber or Dealer must look ahead, and see that the fall rush does not catch him short. Delay in ordering means delay in receiving; and delay in receiving means disappointed customers, and this can only mean loss of trade. In a shipping department so large as ours it is impossible to give the orders of one Jobber any precedence over that of any other, and the first order received is the first order despatched.

The most conservative minded man in the trade cannot but admit that the coming season is going to break the record set up last year. He has only to note the always increasing growth to reflect that the orders he placed with his Jobber last year at this time will not meet the demand which is at hand. We on our part are receiving orders from the longest headed men in the business far in advance of last season. Taking these as typical of what are to come, we feel that despite the great extension of our factories, the increased staff of workers and the high pressure kept up during the summer, we shall yet have to work overtime.

In view of the new loan equipment, special efforts should be made to clean up old stock before September 16th, when this change goes into effect. After this date all Edison Phonographs must be sold with the new equipment at advanced rates. Ample notice has been given, and it should be easy to dispose of what machines may be on hand by the date specified. At the same time, it would be unwise for any Jobber or Dealer to run the risk of disappointing customers by neglecting to order with the old equipment enough for present needs. The trifling difference this may make to them would be many times discounted by such doubtful policy. The new equipment should be eagerly welcomed by the trade, since it will tend to make the Edison Phonograph more popular than ever, by standardizing a loan and consequently saving Dealer and customer the risk of experimenting. The new equipment is an additional reason for anticipating good business.

The E. P. M. New Dress

At the age of four and a half years the EDISON PHONOGRAPH MONTHLY has assumed a new and more becoming dress. The new cover, with its colored stock and two colors of ink, will be changed each month, and it is hoped that its attractive appearance will be appreciated by the trade.

It will be noticed that the Advance List and comments are combined and that the publishers' names are incorporated with them, instead of occupying a separate space, as heretofore. New type is used for the body of the magazine and for the headings, and several new features are in contemplation, which will make it of even wider interest. THE MONTHLY was started for the purpose of gratifying a natural interest felt by Dealers and others in our doings, and, further, of being of value to the trade. We have tried to make it a periodical in which all points of view could be discussed and one in which the experiences of the old-timers would be of service to the fledgling Dealer. From the kind letters we have received from time to time it would seem that we have not entirely failed in our efforts, and we shall not cease in our endeavors to make it an organ for the promotion of still greater good feeling between Jobber, Dealer and ourselves.

The New Phonogram

Writing of this little periodical in THE PHONOGRAPH MONTHLY of August, 1904, we modestly said, "Time is the real test of the merit of a publication of this character, and we hope with the assistance from the trade and the public we shall be able to make the *Phonogram* an interesting little pamphlet, and one which will be looked for each month."

Time and its rapidly growing circulation has proved that there was and is a real demand for the *New Phonogram*. From small beginnings it has now reached a monthly circulation well over half a million copies, and the great number of friendly letters we receive from our subscribers

(*Continued on page 5.*)

The New Edison Gold Moulded Records Advance List for October, 1907

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before September 27th, all things being favorable, but they must not be placed on sale by Jobbers or leave their places of business, or be reshipped to Dealers before 8 A. M. on September 27th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after September 20th, but must not be circulated among the public before September 27th. Jobbers are required to place orders for October Records on or before August 10th. Dealers should place October orders with Jobbers before August 10th to insure prompt shipment when Jobbers' stock is received.

9650 Triumph of Old Glory — **Edison Concert Band**

A lively, airy, patriotic selection with the sub-title "Our President's March." Throughout there are strains of the nation's best loved songs and it ends fittingly with a few bars of "The Star Spangled Banner." Composer, Arthur Pryor; publisher, Carl Fischer, New York.

9651 There's a Girl in the World for Every Boy and a Boy for Every Girl — **Irving Gillette**

This is the comforting title of a tuneful descriptive waltz love song. He and she are sitting under the convenient evergreen tree of sentimental ballads. Suddenly, without any introduction, and regardless of grammar, the maiden asks this disconcerting question: "Who do you love?" He, however, has given the subject some thought, for this doesn't "fease" him in the least and he instantly quotes from a poet and altogether rises to the occasion nobly. Orchestra accompaniment. Music, Ted Snyder; words, Will D. Cobb; publisher, F. A. Mills, New York.

9652 I'm in Love with the Slide Trombone — **Ada Jones**

A very amusing, clever serio-comic vaudeville song. There is some witty dialogue by Miss Jones, and several of the instruments in the orchestra figure prominently. The air of the song is bright and catchy and is going to be very popular. The singer has fallen a victim to the charms of the wielder of the trombone, and announces it thus:

It ain't the man with the violin,	I'm not in love with the big bass drum
And it ain't you, Mr. Flute,	Or the clarinet's plaintive tone
My heart doesn't fret for the busy cornet	Get wise to my sighs and the light in my eyes,
And his tootle, toodle, toot, toot, toot.	I'm in love with the slide trombone.

Orchestra accompaniment. Music, Seymour Furth; words, Arthur J. Lamb; publisher, Sharpiro, New York.

9653 Chapel in the Woods — **Albert Benzler**

In accordance with the many requests for another piano solo, we have had Mr. Benzler make this Record. It is played with his usual brilliancy of execution and will be a welcome addition to the others he has made: No. 8294, "Violets," and No. 9457, "Believe Me If All Those Endearing Young Charms." Composer, Gustave Lange; publishers, S. T. Gordon & Son, New York.

9654 That's Gratitude — **Bob Roberts**

A very laughable coon song concerning a man who was very badly treated by fortune and his friends, to say nothing of his wife. People borrowed money from him and then passed by without seeing him on the street. "That's gratitude," wails the colored gentleman mournfully. Finally a friend came to stay a month and, when he went away, took not only his benefactor's clothes but also his wife. Hence his idea of the meaning of the word gratitude. Orchestra accompaniment. Music, Shepp Camp; words, George Norton; publishers, F. B. Haviland Publishing Co, New York.

9655 My Mother's Bible — **Anthony and Harrison**

This sacred duet for baritone and tenor is sung with true feeling and tender sympathy. It tells of the influence of the "treasured book" on the lives of the children, who were kept to the "narrow path" by its counsel, and by the memories of the loved one whose most sacred possession it was. Orchestra accompaniment. Music, C. D. Tillman; words, M. B. Williams; published in hymn books.

9656 Flanagan at the Vocal Teacher's — **Steve Porter**

The irrepressible and ever welcome Flanagan of the megaphone voice, once went to a teacher's to have it sandpapered. The teacher couldn't have known very much about really good singing because when he had recovered from the shock and pinched himself to see if he was alive, he said a vocal organ like Flanagan's sounded better if heard through a large and heavy pillow. "Would you have it cultivated?" said I. "It will do harm," says he, "if you've tried every other remedy." What do you think of *me* execution?" says I. "D' gorry," says he "I'm in favor of it." Flanagan introduces himself by singing what sounds like wailing of cats in chorus; but he says in something he borrowed from Wagner's Tannhauser and he's going to return it. The Flanagan Records get better and better; none should fail to buy them. Original arrangement and not published.

9657 Velvet of the Rose Waltz — **Edison Symphony Orchestra**

This charming dance measure is played with unusual brilliancy and we prophesy that it will soon be a general favorite. There is a fullness of tone and a melodiousness about it which is brought out to the most striking advantage by this celebrated orchestra. Composer, George D. Barnard; publisher, Carl Fisther, New York.

9658 The Birds in Georgia Sing of Tennessee — **Reed Miller**

A pretty, sentimental ballad that will gain many admirers. Mr. Miller, who sings it, although he has made over several Records for us, has not previously made a new one, and should soon become a favorite by reason of his fine voice. The hero of the song is wandering by the side of a river. He is thinking about "his love in Tennessee" and the letter he has just sent her. Georgian birds seem highly trained and exceedingly sympathetic for,

The birds in Georgia sing of Tennessee,	I shall soon come back to stay, for I think of you each day,
Of your dear home and you, my own Marie;	Where the birds of Georgia sing of Tennessee.

Orchestra accompaniment. Music, Ernest R. Ball; words, Arthur J. Lamb; publishers, M. Witmark & Sons, New York.

9659 Will You Be My Teddy Bear? — **Ada Jones and Billy Murray**

This song was Anna Held's greatest hit in "The Parisian Model," and is one of the biggest successes of recent years. Always up to date, the New York musical stage seized on the prevailing Teddy Bear fad and the result was this bright little song with its pretty refrain. The singers have rendered the selection very well. Orchestra accompaniment. Music, Max Hoffmann; words, Vincent Bryan; publishers, Jerome H. Remick & Co, New York.

9660 There's Always Something Wrong — **Arthur Collins**

This is a somewhat pessimistical lament of a colored philosopher who has a kick coming at his lot in life. Everything goes wrong with him; but in the midst of his trials he finds time for some moral reflections of a pleasing character which are all the more laudable when the sorrows of his childhood are considered:

I was born on the thirteenth of January,	Dey had planned way ahead to name me Mary,
"Mis" and "Fo" an' de family was wild.	Dey got mad 'cause I was n't de kind of a child.

Orchestra accompaniment. Music, Rosamond Johnson; words, Bob Cole; publishers, Jos. W. Stern & Co., New York.

9661 Siamese Patrol — **Edison Military Band**

The other patrols we have listed, Turkish, Yankee and Guardmount, have proved so popular that this latest addition will be eagerly bought. From the moment when the marching band is heard in the dim distance, as it crescendos, and then diminuendos, until it is faintly heard marching out of earshot, it is a perfectly played selection and a triumph of recording. Composer, Paul Lincke; publishers, Jos. W. Stern & Co., New York.

9662 As Long as the World Rolls On — **Reinald Werrenrath**

A high class, sentimental lyric, exactly suited to Mr. Werrenrath's rich and sympathetic voice. A song of this kind does not soon become wearisome, and a wide number of our Record buyers who have been attracted both by the singer's voice and the songs he chooses, will be glad to add this to their collections.

As long as the world rolls on, dear,	There's magic for me, but to live for thee,
As long as the world rolls on.	Just as long as the world rolls on.

Orchestra accompaniment. Music, Ernest R. Ball; words, George Graff, Jr.; publishers, M. Witmark & Sons, New York.

9663 Just Help Yourself — **Collins and Harlan**

In this selection a spoony, but seemingly lazy coon, suggested to his "baby" that when she wants a kiss, she has only to help herself. In the meantime he is reclining comfortably, watching the melon ripen on the vine, predicting that before long the old moon will shine. This makes him reflect that it is growing late and he bursts forth:

Now we are mixing time, this is mixing time;	
I want nothing in this world but you.	

Collins and Harlan always excel themselves in this class of Records. Orchestra accompaniment. Music, Harry Von Tilzer; words, Andrew B. Sterling; publishers, Harry Von Tilzer Music Publishing Company, New York.

9664 Meet Me Sweet Kathleen in Honeysuckle Time — **Manuel Romain**

A pretty, tuneful, love song, excellently sung by Mr. Romain, who makes his second Record for us. The keys of the song makes one of those tantalizing appointments dependent on the blooming of a given flower. Song writers have run the whole gamut of birds and flowers and it is a change to have the honeysuckle in place of the rose, but what are city lovers to do when there are no flower-filled gardens and village church bells sweetly chiming? Orchestra accompaniment. Music, J. Fred. Helf; words, Robert P. Roden; publishers, Helf & Hager, New York.

9665 Medley of Straight Jigs — **John Kimmble**

No finer accordion soloist than Mr. Kimmble is to be found and this Record is a very good exhibition of his talent. In his skillful hands this instrument, usually associated with a more or less inferior type of composition, becomes capable of the most varied effects. Piano accompaniment. An original arrangement and not published.

9666 Take Me Back to New York Town — **Lilian Doreen**

Miss Doreen is a well-known English vaudeville artiste, and principal popularizer of this great waltz song hit. Miss Doreen is a mezzo-soprano of wide range and the song is well suited to her. It is the sigh of the man who loves his New York, to be back there once again and the chorus indicates the rest of the song:

Take me back to New York town, New York town,
That's where I long to be,
With the friends so dear to me;
Coney Island down the Bay,
And the lights of old Broadway
Herald Square—I don't care, anywhere—New York town, take me there.

Orchestra accompaniment. Music, Harry Von Tilzer; words, Andrew B. Sterling; publishers, Harry Von Tilzer Music Publishing Co., New York.

9667 Snow Bird Mazurka — **Joe Belmont**

A brilliantly executed whistling solo by our premier *artiste*, with a suitable orchestral accompaniment. The trills and runs are remarkable for their flawlessness. Composer, F. Wichanks; publisher, Carl Fischer, New York.

9668 In the Land of the Buffalo — **Billy Murray**

A fine, swinging cowboy song by the composers of the exceedingly popular "San Antonio," No. 9547, and sung in Mr. Murray's best style. It is certain to be very much liked. These cowboy songs strike a note of originality that is very refreshing. An old time ranchman is met at the depot by a friend. The ranchman remarks that the lights look very pretty and then suddenly decides to know where the other's girl is. The friend implies that he neither knows nor cares, and then asks anxiously where brother Lew is. The old ranchman replies thus:

I was there two thousand year Pa
In the days of long ago;
But you never knew brother Lew here
In the land of the Buffalo.

Where the Western breezes blow,
Where the goodnight kiss of sunlight
Sets all the plains aglow;

Orchestra accompaniment. Music, Egbert Van Alstyne; words, Harry Williams; publishers, Jerome H. Remick & Co., New York.

9669 Esthetic Galop — **Edison Hungarian Orchestra**

Entering thoroughly into the spirit of this lively selection, the Edison Hungarian Orchestra has accomplished a fine piece of work. So many people like music played in quick tempo that we predict this will be popular everywhere. Composer, Ph. Fahrbach; publisher, Carl Fischer, New York.

9670 No, No, Positively No — **Edward Meeker**

An amusing song, about a colored man who thinks he is a Jonah. Mr. Meeker sings it in a diverting manner. His first adventure is with a fortune teller who promises him he'll find a pot of gold. This looks good to Jonah until he finds he is expected to leave ten bills with the peerer into the future. He evidently thinks ten bills in his pocket better than a pot of gold in the sweet bye and bye, for he answers, "No, no, no, no, positively no." After this he goes to the circus and, finding a lion fighting a tiger, has to offer advice on the settlement of the proceeding.

Say I, let's let them fight no more,
You tells know right from wrong;
Let's have a law to separate them,
You look like pet sitting.

CHORUS.

But I told no, no, no, no, positively no.
It's true I have your best fate, but if I let go it is my cage tonight,
I'm not going to run no risk with you.

Orchestra accompaniment. Music and words, Chris Smith and Harry Brown; publishers, P. J. Howley, New York.

9671 Chimmie and Maggie in Nickel Land — **Ada Jones and Len Spencer**

These favorite artists have made an exceptionally good Record; and the clever way in which the dialogue, song, and incidental interruptions are condensed into one cylinder is a triumph in its way. Maggie, as the lady vocalist of "Nickel Land," persuades Chimmie and his friends to come in and give her new song a boost. She sings the East Side character song called "Jimmie," and in it makes her confession of love for Chimmie, who responds instantly, and they go out to get married. This will make a big hit. Original arrangement and not published. Song "Jimmie" is by Erdman and Chapel; published by C. M. Chapel & Co, Chicago.

9672 Dixie Minstrels — **Edison Minstrels**

Full of good things is this original sketch, including contributions by Byron G. Harlan, Steve Porter, Edward Meeker and Billy Murray, and is certain to be a ready seller. It starts with an opening chorus "Sons of the Arlsocracy," and ends with the quartette singing "My Creole Saidee." The middle is filled with jokes and quips by energetic end men who are concerned over the welfare of Mr. Porter's brother Henry. It is a bright, amusing Record, and sure of a hearty welcome. Original arrangement and not published. Song, "My Creole Saidee," is by Brennan & Wright; published by Thieben-Stierlin Music Co.

9673 I'd Rather Two-Step than Waltz Bill Medley — **Edison Military Band**

This attractively written and played medley introduces the following three popular Records: "I'd Rather Two-Step than Waltz, Bill," (No. 9634); "A Little Suit of Blue," (No. 9643); "He Never Even Said Goodbye," (No. 9603). It is certain to be much liked. Original arrangement and not published.

(Continued from page 1.)

prove that it is eagerly looked for. No literature that we supply to our Dealers does better missionary work than this little publication, and Dealers or Jobbers should recognize this important factor and bring it to the attention not only of customers, but of possible customers. Dealers desiring to obtain a supply of the *New Phonogram* must order of their Jobbers eight weeks in advance. On our side, we cannot undertake to fill Jobbers' orders unless placed with us a similar period in advance. The following schedule will supply information as to cost to those who desire it:

DELIVERED WITH GOODS.

Blank, per 1,000 copies	$2.50
Quarterly quantities pro rata.	
Imprinted, per 500 copies	1.50
Imprinted, 1,000 copies	2.75

No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

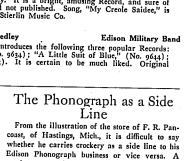
Single copies, per year	$ .20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.00
Fifty copies to one address, per year	2.00

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

Phonograms must be sold by the Jobber to his Dealers at the prices quoted above; any reduction of these prices will be considered as a violation of contract. This may appear to some to be an arbitrary ruling, but an instant's reflection will convince them that we are right. The Jobber who gives *Phonograms* away is offering a special inducement to Dealers to trade with him, and may obtain thereby an unfair advantage over the Jobber who charges, in the same way as he would if he cut prices. It is against this that we protest. It is also better for Jobbers to always charge for them.

The Phonograph as a Side Line

From the illustration of the store of F. R. Pancoast, of Hastings, Mich., it is difficult to say whether he carries crockery a side line to his Edison Phonograph business or vice versa. A crockery store is a very suitable place for a



Dealer starting in with the Edison Phonograph, because there is plenty of space as a rule and such a store has to be kept bright and attractive, and this latter quality has much more to do with salesmanship than many imagine. Many of our largest Dealers have started in with the Phonograph as a convenient side line, never dreaming that it was soon to become the chief profit-maker and drive out the less paying and more troublesome lines. The photograph we publish shows what a well lighted store Mr. Pancoast possesses, for it was taken by gaslight at 10 o'clock at night, with a two and a half minute exposure.

B. J. Sweetland, of Carson City, Nev., sends a rather postal card, on which is printed our electrotype, "Entertaining the Boys." This verse accompanies it:

Here's to the girl who is strictly in it;
She entertains the boys every minute;
She's always on hand with an open face,
With her Edison Phonograph Record.

Underneath is written, "J. B. Sweetland sells Edison Phonographs on the easy payment plan."

Dealers who adopt advertising devices such as this will find themselves amply repaid by increased orders.

Copy of letter just mailed to entire trade.

To the Trade

Notice of Change in Horn Equipment and List Prices of Edison Phonographs, to take effect September 16, 1907

NEW YORK, July 23, 1907.

HORN EQUIPMENT

Beginning September 16th, 1907, all Edison Phonographs will be equipped with a horn support and solid metal polygonal shaped horn, somewhat different from any now on the market.

The horns will be finished in black, with gilded decoration, and present a very neat, as well as attractive appearance. They will also produce better and more satisfactory results phonographically.

The sizes of horns for different machines follow:

Gem	19 in. long; 11 in. bell	Home	32 in. long; 2115 in. bell
Standard	30 in. long; 19 in. bell	Triumph, Balmoral, Conqueror, and Alva	33 in. long; 24 in. bell

LIST PRICES

It is a well-known and established fact that for several years the prices of all material, as well as labor, used in the construction of mechanical and musical instruments has constantly increased, and, although we have heretofore considered raising the prices of Phonographs to meet this increase in cost of manufacture, we have withheld doing so up to the present time. Now, however, that we are going to supply, at a further increase in cost, a larger horn and horn support, we are compelled to do so, and, beginning September 16th, 1907, list prices of the different types of Edison Phonographs, including horn and horn support, will be as follows:

Gem	$12.50	Triumph	$55.00
Standard	25.00	Balmoral	70.00
Home	35.00	Conqueror	85.00
Alva	85.00		

Discounts to Jobbers and Dealers will remain the same as at present.

No changes will be made in equipment or prices of Slot Machines of any style.

Jobbers and Dealers having a stock of machines on hand September 16th, must equip them with the new horn and horn support and sell them at the increased prices. To enable them to do this, we will supply the horn and horn support separately from machines, at the increase made in price of outfits, these prices being subject to regular machine discounts; i. e., horn and horn support for Gem machine, at $2.50 each list; horn and horn support for Standard, Home, Triumph, Balmoral, Conqueror, or Alva, at $5.00 each list. Dealers should order from their Jobbers, and Jobbers from us.

It is impossible to tell just when we will be able to begin shipping machines with the new equipment, but wherever it is, it must be distinctly understood that such outfits must not be sold to users until on or after September 16th. There will be no objection, however, to a Jobber supplying them to Dealers prior to that time, provided it is absolutely understood and agreed to that they cannot be put on sale until that time. To take care of requirements up to September 16th, we will continue filling orders with the present equipment, unless instructed otherwise.

Within the next two or three weeks, we hope to be in position to supply sample outfits complete, to such Jobbers as may desire them, either for the purpose of getting out proper advertising matter, or to show them what the new horn and crane will be. If you desire samples sent you, please place your order immediately, plainly specifying thereon: "One each 'Gem,' 'Standard,' 'Home,' and 'Triumph' machines equipped with new style horn and horn support;" or, should you not want all of these different styles, specify just which particular types you do want.

In order to include the foregoing changes, and to embody other minor changes, a new Agreement will also be issued to take effect September 16th, 1907. Jobbers' copies of these Agreements will be forwarded to Jobbers at the earliest possible date, and they should be signed and returned to us not later than September 16th. New Agreements will also be forwarded to Dealers, either direct or through their Jobbers, and they should be signed and returned immediately to either the Jobber or us direct, as the case may require.

To provide against delay in supplying extra horns and supports for machines on hand, we would thank Dealers to notify their Jobbers, and Jobbers to notify us on August 15th, as to the approximate number of each style they will require on September 16th, and would suggest your placing orders for them as soon after August 15th as possible.

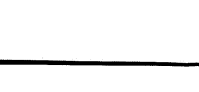
NATIONAL PHONOGRAPH COMPANY,
C. H. WILSON,
General Manager of Sales.

The New Horn Equipment

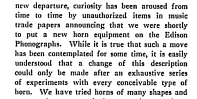
The letter to the trade concerning the new horn equipment and new list price, can hardly come in the light of a surprise. Although we have before made no official statement as to this new departure, curiosity has been aroused from time to time by unauthorized items in music trade papers announcing that we were shortly to put a new horn equipment on the Edison Phonographs. While it is true that such a move has been contemplated for some time, it is easily understood that a change of this description could only be made after an exhaustive series of experiments with every conceivable type of horn. We have tried horns of many shapes and many substances, and the ones that we have adopted have been found to give the best results under all circumstances.



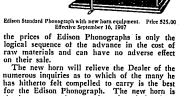
Edison Gem Phonograph with new horn equipment. Price $12.50 Effective September 16, 1907



Edison Standard Phonograph with new horn equipment. Price $25.00 Effective September 16, 1907



Edison Home Phonograph with new horn equipment. Price $35.00 Effective September 16, 1907



Edison Triumph Phonograph with new horn equipment. Price $55.00 Effective September 16, 1907

The fact that the prices of Edison Phonographs have been slightly raised is owing not only to the additional equipment but to the steady rise in cost in the materials of which the Edison Phonograph is built. During the last three years all parts have cost more to manufacture, in some instances the cost being as much as fifty per cent. in advance. The increased wages paid to help, both skilled and unskilled, has also very materially added to our working cost. The advance, therefore, in the prices of Edison Phonographs is only the logical sequence of the advance in the cost of raw materials and can have no adverse effect on their sale.

The new horn will relieve the Dealer of the numerous inquiries as to which of the many he has hitherto felt compelled to carry is the best for the Edison Phonograph. The new horn is the best answer he can give, since it has been selected only after much thought as the most suitable for the Edison Phonograph.

The letter to the trade is fully explanatory of every phase of the horn and price questions, and it should be carefully read by every Jobber and Dealer.

Through an error, the cuts illustrating the Home and Triumph Phonographs were transposed.

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 338 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 317, MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, 265 VIAMONTE, BUENOS AIRES, R. A.
EDISON GESELLSCHAFT, M. B. H., SUD-UFER 21-25, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

VOL. V. August, 1907 No. 6

About Our Advertising

That an advertising campaign when thoughtfully conducted is productive of definite results, is a fact generally admitted by intelligent business men. We ourselves have proven it to our entire satisfaction, and it is on this account that we look on our continually growing advertising as a positive help to Jobbers and Dealers. The first and foremost help we give them is the Edison Phonograph and Gold Moulded Record. These stand forth unequalled, and nothing can add to or detract from their merits. But, by the world wide publicity we give them, we awaken interest, foster curiosity, stimulate the desire and finally sell them. As we do not sell direct to the public, it follows that the Dealer gets the benefit of this. We aim at making our advertising national in the broadest sense, so that the man in the small town has the Edison Phonograph brought to his notice as forcibly as the dweller in the big city. Wherever the great magazines go, our advertisements go with them. To people who do not read magazines we appeal through their local papers; and if they do not read these, they can hardly escape the bill board advertising that we are doing or the giant reproductions of the Edison Old Couple to be seen wherever railroads intersect the country. This season will see our advertising even more widely distributed and our literature circulated in larger quantities, keeping up already awakened interest and stimulating fresh trade.

Dealers' Imprints on Posters

We occasionally receive letters from Edison Dealers, asking permission to place their names upon the posters we are putting up in their towns. Many of these Dealers are enthusiastic, progressive men, who sometimes request this concession on the grounds that they are the sole Edison Dealers in their town; sometimes it is because they are the largest Dealers, or again because they alone of the other Dealers expend a good deal of money in advertising independently.

We are obliged in every instance to refuse these requests because it is part of our carefully thought out policy never to give one Dealer an advantage denied to another. If Dealers would look at it from a common sense standpoint, they would see that our attitude is one which benefits the trade at large. We protect all our Dealers equally as soon as they sign our agreement; and they enjoy advantages enjoyed by few in other lines of business. If, however, we were to allow one Dealer to put his imprint on our posters it would be giving him an advantage over his fellows which they would certainly resent. On this account we must preserve an attitude of strict impartiality. All Dealers must profit from our expensive and widely distributed advertising, and how best to take advantage of it will be solved by the progressive Dealer who, with no additional assistance from us, has the good business judgment to win out over his less hustling rival through auxiliary advertising of his own.

Two Dealers

Two Edison Dealers started in business on the same day, each carrying the same amount of stock and each living in towns of equal size. Each one had carefully studied the Phonograph proposition, and each one saw a fortune ahead. One Dealer read through the printed matter sent him with great care, and was much impressed. "The Edison Phonograph is the finest talking machine in the world," he said to his wife, "and as the National Phonograph Co. advertise all over the country, it is known everywhere, and I shall be able to retire from business very soon." Then he sat down and waited for folks to come and help him get rich. He did not take the trouble to inform them that he had added the Phonograph to his old established music store as an attractive side line, nor did he advertise in the local papers. His father had got on well without advertising, and he, himself, had made a living for twenty years without its aid, and he did not believe in it anyway. The National Phonograph Co. did all the advertising he needed. He did, however, spend thirty cents on a rubber stamp, which he impressed on his stationery when the pad wasn't dry. He was not sure this was not extravagance. His window was taken up with a piano, two mandolins and a cornet in a glass case. As they had been there for ten years or so, he saw no reason to turn them out, and accordingly put the Phonographs on a shelf in the back of the store, where anyone with roving propensities and good eyesight might be able to see them on a bright day.

The other Edison Dealer took a supply of the circulars, booklets and other attractive literature his Jobber had sent him, and started off to tell everyone he knew, all about the Edison Phonographs and Gold Moulded Records. He came home feeling pretty tired, but not before he had arranged a concert on the following evening. Electrotypes that he had obtained from his Jobber of "Fun on the Farm," round which he wrote some bright advertising, were inserted in the two local papers, and the concert was a big success. His only grievance was that it left him no Phonographs to amuse himself and family with until the Jobber could fill his second order. Then he called on the neighboring farmers, taking a machine to demonstrate, as well as the brightly written pamphlets, for he was wise enough to know—he read the MONTHLY and learned by other Dealer's experiences—that the man who won't read a line will never refuse to listen. He made a big success of his Edison Phonograph business, because he supplemented the vast national advertising that he got for nothing by some direct local advertising of his own and all his energies.

The first Dealer makes a living, but he isn't scheduled for retirement at the present rate until some time next century. Now and then he buys some new Records but he hasn't much time to study his business because when he isn't grumbling he is writing to the trade papers (and to us) on the difficulty of selling Phonographs in small towns.

In selling Edison Phonographs there are certain talking points which must never be lost sight of. It is the method of using them that can often be altered to advantage.

Following Up Inquiries

As is our custom, when inquiries are made to us by interested readers of our magazine advertisements, we recently referred a Californian prospect to whom seemed his most convenient Dealer, who happened in this instance to be J. L. Hartez, of Monterey, Cal. The more than usually good letter he sent to the prospect is of interest because it may give points to some of his fellow Dealers who lack his persuasive pen. Here it is:

> Dear Sir:—Your inquiry to the National Phonograph Co. has been referred to me, as I carry the largest line of Edisons goods in this vicinity. There are several advantages in buying your talking machine and records from me, as I can supply the entire catalogue. You can see, therefore, exactly just what you want. You have no express charges to pay; you can see and hear the different styles, something you cannot do if you order from the catalogue. We sell machines on easy payment, if you wish, and we allow you a fair price for your machine in part or full exchange if you wish to trade from me. The fact that the National Phonograph Co. has referred your inquiry to me should, in itself, be enough to convince you that I carry the most complete line of Edison goods in this section of the country. I sell all kinds and makes of talking machines, but I handle only the Edison Phonograph, as I think the purest and best machine in the market. I shall be delighted to have you call at my store and hear this Twentieth Century Marvel. And I think you will be more than pleased when I say that the Edison is the best machine on the market.
>
> If you will kindly drop me a line to suggest anything herewith enclosed, advising when you will call on me, I will make it a point to meet you personally and to explain to you the different styles of Edison phonographs, and play you the latest records.
>
> Hoping you will call, and thanking you for the interest shown in the Edison Phonograph.

In reply to this, the prospect thanked the Dealer for his letter and arranged to call, but could make no appointment owing to uncertainty of movement. Mr. Hartez thereupon mailed this:

> Dear Sir:—Your favor of the 17th inst. received and duly noted. In reply I wish to state that in case I should not be at my store when you call, one of my clerks will show you the different sizes of the Edison Phonographs, and explain them thoroughly to you. I trust I will have the pleasure of meeting you personally.

What we desire to call attention to in these communications is that they are neither of them "Form Letters." Form letters are exceedingly useful things when well written and printed, and may be relied upon to bring in business, but special letters in answer to intelligent inquiries, when written courteously, are far more valuable. It is unlikely that a Dealer in a large way of business will ever have time to send special letters in quantities, but whenever he can do so, as in the case of Mr. Hartez, he should not neglect the opportunity. The points in the above

letter are well taken, and the inquirer could not feel offended at being told he could buy on time if he wanted so and he might have been glad to avail himself of the installment plan. Very wisely a stamped envelope was sent. This nearly always draws a reply that might not otherwise have come, for happily the men who remove the stamp and use it for other purposes are few. The note of courtesy in the two letters we print is readily apparent and gives the idea that whether the prospect became a purchaser or not it would make no difference to Mr. Harper's manner or that of his assistants.

In the event that the inquiry was dictated by mere curiosity, and not a desire to buy, as is often the case, he could not fail to be impressed by his townsman's way of doing business and would certainly buy from him, if at a later date he thought seriously of purchasing an Edison Phonograph. Honesty in business is allowed to be the best policy and courtesy is a good second.

Among the Jobbers

The Nebraska Cycle Co., Edison Jobbers of Omaha, Neb., have been making some changes at their headquarters. A room has been secured just north of their present store into which their sewing machine department has been moved. This gives them a very much larger floor space for the exhibition of Edison Phonographs and the storing of Edison Records. These alterations will greatly benefit them and a brisk fall business is anticipated.

The Siegel-Cooper Co., of New York City, one of the largest department stores in the country, has recently built two sound-proof rooms for the demonstration of Edison Phonographs. This move has been occasioned by a rapidly increasing demand for Edison goods.

The Texas Phonograph Co., of Houston, Tex., Edison Jobbers, have recently opened a new retail branch at 612 Main street, which is to be operated under the name of the Texas Piano and Phonograph Co. In addition to their large Capitol avenue store, the Texas Phonograph Co. utilizes the entire second floor of the Mitchell building for wholesale purposes.

C. B. Haynes & Co., Edison Jobbers, of Richmond, Va., who by buying out Magruder & Co., of that city, in the latter part of last year, became the only Edison Jobber there, have just moved into their new quarters at 603 E. Main street. The ground floor, devoted to retail trade exclusively, is fitted up with two sound-proof testing booths. The second floor is given over to the wholesale stock of Edison Records, accommodation being made for 75,000. The third floor is used for storing machines, and also for the receiving and shipping departments. C. B. Haynes & Co. have one of the best fitted stores in the South, and are rapidly extending their business.

On account of the great increase in their Phonograph business, the Phillips & Crew Co., of Atlanta, Ga., Edison Jobbers, have moved their retail sales department from the second floor front, to the first floor, where several sound-proof booths have been built for the accommodation of the machines. They will be fitted up with electric lights and fans, so that every comfort is afforded the customer while he listens to the selections and makes his choice.

H. A. Weymann & Son, of Philadelphia, Edison Jobbers, are about to vacate the premises at 923 Market street occupied by them for the past ten years and remove to a larger and finer location at 1010 Chestnut street. The firm was founded in 1864 and has a long and honorable connection with the musical instrument business in the United States.

Such is the sociableness of music it conforms itself to all companies, both in mirth and mourning; complying to improve that passion with which it finds its auditors most affected.—*Fuller.*

Personal

William E. Gilmore, President of the National Phonograph Co, who sailed for Europe accompanied by Mrs. Gilmore on May 8th, returned by the Celtic on July 19th. Mr. Gilmore visited our branches in London, Paris, Brussels and Berlin. A large number of personal friends and officials of the company waited at the White Star pier to welcome him home again. As when outward bound he was delayed by the vessel running around off the Hook, so on his return a dense fog delayed the Celtic for some hours.

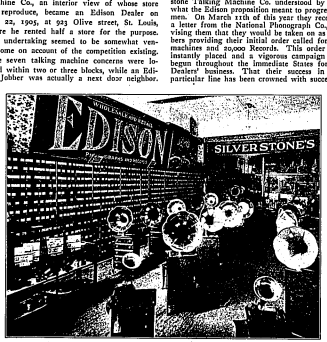
J. R. Schermerhorn, the Assistant General Manager of the National Phonograph Co., who has for the last two years had charge of the London office, returned with Mr. Gilmore and will resume his duties at Orange, N. J. He will be succeeded by Thomas Graf, of the Edison Gesellschaft, M. B. H., Berlin. Mr. Graf has been elected Managing Director of the National Phonograph Co., Ltd. He will hereafter make his headquarters in London, but will have a general supervision over the Berlin and Paris offices as well.

Edison Jobbers—Stories of their Success

THE SILVERSTONE TALKING MACHINE CO., ST. LOUIS, MO.

Marks Silverstone, of the Silverstone Talking Machine Co., an interior view of whose store we reproduce, became an Edison Dealer on July 22, 1905, at 923 Olive street, St. Louis, where he rented half a store for the purpose. The undertaking seemed to be somewhat venturesome on account of the competition existing. Some seven talking machine concerns were located within two or three blocks, while as Edison Jobber was actually a next door neighbor. holiday season approaching, it was felt that they would run short of goods if solely dependent on the local Jobbers for supplies. Anticipating an unprecedented demand for Edison goods they determined to purchase the entire stock of a local Jobber and this was accomplished on November 1, 1906.

After this purchase the determination to become Edison Jobbers grew daily; for the Silverstone Talking Machine Co. understood by now what the Edison proposition meant to progressive men. On March 12th of this year they received a letter from the National Phonograph Co., advising them that they would be taken on as Jobbers providing their initial order called for 500 machines and 20,000 Records. This order was instantly placed and a vigorous campaign was begun throughout the immediate States for the Dealers' business. That their success in this particular line has been crowned with success is



INTERIOR OF THE SILVERSTONE TALKING MACHINE CO.'S STORE.

But Mr. Silverstone had such faith in his goods and so firm a belief in future developments of the trade that he was in no way deterred by this rivalry and started in to build up his business step by step until the need for larger quarters was soon felt.

The premises at present occupied at 1010 Olive street were secured. They possessed three thousand square feet of floor space, and there were plenty of people ready to tell Mr. Silverstone that the new store was much too large. Instead of this it was quickly seen that the business was too large for the store, for it grew by leaps and bounds. In the fall of 1906, with the evidenced by the fact that within two months they were compelled to double their Records bins. They early recognized that to become a successful Jobber it is imperatively necessary to carry a good stock of Records. Mr. Silverstone was impressed with this knowledge when a customer one day, after being unable to obtain three Records, left the store in disgust, exclaiming: "You carry no stock of Records." It was an unusual thing to be out of Records, but this incident made Mr. Silverstone determine never to let it happen again.

Marks Silverstone in his younger days served an apprenticeship of five years at watchmaking.

This mechanical training has enabled him to become a mechanical expert on talking machines and has added materially to his business. He makes a point, too, of keeping his promises in securing special Records, and treats the one-Record customer as courteously as the larger purchaser.

The Silverstone Talking Machine Co. is considered one of the most progressive in St. Louis and is quoted as an object lesson to the small Dealer. Mr. Silverstone says to such a Dealer: "Stick to the Edison and you'll not get stuck." This is good advice.

It Need Not be New to Win

"We have been selling Edison Phonographs and Records for almost four years and we thought it might be of interest to your readers to know that the Edison is the machine of machines. Some little while ago we heard that the Industrial Home for Girls, a State institution, was going to buy a talking machine of some kind. We called them up on the 'phone and they told us we could enter the contest if we wanted to, and might come up on the following afternoon. As we did not have at that moment a new Triumph in stock, I took up one of mine that had been in use for three years. On arriving there the next day we found two types of one make of rival machine, and one of another, the latter being equipped with four horns of different size. The superintendent of the school, together with one of the directors, acted as judges. They only allowed us to play about six records each, and told us that the board of directors would meet on the following day and decide. After this meeting we were called up and told to order them a Triumph machine. We also sold a 42-inch horn and a nice lot of Records."—*Pepper & Powell, Salem, West Virginia.*

The Small Dealer

We have recently had a good deal to say about some of our record-breaking orders as, for example, Babson Bros., of Chicago, and the huge shipment made to our Australian branch. We have written of these with justifiable pride, certain that the trade likes to know of our growing prosperity, which is their prosperity too. But the success of the small Dealer, whose orders in comparison with Babson Bros. and others seem insignificant, is of quite as much importance to us relatively. Just as they depend upon us to protect their end, so we depend upon them to use their best endeavors for us. The Romans used to look upon acorns not merely as acorns but as prospective oak trees; and to us, every Dealer, however small he may be, is prospectively a very much larger Dealer or even Jobber. Thus it is we are glad to get such letters as the following:

"As a new Edison Dealer I thought a few words as to my business would be of interest to you.

In July, 1906, I received my first shipment of three machines and 150 Records, and from the start I had regular visits from the most select people in the city to hear the new records, all of which were greatly enjoyed. From this stock beginning with small sales until the Xmas time, when we secured several nice sales, in the best homes.

In January, February and March we sold 35 machines and nearly 1,000 Records, and today our stock always consists of at least ten machines and labeled boxes holding over 700 Records.

In this city there are five other dealers, handling the various other makes of talking machines, all of whose sales combined would not equal ours.

I consider this our most important line and will open regular parlors on our second floor, and hope to be able to triple the above in the fall season."—*R. A. Kirkpatrick, Fredericksburg, Pa.*

Printed Matter

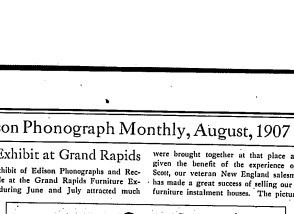
Copies of the Numerical and Alphabetical Catalogue of Records, Form No. 1120, have just been mailed to the entire trade. This includes in one cover the catalogues which have heretofore appeared separately. It supersedes Numerical Catalogue, No. 1020, and Alphabetical Catalogue, No. 1025. It contains all Domestic and Foreign Records listed to and including July, 1907, and will be current for six months. The Domestic, Grand Opera and Foreign lists are first given in Numerical order, followed by the Domestic list in alphabetical form. This combined form will be a permanent feature, for we believe the catalogue will be more useful in one cover than in two. This catalogue is intended for trade use only, will only be supplied in limited quantities, and will not be furnished for distribution to the public. Jobbers will please bear in mind that copies have been mailed to all Dealers and that it will not be necessary to supply them with other copies except upon request.

Copies of a new edition of the Machine Catalogue, Form No. 1235, were mailed to the entire trade during July. Although this catalogue is bound in a new cover, it is only intended for use until the new equipment becomes effective on September 16th. At that time an entirely new catalogue will be printed, covering all the changes in equipment and prices, although it will probably be bound in the new style cover. The trade is asked to order the present edition in such a manner as will leave few copies on hand when the new equipment goes into effect.

* The salesman who has only one method of attack is a very poor general, whose defeats will outnumber his victories a hundred to one.

Our Exhibit at Grand Rapids

The exhibit of Edison Phonographs and Records made at the Grand Rapids Furniture Exposition during June and July attracted much attention among furniture men doing business on the instalment plan. The exhibit was in charge of B. R. Barklow and he had the assistance part of the time of A. C. Ireton, Assistant Manager of Sales. During Mr. Ireton's presence in Grand Rapids, the Western salesmen were brought together at that place and were given the benefit of the experience of J. W. Scott, our veteran New England salesman, who has made a great success of selling our goods to furniture instalment houses. The picture shown herewith shows the Western salesmen and Mr. Scott, when they were "looking pleasant." While in Grand Rapids, our representatives made their headquarters at the office of the Grand Rapids Furniture Supply Co., the Manager of which, W. P. Innis, spared no pains to entertain them.



WESTERN SALESMEN AT GRAND RAPIDS.
Standing, from left to right—H. A. Turner, Geo. A. Reuter, M. G. Kreusch, J. W. Scott.
Sitting, from left to right, A. V. Chandler, A. H. Kiesler, F. J. Fritchey, W. P. Hope.

The One-Price System in Other Lines

"I am heartily in favor of your plan of doing business in restricting the sale of your goods, as it is the only hope and means left for the beginner and small dealer to compete and exist with the large department stores and mail order houses. There is a movement on foot now among the jewelry trade all over the country to compel some of the principal manufacturers and jobbers of leading branches of watches and jewelry to adopt a similar plan and I only hope they may be successful in their efforts."

Thus writes J. C. Schirmer, an Edison Dealer at Dayton, Ohio, who is also a jeweler. He has recognized that our adoption of this one price system has alone made it possible for the small Dealer to exist. What chance would such a one have if his larger neighbor could cut prices arbitrarily as in other manufactured articles? As was mentioned last month, in Mr. Dolbeer's paper, the National Phonograph Co. instituted this system so that the entire trade should be safeguarded, and it is on this account that our relations with our Jobbers and Dealers continue to be of the most cordial nature. That other trades are wakening to the advantages of a one price system, not only among the jewelers, but among certain branches of the music trades, is a strong endorsement of our policy.

"I fully believe in your policy of requiring a good stock kept on hand and then protecting the retailer in his profits. I have often thought that if other businesses were run on the same principles it would be a great improvement over our present systems."—*E. T. H., Stephen, Minn.*

The salesman with a good article—an Edison Phonograph, for instance—can't help knowing he is doing a man a favor by introducing such a thing to his notice; but it is not often good policy to let the prospect into your secret.

The Edison Phonograph at the North Pole

Walter Wellman, the special correspondent of the Chicago *Record-Herald*, the explorer who hopes to reach the Pole by airship, has taken an Edison Home Phonograph to beguile the dreary hours in the frozen North. It was presented by the National Phonograph Company, together with a hundred Records and a number of blanks, and is now being used in the expedition's headquarters at Dane's Island, on the northwest coast of desolate Spitsbergen, which lies in the Arctic seas, six hundred miles from the North Pole. In his latest despatch from this inhospitable region, Mr. Wellman, after speaking of bear hunting and preparations for the ascent, writes: "Tonight, June 10, we had an Edison Phonograph concert after supper."

Our president, W. E. Gilmore, presented the Phonograph through Major Henry E. Hersey, of the Rough Riders and the United States Weather Bureau, who has promised to let us know at the conclusion of the expedition how much it has been appreciated. The Major, who accompanies the explorer as the representative of the National Geographic Society, is no stranger to ballooning. Last fall he sailed with Lieut. Lahm, in the International Balloon Race, which started from Paris and was won by the American airship largely through his meteorological knowledge.

The Wellman airship is of enormous size and of the dirigible kind. A steel car is suspended from it, having a promenade deck fifty feet in length, and there is also space to carry fifteen dogs in case the vessel has to be abandoned and the return made by sledges. Mr. Wellman believes it can remain in the air for more than three weeks and hopes to reach the Pole and return to his headquarters in ten days.

We wish the Wellman expedition every success and hope that it will gain the coveted distinction for America. We trust that it will escape the tragic fate of poor Andree, and his companions, who started from the same place just ten years ago, in the "Eagle" balloon, and have not since been heard of.

Our Bill Board Advertising Appreciated

"Your 'bill board advertising was given the first showing here yesterday afternoon and we followed it immediately this morning with an 'ad' in the local papers and are sure we shall be greatly benefited. We want to express our appreciation of the assistance rendered by the National Phonograph Co., and think that a man who cannot sell Edison Phonographs with the amount of advertising that you people are doing to help, cannot sell much of anything."—*J. G. Caldwell, Manager Talking Machine Dept., Standard Music Co., Chattanooga, Tenn.*

Visiting Jobbers

Visiting Jobbers at our New York office during July were the following: Fred and Henry Babson, of Babson Bros., Chicago; W. D. Andrews, Syracuse, N. Y.; P. E. Conroy, of Conroy Piano Co., St. Louis, Mo.; G. R. Youmans, Waycross, Ga.; W. E. Henry, of Powers & Henry, Pittsburg, Penna.; J. W. Willys, of Elmira Arms Co., Elmira, N. Y.; C. H. Rundel, of Southern California Music Co., Los Angeles, Cal.; J. W. Barnhill, of Penn Phonograph Co., Philadelphia; J. MacFarquahar, of S. Kann Sons & Co., Washington, D. C.; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va.; E. Percy Ashton, of American Phonograph Co., Detroit, Mich.; Mr. Davidson, of Perry B. Whitsit Co., Columbus, Ohio; J. F. Bowers, of Lyons & Healy, Chicago; C. N. Andrews, Buffalo, N. Y.

New Life Into German Homes

"We wish to congratulate you on the new list of 50 German Records just distributed. They are winners and will bring new life into many German homes, as they are certain to please. The quartettes are grand, and the jollity you can't beat 1595. I predict a very large sale on this number."—*Metropolitan Phonograph Co., 1035 Flushing Avenue, Brooklyn, N. Y.*

This letter is the kind we are very glad to receive, for it shows a desire on the part of the Metropolitan Phonograph Co. to make our foreign records go. They are exceptionally fine, and the Germans are selected from those which have attained the greatest success throughout the Fatherland. The German people love good music and if they know the ease with which they may obtain these new Records there is certain to be a large demand for them.

The Ubiquitous Phonograph

It becomes more difficult every day to discover uses to which the Phonograph has not been put, or places where it has not been seen and heard. Recently it was used in Russia to marry a couple who had quarrelled with the priest, and now, in France, it has been put to another sacred use. A priest having no altar boy to make responses during celebrations of the mass, uses a Phonograph into which he has previously spoken the sacramental words. The experiment is said to meet with great success.

Opportunity is said to come knocking at every one's door once in a lifetime. But so many of us are a little hard of hearing that it is safer to call on Opportunity.



BUILDING OF BABSON BROS., CHICAGO.

This illustration gives a very good idea of the large business done by Babson Bros., Edison Jobbers, of Chicago. The express wagons are filled with Edison Phonographs, sold by mail order, and demonstrate clearly that even in a field as a rule overrun with cut price articles the Edison Phonograph, a protected one, is enormously successful. With a business of such proportions it is easily understood why Babson Bros. have to send us such huge orders.

SUSPENDED LIST, AUGUST 1, 1907.

Supplementary to list of Suspended Dealers dated June 1, 1907, which is still in force and which must be given the same attention by Jobbers and Dealers as if reprinted here.

ILLINOIS.

*Cuskerville—Geo. Swinehart & Son.
Peoria—H. Meyer, 1307 S. Adams st.

IOWA.

*Cushing—Bullock & Lyman.
*Mederville—John J. Carpenter.

KANSAS.

Wichita—Frank B. Powell, 123 N. Main st.

MAINE.

*Gardner—C. H. Cobb.
*Oldtown—H. M. Burnham.

NEW HAMPSHIRE.

*Dover—H. C. Ingalls & Co., 444 Central ave.

NEW JERSEY.

Newark—R. Rosenthal, Prop. Springfield Hdw. and Sptg. Goods Store, 71 Springfield ave.

NEW YORK.

*New York City—Italo-American Phono. Co., (H. Gerard & Co.)

NORTH DAKOTA.

*Fargo—Ben Hart.

PENNSYLVANIA.

Lancaster—J. H. Tragresser, 249 N. Queen st.

TENNESSEE.

*Alexandria—Clarence D. Baird Music Concern.

UTAH.

*Salt Lake City—Daynes Romney Music Co., 26 East South First st.

VIRGINIA.

*Norfolk—W. Reichenstein, 296 Church st.

WISCONSIN.

*Walworth—G. H. Steward.

* Added since July 1, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Everybody Dances When the PHONOGRAPH Plays



THE dance music of the Edison Phonograph is irresistible. Its selections are clear, distinct, tuneful and in perfect time. It offers the most fascinating waltzes and spirited two-steps of the world's great composers as well as the popular dance music of the hour. It is a military band or a symphony orchestra at will, affording a delightful and widely varied program without expense or attention. The Phonograph represents the personal work of Mr. Edison, the inventor of the talking machine idea. Hear it at any Edison store; you must compare it with others to fully appreciate its entertaining powers. If you wish information in advance, write for our booklet, giving descriptions and prices.

NATIONAL PHONOGRAPH CO., Lakeside Ave., Orange, N. J.

Jobbers of Edison Phonographs and Records

Continued from page 2 of Cover

NEW YORK.

Albany—Finch & Hahn, 92 State st.
Asteria—John Rose, 99 Fulton ave.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells sts.
Robert L. Loud, 618 Main st.
Neal, Clark & Neal Co., 647 Main st.
Elmira—Elmira Arms Co., 117 Main st.
Gloversville—American Phono. Co., 92 W. Fulton st.
Kingston—Forsyth & Davis, 207 Wall st.
New York City—Bettini Phono. Co., 156 W. 125 st.
Blackman Talking Machine Co., 97 Chambers st.
J. Bleckman & Son, 2237 3d ave.
J. Dayden, Jr., Inc., 126 W. 125th st.
S. B. Davega, 51 E. 14th st.
Douglas Phono. Co., Inc., 83 Chambers st.
Jaynt Music Box Co., 89 Union square.
Victor H. Hapke, 1859 Second ave.
Regal Co., 105 Union square.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1612 First ave.
Oswego—Frank B. Solway, 32 W. Bridge st.
Rochester—A. J. Dunlueger, 946 North st.
Mackie Piano, O. & M. Co., 100 State st.
Giles B. Miller, 82 State st.
Talking Machine Co., 97 Main st., N.
Schenectady—Finch & Hahn, 504 State st.
Jay A. Rickard & Co., 263 State st.
Syracuse—W. D. Andrews, 216 N. Salina st.
Troy—Finch & Hahn, 3 Third st.
Utica—Clark-Horrocks Co., 54 Genesee st.
Arthur F. Ferries, 89 Washington st.
William Harrison, 63 Columbia st.
Utica Cycle Co., 16 Columbia st.

OHIO.

Canton—Klein & Heffelman Co., 220 N. Tuscarawas st.
Cincinnati—Ball-Pintas Co., 103 West 3d st.
Ilsen & Co., 815 Vine st.
Lawrence McGreal, 39 East 6th st.
Rudolph Wurlitzer Co., 121 East 4th st.
Cleveland—Eclipse Musical Co., 1370 East Ninth st.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Niehaus & Dohse, 25 N. 5th st.
Newark—Ball-Pintas Co.
Toledo—Hayes Music Co., 608 Cherry st.

OREGON.

Portland—Graves & Co., Inc., 328 Washington st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 539 Hamilton st.
Easton—William Werner, 422 Northampton st.
Harrisburg—S. K. Hamburger, 13-14 N. Market square.
Philadelphia—Louis Buehn & Bro., 45 N. 9th street.
C. J. Heppe & Son, 1117 Chestnut st.
Lit. Bros., Market and 8th sts.
Musical Echo Co., 1217 Chestnut st.
Penn Phonograph Co., 17 S. 9th st.
John Wanamaker, 13th and Market sts.
Weymann Talking Mach. Co., 41 and 43 N. Market st.
H. A. Weymann & Son, 925 Market st.

Pennsylvania—Continued.

Pittsburg—Pittsburg Phono. Co., 937 Liberty st.
Powers & Henry Co., 101 Sixth st.
Standard Talk. Mach. Co., 418 Wood st.
Reading—S. K. Hamburger, 723 Chestnut st.
Reading Phonograph Co., 48 N. 5th st.
Scranton—Ackermann & Co., 217 Wyoming av.
Technical Supply Co.
Sharon—W. G. DeForcest & Son.
Williamsport—W. A. Myers, 146 W. 3d st.

RHODE ISLAND.

Providence—J. M. Dean Co., 785-795 Westminster st.
J. A. Foster Co., Weybosset and Dorrance sts.
Household Furniture Co., 231 Weybosset street.
J. Samuels & Bro., 154 Weybosset st.
A. T. Sontergeod Co., 105 N. Main st.

TENNESSEE.

Chattanooga—J. H. Templeman Co., 253 Montgomery ave.
Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay st.
Memphis—P. M. Atwood, 160 N. Main st.
Mackie Piano Co., 163 S. Main st.
Nashville—Hagenow & Co., 37 Arcade.
Nashville Talking Machine Co., 214 Church st.
O. K. House Piano Co., 231-233 Fifth ave.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Walz Co., 101 El Paso st.
Fort Worth—Cummings, Shepherd & Co., 706 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin sts.
San Antonio—H. C. Ross Optical Co., 243 West Commerce st.

UTAH.

Ogden—Pruddt Sporting Goods Co., 251 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main st.

VERMONT.

Burlington—American Phono. Co., 84 Church street.

VIRGINIA.

Richmond—C. B. Haynes & Co., 403 E. Main street.

WASHINGTON.

Seattle—D. S. Johnston Co., 902 Second ave.
Kohler & Chase, 716 Pike st.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

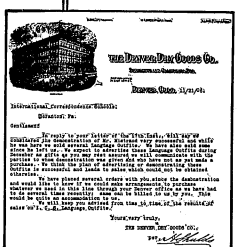
Milwaukee—McGreal Bros., 173 2d st.

CANADA.

Montreal—Peter Kelly, 232 St. Lawrence st.
Quebec—C. Robitaille, 320 Rue St. Joseph.
St. John—W. H. Thorne & Co., Ltd., 43-46 Prince William st.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge st.
Vancouver—M. W. Waitt & Co., 853 Granville street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 325 Princess st.

In the Words of Others
"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I.C.S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW.



THE DENVER DRY GOODS CO.

DENVER, COLO. 11/21/06.

International Correspondence Schools:

Gentlemen:

In reply to your letter of the 17th inst., with 242-'48 Spanish Outfits, we have sold several Language Outfits, but only to the very few with whom the matter of Language Outfits has been taken up. We expect to advertise these Language Outfits during the holidays, and we have no doubt that the results from this advertising will be quite satisfactory. The action you have taken in this matter is most satisfactory to us.

We have placed several orders with you since the demonstration and would like to have you make arrangements to purchase whatever stock it is that we may need from time to time, and to do several times monthly. same can be billed on up to you. This would be quite an accommodation to us.

Kindly send us a copy of your catalogue, and keep us notified from time to time of the publication of your new Language Outfits.

Yours very truly,

THE DENVER DRY GOODS CO.,

per

International Correspondence Schools
SCRANTON, PA.

EDISON PHONOGRAPH MONTHLY

Vol. V — September, 1907 — No. 7

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Published for Trade use only by The National Phonograph Co, Orange, N.J.

Jobbers of Edison Phonographs and Records

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin st.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co., 809 Main street.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 917-921 Wood st.
Sacramento—A. J. Pommer Co., 9th and J sts.
San Francisco—P. Bacigalupi & Sons, 1021 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 612 16th st. Hext Music Co., 16th and California sts.

CONNECTICUT.

New Haven—Pardee-Hilenberger Co., Inc., 96 State street.

DISTRICT OF COLUMBIA.

Washington—S. P. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons & Co., 9th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree st.
Phillips & Crew Co., 37-39 Peachtree st.
Savannah—Youmans & Leete, 116 Barnard st.
Waycross—Goodrich Youmans.

ILLINOIS.

Chicago—Babson Bros., 1419 19th st.
Lyon & Healy, Wabash ave. & Adams st.
James I. Lyons, 192 Van Buren st.
The Siegel Co., 68 E. Lake st.
Montgomery Ward & Co., 111 Michigan avenue.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia avenue.
Kipp-Link Phonograph Co., 217 N. Illinois st.
A. Hyatt & Co., 119 S. Illinois st.
Lafayette—A. B. Wahl & Co., 324 Main st.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust st. Vim Co., 504 Seventh st.
Dubuque—Harger & Blish, 804 Main st.
Fort Dodge—Early Music House, 823 Central ave.
Sioux City—Early Music House, 315 Court st.

KENTUCKY.

Louisville—Montenegro-Richm Music Co., 630 4th ave.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman st.
National Automatic Fire Alarm Co., 614 Gravier st.

(Continued on page 3 of cover.)

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange st.
Portland—W. H. Ross & Son, 307 Commercial street.

MARYLAND.

Baltimore—S. P. Droop & Sons Co., 231 North Howard st.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover st.
Eastern Talking Mach. Co., 177 Tremont street.
Ivor Johnson Sptg. Goods Co., 163 Washington st.
Fitchburg—Ivor Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central st.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 429 Main st.
Worcester—Ivor Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward avenue.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas G. Hough, 714 Hennepin avenue.
Minnesota Phono. Co., 606 Washington av., So.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th st.
Thomas G. Hough, 382 Wabasha st.
Koehler & Hinrichs, 265 E. 3d st.
Minnesota Phonograph Co., 37 E. 7th st.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1217-1219 Walnut st.
J. F. Schmelzer & Sons Arms Co., 716 Main st.
St. Louis—Conroy Piano Co., 11th and Olive sts.
O. K. Houck Piano Co., 1118 Olive st.
Silverstone Talk. Mach. Co., 1010 Olive st.

MONTANA.

Helena—Frank Busser, 509 N. Main st.

NEBRASKA.

Lincoln—Ross P. Curtice Co., 1125 O st.
H. E. Bidlee Phono. Co., 141h and P sts.
Omaha—Nebraska Cycle Co., 16th and Harney streets.
Shultz Bros., 16th and Chicago sts.

NEW HAMPSHIRE.

Manchester—John B. Varick Co., Varick Bldg.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 39 New st.
Price & Co., 24 Halsey st.
Siegle Phono. Store, 387 Bank st.
Paterson—James K. O'Dea, 117 Ellison st.
Trenton—Stull Block Book and Stationery Co., 501-503 Hall ave.
John Ryker, 28 N. Broad st.

NEW YORK.

Albany—Albany Phonograph Co., 19 Maiden lane.
Buffalo—Ellicott Square Co., Ellicott Square.
Elmira—Elmira Arms Co., 206 E. Water st.
Geneva—Geneva Optical Co., 31 Seneca st.
Ithaca—Ithaca Phonograph Co., 109 E. State st.
Jamestown—Jamestown Phonograph Co., 20 E. 3d st.
Newburgh—Wilson Bros., 59 Broadway.
New York—Blackman Talking Mach. Co., 1 Park place.
Douglas Phonograph Co., 26 Cortlandt st.
Emanuel Blout, 1 E. 125th st.
Leeds & Co., 5th ave. and 34th st.
Macy & Co., Broadway and 14th st.
Oscar Saenger, 6 E. 16th st.
Sol Bloom, 1358 Broadway.
Rochester—Rochester Phonograph Co., 25 Main st. E.
Schenectady—Mohawk Valley Co., 15 N. Jay st.
Syracuse—Wiles-Smith Co., 359 S. Salina st.
Utica—Utica Phonograph Co., 222 Genesee st.
Yonkers—Yonkers Phonograph Co., 5 Dock st.

NORTH CAROLINA.

Asheville—Asheville Phonograph Co., 14 Patton ave.
Charlotte—Charlotte Phonograph Co., 20 S. Tryon st.
Greensboro—Greensboro Phonograph Co., 220 S. Elm st.
Raleigh—Raleigh Phonograph Co., 124 Fayetteville st.
Wilmington—Wilmington Phonograph Co., 114 Princess st.

OHIO.

Akron—Akron Phonograph Co., 140 S. Main st.
Cincinnati—Cincinnati Phonograph Co., 18 E. 4th st.
Cleveland—Cleveland Phonograph Co., 1836 Euclid ave.
Columbus—Columbus Phonograph Co., 137 N. High st.
Dayton—Dayton Phonograph Co., 30 N. Main st.
Lima—Lima Phonograph Co., 127 N. Main st.
Mansfield—Mansfield Phonograph Co., 24 Park ave., W.
Springfield—Springfield Phonograph Co., 24 E. High st.
Toledo—Toledo Phonograph Co., 1 Summit st.
Youngstown—Youngstown Phonograph Co., 24 W. Federal st.
Zanesville—Zanesville Phonograph Co., 46 N. 5th st.

OKLAHOMA.

Oklahoma City—Oklahoma Phonograph Co., 20 W. Grand ave.

OREGON.

Portland—Allen & Gilmore, 353 Washington st.
Eilers Music House, 351 Washington st.

PENNSYLVANIA.

Allentown—Allentown Phonograph Co., 1031 Hamilton st.
Altoona—Altoona Phonograph Co., 1305 Eleventh ave.
Erie—Erie Phonograph Co., 1001 State st.
Harrisburg—Harrisburg Phonograph Co., 1 N. 3d st.
Johnstown—Johnstown Phonograph Co., 417 Main st.
Lancaster—Lancaster Phonograph Co., 137 N. Queen st.
Philadelphia—Blackman Talking Mach. Co., 1109 Arch st.
Edward Lyman, 1031 Walnut st.
Penn Phonograph Co., 1016 Chestnut st.
Pittsburg—Harper Phonograph Co., 1 Fifth ave.
Pittsburg Phonograph Co., 1 Fifth ave.
Reading—Reading Phonograph Co., 1 N. 5th st.
Scranton—Scranton Phonograph Co., 1 Lackawanna ave.
Wilkes-Barre—Wilkes-Barre Phonograph Co., 1 S. Main st.
Williamsport—Williamsport Phonograph Co., 1 W. 4th st.
York—York Phonograph Co., 1 W. Market st.

RHODE ISLAND.

Providence—Providence Phonograph Co., 1 Weybosset st.

SOUTH CAROLINA.

Charleston—Charleston Phonograph Co., 1 Broad st.
Columbia—Columbia Phonograph Co., 1 Main st.
Greenville—Greenville Phonograph Co., 1 Main st.

TENNESSEE.

Memphis—Memphis Phonograph Co., 1 S. Main st.
Nashville—Nashville Phonograph Co., 1 Public Square.

TEXAS.

Dallas—Dallas Phonograph Co., 1 Main st.
Fort Worth—Fort Worth Phonograph Co., 1 Houston st.
Galveston—Galveston Phonograph Co., 1 Tremont st.
Houston—Houston Phonograph Co., 1 Main st.
San Antonio—San Antonio Phonograph Co., 1 Alamo Plaza.

UTAH.

Salt Lake City—Salt Lake Phonograph Co., 1 Main st.

VERMONT.

Burlington—Burlington Phonograph Co., 1 Church st.

VIRGINIA.

Lynchburg—Lynchburg Phonograph Co., 1 Main st.
Norfolk—Norfolk Phonograph Co., 1 Main st.
Richmond—Richmond Phonograph Co., 1 E. Broad st.
Roanoke—Roanoke Phonograph Co., 1 Campbell ave.

WASHINGTON.

Seattle—Seattle Phonograph Co., 1 Cherry st.
Spokane—Spokane Phonograph Co., 1 Howard st.
Tacoma—Tacoma Phonograph Co., 1 Pacific ave.

WEST VIRGINIA.

Charleston—Charleston Phonograph Co., 1 Capitol st.
Huntington—Huntington Phonograph Co., 1 Fifth ave.
Wheeling—Wheeling Phonograph Co., 1 Market st.

WISCONSIN.

Milwaukee—Milwaukee Phonograph Co., 1 Grand ave.
Oshkosh—Oshkosh Phonograph Co., 1 Main st.

Edison Phonograph Monthly

VOL. V. September, 1907 No. 7

Planning Ahead

There is every indication of an exceptionally large business this coming fall. Jobbers' orders are already coming in steadily, showing in nearly every instance a marked increase over those of 1906. These Jobbers show their wisdom by ordering early and largely, and Dealers should follow their lead. There is no longer any excuse for the timid Dealer to wait and see how other Dealers are doing before he places a big order with his Jobber. The Phonograph business is past the experimental stage and is not dependent upon the caprice of the few, but on the demand of the many; and the Dealers who orders late is the one who will lose his customers. We believe that our new horn equipment will be a very strong factor in making this coming season the best from a business standpoint that we have known. Then, too, our facilities for manufacturing Phonographs and Gold-Moulded Records have increased to such an extent that we can despatch all orders promptly and need keep no one waiting.

Dealers not already doing so should make a resolution to carry a full stock of domestic Records this season. Failure to do this often drives a customer to another store; for it is not in human nature to wait if such an easy remedy as a visit to a rival store is at hand. It is not too early now to plan for the fall business. If Dealers have insufficient Record bins or shelves, now is the time to put more in and to see that the interior of the store is made attractive. A well lighted interior, and a store in which Edison Phonographs are well displayed and an abundance of Records are in sight, give confidence to intending buyers and make for the proprietor's prosperity.

Praise for Our Recording Department

"We wish to congratulate your Recording Department on the grand work it is doing. It is marvellous, and such lists are the greatest encouragement to the Jobber and Dealer to use every effort to increase the sale of Edison goods."
—*Spokane Phonograph Company, Spokane, Wash.*

What the New Horn Equipment Means

In another column we print a few typical opinions concerning the new horn equipment which goes into effect on September 16th. A glance at these letters will show that they are distinctly favorable. Most Dealers have been quick to see that so far from being a hardship or an arbitrary ruling on our part, this new step has been taken only after we have looked at the matter in every light and have been convinced that it would be mutually beneficial.

Leaving aside for a moment the fact that the new horn, by reason of the excellent results it produces, is an additional selling point, we would first point out that this new departure is yet another safeguard to the Dealer. Unable to cut prices on Edison goods, certain Dealers who have lived more by the letter than the spirit of our agreement, have made such reductions on the prices of horns as to make it impossible for smaller Dealers in the same locality to compete with them except by adopting the same methods. Thus, entirely without our approval, a species of price cutting has crept in which we have been unable to check. Under the new conditions this will not take place.

It is largely because we have put out no adequate horn with Edison Phonographs that the market has been glutted with horns of all sizes and description, many of them of unpleasing design and unscientific construction. There has consequently been little uniformity, either in appearance or tone. Our new horn now enables the Dealer to say positively that the best horn for the Edison Phonograph is the one that is part of its equipment, and he will not longer have to carry such a large and varied stock of others as has formerly been the case.

The possible effect of the increased prices on the sales was a subject into which we went very deeply. We speedily came to the conclusion, which was concurred in by many Jobbers and Dealers of wide experience, that the increase of prices would, so far from acting as a

(*Continued on page 5*)

The New Edison Gold Moulded Records Advance List for November, 1907

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before October 28th, all things being favorable, but they must not be placed on sale by Jobbers or leave their places of business, or be reshipped to Dealers before 8 A. M. on October 28th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after October 20th, but must not be circulated among the public before October 28th. Jobbers are required to place orders for November Records on or before September 10th. Dealers should place November orders with Jobbers before September 10th to insure prompt shipment when Jobbers' stock is received.

9674 Danny and His Hobby Horse — **Edison Concert Band**

Arthur Pryor, who composed this, will be remembered as the composer of the following attractive Records: "Whistler and His Dog" (No. 9107); "Fun Louisa," (No. 9202); "Baby Parade," (No. 9330); "Mr. Black Man," (No. 8669); "On Jersey Shore," (No. 8760); "Razzazza Mazzazza," (No. 9333) and others; "Danny and His Hobby Horse" is a cleverly written, tuneful caprice, into which is introduced the child's voice as he plays with his toy. An uncommon Record that will find a host of admirers. Music, Arthur Pryor; publisher, Carl Fischer, New York.

9675 When Summer Tells Autumn Good-Bye — **Manuel Romain**

This descriptive, sentimental song, the words of which tell of a pair of lovers who are to be wedded "when summer tells autumn good-bye," is set to fitting and melodious music. Manuel Romain is thoroughly at home in this type of song, and has made a fine Record, which will become increasingly popular. Orchestra accompaniment. Music, J. Fred Helf; words, Arthur Lamb; publishers, Helf & Hager, New York.

9674 Oh, Oh, Miss Lucy Ella — **Collins and Harlan**

A sentimental coon duet, excellently rendered by two artists who are unequalled in this line of work. The melody is bright and the words show the ardent manner in which Miss Lucy Ella is wooed by her honey boy:

"Oh, Oh, Miss Lucy Ella,
I'm black, go, as you are yellow,
But I love you true, dood I do.
Nobody else but you, you, you.

And Oh, Oh, Miss Lucy Ella,
If you'll tell me that I'm your fellow,
Then your honey boy will jump for joy,
Lucy Ella won't you be my beau?

Orchestra accompaniment. Music, Harry Von Tilzer; words, Andrew B. Sterling; publishers, Harry Von Tilzer Music Publishing Co., New York.

9677 Secret Love Gavotte — **Albert Benzler**

A bells solo by this virtuoso will be eagerly sought after. Mr. Benzler plays this charming gavotte in a manner which gives him ample scope for his great skill, and the reproduction is admirable for its tonal clarity. The orchestra accompaniment adds to the enjoyment. Orchestra accompaniment. Composer, Johann Resch. Special arrangement and not published.

9678 He Lost Her in the Subway — **Ada Jones**

This very amusing comic song is sung by Miss Jones with all the vivacity and fun for which she is famous, and will eagerly be purchased by her many admirers. The song tells of the exceedingly unfortunate bridegroom who married his Clara down at the City Hall. It must have been the rush hour in the Subway, for they were separated and the gates closed, leaving him outside, while she was carried off to Fourteenth Street in this way:

"When last he saw his sister, late in the afternoon,
With both her hands she hung onto a strap;
The rails went round a curve, the crowd began to swerve,
She fell and fourteen men fell in her lap.

A push gave her a seat, then stepped upon her feet,
His arm went up, off went his darling's hat;
He saw him with his eyes, he heard his darling sighs,
I have to think what happened after that.

Orchestra accompaniment. Music, S. R. Henry; words, Alfred Bryan; publishers, Jos. W. Stern & Co., New York.

9679 Honey Boy — **Reed Miller and Reinald Werrenrath**

These artists, tenor and baritone respectively, have each made solo Records for us previously,

but have never sung a duet together, and the result, "Honey Boy," will be much appreciated. It is a swinging march tune, sung with much spirit. The air is catchy and uncommon and is widely popular. Orchestra accompaniment. Music, Albert Von Tilzer; words Jack Norworth; publishers, The York Publishing Co., New York.

9680 Who? Me? — **Billy Murray**

Billy Murray always manages to get hold of amusing songs and always sings them in the funniest fashion. This one is no exception. Sam Jones had promised to wed his best girl, but couldn't make good, owing to the lamentable fact that his uncle held his dress clothes "in soak." But Sam borrowed some from a friend, and the parson was about to tie the knot when a perfect lady "butted in" and cried out that she was Sam's real bride, and if he tried bigamy she would "bust his head." Sam had lost his heart to one charmer, but he wasn't anxious to lose his head to another, so he cried out anxiously:

"What You? Me? You? Not me, I'm not the man;
You may have made a big mistake, I'm sure you have I am;
Why we have never met before, so he showed up once more.
What You? Me? You? Not me, I'm not the man.

Orchestra accompaniment. Music, Ted Snyder; words, George Whiting; publisher, F. A. Mills, New York.

9681 I See Thee Again Waltz — **Edison Symphony Orchestra**

This is one of the most attractive waltz Records we have made in a long while. The predominating strings and wind blend so perfectly with the brass that the effect is altogether charming. This Record should be bought by everyone who is looking for a new and beautiful waltz. Composer, Manuel Estrada; publisher, Carl Fischer, New York.

9682 June Moon — **Irving Gillette**

A very pretty, sentimental song, appropriately rendered. The music is likely to be popular, and the introduction of the bells in the accompaniment has a very pleasing effect. Most young people have no objection to the moon taking a rest behind a cloud every now and then, but the young couple in this particular song seem desperately anxious that he should come out and shine brightly, which seems remarkable.

"Now please don't hurry and we'll marry
If you'll shine June Moon."

Orchestra accompaniment. Music, Wm. J. Vanderveer; words, Earl J. Benham; publishers, Jos. W. Stern & Co., New York.

9683 Kiss, Kiss, Kiss — **Ada Jones and Billy Murray**

In Anna Held's phenomenal success, "The Parisian Model," there was, and is, no more popular number than "Kiss, Kiss, Kiss." Not only are the words bright and amusing, but there is a delightful lilt in the tune which means wide popularity for it. It is not too much to say that our artists have entered into the spirit of it and sing it as well as the original singers on the stage. The orchestral accompaniment, in which the bells are prominent, adds to the attractiveness of this Record. Music, Gertrude Hoffman; words, Harry B. Smith; publishers, M. Witmark & Sons, New York.

9684 If I'm Goin' to Die, I'm Goin' to Have Some Fun — **Arthur Collins**

This diverting coon song, rendered with all of Arthur Collins' customary humor, relates the illness and recovery of Jim Jackson. Jim caught a cold and instead of taking hot gin fizzes, as his anxious friends advised, persisted in going out to shoot dice. The night was cold as ice, and three weeks later James looked feebly at his physician, and was told he was going to die. This sad news acted as a tonic to the sick man, for he sat straight up in bed and remarked:

"I'm goin' to get right up and put on my clothes,
I'm goin' to get my razor and shave off my nose;
I'm goin' to drive around in an open carriage,
If I meet my gal there's goin' to be a marriage;
I'll borrow from everybody on my staff,
I'm goin' to eat and drink and drive and laugh.
The doctor says my days are few, an' if I'm goin' to die,
I'm goin' to have some fun.

How he acted on this and recovered is told in the song. Orchestra accompaniment. Music and words, Geo. M. Cohan; publisher, F. A. Mills, New York.

9685 Victorious Eagle March — **Edison Military Band**

This fine, rousing march is brilliantly played by the Military Band. The themes are bright and stirring and the perfect precision with which it is performed will make it widely liked. Composer, George Rosey; publishers, Hinds, Noble & Eldredge, New York.

9686 Why Did They Sell Killarney? — **Frank C. Stanley**

A song that by reason of its associations will be cordially welcomed. The air is reminiscent of the other great Irish song, "Killarney," and the words breathe the spirit of affection

for the green isle of Erin, as the chorus shows:

"Why did they sell Killarney, all for the sake of gold,
The valleys and dells, the shrine and the wells
The lake that no other on earth excels;
Where fairies oft roamed thro' the woodland.

And the boys they would all tip the blarney,
We all know that Ireland is poor, but still.
Why did they sell Killarney?"

Orchestra accompaniment. Music and words, John and Harry Dillon; publishers, M. Witmark & Sons, New York.

9687 At the Village Post Office **Edison Vaudeville Company**

An amusing, original sketch, in which Messrs. Harlan, Porter and Murray, taking the parts of country "rubes" at a village store, cause a great deal of merriment by their good humored repartee, of which this is a specimen:

MURRAY—"Give me a two-cent stamp Mr Postmaster.
HARLAN—Will I put it on the letter for you?
MURRAY—No, I'll lick it myself.
HARLAN—That is on the penny, it'll do more good."

The sketch concludes with a verse, sung by all, descriptive of their visit to New York City, and is partially interrupted toward the end by Angelina, the postoffice cat, trimming a presidency dog who dared to follow his master into the store. This Record must not be missed. Original arrangement and not published.

9688 'Neath the Old Cherry Tree, Sweet Marie **Byron G. Harlan**

A tuneful, sentimental song, well sung by Mr. Harlan, who has made an excellent Record. No follower of sentimental ballads is surprised at meeting "Sweet Marie" again, either under cherry or chestnut tree. In this instance she plighted her troth under the old cherry tree and the hero is sitting alone, hoping that some day she and he will be again, in the shades of evening, under the sheltering branches. Orchestra accompaniment. Music and words, Williams and Van Alstyne; publishers, Jerome H. Remick & Co., New York.

9689 Sweet Spirit Hear My Prayer **Edison Venetian Trio**

This special arrangement for the celebrated instrumental trio should be an widely popular as "Sonnambula" the last Record we made for us, which was a very big seller. No combination of instruments can produce a greater sweetness and delicacy of tone than the flute, harp and violin, and we predict that this Record will make a great success. Music by William Vincent Wallace, but this special arrangement is not published.

9690 I've Had Many a Sweetheart But None Like You **Reed Miller**

Mr. Miller has a very fine song in this, the second Record he had made for us. There is a splendid swing to it, and the fact that it is written in waltz time will do much to popularize it. It is a sentimental song, but with bright, cheerful words, that are well suited to the very catchy music that accompanies them. Mr. Miller is going to be one of our best-liked singers, and his Records should not be missed. Orchestra accompaniment. Music and words, Harry D. Kerr; publishers, Jos. W. Stern & Co., New York.

9691 The King's Business **Edison Mixed Quartette**

A beautiful Record of a well known and very popular sacred song. The voices blend exquisitely and by their evenness of volume make a harmonious whole rarely attained. There can be no question as to the popularity of this selection. It is sung unaccompanied. Music, Flora H. Cassell; words, Dr. E. T. Cassell; published in various hymn books.

9692 Flanagan at the Doctor's **Steve Porter**

Flanagan has a great doctor. One night, while waiting to see the doctor, Flanagan amused himself by reading the testimonials on the desk, and was much impressed by the great skill of his physician. He repeats some of them to the Professor. One said: "I can recommend your cure for rheumatism. You said I would be about after taking two doses. I only took two doses and I am already about—dead." Another ran: "In the short time you have treated me you have certainly done me good—and plenty." "When I began taking your medicine," said a third, "I could see but little. Now I can see my finish." "You told me to take one pill three times a day. I took it but I lost it, and couldn't get it up again." Original arrangement and not published.

9693 Rakoczy March **Edison Hungarian Orchestra**

This celebrated march, which is traditional, has been known among the Tsiganes, or Hungarian Gypsies, for more than two centuries. One of them, Michael Barna by name, is known to have played it in 1705. We have had many requests for it. The quaint character of the music and the instrumental effects incidental to true Hungarian melodies are splendidly brought out by our Hungarian Orchestra. Composer, unknown; arranged by Theo. Moses-Tobani; publisher, Carl Fischer, New York.

9694 Yesterday **Reinald Werrenrath**

Mr. Werrenrath's fine voice rings out grandly in his new sentimental song, which he sings with deep feeling. A song of this type, the words of which are fitted by the writer to his own music, speedily becomes popular, and is always a good seller. Orchestra accompaniment. Music and words, Charles K. Harris; publisher, Charles K. Harris, New York.

9695 A Coon Courtship **Ada Jones and Len Spencer**

A really funny vaudeville sketch by two of the most popular artists before the Phonographic public, in which Miss Jones introduces the coon song, "You've Got to Love Me a Lot." Morse is supposed to be "a midget niggah," who makes love to a two-hundred-pound beauty, who is inclined to doubt his kissing capacity. Susie is a connoisseur at the osculatory game, and her creed is contained in the song she sings:

"If you are going to love me, love me at all.
You've got to love me, love me a lot."

Orchestra accompaniment. Music of coon song, John Lowitz; publisher, The Seminary Music Co.

9696 When the Band Plays "Yankee Doodle" **Edward Meeker**

A cleverly written song about the effect this patriotic air has on the singer. Bill Simmons had to start in dancing wherever the band played, but this victim is only stirred to unusual activity by "Yankee Doodle." He trembles when he sees a band assembling, for no matter on what important errand bound, he's certain to lose control of himself.

"When the band plays "Yankee Doodle" I go shiky all me noodle.
And begin to spread my bundle in a Yankee Doodle way."

Orchestra accompaniment. Music, Joel P. Corlin; words, Felix F. Feist; publisher, Leo Feist, New York.

9697 Many's the Time Medley **Edison Military Band**

A very attractive medley, made up of the favorite songs, "Many's the Time," (No. 9651); "Take Me Back to New York Town," (No. 9666); "Will You Be My Teddy Bear?" (No. 9659). This arrangement is made specially for our Record and is not published.

(Continued from page 1)

deterrent, considerably augment the volume of sales. The horn heretofore supplied with Edison Phonographs has been used but rarely. From inquiries and observations we find that the 36-inch black stem horn at $7.50, the 42-inch at $10.00, or one of the many flower horns, which range in price from $12.00 to $16.00, have replaced them. The cost of a Home Phonograph was therefore the initial $30.00, plus the cost of the horn, which was hardly ever less than $5.00. The price of Triumph and horn would frequently be $37.50 or $60.00. If, in the past, customers have cheerfully paid for the Phonograph and horn without considering the increased cost of horn as a drawback, there can be no question that selling will be easier when the price of the Phonograph and the best obtainable horn will in reality be less than what was paid before the new equipment came in.

Dealers should seize on this point when asked by customers to explain the change. It is one that will readily be accepted by intelligent questioners.

It will be seen that even if the new horn were only as good as the kinds formerly used, there is an advantage in a slightly decreased cost. But the new horn is vastly superior to any before used in connection with the Edison Phonograph, as experiments will prove conclusively. It is impossible to please all people, and there may be some who may cherish the conviction that the old order was better than the new, although, if they reason the matter out, it is difficult to see where they can find fault.

Here is the whole thing in a nutshell: The new horn and Phonograph costs no more than the old. The new horn gives better results. The new horn with the Edison Phonograph makes price cutting impossible. What sensible Dealer can say that these three things will do anything but help him?

Typical Letters

Want of space prevents us from publishing more of the many letters we have received from Jobbers and Dealers, but the following tells the same story as these writers.

We have received information in regard to the change and there is no question in the writer's mind but that they will be very attractive and better sellers than heretofore.—*J. F. Schmelzer & Sons Arms Co., Edison Jobbers, Kansas City, Mo.*

"We are in receipt of your letter in which you enclose list giving the change of styles and prices of the Edison Phonographs. We consider this change to be a very desirable one, and cannot help but feel that it will be very profitable to the trade in general."—*Clayton Music Co., Salt Lake City, Utah.*

"I will certainly say that you have given us Dealers in smaller towns a better chance to meet the catalogue house competition, as they have offered horns too cheaply to allow us to compete with them. I think you are doing the proper thing in putting out the complete outfit and putting the price on them. * * * My July trade was double what I anticipated and I have very good prospects for the fall."—*Will R. Auerbaum, Grant Park, Ill.*

Advance List Edison Grand Opera Records Supplement No. 8, November, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before October 28, 1907, all things being favorable, but they must not be placed on sale by Jobbers or leave their places of business, or be reshipped to Dealers before 8 A. M. on October 28, 1907. Supplements will be shipped with Records. These may be distributed to Dealers after October 20th, but must not be circulated among the public before October 28. Jobbers are required to place orders for Grand Opera Records on or before September 10th. Dealers should place Grand Opera orders with Jobbers before September 10th to insure prompt and complete shipment when Jobbers stock is received.

B. 55 Steuermannlied, ("The Helmsman's Song") "Der Fliegende Holländer" Wagner

By HEINRICH KNOTE. TENOR. Sung in German, Orchestra Accompaniment

Partly from the legend of the Flying Dutchman, which had been told him by sailors when, on a voyage to England in 1839, his vessel was driven by storms to take refuge in a Norwegian fjord, and partly from Heine's "Salon" Wagner wrote this celebrated work. The Flying Dutchman was a sailor, who, when attempting to weather the Cape of Good Hope, was repeatedly driven back by the winds. Angered by these vain efforts he cried out, "Though Hell itself prevail, I'll sail on till eternity." For this impious boast he was condemned to steer the seas in his dreaded vessel with black masts and sails blood-red, until he should find a maiden who would be faithful to him even unto death. Many times he had been disappointed; and it was while he was dropping anchor on the Norwegian coast that he hears, sung on a ship nearby, the beautiful Steuermannlied.

B. 56 L'Ultima Rosa d'Estate, ("The Last Rose of Summer") "Martha" Flotow

By BESSIE ABBOTT, SOPRANO, Sung in Italian, Orchestra Accompaniment

But for this beautiful air it is more than likely that "Martha" would have been forgotten long ago, although there are other notable airs in it. The air was known in Ireland so long ago as 1660, but attained special popularity by Moore's words. In the opera it is sung by Lady Harriet Durham, who, with her maid, is masquerading as the hired servant of Lionel, the young farmer, whom she has learned to love. The difference in their rank rendered their love hopeless. Fortunately Lionel is found to be the son of an Earl, and thus the marriage takes place.

B. 57 Quand'ero Paggio ("When I was a Page") "Falstaff" Verdi

By ANTONIO SCOTTI, BARITONE Sung in Italian, Orchestra Accompaniment

Although this opera was written in Verdi's eightieth year, it is the most vivacious and sprightly of all his many splendid works. The libretto follows almost literally the text of Shakespeare's "Merry Wives of Windsor," and it is not too much to say that the composer's music fits the wit and humor of the play to perfection. "Quand'ero Paggio" is sung by Sir John Falstaff, when he is making love to the lively Mistress Alice Ford, who is aware that he is at the same time making love to her friend, Mistress Meg Page. Monstrously fat, the knight describes the April days when he was a page to the Duke of Norfolk, and so slim he could have slipped through a ring.

B. 58 So Anch' Io la Virtù Magica, ("The Magic Virtue I Also Know") "Don Pasquale" Donizetti

By SIGNORINA GARAVAGLIA, SOPRANO Sung in Italian, Orchestra Accompaniment.

One of Donizetti's last compositions, this opera contains the cleverest music that he wrote, and was finished in eight days. Don Pasquale is an elderly man whose nephew, Ernesto, refuses to marry an heiress, preferring instead the young and beautiful widow Norina, who is poor. His uncle then determines to marry, and by means of a plot is made the victim of a mock ceremony. Instead of his bride being a young girl from a convent, it is Norina. Immediately she assumes shrewish airs and becomes wildly extravagant. Her victim, so far from being mortally angry when he finds out, is so delighted at getting rid of her that he permits Ernesto to marry her, and gives him a fortune. The very charming cavatina Norina sings is suggested by a romance she is reading of a beautiful lady and the bold knight Richard.

B. 59 Alto La! ("Halt, There!") "Carmen" Bizet

By FLORENCIO CONSTANTINO, TENOR Sung in Italian, Orchestra Accompaniment

While Don José, a brigadier of the Spanish Army, was waiting in the public square for Michaela, his betrothed, the gay and fickle Carmen, with her fellow workers, came out of the cigarette factory. Alone of all the admiring soldiers and wayfarers, she singled José out and threw him a flower. At first the thoughts of Michaela enabled him to resist the beauty of the cigarette girl; but later, when he had to arrest her for stabbing a fellow workgirl, he fell madly in love with her and connived at her escape. For this he suffered two months' imprisonment, while Carmen escaped to the mountains and joined the gypsies. "Alto La!" a gay military air, characteristic of him, is the song he is heard singing in the distance as he makes his way to Carmen directly he is released.

Printed Matter

Copies of the new Domestic Record Catalogue, Form 1230, have just been mailed to the entire trade. In it are comprised all Records listed in this country to and including August. It omits all Records cut-out up to that time. It supersedes Form No. 1070, from which it differs slightly in typographical make up, and will be current for four months.

The new Machine Catalogue, prepared in view of the changes due to new horn equipment which go into effect on September 16, will not be available so soon as we had hoped. This is due to a slight hold up until decision is made on one or two minor points. Jobbers and Dealers will understand that owing to the enormous size of the edition some time must be taken in getting them printed and we shall not be able to supply them to the trade by September 16, as we expected. As soon as they are ready, orders will be filled without delay.

"It Sounds Good to Me," is the title of a new folder printed in two colors which should be used by the trade with great effect. A man is depicted laughing heartily at the entertainment afforded by his Phonograph. On the obverse side, under the caption "It Sounds Good to Everybody," there are some excellent selling arguments. It is Form 1230.

Another very ingenious, interest-compelling folder is Form No. 1200, which is in the shape of a circus tent and is printed in colors. On the first page the entrance to the circus tent is shown with the showman urging the crowd to go inside and see the "greatest show of the age." The fourth page depicts the other side of the exterior of the tent and a number of small boys are seen, some trying to creep under the canvas and others pursued by an excited policeman. The inside of the tent, shown on pages 2 and 3, are devoted to reading matter on the greatest of all entertainments—the Edison Phonograph. This folder is a very clever one, provocative of much amusement. It is intended for use at country fairs and similar places, which are in full swing during the late Summer and early Autumn. Dealers can make good use of these two folders and should obtain them from their Jobbers without delay.

In the new Accessories Catalogue, Form 1229, which we are now distributing, an error appears on page 20. Eight motor frame springs and four motor frame screws are required for the new style Home Phonograph. The list price of these parts is $1.00. For old types of the Home Machine, six frame springs and three frame screws will answer. These latter parts are listed at 75c.

Thomas Graf

Calling at the offices of the National Phonograph Company, Ltd., recently, we had the pleasure of meeting Mr. Thomas Graf, the new managing director. As the result of half-an-hour's most interesting conversation, we were impressed with the certainty that Mr. Graf's appointment will prove a very satisfactory one from all points of view.

Mr. Graf has had a wide and unique experience of the Phonograph industry dating back some ten years, when he first commenced in the business in America. Subsequently he has been identified with the trade in various important capacities, and we would especially refer to his splendid work for the Edison Company on the Continent, in building up and consolidating their business.

We do not think the National Company could have chosen a gentleman more fitted to successfully perform the duties of the important appointment of managing director. Mr. Graf will bring to bear experience gathered from an intimate acquaintance with the business methods at the world's great trade centres; he has also valuable practical knowledge of Edison specialties, obtained from a close connection with the company's factories both in America and on the Continent; and, in addition, he is the happy possessor of a courteous and considerate manner which will bring him many friends in this country. We prophesy that Mr. Graf will quickly become a very popular personality in the British phono trade.

We may add that he will act as general European manager of the Continental offices.—*The Phono Trader and Recorder, London.*

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

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VOL. V. September, 1907 No. 7

Grand Opera Records

Although it is not likely that Grand Opera Records will ever sell as readily as the more popular kind, there is nevertheless a growing class of Phonograph owners who will buy them eagerly. These Records have done much to make the Phonograph welcome in the better class of homes and open up avenues of custom to the ambitious Dealer that would not otherwise be within his reach. The better margins of profit on these Records should be a strong incentive to the Dealer to push them with all the energy he possesses. Grand Opera Records should be purchased by all true lovers of music because they express all that is highest in vocal art. Not only is each Record capable of giving delight to those who like good music, but each one is a lesson how to sing, a lesson given as often as is wanted by the great operatic singers who make them. It would be difficult to get two brighter, merrier songs than those sung by Constantino and Scotti in the list to be issued in November. Dealers will find it easier to sell these Records if they make themselves acquainted with the nature of the song and can talk them interestingly to customers.

Carrying Grand Opera Records leads frequently to the sale of a Phonograph to some musically minded person who would not otherwise take any interest in the matter. And Dealers should remember that the class which is at present in the minority is being numerically strengthened every day. To those who appreciate the educational advantage of the Phonograph, the Grand Opera Records should be very welcome.

And all the more welcome because their low price—notwithstanding their artistic excellence—brings them within the reach of a very large class.

The Value of the Window

The value of display, in attracting notice and winning custom, is as old as trade itself. The first form of such display took the form undoubtedly of the seller spreading his goods around him as he sat in an open market or bazaar. This form still survives and is likely to do so for a very long while but it is not the display suitable to delicate wares. The old time merchant who lived in London, at Cheapside, or on old London Bridge when that structure had rows of shops upon it, regarded his shop window in much the same light as any of the others in his house. From the old prints to be seen of this far off time the shop windows seem to be very small and narrow, and utterly unfitted for display purposes. But the London merchant of Elizabethan time was not necessarily ignorant of the value of display on that account. He was wise enough, when he went to bed, to bar and shutter his narrow window and lock securely the great oaken door, for he knew it fared ill with burghers if they fell in with rollicking soldiers or nocturnal prowlers. And a window display would have been considered fair game for a party of gay young blades coming up from the Southwark Bear Garden, which was at one time Shakespeare's only rival.

The merchant had only one thing to do, and that was to put all his hopes of advertising in the great sign that hung outside his house; and some specimens to be seen in museums show that they were well painted. The great painter Hogarth, who flourished in the eighteenth century, painted many notable tavern signs in the days of his poverty; and many impecunious artists paid off long-standing accounts by the exercise of their art in this manner.

Nowadays, however, the well lighted window, unshuttered, and open all through the dark hours to the gaze of the curious, not only prevents burglary, but is the greatest local advertisement the proprietor can have. When a Dealer takes space in his local paper and writes an advertisement unskillfully, that advertisement will not have nearly the beneficial effect of one written in a clever style. Similarly the value of the window can be enormously increased by the manner in which it is treated; for windows, like women, pay for dressing. In making a display of Edison goods it may be urged that they are somewhat unwieldy and do not lend themselves to decorative effects, like millinery goods or the myriad packages that come to the grocer's hand when he wishes to obtain startling effects.

We are certain that with thoughtful attention Edison goods will make very attractive effects if handled properly, and the window space is sufficient and well lighted; and we want to urge all Edison Dealers to make the most of their window displays. It is not enough to have the goods if the passers by don't know of it. They must find your window attractively dressed; so attractively dressed that they pause to look in and without knowing it get impressed with what they see. Windows should be frequently re-dressed, and the ingenuity of the owner and assistants should be brought to bear on them. The Dealer who neglects his window is throwing away the best free advertisement it is possible to obtain; and the Dealer who spends a lot of thought and skill upon his window obtains never failing, good results. In a subsequent issue we shall have some hints on the subject of window dressing that may be helpful to those Dealers who have been content with the usual mediocre display but believe that they might do better.

Among the Jobbers

S. B. Davega, Edison Jobber, of 32 East 14th Street, New York, in order to gain better facilities for his rapidly growing business, has just leased spacious and well lighted premises at 126 University Place. This will be connected with the 14th Street establishment, and will be used exclusively for wholesale purposes. Mr. Davega has been fortunate in securing such a central location, which is in the heart of the talking machine district.

W. D. Andrews, Edison Jobber, of Syracuse, and Buffalo, N. Y., and President of the Eastern Talking Machine Jobbers' Association, has recently purchased the entire jobbing stock of Edison Phonographs carried by R. L. Loud, of Buffalo. Mr. Andrews has a very attractive stock of machines and Records at his Seneca Street warerooms in Buffalo.

The Rudolph Wurlitzer Co., of Cincinnati, O., Edison Jobbers, like so many others of our Jobbers, have found that the space which a year or so ago was thought sufficient for their needs for some time to come, has proved too small for their rapidly growing business. They have secured 15,000 feet of floor space in the big building at 126 East Fourth Street, where the wholesale end of the business will have the space it has needed for some time past. One floor will be given over to Records and another to talking machines.

The Conroy Piano Co., of St. Louis, Mo., Edison Jobbers, state that their jobbing trade on Edison Phonographs, has been far beyond their most sanguine expectations, while the retail trade in July by its volume was a very pleasant surprise.

In redecorating their quarters on Fourth avenue, Louisville, Ky., the Montenegro-Richm Music Company, Edison Jobbers, adopted an entirely unique series of designs. The walls have been stenciled with figures showing the various parts of a piano from soundingboard to keys. The colors are pink, green, silver and gold, and all fixtures are of solid mahogany.

Foreign Records Cut Out

The trade is hereby advised that after the present stock of Records Nos. 12865 and 17943, British and French respectively, has been exhausted no more will be supplied.

Begging by Phonograph

A Berlin (Germany) deaf and dumb beggar finding business slow, has thrown away his stock in trade of pathetic appeals hung around his neck and purchased a Phonograph. On a specially prepared cylinder he has had the story of his afflictions and the great size and helplessness of his family recorded. The lady of the house is no longer able to wave him away for no sooner does she put her head out of the door than he starts the machine and more in curiosity than pity the busy housewife listens to this unique spneal. So far the business has done excellently, but it is likely that when others start in and the first man loses his vogue, he will have a vituperative cylinder prepared, especially addressed to hard hearted economists.

It is not easy to become a good salesman; if it were, there would not be so much money in it. The first and greatest qualification in salesmanship is unbounded enthusiasm. Without it a salesman could not even sell harp strings in Heaven.

To Add New Equipment to Present Machines

Jobbers and Dealers are especially urged to look for and carefully read the direction sheet enclosed with this issue of the EDISON PHONOGRAPH MONTHLY, giving instructions for adding the new equipment to such of the present types of machines as they have in stock. The new parts consist of a horn, a crane and pieces for attaching the crane to the cabinet. The latter pieces include a metal holder, with screws; a crane base to hold the crane and keep the machine from tipping over, and a brace to keep the upright rod of the crane in a rigid position. Since some Dealers may fail to get this printed direction, we append the following instructions for attaching the crane holder.

Slide the reproducer arm to the right as far as it will go and fasten it down to the end gate latch with a rubber band or string. Turn the cabinet over on its back, leaving its cover on and catches locked. Place the crane base inside of the metal holder and hold both parts against the bottom of the cabinet, keeping the center of the holder the right distance from the left hand edge of the cabinet base. See that the holder is held so that the base stands at right angles, or perfectly square with cabinet, and mark location of screw holes on base of cabinet. Remove the holder and crane base and with a No. 40 twist drill or the same sized brad awl, drill the four holes into base of cabinet one-half inch deep at the places previously marked. Screw on the crane holder. The front edge of crane holder on all cabinets should be ⅜ of an inch back of the edge of cabinet base.

The brace is not fastened to the cabinet, but is pushed over the top edge of the cabinet by lifting up the lid. It should then be placed in such a position that the upright rod of the crane will stand perpendicular.

The distances from the inside of cabinet base to center of holder should vary in each machine as follows: Standard, 2¾ inches; Home, 2⅞ inches; Triumph, Alva and Concert, 2⅞ inches; Balmoral and Conqueror, 12⅝ inches.

GEM MACHINE CAUTION.

The hole in the body of the Gem Phonograph, for holding the horn crane, has been increased from 3-16 to ¼ inch on all new machines. To equip machines made previously to this change, it will be necessary for Dealers to order special horn cranes with the end made 3-16 inch.

The salesman who cannot answer intelligent queries about the Phonograph he is trying to sell, is apt to create a certain prejudice in the mind of the possible purchaser. Such a customer often goes elsewhere, which is just what the salesman should do.

Those Foreign Records

For some years now, enterprising Dealers have found that one of the best ways to sell Records is by giving Phonograph concerts at which the new monthly lists are played over. In many towns this reunion is looked upon as one of the pleasantest evenings of the month, and sales of Records are easily traced to it. Dealers who adopt this plan should never fail to play one or or two of our Foreign Records with the usual monthly list. People who hear them played are loud in their praises, and it would undoubtedly tend to popularize them if a few were played whenever an opportunity occurred. In a country like this, where so many races are blended, there should be a big market for foreign selections if they were pushed. These Foreign Records are all exceptionally good, being, indeed, the best-recorded and most popular in the countries from which they come. There is a great deal of variety among them. Some of the German and French and grand opera, and some in the lighter vein of the cafe chantant. They are made by artists well known in their respective countries and deserve recognition as such, not only by French, German or Swedes, as the case may be, but by all Edison Phonograph owners who appreciate good vocal Records.

What the Dealers Say

"I want to congratulate you for those 90 German Records, as they are very fine and good."—*Christian Erb, Edison Dealer, 323 Coleen St., Rochester, N. Y.*

"After having tried the 45 new French Records, I have found that they are the very best than can be made. The reproduction of all the whole 45 Records is perfect and a great feature in them is the fine orchestra accompaniment. I am sure that we can sell a large quantity of them, and we will push the sale with all our might in order to induce you to issue more new ones."—*Joseph Beaudry, 263 rue St. Jean, Quebec, Canada.*

"I am selling more Phonographs every month."—*Geo. A. Hyde, Edison Dealer, East Smithfield, Pa.*

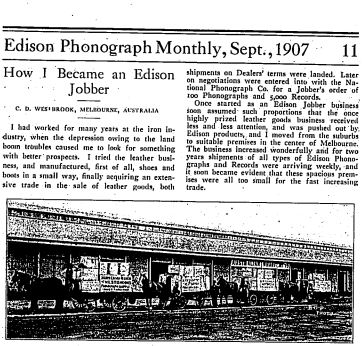
Phonographs on Canoes

Charles Craig, of the Indiana Phonograph Co., Edison Jobbers, Indianapolis, Ind., has noticed a marked increase in his retail trade this Summer. One of the reasons is said to be the fad for equipping canoes with Phonographs. Most of the canoes to be seen on the river about Broad Ripple have music at the prow, and the effect at night is very pleasing.

How I Became an Edison Jobber

C. D. WESTBROOK, MELBOURNE, AUSTRALIA

I had worked for many years at the iron industry, when the depression owing to the land boom troubles caused me to look for something with better prospects. I tried the leather business, and manufactured, first of all, shoes and boots in a small way, finally acquiring an extensive trade in the sale of leather goods, both wholesale and retail. It was during this time that Dr. McCarthy, of Footscray, Melbourne, drew my attention to an Edison Phonograph, which he had brought back from the United States on one of his world tours. I became so much interested in it and its possibilities that I wrote to the Dealer from whom the Doctor had purchased his machine and received full particulars as to terms. After studying these I at once placed what seemed to me then to be a large order. It called for 2 Gems, 1 Standard, 1 Home Phonographs and 140 wax records. In due time they were delivered to Melbourne, and this "huge shipment" became a center of attraction, for at that time Edison goods were poorly represented in Melbourne. The goods were soon disposed of and several further small shipments on Dealers' terms were landed. Later on negotiations were entered into with the National Phonograph Co. for a Jobber's order of 100 Phonographs and 5,000 Records.



EDISON GOODS FOR C. D. WESTBROOK

Once started as an Edison Jobber business soon assumed such proportions that the once highly prized leather goods business received less and less attention, and was pushed out by Edison products, and I moved from the suburbs to suitable premises in the center of Melbourne. The business increased wonderfully and for two years shipments of all types of Edison Phonographs and Records were arriving weekly, and it soon became evident that these spacious premises were all too small for the fast increasing trade.

While at this address I had opened two retail stores—one in the city, and the other in Ballarat, the garden city of Australia. With these two stores to look after and my fast increasing Dealers' business to attend to, new and commodious premises were taken and moved into during April, 1906. At times we carry over 1,000 Phonographs and 50,000 Records in stock, which shows to what an extent my Edison Phonograph business has grown in the four years that have elapsed since my first order was sent.

The Australian public buys well and knows good things when it sees them; cheap and nasty goods find no market, and hence it is that Edison goods are foremost all the time. In all places the Edison Phonograph and Records can be found—drawing-room, assemblies and camps —a delight and entertainment to all who hear them.

Australian Appreciation

The following letter, written at Queensland, Australia, and addressed to Mr. Edison, is typical of the many he receives from appreciative Phonograph owners, and shows what an incalculable blessing the Phonograph can be to the lonely:

"From this side of the earth, I dare say I am among thousands of Australians who have to thank you for many pleasant evenings. I have just bought one of your singing machines. I live alone and far away from other human beings, but now I have no more lonely evenings and its splendid. Sir, this wonderful invention of yours will do more toward making happy homes than anything I know of. I pray that you may live and enjoy the best of health for the next forty years."

Music is a discipline, and a mistress of order and good manners. She makes the people milder and gentler, more moral and more reasonable. —*Luther.*

Dealers and Dodos

Thousands of years ago, there was a bird called the Dodo, who was originally furnished with wings like any other bird. But as he lived on an island where food was plentiful and he had only to walk about to pick up all that was necessary, he was not compelled to take the trouble to fly. There is no doubt but that he might have got better food and a greater variety of it by expending a little energy, but he preferred not to take the trouble. After a few centuries of this inactivity the Dodo's wings became smaller and finally dwindled into useless appendages, and the Dodo could not have flown if he had tried. Competition came along in the shape of other birds who could walk and fly, and the Dodo finding there was nothing else to do, was forced to become extinct.

There are a number of Dodo-like Dealers, who won't put forth their mental faculties and they are as surely doomed to extinction as were those lazy birds of long ago.

The Dealer who wishes to increase his business with the Edison Phonographs and Records cannot do so unless he takes active steps to that end. The day has passed when a man can merely open a store and expect to make a fat living. True, such a man may be able to get along in a very small fashion. But that's not the modern American business spirit. The modern Dealer must be prepared to recognize and respect just competition in bright, aggressive rivals, and can only rise superior to it by beating them at their own game. First of all he must understand that competition is good for him since it makes him think and act quickly, and if he doesn't, the other man will.

If you happen to be the only Dealer in a small town, and another one sets up in opposition, you may feel a trifle aggrieved at first. When you see your rival's advertisement in the Yawtown Journal, setting forth in glowing terms the self-same goods that you have carried for some years—Edison Phonographs and Records—you may feel a trace of uneasiness that you never advertised. The reason you did not was the same reason that the Dodo might have given to any inquiring bird who asked why he never flew. Dodo and Dealer would reply that "they didn't have to." If these advertisements stir up this uneasy feeling it's a good thing for you. If they do not, beware of getting into the Dodo class.

Your first symptom of dissatisfaction shows that you have recognized that greatest stimulant to business-getting—Competition. That's all very well, you say, but the new man is going to cut into my profits! That may be true, too, but they need not be the same profits that they were before you had a rival.

The Edison Dealer should never make the mistake of looking at his territory from the standpoint of a grocer, butcher, or blacksmith. The grocery business has very distinct limitations, but the business in Edison Phonographs and Records has not. The grocer's is a cut-rate proposition, compelling him to carry many lines on which little profit can be made. You are protected from cut rates and there is nothing belonging to the Edison Phonograph outfit or Records but allows the Dealer a large margin of profit. The grocer can tell pretty accurately the average consumption of an average family so far as his store is concerned, but what Edison Dealer can foretell the extent of his possibilities?

We frequently receive letters telling us that the writer started in with, perhaps, a Standard Phonograph; then, becoming more ambitious, purchased a Home Phonograph and finally was not contented with anything short of the Triumph. These letters prove that the Dealer has the opportunity to make three successive sales to one customer. By the terms of your agreement you are not permitted to take machines in part exchange, so there is no lessening of the profit in these transactions in any manner.

When you have realized the enormous scope for your business you should not feel discouraged by competition.

It is yours to create the Phonographic appetite. The sale of one machine is the best argument you have for increasing your sale of Records.

Mr. Edison's Face His Own Property

Vice-Chancellor Stevens, of the New Jersey Courts, recently handed down a decision enjoining the Edison Polyform and Manufacturing Company from publishing on its products a picture of Mr. Edison, accompanied by a certificate purporting to be signed by him recommending the use of the compound—a neuralgic pain killer.

In stating the circumstances leading up to the present litigation, the Vice-Chancellor stated that Mr. Edison, as an inventor of electrical instruments and processes, enjoys a world-wide reputation. Early in his career Mr. Edison compounded a medicinal preparation intended to relieve neuralgic pains by external application. This was first made for the personal use of Mr. Edison and his assistants, without any idea of commercial exploitation.

In 1879 a Mr. Lewis and a Mr. Jacobs visited Mr. Edison's laboratory in Menlo Park to examine his inventions. Mr. Edison happened to mention the fact that he had been a sufferer from facial neuralgia and that he had made a preparation which he had called polyform that he had found to be a good pain killer. Lewis and Jacobs were so impressed with its merits that they asked him to sell it, and Mr. Edison finally agreed to dispose of his rights for $5,000.

The arrangement was that Mr. Edison should apply for a patent and execute an assignment. The patent apparently was not issued, but a written assignment of Mr. Edison's right to it and to the preparation was made September 2, 1879. The same year a company called the Menlo Park Manufacturing Company, in which Mr. Edison had no interest, was organized to manufacture and sell the preparation. The company failed after several years and was succeeded by a Maine corporation, called the Edison Polyform Company. This company ran out with little success and was succeeded by a New York company which did nothing. Finally the present defendant corporation was organized by several men living in Chicago, where it is now manufacturing the compound. This contains all but one of the drugs, morphine, mentioned in Mr. Edison's formula. On each bottle is a label containing on one side directions for use and on the other a picture of Mr. Edison and the following words: "Edison's Polyform. I certify that this preparation is compounded according to the formula devised and used by myself. Thomas A. Edison."

Mr. Edison testified that he had never authorized the use of his picture and that he had never made or authorized the certificate purporting to be signed by him. On the contrary, he objected to any use whatever of either his name or picture.

Postal Card Publicity

A. C. Clavel, Edison Dealer, of "Ye Old Curiosity Shop," Waukulla, Fla., sends us three postal cards which should arouse a great deal of interest and lend to business. On one is the figure of a man with a violin, and on the card is written "Don't fiddle around—Come to us and get an Edison Phonograph. It brings all the music of the world into your home."

The second card shows a conductor leading his band. "We lead you to the best entertainment, the Edison Phonograph. It plays your kind of music no matter what it is, when, and as you like it." The third of the series shows a man running for the train which is just pulling out of the station. "Don't get left—you won't if you buy an Edison Phonograph. The most wonderful invention of the age. Come and hear it at, yours for pleasure, A. C. Clavel." These cards appear to be hand written and will certainly not share the waste-paper-basket fate of the majority of postals.

Meeting of the Eastern Talking Machine Jobbers' Association

The annual meeting of the above Association, which took place at the Hotel Astor, New York, July 22d and 23d, was one of the most successful ever held. The nominating committee appointed at the last meeting, submitted the following for directors as provided by the by-laws, from which four members were to be elected: W. D. Andrews, J. Newcomb Blackman, Louis B. Buehn, A. H. Jaeot and E. F. Taft. At the banquet a number of interesting speeches were made. The speakers were Albert S. Marten, President of the Tea Tray Co.; Vice-President Blackman, and C. H. Wilson, Sales Manager of the National Phonograph Company. All agreed that such associations were of great benefit to the trade at large, by bringing jobber and manufacturer into close touch where in friendly fashion trade problems could be solved harmoniously. During the proceedings of the first day, the matter of issuing sample Records two months ahead was gone into. Many of the Jobbers complained that the Dealers would not place orders for October Records in July. When it was pointed out that the National Phonograph Company claimed it was necessary to submit samples two months in advance in order to manufacture the Records and make prompt shipments, no further action was taken.

The Polylingual Phonograph

It has been left to a Dutch shopkeeper to invent a use for the Phonograph which is both new and useful. In Holland so many tourists come who cannot speak a word of Dutch, which differs very much from German and approximates to the Flemish, that custom is often lost on that account. This particular shopkeeper spoke both German and English well, and according to the *London Daily Chronicle* used his knowledge and the capabilities of a Phonograph in this manner.

Near Amsterdam a traveler—who does not know a word of Dutch—perceiving the announcement "English spoken," entered a shop. "English, Sir?" asked a youth behind the counter. Then he picked up a cylinder, placed it in a Phonograph, and the instrument duly sang out—but in German: "Sir, (or Madam,) the proprietor, who speaks German, will be telephoned for, and will return to the establishment in less than five minutes. Will you please be seated?" The tourist, who knows German, seated himself. In came the principal, who speaks excellent English. The stranger asked why the Phonograph did not talk English. The explanation was, "It's my stupid assistant! I have a cylinder on which is recorded the message in English; he used the wrong one. There is no excuse for him; my English cylinder is tinted red at the ends, and the German one blue. Lucky for me, Sir, that you know German, else I might have lost an esteemed patron."

Know Your Goods

One day I was talking with a gentleman who is a member of a music firm. During the conversation he said: "The trouble with the talking-machine business is that the people do not realize the marvelous strides that have been made in improving them. Most people have heard the old-style machine, which was uneven in tone and very indistinct, and so hardly a single person will bother to listen to an up-to-date one."

That evening I got to thinking about what he had said. The next morning I went to him with a proposition. I was to take a machine and about a dozen records by way of an outfit. A commission was to be paid me on every machine I sold.

I started to work, my idea being "hearing is believing." I went first to my friends, and made appointments to bring my machine to their homes some evening. Of course I assured them that they would be under no obligations to buy. Out of ten persons upon whom I called I sold to seven.

My plan worked better than I had anticipated. I then interested another young man, and soon had him doing the same kind of work. I paid him a regular salary. Later I had four young fellows working for me, and was doing a land-office business.

I did not stop there, but turned my thoughts to the country. Farmers living away from a city have very few amusements. I knew a talking-machine would just please them. So I hired a man to drive out into the country and stop at the farmhouses. We did even better than we did in the cities, selling on the average to eight out of every ten upon whom he called. I was working for a firm in the daytime, and did all this work in the evening. Soon I was putting quite a good deal of money in the bank. There is a good field open to bright young men who have a little "hustle" in them, and who make themselves familiar with the improvements in the goods which they handle.—*H. B. in "The Circle," August number.*

A Model Phonograph Store

Believing that there are many Dealers who would be glad to know how to display Phonographs to the best advantage and how to arrange Records in the most useful and attractive manner, A. V. Chandler, our city representative in Chicago, is fitting up a model Phonograph store on the sixth floor of 304 Wabash Avenue. It is separated from the commercial department by sound-proof partitions and a complete line of Edison Phonographs will be carried, with Records arranged on modern shelving, with the latest type of tray and Rapke labels. The idea is to show the Dealer how to make the most of his store space and by attractive interior do more business.

The Phonograph's Popularity

A curious case was tried by a magistrate in Rochester, N. Y., last month, which showed very plainly that the Phonograph has endeared itself to many of the good citizens of that city. Two men, Robert Burke and John Krell, were charged with annoying a certain Johanna Warren by what she was pleased to term, "The unceasing racket of a Phonograph." When she had made her complaint, most of the people in the court arose as one man to testify in favor of the joint owners of the Phonograph. It was stated that one-half the residents of the block on which the defendants lived came, unsolicited, to give testimony that so far from being an objectionable noise, it was eagerly looked for, and was a source of considerable pleasure to neighbors near enough to hear it. The magistrate dismissed the case instantly and the young men went home triumphantly, and that night the strains of Record No. 9324 floated out on the summer breeze.

Some "Don'ts" for the Dealers

The following list of "don'ts" was compiled by one of the most successful talking machine men in Canada for the benefit of his staff, and is passed on to our readers with a recommendation to read and remember when a machine is playing:

Don't slam a door.

Don't walk with your heels striking the floor hard.

Don't walk between the machine and the persons listening to it, unless unavoidable.

Don't start another machine until the first stops.

Don't talk or laugh; if you do you may as well stop the record. Your customer came to hear the record, not you.

Don't get mad when they tell you they know more about the goods than you, they do—not, but don't get mad.

Don't let your customer wait, play some records for him.

Don't stop a machine until you raise the sapphire from the record.

Don't allow a machine to run down while playing.

Don't allow customers to enter the record department.

Don't play a two-verse song record through, when we're busy; stop it after the first verse. Certain records cannot be treated like this, but many can. Use your own judgment.

Don't think you haven't time, make it.

Don't put your hands on a horn or on a mahogany cabinet.

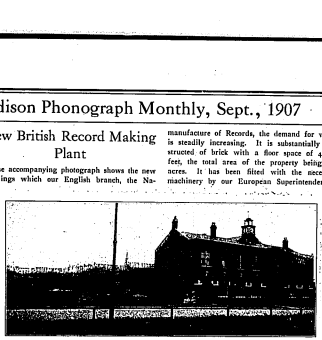
Don't let your customer, if you can prevent him.

Don't hesitate to ask what you don't know.

Don't forget the *don'ts.—Canadian Music Trades Journal.*

New British Record Making Plant

The accompanying photograph shows the new buildings which our English branch, the National Phonograph Co., Ltd., has secured at Wilesden, a northern suburb of London, for the manufacture of Records, the demand for which is steadily increasing. It is substantially constructed of brick with a floor space of 45,000 feet, the total area of the property being two acres. It has been fitted with the necessary machinery by our European Superintendent of Works, E. Riehl, and will be one of the best equipped record-making plants in existence.



OUR NEW RECORD MAKING PLANT, LONDON, ENGLAND

SUSPENDED LIST, SEPTEMBER 1, 1907.

Supplementary to list of Suspended Dealers dated June 1, 1907, which is still in force and which must be given the same attention by Jobbers and Dealers as if reprinted here.

ILLINOIS.

Cooksville—Geo. Swinehart & Son.
Peoria—H. Meyer, 1307 S. Adams st.

IOWA.

Cushing—Bullock & Lyman.
Mederville—John J. Carpenter.

KANSAS.

Wichita—Frank R. Powell, 132 N. Main st.

MAINE.

Gardner—C. H. Cobb.
Oldtown—H. M. Burnham.

NEW HAMPSHIRE.

Dover—H. C. Ingalls & Co., 444 Central ave.

NEW JERSEY.

Newark—R. Rosenthal, Prop. Springfield Hdw. and Sptg. Goods Store, 71 Springfield ave.

NEW YORK.

New York City—Italo-American Phono. Co., (R. Gerard & Co.)

NORTH DAKOTA.

Fargo—Ben Hart.

PENNSYLVANIA.

Lancaster—J. H. Tregressor, 249 N. Queen st.
*Royersford—Granville R. Tyson, 215 Main st.

TENNESSEE.

Alexandria—Clarence D. Baird Music Concern.

UTAH.

Salt Lake City—Daynes Romney Music Co., 25 East South First st.

VIRGINIA.

Norfolk—W. Rolchenstein, 236 Church st.

WISCONSIN.

*Ashland—J. F. Post Co.
Walworth—G. H. Stewart.

* Added since August 1, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

An Unfailing Source of Real Entertainment



START an Edison Phonograph going anywhere and it immediately becomes the center of interest. As an entertainer it has no competition—its fund of music, songs, or stories is unlimited. With each new record, whether an air from the latest musical comedy, a waltz or two-step by band or orchestra, a selection from grand opera or a ballad of long ago, the Phonograph becomes a new pleasure. A Phonograph in your home means enjoyment for each member of the family and for all occasions. Hear it at any Edison store.

NATIONAL PHONOGRAPH CO., Lakeside Ave., Orange, N. J.

Jobbers of Edison Phonographs and Records

Continued from page 2 of cover

NEW YORK.

Albany—Finch & Hahn, 93 State st.
Astoria—John Ross, 39 Fulton ave.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells sts.
Neal, Clark & Neal Co., 647 Main st.
Elmira—Elmira Arms Co., 117 Main st.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsythe & Davis, 307 Wall st.
New York City—Bettini Phono. Co., 156 W. 125th st.
Bijou Talking Machine Co., 97 Chambers st.
J. F. Blackman & Son, 2727 3d ave.
J. Dawges, Jr., Inc., 129 W. 125th st.
S. B. Davega, 23 E. 14th st.
Douglas Phono. Co., Inc., 19 Chambers st.
Emanuel Blout, Inc., 39 Union square.
Victor H. Emerich, 1253 Second ave.
Regina Co., 41 Union square.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1452 First ave.
Oswego—Frank B. Bolway, 32 W. Bridge st.
Rochester—A. J. Deninger, 246 North st.
Mackie Piano, O. & M. Co., 109 State st.
Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 524 State st.
Jay A. Richard & Co., 233 State st.
Syracuse—W. D. Andrews, 216 E. Railroad st.
Troy—Finch & Hahn, 2 Third st.
Utica—Clark-Horrocks Co., 54 Genesee st.
Arthur F. Parrine, 85 Washington st.
William Harrison, 89 Columbia st.
Utica Cycle Co., 18 Columbia st.

OHIO.

Canton—Klein & Heffelman Co., 220 E. Tuscarawas st.
Cincinnati—Ball-Pintze Co., 108 West 3d st.
Lyon & Healy, 25 W. 4th st.
Lawrence Maitland, 39 East 5th st.
Rudolph Wurlitzer Co., 121 East 4th st.
Cleveland—Eclipse Musical Co., 1079 East Ninth st.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Richaus & Dohse, 26 E. 5th st.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co., 608 Cherry st.

OREGON.

Portland—Graves & Co., Inc., 328 Washington st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 529 Hamilton st.
Easton—William Werner, 423 Northampton st.
Harrisburg—S. K. Hamburger, 13-14 N. Market square.
Philadelphia—Louis Buehn & Bro., 45 N. 8th street.
C. J. Heppe & Son, 1217 Chestnut st.
J. D. Stock, Market and 8th sts.
Manufacturers' Co., 917 Chestnut st.
Penn Phonograph Co., 1217 Chestnut st.
John Wanamaker, 12th and Market sts.
Western Talking Mach. Co., 41 and 43 N. 8th st.
H. A. Weymann & Son, 1010 Chestnut st.

Pennsylvania—Continued.

Pittsburg—Pittsburg Phono. Co., 937 Liberty street.
Powers & Henry Co., 101 Sixth st.
Standard Talk. Mach. Co., 426 Wood st.
Reading—S. K. Hamburger, 723 Chestnut st.
Reading Phonograph Co., 46 N. 8th st.
Scranton—Ackerman & Co., 317 Wyoming av.
Technical Supply Co.
Sharon—W. G. DaForest & Son.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Providence—J. M. Dean Co., 788-796 Westminster st.
J. A. Foster Co., Weybosset and Dorrance streets.
Household Furniture Co., 321 Weybosset street.
J. Samuels & Bro., 154 Weybosset st.
A. T. Scattergood Co., 168 N. Main st.

TENNESSEE.

Chattanooga—J. M. Templeman Co., 262 Montgomery ave.
Knoxville—Knoxville Typewriter and Phonograph Co., 414 Gay st.
Memphis—J. M. Atwood, 106 N. Main st.
O. K. Houck Piano Co., 124 S. Main st.
Nashville—Magruder & Co., 37 Arcade.
Nashville Talking Mach. Co., 217 Church st.
O. K. Houck Piano Co., 531-533 Fifth ave.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Walz Co., 105 El Paso st.
Fort Worth—Cummings, Shepherd & Co., 709 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin sts.
San Antonio—H. C. Ross Optical Co., 242 West Commerce st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 251 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main st.

VERMONT.

Burlington—American Phono. Co., 84 Church street.

VIRGINIA.

Richmond—C. B. Haynes & Co., 602 E. Main street.

WASHINGTON.

Seattle—D. S. Johnston Co., 983 Second ave.
Kohler & Chase, 712 Pike st.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

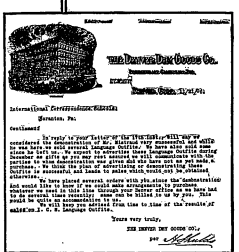
Milwaukee—Mocreal Bros., 376 3d st.

CANADA.

Montreal—Peter Kelly, 382 St. Lawrence st.
Quebec—C. Robitaille, 852 Rue St. Joseph.
St. John—W. H. Thorne & Co., Ltd., 42-46 Prince William st.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge st.
Vancouver—M. W. Waitt & Co., 558 Granville street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 325 Princess st.

In the Words of Others
"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 20 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I.C.S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW.



The Denver Dry Goods Co.

Denver, Colo. 7/24/07.

International Correspondence Schools,
Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we considered the demonstration of Mr. Hartwell very successful and would be pleased to have you make arrangements to put one of your outfits in this store. We expect to advertise the Language Outfits during December as gifts so you may rest assured we will communicate with the party in charge of the demonstration in this city when we need him. We have no intention of advertising or demonstrating unless we feel it is successful and leads to sales which would not be obtained otherwise.

We have placed several orders with you since the demonstration and would like to know if we could make arrangements to purchase whatever we need in this line through your Denver office as we have had to do several times recently. Let us hear from you in the matter and we would be pleased to have you advise from time to time of the results of sales on I. C. S. Language Outfits.

Yours very truly,
THE DENVER DRY GOODS CO.,
per

International Correspondence Schools
SCRANTON, PA.

EDISON PHONOGRAPH MONTHLY

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Jobbers of Edison Phonographs and Records

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin st.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co., 209 Main street.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 917-921 Wood street.
Sacramento—A. J. Pommer Co., 9th and J sts.
San Francisco—P. Bacigalupi & Sons, 1021 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 819 16th st.
Hext Music Co., 15th and California sts.

CONNECTICUT.

New Haven—Pardee-Hilenberger Co., Inc., 96 State st.

DISTRICT OF COLUMBIA.

Washington—S. P. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree st.
Phillips & Crew Co., 87-89 Peachtree st.
Savannah—Trumano & Leete, 116 Barnard st.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Bauer Bros., 1419 131st st.
Lyon & Healy, Wabash ave. and Adams st.
Jenna L. Lynch, 122 Van Buren st.
The Vim Co., 41 E. Lake st.
Montgomery Ward & Co., 111 Michigan avenue.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 46 Virginia avenue.
Kipp-Link Phonograph Co., 217 N. Illinois street.
A. H. Wahl & Co., 119 S. Illinois st.
Lafayette—A. B. Wahl & Co., 304 Main st.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust st.
Vim Co., 304 Seventh st.
Dubuque—Harger & Blish, 994 Main st.
Fort Dodge—Early Music House, 822 Central avenue.
Sioux City—Early Music House, 215 Court st.

KENTUCKY.

Louisville—Montenegro-Richm Music Co., 537-231 Third ave.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchmen street.
National Automatic Fire Alarm Co., 614 Gravier st.

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MAINE.

Bangor—S. L. Crosby Co., 186 Exchange st.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—S. P. Droop & Sons Co., 321 North Howard st.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 46 Hanover st.
Edison Talking Mach. Co., 177 Tremont street.
Iver Johnson Sptg. Goods Co., 165 Washington st.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central st.
New Bedford—Household Furnishing Co., 170 Purchase st.
Springfield—Flint & Brickett Co., 429 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 364 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward avenue.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin avenue.
Minnesota Phono. Co., 526 Washington st.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th st.
Thomas C. Hough, 332 Wabasha st.
Koehler & Hinrichs, 360 Robert st.
Minnesota Phonograph Co., 87 E. 7th st.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1012-1016 Walnut st.
J. F. Schmelzer & Sons Arms Co., 710 Main st.
St. Louis—Conroy Piano Co., 11th and Olive streets.
Silverstone Talk. Mach. Co., 1010 Olive st.

MONTANA.

Helena—Frank Buser, 509 N. Main st.

NEBRASKA.

Lincoln—Ross P. Curtice Co., 1135 O st.
H. B. Bidlie Phono. Co., 13th and P sts.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
Shultz Bros., 16th and Chicago sts.

NEW HAMPSHIRE.

Manchester—John B. Varick Co., Varick Bldg.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 308 Washington st.
Newark—Douglas Phonograph Co., 80 New st.
Hahne & Co., 627 Market st.
Kapke Phono. Store, 247 Bank st.
Paterson—James K. O'Dea, 117 Ellison st.
Trenton—Stull Blank Book and Stationery Co., 29 E. State st.
John Sykes, 205 E. Broad st.

Edison Phonograph Monthly

VOL. V. October, 1907 No. 8

Co-operation and Enthusiasm Essential Factors

In a comparatively few days the new Agreement will be in force and the trade everywhere will be selling machines with new equipments and at the new prices. We will then be squarely face to face with conditions that will mean much for the future of the Edison Phonograph. We have no hesitancy in declaring that, in our opinion, the new conditions are going to bring a greater and constantly growing business; conditions that will more than ever establish the supremacy of Edison goods. Jobbers and Dealers can be of great assistance in hastening the complete fruition of these conditions. Much will depend upon their attitude toward the new equipment. If, because they have a stock of horns on hand, they are going to feel aggrieved and talk down our equipment, the success of the new conditions will be handicapped and, in such cases, progress will be slow. Such Dealers, however, will be standing in their own light and will in the end injure themselves.

If, on the other hand, they will accept, put out and talk the new equipment with enthusiasm, the complete success of our new plans will be almost instantaneous. The demand for horns of all shapes, styles and decorations is largely artificial and due to the efforts of manufacturers to compel the trade to carry large stocks. The public, as a rule, knows little about the horn proposition when it thinks of buying a Phonograph and would not know much more if it was not, upon reaching a Dealer's store, told about the many kinds of horns on the market.

Not more than one purchaser in fifty will give the matter any further thought after being told that an Edison Phonograph can be sold with no other horn than the one furnished with it. Even the fiftieth man will waive his objection upon being told that the horns furnished with Edison Phonographs are the best for reproducing purposes that have ever been made at a similar price. This statement cannot be successfully contradicted, as Dealers themselves may prove by playing the new horn against any of equal cost in their stock. That it is not gaudily decorated will eventually prove a better selling point than otherwise.

Perhaps the feature about the new conditions that should appeal most to the Dealer is the fact that he gets a protected price on every horn that he sells, and this alone, even if there were no other advantages, should cause him to give us his wholehearted support in carrying out the new plans.

This article is not written because we have any fear concerning the situation, but because we earnestly desire to get the complete and enthusiastic co-operation of the entire trade at the earliest possible moment. The success of the Edison business has been built up by the willingness of manufacturer, Jobber and Dealer to work together for their mutual interests, and the continuance of the same spirit will make it an even greater success.

New Plan for Cash Discounts to Dealers

A letter bearing the signature of F. K. Dolbeer, General Manager of Sales, has just been sent to all Jobbers, calling their attention to the practice of some Jobbers of permitting Dealers to discount a current month's purchases if paid in full on or before the 10th of the following month. The letter points out that this is a violation of the new Agreement, Section 3 of which reads as follows:

3. Jobbers' Terms to Dealers are net 30 days from date of invoice or a cash discount of Two Per Cent may be allowed as follows: On purchases made from the first day to and including the fifteenth day of the month if paid in full on or before the twentieth day of the same month; and on purchases made after the fifteenth, to and including the last day of the month, if paid in full on or before the fifth day of the following month.

This feature of the new Agreement is being referred to in this especial manner so that it may be fully understood by Jobbers and Dealers, thereby avoiding misunderstandings between the trade and ourselves.

The New Edison Gold Moulded Records Advance List for December, 1907

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before November 27th, all things being favorable, but they must not be placed on sale by Jobbers or leave their places of business, or be reshipped to Dealers before 8 A. M. on November 27th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after November 20th, but must not be circulated among the public before November 27th. Jobbers are required to place orders for December Records on or before October 10th. Dealers should place December orders with Jobbers before October 10th to insure prompt shipment when Jobbers' stock is received.

9698 Waltz from Romeo and Juliet — **Edison Concert Band**

This famous waltz, one of the most beautiful waltz measures known, is exquisitely played by the Edison Concert Band. It will be eagerly bought by music lovers of all classes. Composer, Charles Gounod; publishers, Boosey & Co., New York.

9699 I'll be Waiting Dearie When You Come Back Home — **Reed Miller**

A very tuneful march song, sung by the sailor lover as he is taking farewell of his lass preparatory to a long voyage. The sentiment of the words is such as to render the song very popular. A few bars of "Rocked In the Cradle of the Deep" are woven into the symphony with pleasing effect. Orchestra accompaniments. Music and words, Jean C. Havez; publishers, Helf & Hager Co., New York.

9700 In Monkey Land — **Collins and Harlan**

A novel and amusing song of the jungle, with bright, clever accompaniment, sung splendidly by Collins and Harlan. It is all about the wooing of a roguish little monkey maid by a very sentimental chimpanzee, who attains to his heart's desires and is accepted as a desirable son-in-law by the monkey maiden's mother:

"Where breezes blow in monkeyland,
Up by a bargee tree,
Those lived a pretty monkey maid
Loved by a chimpanzee."

Orchestra accompaniment. Composer, Theodore Morse; words, Jack Drislane; publishers, F. B. Haviland Publishing Co., New York.

9701 The Merry Widow Waltz — **Edison Symphony Orchestra**

"The Merry Widow," from which this captivating waltz is taken, is said to be the best comic opera written within the last twenty-five years. It has already enraptured Europe and is now attaining great popularity here. It is charmingly rendered by the Edison Symphony Orchestra, and we predict it will be one of the biggest sellers we have listed for a very long while. Composer, Franz Lehar; publishers, Chappell & Co., New York.

9702 Some Day When Dreams Come True — **Irving Gillette**

Not for a long time has Mr. Gillette had such a charming sentimental song as well suited to his sympathetic style of singing, and it will undoubtedly make a big hit. The chorus indicates the general trend of the song:

"Some day when dreams come true,
I'll come to you dear love,
Some day in the future years.
Smiles shining through my tears."

Orchestra accompaniment. Music and words, Phil Staats; publisher, Walter Jacobs, Boston.

9703 Ring Out the Bells for Christmas — **Edison Concert Band**

A truly seasonable and very originally conceived and executed Record, which will have a large sale. Sweet Christmas chimes are introduced into the selection and then the finely blended tenor and baritone voices of Messrs. Miller and Werrenrath are heard singing a Christmas carol. Special arrangement, not published.

9704 Flanagan's Trouble With His Tailor — **Steve Porter**

No matter what Flanagan's troubles seem to be, he is always good-natured about them, and his droll fun rises above everything. Flanagan introduces his mother into this sketch and she seems to be a very industrious old lady. When he brought her a pair of pants that his thoughtless tailor had left with one leg longer than the other, the old lady set to work to even things up, and by cutting a bit off one leg and a bit off another, reduced them in time to a necktie. Flanagan has some funny things to say as usual, and starts by a discussion on "pants." "Now, what would a man be without a pair of pants? Why, he'd be arrested!" The sketch concludes with a humorous verse, sung to the Professor, on the origin of pants. Orchestra accompaniment. Original sketch and not published.

9705 Honey Boy Medley — **Albert Benzler**

This medley, brilliantly played on the xylophone by Mr. Benzler, introduces the three very popular Records in the order named: "Honey Boy" (No. 9693), "When Summer Tells Autumn Good-bye" (No. 9675), and "When the Band Plays Yankee Doodle" (No. 9696). Orchestra accompaniment. Special arrangement, not published.

9706 Wouldn't You Like to Have Me for a Sweetheart? — **Ada Jones**

This is one of the most prominent successes in Raymond Hitchcock's musical farce, "A Yankee Tourist," and is one of the brightest and most tuneful ditties of the season. Miss Jones sings it in her inimitable manner and will bring it into wide Phonograph popularity. No one should fail to buy this Record.

"Wouldn't you like to have me for a sweetheart,
Wouldn't you like to be my honey dear?
Wouldn't you like to whisper me your secrets
Above as well as say girl you know.
Wouldn't you like to have me for a sweetheart,
Wouldn't you like to be my honey dear?
Wouldn't you like to whisper me your secrets
Wouldn't you like the consolation of a little girl like me?"

Orchestra accompaniment. Music, Alfred G. Robyn; words, Wallace Irwin; publishers, M. Witmark & Sons, New York.

9707 Three Rubes Seeing New York — **Edison Vaudeville Company**

A diverting street scene of three rubes viewing New York from a "rubberneck" coach and their amusing comments on what they see and hear. Lifelike effects are introduced from the Grace Church chimes to a fire alarm, and the rubes are finally left to walk home from Grant's Tomb owing to the failure of their automobile. One of the best things our Vaudeville Company has done. Original and unpublished.

9708 I Get Dippy when I Do that Two Step Dance — **Arthur Collins**

Arthur Collins sings in a typically amusing style about a town that has been struck by the two-step wave and its effect on the citizen who sings the song:

"Round the floor you gaily glide,
With a hippy, dippy glide;
When they bang that big bass drum,
It's a cinch they're going some
It may be against your will,
But you really can't keep still.
For you've got no chance, it makes you prance.
To do that two-step dance."

Orchestra accompaniment. Music, Bert and Lou Fitzgibbon; words, Edgar Selden; publisher, Shapiro, New York.

9709 Pretty Black Eyed Susan — **Edison Military Band**

This instrumental selection, which is a song and dance, is full of the most pleasing orchestral effects. It will commend itself to all lovers of similar Records. It is an exceptionally fine piece of recording. Composer, Frank R. Seltzer; publishers, Cornille-Seltzer Co., Philadelphia, Pa.

9710 Won't You Waltz "Home Sweet Home" with Me for Old Times' Sake? — **Byron G. Harlan**

A very attractive, tuneful sentimental song, exactly suited to Mr. Harlan's style of singing. It deals with the reconciliation of two lovers who had quarrelled and met again in a ball room. The last dance was the waltz "Home, Sweet Home," and the chorus of the song is the young man's plea for a better understanding:

Won't you waltz "Home Sweet Home" with me, for old times sake. Like you always used to be ?
To see numbers arms around you dear makes my heart ache. Won't you waltz "Home Sweet Home" with me for old times sake."
Won't you be the same to me.

Orchestra accompaniment. Music and words, Herbert Ingraham; publisher, Shapiro, New York.

9711 Rescue the Perishing — **Anthony and Harrison**

This sacred duet, most sympathetically rendered, is too well known to need any comment. It is a perfect Record, sure of a warm welcome by all lovers of sacred song. Orchestra accompaniment. Music, William H. Doane; words, Fanny Crosby.

9712 Marianina — **James Brockman**

A funny Italian dialect song, something on the style of the popular "My Mariucia Take-a Steamboat," (No. 9430) sung by a new addition to our talent, whose clear, expressive voice will win him many friends. Poor Antone's Marianina has given up the cooking of spaghetti and gone away with a minstrel troupe. She no longer sings the songs of sunny Italy, but, as the chorus shows, has taken on another hue:

"Say Mariuccia why you treat-a me so severa?
Why you no-a love me like-a me wild-a goo-a da start?
Oh! Arriola will get da blue
Don't sing Mariuccia beat da wearing of da green-a,
Leave alone da corn-beef and da cabach,
And stick to interesting
My Mariuccia please-a come back home."

Orchestra accompaniment. Music and words by James Brockman; publishers, Helf & Hager Co., New York.

9713 Florida Rag — **Vess L. Ossman**

A very brilliantly executed banjo solo, showing with almost startling effect the capabilities of the instrument in the hands of a master. Orchestra accompaniment. Composer, Geo. L. Lowry; publishers, Jos. W. Stern & Co., New York.

9714 Make a Lot of Noise — **Billy Murray**

A typical Geo. M. Cohan song, which is very popular, sung in Billy Murray's liveliest vein. The first line of the song lets us into the secret that "the town is on the blink," and if the singer is elected Mayor he promises to make it the liveliest spot on earth:

"Vote for me and I'll prosolize ye — What you need is a man of speed,
That we'll all be as free as we ought to be. — I'm the ruler for you me lads."

Orchestra accompaniment. Words and music, Geo. M. Cohan; publisher, F. A. Mills, New York.

9715 Old Dog Sport — **Len Spencer and Gilbert Girard**

This descriptive recitation by Len Spencer, with farmyard and canine effects by Gilbert Girard, excellently recorded, is full of real, kindly sentiment. The old dog is taken out by his master to be shot because his days of usefulness are past and there is a brindle pup ready to step into his position. The farmer, as he walks along, thinks of what the dog has been, how he rescued one of the children from the "critch" when he was younger, "nailed a sneak thief by the throat," and he finally gives the faithful old dog a new lease of life.

9716 Two Blue Eyes — **Reinald Werrenrath**

An attractive, sentimental march song, likely to be very much appreciated. It is finely sung by Mr. Werrenrath and the words and music will find ready favor. Orchestra accompaniment. Music, Theodore Morse; words, Edward Madden; publishers, F. B. Haviland Publishing Co., New York.

9717 Love's Confession — **Edison Symphony Orchestra**

One of the most graceful and beautiful selections by this celebrated orchestra that we have listed for a long time. It is not in the least inclined to the dullness that many think go with this class of music. We are certain that this will be a universal favorite and a consistent seller. Beautifully recorded. Composer, M. Klemmer; publishers, Oliver Ditson Co., Boston.

9718 When the Sheep Are in the Fold, Jennie'Dear — **Manuel Romain**

A sentimental farewell song, of a type always popular, concerning the parting of two lovers whose love for one another holds them through the trying period of an indefinite absence:

"When the sheep are in the fold, Jennie dear, — Let love's star burn bright and true, I will ever think of you
And the sweet roses in shining mist and clear. — When the sheep are in the fold, Jennie dear."

Orchestra accompaniment. Music, S. Fred Helf; words, C. M. Denison; publishers, Helf & Hager Co., New York.

9719 So, What's the Use? — **Bob Roberts**

Another favorite number from "The Yankee Tourist," amusingly rendered by Rob Roberts. It is the outpouring of a pessimistical soul, who has found most things in life vain. The words are clever and mirth-provoking, as this specimen shows:

"Oh! what's the use of leather straps a few spot, — And those who are rich they were dead,
If next day be burnous teal — So what's the use?"
All single folks, 'tis said, will always wish they were wed.

Orchestra accompaniment. Music and words, Edward Montagu; publishers, Francis, Day & Hunter, New York.

9720 Bronco Bob and His Little Cheyenne — **Ada Jones and Len Spencer**

A highly original, diverting Western sketch, which is crowded with human interest and will certainly be a big seller. The scene opens with the whinny of a horse. Cheyenne (Ada Jones) rides into the camp, her mare blown, to marry Broncho Bob (Len Spencer), who carries her off to the parson on his own horse to the accompaniment of the cowboys' band, which plays "Cheyenne," a verse of which is appropriately sung by Miss Jones at the earnest request of her lover. This Record is out of the common and is going to make a big hit. Original arrangement.

9721 Old Faithful March — **Edison Military Band**

A fine, rousing march, well up to our standard, replete with stirring motives and sure of a warm welcome. Composer, Abe Holzmann; publisher, Leo Feist, New York.

Differentiation in Cash and Instalment Sales

The following letter, mailed to all Jobbers and Dealers under date of September 9th, disposed of a much discussed question:

With further reference to the matter of the proposed allowance of a 5% discount for cash on Edison machines sold at retail, we wish to state that this proposition has received our most careful consideration, and we are of the opinion that for the best interests of all our Jobbers and Dealers, a discount for cash, or otherwise, should not be permitted on retail sales of Edison Phonographs, or parts, Records or Blanks.

The success of this company, and the consequent success of the business of our Jobbers and Dealers as a whole, has been due to the establishment and maintenance of the one-price system, and it is our opinion that any deviation from, or variation of the one-price system, would, in the end, prove prejudicial to the interests, not only of this company, but equally so to the business of our Jobbers and Dealers.

We have, therefore, decided without any equivocation whatever, that under no circumstances will we permit the allowance of a discount on retail sales of goods manufactured or sold by this company.

Yours very truly,
W. E. Gilmore,
President.

When the committee of the Eastern Jobbers' Association waited upon W. E. Gilmore, President of the National Phonograph Company, and laid before him their views on the above proposed change, he received them gladly and listened with all seriousness to what such a representative body of men had to say. By some, his attitude was taken to mean that he looked with favor on the scheme, and it was widely anticipated that the National Phonograph Co. would agree to the proposed changes.

While there was at no time little likelihood of the differentiation idea being taken seriously, it was only fair to the trade at large that the matter should be looked at from all sides. To this end Mr. Gilmore wrote to all Edison Jobbers on the subject and asked them to also get the views of some of their representative Dealers. The replies of both Jobbers and Dealers were in the main a remonstrance against the proposed change and an urgent plea for the rigid continuance of the one-price system. The National Phonograph Co. is perfectly willing to admit that it depends no less on the amicable understanding between itself and the Jobbers and Dealers, than the Dealers and Jobbers do on the protection the Company has always afforded them. And this protection, which has alone enabled the smaller Dealers to live, despite the large stores, is nothing else than the one price system. The National Phonograph Co. inaugurated this about ten years ago, and has seen nothing but prosperity and the most pleasant relations between itself, Dealers and Jobbers follow as a direct result.

The proposal, therefore, to place cash and instalment sales upon a different footing was in our opinion calculated to destroy in a moment what has been lauded not only by the National Phonograph Co., but by its Jobbers and Dealers as a perfect protective system. It did even more than that. It was the thin end of a wedge, the creation of a precedent which could only have an unsteadying effect on the trade. It was the abandonment of the strongest position. In certain commercial crises such a sudden change of policy might be justified. In the event of unlooked for trade depression there might be some justification for it. But at a time when reports from all parts of the country indicate a prosperity greater than ever before enjoyed by the trade, it would be highly injudicial to run the risk of dispelling the feeling of security which it now enjoys under the one price system.

Talking Machine Jobbers' National Association

The Eastern Talking Machine Jobbers' Association and the Central States Association met in session at Buffalo on September 9th and merged themselves into the National Association of Talking Machine Jobbers, which was organized on Wednesday, September 11th, with the following officers: President, J. P. Bowers, Chicago; Vice-President, W. D. Andrews, Syracuse; Secretary, Perry B. Whitsit, Columbus, O.; Treasurer, L. S. Boehe, of Philadelphia; Executive Committee, C. V. Henkel, New York; W. E. Henry, Pittsburg; C. W. Hickok, Toledo; Edward H. Uhl, Chicago, and L. E. McGreal, Milwaukee. An attempt to form local associations in a number of places will be made this fall and winter. The importance of this new association cannot be overestimated since the industry they represent is one which is exceedingly important at the present time and promises in future to grow to still greater prosperity.

Dealers should read the New Agreement carefully, sign and forward it to their Jobbers without delay. The agreement system of selling Edison goods is designed to benefit Dealers as much as ourselves, and they should cooperate heartily.

The New Agreement

Copies of the new Dealers' Agreement are being mailed as rapidly as possible to all Dealers now handling Edison goods and who have signed the old Agreement. Each copy mailed to a Dealer is being accompanied by a letter, which explains in detail all of the differences between the old Agreement and the new. The changes are only those that experience has shown are necessary to remedy such abuses as have crept in since the present Agreement was put into effect. All Dealers may rest assured that every change has been made to benefit the entire trade and not because of any desire on our part to be arbitrary.

Dealers are urged to carefully read the explanatory letter and give the most careful consideration to every feature of the new Agreement. We want every one to understand fully the new conditions before he signs the Agreement. We would strongly urge every Dealer to sign and execute the copy of the Agreement sent to him and forward it at once to his Jobber, thereby keeping him in a position to purchase goods of our manufacture and continue in good standing as an Edison Dealer.

Following is a copy of the explanatory letter:

Dear Sir:

ORANGE, N. J., Sept. 16, 1907.

We forward herewith the new Dealers' Agreement which takes effect October 1st, 1907, and request that you sign same and forward direct to your Jobber without unnecessary delay.

The Agreement, in effect, is the same as the one at present in force, except that we have made minor changes and additions, as follows:

1. The list prices of all, except coin-slot machines, have been increased on account of the change in equipment with which you are already familiar. The sale of Standard (rough) Blanks will be discontinued, and this article is therefore omitted from the Price List. The discounts for machines remain the same. The list price of Edison Standard Records remains the same, but the price to Dealers has been reduced to 20 cents, each, net. As to this change a separate letter has been issued by the Sales Department.

2. In the Conditions of Sale the following changes have been made:

Section 1: While this is a new section in the Conditions of Sale, it embodies a feature of the old Agreement, and therefore requires no explanation.

Section 2: This is a new section and its purpose is to prevent all commission schemes, and particularly to prevent Dealers as well as Jobbers from furnishing goods of our manufacture to parties (not authorized Dealers) in adjacent towns to sell on commission. We have found that in this way Dealers were, in a certain sense, doing a jobbing business, and that the agent acting for the Dealer invariably violated the Conditions of Sale and thus created a hardship on authorized Dealers in that vicinity. This section, however, is not designed to prevent Dealers opening direct branches by signing an Agreement for the branch and complying with all the requirements of a Dealer at such branch store.

Section 3: This section embodies the features of section one of the old Agreement, and requires no explanation.

Section 4: This is a new section, but it defines a practice which has been heretofore established by us. That is, all Edison Phonograph outfits must be sold complete as shipped by us, and no rebates or allowances are permitted for any articles not desired by the purchaser. This section applies particularly to the new outfits, and where, for instance, a different horn or crane is sold to a purchaser, such sale must be an independent one, and no allowance whatever can be made for the corresponding parts of the regular outfit. The change in the outfit and the object of this section is to prevent a large number of price-cutting complaints such as have been brought to our attention during the past year, due to the trade making up outfits with all sorts of horns, horn-supports and other accessories, and having two prices for such extra articles.

Section 5: This section embodies corresponding features of sections one and two of the old Agreement, and requires no explanation.

Section 6: This section embodies the features of section four of the old Agreement, with the addition, however, that this section now specifically prohibits the acceptance of premium machines in part payment for Edison goods.

Sections 7 and 8: These sections embody the features of sections five and six of the old Agreement, and require no explanation.

Section 9: This section is similar to section three of the old Agreement, requiring the keeping of a record of machine numbers, and is modified so as to include the trade-mark as well as the serial number in the restriction against removal of identification marks.

Section 10: This is a new section, but the condition is not a new one, as it merely embodies in the Agreement the notice which has heretofore appeared on all record cartons.

Section 11: This is a new section, but it defines a practice heretofore established with reference to advance records, and therefore requires no explanation.

Section 12: This is a new section, and attention is directed to this section particularly as it covers a condition which has heretofore given the trade and ourselves considerable annoyance; that is, the replacement of defective parts, or parts broken in transit.

Section 13: This is a new section, and attention to this section is also particularly directed. It is designed to secure the use of only genuine "Edison" repair and supply parts on Edison machines. We have experienced considerable difficulty in the past through the repair of machines and the replacement of broken parts by non-standard and inferior parts. We have found from past experience that where non-standard or inferior parts are used in making repairs (and this applies particularly to sapphires, feed-nuts, main-springs, belts, etc.), the operation of the machine is impaired and causes, among other things, poor regulation and excessive vibration, with the result that the machine is condemned as a whole. Furthermore, in all cases where non-standard or inferior parts are employed, faulty reproduction of the record is the result, and the user invariably condemns the record, and in many cases accuses the Dealer of selling worn-out records. Another object of this requirement is to prevent indirect price cutting.

Section 14: This is a new section, but it defines a practice heretofore established regarding misleading advertising. Hereafter all advertisements, and particularly those advertising an outfit consisting of an Edison machine and accessories of other manufacture, must state the make of goods where such goods are similar to goods manufactured and sold by us, so that the public will not be misled as to what goods are included. This applies particularly to records, and will prevent the class of price-cutting complaints, which, on investigation, show that the Conditions of Sale are not violated, but merely that the advertisement misled the public and the trade.

Sections 15, 16 and 17: These sections embody the features of sections seven, eight and ten, respectively in the old Agreement, and require no explanation.

In the Agreement part a number of slight changes have been made so as to state definitely such matters as were heretofore implied; namely, that the Agreement creates no agency, and that same may be terminated upon any violation thereof, and the same is not transferable without our consent.

In the Dealers' Agreement we have made one important change which must be observed by Jobbers and Dealers. At the foot of the Dealers' Agreement will be found two statements which Jobbers must complete.

(a) In the case of a new Dealer, the Jobber must state when the initial order was shipped complete and the quantity of goods purchased.

(b) In the case of an old Dealer the Jobber must state one Jobber through whom the Dealer signed, the date of the previous Agreement, the address from which the Dealer previously signed, and the date of first order. This information should be taken from the Agreement exhibited by the old Dealer.

(c) All Dealers' Agreements must be countersigned by the Jobber.

NATIONAL PHONOGRAPH CO.
F. K. DOLBEER,
General Manager of Sales.

Allowance for Horn Crating

The letter printed below, although mailed only to Jobbers, refers to a matter of equal importance to Dealers. The allowance mentioned does not affect Dealers except to show them that Jobbers cannot ask them to pay any extra charge for packing horns when shipped singly.

TO ALL JOBBERS.

August 23, 1907.

Requests have been made that we crate our new style horns singly, instead of nesting them, to save Jobbers the expense of doing so in making reshipment to their Dealers.

There are several reasons why this is prohibitive as well as unnecessary.

First—It will be absolutely impossible for us to crate singly the number of horns we will be compelled to ship.

Second—Transportation charges (which are allowed by us) would be at least 50% more; that is, the difference on horns packed singly is one and one-half first class, whereas when nested it is only first class.

Third—Most Dealers order more than one machine at a time, and in such cases it would be unnecessary to ship the horns to them packed singly; in fact, the transportation charges, which, in this case, they, the Dealers, have to pay, would be less if they were nested.

Fourth—A large number of machines are sold by Jobbers at retail, and in such cases they are usually wrapped in paper and not packed in any manner.

For these reasons we will not be able to pack horns singly.

Taking into consideration, however, that the Jobber will necessarily be put to some expense in recrating a certain percentage of horns singly, we have decided to reimburse them for such expense in the following manner:

On every invoice covering machines we will allow a credit of 25 cents on each machine, which, we believe, will more than offset the additional expense Jobbers will be put to on such horns as they are compelled to pack singly. In making this allowance it is with the distinct understanding that for all such machines shipped to Jobbers we will pack or nest the horns in such quantities as we consider best, that is, they will be nested in quantities, at our option, of five or multiples thereof, dependent upon the quantity of machines ordered. If you have any orders with us stipulating that horns are to be packed singly, we will cancel such instructions and ship horns as above specified.

Where extra horns are ordered they will be nested as stipulated above, but no credit on account of recrating expense, as above mentioned, will be allowed on them.

C. H. WILSON,
General Manager of Sales.

P. S. The horn support and rubber connection will be packed in the case with machines.

Edison Gold Moulded Records

Advance List of French, German, Norwegian, Polish and Scandinavian Records

The French, German, Norwegian, Polish and Scandinavian Records named below will be ready for shipment from Orange between November 1st and 10th. Samples of any of them will be shipped October 1st to such Jobbers as place orders for them. None will be shipped without orders. Jobbers' stock orders received by October 20th will be shipped as fast as possible after November 1st. Care will be taken to make shipment at one time to all Jobbers in the same city. Separate supplements of each list will be shipped with Records to all Jobbers who request a supply. State quantity required of each kind.

These advance lists comprise the second lot in the series of Foreign Records being issued to bring our catalogue up-to-date. All of the masters were made in the countries named, by the best artists obtainable. They are high-class Records in every particular and those found to be the best sellers in their respective countries.

42 New French Selections

17146 Sapho, *Fragson* M. Fragson
17158 Les Saphis, *P. Dunel* M. Baer de l'Opéra
17185 Les Enfants, *Hanesse* M. Fourneis de l'Opéra
17215 Le Cor, *Flégier* M. Baer
17220 Les Boufs, *P. Dupont* M. Baer
17222 Le Bohémien (Un n'Kaïlle Mimi), *Pauchet* Mlle. Mary Boyer, de l'Opéra Comique
17223 La Bohème (Valse de Musette), *Pauchet* Mlle. Mary Boyer
17266 La Bonne de Saint-Antoine M. Gérard
17286 Carmen (Air du Toréador), *Bizet* M. Cilly de l'Opéra
17303 Paola Angélina (avec violon), *C. Franck* M. Gluck de l'Opéra Comique
17345 Lakmé (Pourquoi dans les Grands Bois), *Delibes* Mlle. Marguillier de l'Opéra Comique
17366 Si j'étais Roi (J'ignore son nom), *Adam* M. Gluck
17371 Amoureuse (valse chantée), *Berger* Mlle. Mary Boyer
17377 Les Rameaux, *Faure* M. Noté de l'Opéra
17378 Ave Maria, *Gounod* M. Gluck
17512 La Traviata (Brindisi), *Verdi* M. Muratore, de l'Opéra
17543 Pensée d'Automne, *Messenet* M. Boyer de l'Opéra Comique
17698 Sérénade d'Amour, *Fattorini* M. Marcellier
17662 Ni Brune, ni Blonde, *J. Darien* M. Marcellier
17653 Conversation musicale M. Charlus

9 New German Records

15573 Standchen des Beckensser aus Die Meistersinger Ludwig Hoetter
15583 Mägdelein hör meine Mahnung, *Bohrer* mit Orchesterbegleitung Paul Biegler
15598 Der Turnbruder Robert Stelzl
Original-Couplet mit Instrumental-Imitationen und Orchester
15602 Auf der Inestahöhe, heiteres Intermezzo Hans Bilfeld
15603 Westfalenlied, *Peters* mit Orchesterbegleitung Karl Rost
15605 Mondscheln-Serenade, *Nell Horel* mit Orchesterbegleitung Max Steldl
15606 Ein Polder in Frankfurt Adam Muller
Original-Couplet in Frankfurter Mundart mit Orchesterbegleitung
15612 Wie ich dich liebe, trautes Kind, aus "Die oldpe Vestalin," *Heilfinder* Max Steldl
15620 Ein rheinisches Mädchen bei rheinischem Wein, *Hoppe* Karl Rost
mit Orchesterbegleitung

8 New Norwegian Records

10113 Sætterjentens Sludag, *Ole Bull* Hjalmar E. Rören
10114 Ae Ola, Ole, min elev Gegje! Hjalmar E. Rören
10115 Ja, vi elsker dette Landet, *B. Hendrick* Hjalmar E. Rören
10116 En Sangers Bön, *F. A. Reissiger* Hjalmar E. Rören
10117 Mens Nordnevet bruser, *L. M. Ibsen* Hjalmar E. Rören
10118 Sönner af Norge, der stödgemte Blge, *C. Blen* Hjalmar E. Rören
10119 Du gamle, du friske Hjalmar E. Rören
10120 Vi vil os et Land, *Christian Sinding* Hjalmar E. Rören

34 New Polish Records

15500 Piosenka Wincenty Rapacki
15501 La Matelote Wiktorya Kawecka
15502 Duet Z op. "Baron cygański" Bielska i Rapacki
15503 Pieśn Chorażego z op. "Hrabina" Henryk Drzewiecki
15507 Duet z op. "Chopin," *Grefice* Stanisław Tarnowski
15508 Powrót Taty parodja Antoni Fertner
15509 "Lipa" Kwartet opery Warszawskiej Zofinska i Drzewiecki
15510 Aria z op. "Violetta" S. Rapacki
15520 Walc z sellaard Wiktorya Kawecka
15521 "Werther" utwory Gustawa Ignacy Dygas
15522 Arya z op. "Upiorzyca Hoffmana" S. Rapacki
15523 Kocia w wagonie Bielska i Fertner
15524 Kolęda Kwartet opery Warszawskiej
15525 Walc z op. "Figle Janosy" Jan Popowski
15526 Polonez Jan Sztern
15527 "Primadonna w zastawie" Wiktorya Kawecka
15528 Duet z operetki "Walenstwo na zart" Bielska i Rapacki
15529 Arya z kurantem z op. "Straszny dwór," *Moniuszka* Henryk Drzewiecki
15530 Duet z op. "Chopin," *Grefice* Zofinska i Drzewiecki
15588 Amoureuse Walc, *Berger* Wiktorya Kawecka
15589 Polonez Kratzera Kwartet opery Warszawskiej
15590 Życzenia, *Rubinstein* Ignacy Dygas
15591 U dentysty W. Rapacki i A. Fertner
15592 Piosenka z op. "Tyrolka" Wiktorya Kawecka
15593 Arya z op. "Paryzkie rodzinne" S. Rapacki
15624 Słumik jodły z op. "Halka," *Moniuszko* Henryk Drzewiecki
15625 Wiersz, "Secrecy" Anton Fertner
15626 Skowroneczek, *Moniuszki* Zofinska
15627 Duet z Op. "Rajtek Jabłuszko," *Offenbach* Bielska i Rapacki
15628 Obawa *Moniuszki, Rapacki* Tarnowski
15629 Cichy wieczór, *Turnig* Wiktorya Kawecka
15631 "Andzia," *Rapacki* Wiktorya Kawecka

18 New Scandinavian Records

15136 Hvorfor tej sieker dig? *af A. Hegner* Jörgen Lindahl
15137 Danmark skal stes, mens Bolgerne rulle, *af Emil Friis* Jörgen Lindahl
15138 Og jeg har otte Kierester, *af Oliva Krause* Jörgen Lindahl
15139 Lille rode Rosenbær, *af Fr. Rung* Jörgen Lindahl
15140 Dengang jeg var hun saa stor som sen, *af P. Heise* Jörgen Lindahl
15141 Vaags af Din Slummer, *af P. Heise* Jörgen Lindahl
15142 Flöjtespelen Chr. Schroder
15143 Pengeskabsvisen Chr. Schroder
15144 Nejemænder, ovenpas og lige midt imellem Chr. Schroder
15145 Et ubetalgt Frierl Chr. Schroder
15146 Bondepigens Dröm Chr. Schroder
15147 Til min Gydemik, *af Emil Friis* Peter Cornelius
15148 Klokkeklang, *af Leopold Rosenfeld* Peter Cornelius
15149 Maisang, *af C. A. Lembcke* Peter Cornelius
15150 Serenade af "Troubadouren," *af Verdi* Peter Cornelius
15151 Lobengrins Farvel til Svanen, *af R. Wagner* Peter Cornelius
15152 Serenade af "Der var engang," *af P. E. Lange-Müller* Peter Cornelius
15153 Vil du? *af Frederik Rung* Peter Cornelius

Making Room for New Records

Whenever we issue a cut-out list some of our friends take exception to it on the ground that we have cut out some very fine songs or instrumental selections. In the cut-out list of Foreign Records on page so there are some splendid Records, but they have not been selling as largely as we hoped, and we are eliminating them to make way for our new French, German, Polish, Italian and Scandinavian Records. These new foreign ones are necessarily more up to date and likely to be more universally popular. If we retained all the Records we make, the printing of catalogues and incidental lists, which is already a matter of some complexity, would be a difficult and extensive task. It would be, too, a distinct hardship to progressive Dealers, who want to carry as large a stock as possible, if we allowed the list to grow to unwieldy proportions, either in domestic or foreign selections.

A much wider interest is being taken by the public in foreign selections. Dealers who have seen the possibilities that lie in pushing such Records, have been delighted with the results; and it is largely on this account that we have determined to list only such songs or instrumental selections as will increase the desire of the general public to hear all that is best of the foreign records. The opinions we have received on the merits of these German and French records, some of which have been printed in THE MONTHLY, go to show that they will be much better sellers than those which they replace.

An Annoying Delay

The following letter is self explanatory:

TO THE TRADE.

September 10, 1907.

Having experienced trouble in obtaining proper raw material for the new style horn cranes, we find it will be impossible to supply the entire trade with the machines containing the new style horn equipment in time to be put on sale September 16th, as originally intended. For this reason we will extend the date given in our letter of July 23rd, from September 16th to October 1st, and up to that time you will be permitted to sell Edison Phonographs with the old equipment and at the same list prices as heretofore. After October 1st all Edison Phonographs must be equipped and sold with the new equipment and at the new list prices. Should you require any machines with the old equipment to fill orders to September 30th, we can supply them immediately upon receipt of order, but would request that you indicate on such orders, "Ship with old equipment" to avoid any possibility of delay or error in filling.

We also find it will be impossible for us to get out the new Agreements in time to take effect before October 1st. They will therefore bear October 1st dating, and will take effect on that date.

F. K. DOLBEER,
General Manager of Sales.

When we settled upon September 16th as the date when the new equipment would go into effect, there were two reasons which actuated us. First, we considered that we had given ample time for all Jobbers and Dealers to get rid of the old style stock and start in with the new without suffering any inconvenience. Secondly, we thought by that date we should be ready to fill our orders.

By an unforseen and unforseen inability to obtain certain manufacturing necessities, we have been obliged to postpone the change until October 1st. It is a disappointment to us and we are sure that it will so be felt by progressive Dealers and Jobbers, who were welcoming the new equipment as an increased attraction. But to those Dealers and Jobbers who were not so much inclined to be pleased at the innovation, this delay gave them the opportunity they longed for. They have had two extra weeks in which to clean up the old stock and get off with the old lines before taking on the new.

There is no question whatever in the minds of those who have seen the new equipment, but that it will prove very popular. The Phonograph presents a much more attractive appearance with the new horn, and the tone is greatly improved thereby. Add to these improvements the certainty that the coming season will be record breaking from a sales point of view and then, if you have not done so already, order largely and well.

Important Changes

Following is a copy of an unusually interesting announcement mailed to the entire trade under date of September 10th:

TO THE TRADE:

Orange, N. J., Sept. 10, 1907.

On and after this date Mr. C. H. Wilson, formerly General Manager of Sales, will assume the position of Assistant General Manager, with offices located at our factory, Orange, N. J., and Mr. F. K. Dolbeer will assume the position of General Manager of Sales, with offices at our new office building, No. 10 Fifth Avenue, New York City. Until further advised Mr. Dolbeer will also continue as Manager of Credit Department.

Hereafter please address all orders, remittances, telegrams and general correspondence to National Phonograph Co., Orange, N. J., instead of to our New York office, as heretofore.

W. E. GILMORE,
President.

The announcement was interesting because of the prominent part that both Mr. Wilson and Mr. Dolbeer have taken in the affairs of this company and because of their extended acquaintance in the trade. Mr. Wilson became Manager of Sales in 1898, succeeding C. E. Stevens, and has since filled the position with signal success. Mr. Dolbeer became Credit Manager when the Credit Department was organized in 1899, and has been the only manager that the department has had. His direction of its affairs has been an important factor in the success of the company.

The attention of the trade is particularly directed to the request that all orders, remittances, telegrams and general correspondence be addressed to Orange, N. J., instead of the New York office, as heretofore. With the promotion of Mr. Wilson and Mr. Dolbeer and the removal of the New York office, from 31 Union Square to our new building at 10 Fifth avenue (illustrated and described on another page) it was decided to move the Sales and Correspondence Departments to Orange. Therefore, the change in the destination of orders, correspondence, etc. The Sales and Correspondence Departments are located on the first floor of the new office building, with A. C. Ireton, Assistant Manager of Sales, in charge.

New Edison Jobber

Arthur H. Smith, doing business at Smith's Phonograph Co., at 828 West Main street, Oklahoma City, Okla., became an Edison Jobber during the past month.

Sign Now, Mr. Dealer—Don't Put It Off

Just as soon as you have read over the New Agreement, sign it without delay and mail it to your Jobber. He will forward it to us. This will keep you in a position to purchase goods of our manufacture and continue in good standing as a Dealer.

Do It Now, Mr. Dealer—Don't Delay

Printed Matter

With this issue of THE PHONOGRAPH MONTHLY we are mailing a copy of the new Phonograph Catalogue, Form 1235, which gives correct illustrations and detailed descriptions of each of the various types of Edison Phonographs with the new equipment. We began on September 16th making shipments of these catalogues to Jobbers on the Pacific Coast, and expect to reach the Eastern Jobbers by October 1st. We have allotted a fair quantity to each Jobber. This quantity, however, is only sufficient to enable Jobbers to supply Dealers with a few copies for store use. It will not be possible for Jobbers or Dealers to use them for circularizing purposes. A Jobber doing so and thereby failing to furnish his Dealers with a limited number will be regarded as doing something to the detriment of our interests. We are urging Jobbers to see that their Dealers get some copies as soon as their supply is received and we think that Dealers generally may rely upon their doing so. It may, however, be some days after the 1st of the month before Jobbers can do this. Delays may occur in the catalogues reaching them and Dealers are urged to be reasonable in their expectations.

Except for the illustrations and descriptions of the several Edison Phonographs with the new equipments, the new Phonograph Catalogue has not been materially changed. The introductory matter has been rewritten, the descriptions have been written in a different style, and certain changes have been made in the descriptions of several accessories to bring them down to date.

The new style Edison Ideal Phonograph appears in this catalogue for the first time.

The trade is advised that Form No. 1060, a folder with the caption "Four Irresistible Entertainers," is now out of print and can no longer be supplied by the Advertising Department.

The various changes in prices, discounts, equipments, etc., will make it necessary to reprint a number of forms such as discount sheets, price cards, electrotype catalogues, etc. This will be done as rapidly as possible, and the trade advised when they are ready. A new Foreign Record Catalogue will also be printed in the near future, and the Record Order Sheet covering the foreign selections will also have attention.

A new form of printed matter has been shipped to Jobbers with their orders for October Records. It is a show-card printed in two colors and is intended to announce the arrival of the new Records. It is headed "October Hits," and is illustrated with a sketch of two vaudeville singers. These cards cannot be mailed. They can only be had through Jobbers, who are expected to enclose one with each shipment of new Records to Dealers. Unless Dealers order new Records they do not need these cards. If the use of this form can be confined to these lines it will be continued; otherwise not. Jobbers asking for a larger quantity than we have allotted them must state the number of Dealers buying new Records of them each month.

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

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NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 326 KENT STREET, SYDNEY, N. S. W.
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COMPANIA EDISON HISPANO-AMERICANA, YIAMONTE 616, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., SUD-UFER 21/28, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 67 RUE DE PARADIS, PARIS.

VOL. V. October, 1907 No. 8

General Prosperity

It might be urged by some that it is no function of a trade paper devoted to the interest of the Edison Phonograph to congratulate its readers on the prosperity of the country at large. This would be a wrong view of the case entirely; for whereas the newspapers are first to trumpet forth stories of trouble that make the business man tremble, the trade journals are the best indications as to the real prosperity of a country.

All Dealers in Edison goods should congratulate themselves that this general prosperity shows every sign of steady increase, for it means the particular prosperity of the class of goods in which they are interested. And every thing points to this coming season easily breaking the record of last. It must inevitably be so. No other industry can compare with it in steady and rapid growth. The Phonograph saw the cycle craze come in, mount to dizzy heights and then fall to vanishing point. It has seen the birth of the automobile industry; but vast and astonishing as this has been, its general prosperity does not compare relatively with that of the Phonograph, which has never looked back, and whose each successive year has beaten the last.

If every Edison Dealer could see our factories and be shown how the enormous plant has grown from a few lumber erections to the tremendous city of concrete it now is, they would be more impressed by the spectacle than any amount of mere description makes possible. We never like to state definitely how many Records or Machines are turned out daily, because the liberal estimate of yesterday is conservative in the light of the morrow. But we can assert without fear of contradiction that the output, gauged not on our enthusiastic hopes, but on the matter of fact orders of Jobbers, are ahead of anything we could have predicted a year ago. And the Jobbers in their turn do not order on mere speculation, but are actuated by the Dealers, who are growing up around them in village, town and city this steady demand for Edison goods.

Instalment Sales Make Increased Record Sales

C. W. Clokey, the first Edison Dealer to introduce talking machines into Wichita, Kas., has been doing a very big Edison business during the summer months. In fact he was compelled to telegraph for extra machines to be sent on to him by express. In common with many other progressive Dealers he now sells on the instalment plan and says he would rather sell in this manner than by cash payment, owing to the increased Record sales to be made on that account. His customers almost invariably ask as they come in each week to pay their instalments, "Have you anything new?" On hearing new Records they seldom go away without ordering a few.

Wedding Marches by Phonograph

So busy has the Recorder of Deeds, Kansas City, Mo., been kept by loving couples intent on being made one, that there is a suggestion to use the Phonograph to play the wedding march as the blushing pair are ready to leave the office. This will probably lead to its use in other similar cities and Dealers might make sales in offices where marriage ceremonies are frequent.

Dealers should read the New Agreement carefully, sign and forward it to their Jobbers without delay.

New Trade Prices on Records

The following is a copy of a letter mailed to all Edison Dealers in the United States under date of September 18th:

TO RETAIL DEALERS.

ORANGE, N. J., September 18, 1907.

We beg to notify you that on and after October 1st, 1907, the net price of Edison Gold Moulded Records to Dealers will be twenty (20) cents each, the list price to remain as heretofore at thirty-five (35) cents each, or four dollars and twenty cents ($4.20) per dozen.

There will be no change whatever in the price of Grand Opera or Concert Records.

We would respectfully advise that your Jobber will rebate you one (1) cent per Record on all Records (except Grand Opera and Concert) shipped and billed from September 1st to September 30th, inclusive.

This change in price is to be made effective not only to insure Dealers a better margin of profit, but to cover any possible loss by breakage in transit, and from this date your Jobber will absolutely refuse to entertain or make good any claims for breakage in transit.

We still purpose replacing any and all Edison Records that may be received in a defective condition through manufacturing causes.

NATIONAL PHONOGRAPH CO.,
F. K. DOLBEER,
General Manager of Sales.

This reduction in the price of Edison Records to Dealers is but another of the many moves made by the National Phonograph Co. to advance the interests of those assisting it in marketing Edison goods. The reduction was made practically unsolicited, for the present margin of profit to Dealers was regarded as liberal and few had any idea of asking for a better one. We have heard from time to time complaints about Records broken in transit and we have been urged to take some steps to compensate the Dealers for such losses. But there has not been enough of such breakage to cause much dissatisfaction. The breakage has not by any means equaled the five per cent. reduction represented by the new price. Therefore the greatest part of the reduction is an unquestioned move to give Dealers a greater margin of profit.

It would be a false pretense, however, to claim that we have made this reduction from philanthropic motives. To class it as selfish would come nearer to the truth. The principal reason for it is to increase the volume of our Record sales. Probably to a greater extent than any other company in this country selling goods on similar lines, does the National Phonograph Co. have the good-will and co-operation of its Jobbers and Dealers. Our policies have been designed to secure such selling conditions as will enable our goods to be marketed everywhere at a uniform price, and to work with the trade in maintaining conditions that have been widely proclaimed as one of the best systems in the business world of to-day. To voluntarily reduce our own profits for the purpose of increasing those of our Jobbers and Dealers cannot fail to add to our strength with the trade, and we shall fail in our expectations if Edison Records are not sold to a greater extent than ever before.

The New Horns

Every new style Edison horn will bear a blue and gold label like the illustration herewith, differing only in the name of the machine. Gem, Standard, Horn and Triumph Phonographs will bear labels with names to correspond with the machines, while the Balmoral, Conqueror, Alva and Ideal will bear labels marked "Ideal." Each horn will be accompanied by a support



LABEL FOR NEW STYLE EDISON HORNS

that cannot be used with any other horn than the one it is intended for. It is important that the entire trade shall see that the right type of horn is sent out with each machine. To do otherwise will be considered a violation of contract. On October 1st the trade must add the new equipment to all old style machines on hand and thereafter sell machines in no other way. The new equipment is being put out for the benefit of all interests, and Jobbers and Dealers cannot co-operate more effectively than by doing all in their power to quickly establish the new conditions and then strive for their successful continuance.

SIGN AT ONCE.

Dealers are urged to read the New Agreement carefully, sign and forward it to their Jobbers without delay.

Bogus Parts

The letter printed below is fairly representative of many we receive concerning imitation parts for Edison Phonographs. It shows the extent to which Jobbers are permitting themselves to be imposed upon by manufacturers of such parts. We cannot believe that they buy them and in turn sell them to their Dealers knowing of their inferior character.

Decatur, Ill., Sept. 10, 1907.
National Phonograph Co., Orange, N. J.
Gentlemen:—Enclosed you will find ten (10) Edison Home feed nuts, which are imperfect. There is not a straight cut nut in the bunch. The cut seems to be deeper on one side than the other. If one of these nuts are used, one must twist the feed-nut spring to make the threads line up with the threads on the shaft. If you don't twist the spring the nut bears on one side only, thereby wearing both nut and shaft faster than under ordinary conditions. I bought these nuts from ——. Please send by return mail to good nuts to replace these.
SCHALL TALKING MACHINE CO.

The above letter was referred to Mr. Weber, our factory Superintendent, who at once detected the poor character of the feed nuts in question and replied as follows to the Schall Company:

Orange, N. J., Sept. 12, 1907.
Schall Talking Machine Company, Decatur, Ill.
Gentlemen:—I am in receipt of your favor of the 10th instant, also the 10 feed nuts for Home machine which were enclosed. In reply would say that these feed nuts are the worst bunch work of any imitation parts of Edison machines that have come to our notice for a long time, and of course, if they are put on any Edison Phonographs, they will ruin the threads of every cylinder shaft. I must say that these were not furnished by us, with the exception of the one which is o. k. in every respect, which we have no doubt, was not tested on a machine, and for any redress you will have to communicate with the —— ——, from whom you purchased the nuts.

We are sending you herewith 10 feed nuts, for which kindly send us formal order.

NATIONAL PHONOGRAPH CO.,
PERSA WENES,
General Superintendent.

We print this correspondence for the purpose of calling the attention of the trade in a somewhat different manner to this most despicable character of substitution. It is despicable in the first place for manufacturers to turn out parts of such an inferior character, for they must know that to use them cannot fail to damage, if not absolutely ruin the Phonographs upon which they are used. It is a shortsighted business policy that induces Jobbers to buy these parts, for their sale cannot fail to re-act upon them as soon as Dealers buying them find out how they have been imposed upon. In the case above referred to, it is quite certain that the Jobber who sold these parts to the Schall Company has lost them for customers, and has lost the profits on a considerable quantity of talking machine goods, as an offset to the few cents profit made from the sale of ten imitation feed nuts. It is the intention of the National Phonograph Co., as soon as possible, to handle this subject in a manner to prevent the sale of bogus parts and insure the sale of its own, but, until it can do so in an adequate manner, it must ask the co-operation of Jobbers in buying such parts from us direct and of Dealers in refusing to buy parts from Jobbers until they have been assured of their genuineness.

A Warning

"We have received complaint throughout our territory in Indiana," wrote a Western Jobbing firm under date of September 18th, "that the Jobbers there are offering Dealers the initial purchase, with the privilege of returning whatever goods they cannot sell, after several months. This is entirely against your contract, as you will admit. Please advise us, whether you will permit it, and whether you will have the same stopped."

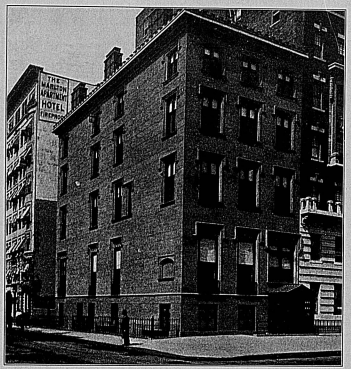
As the letter states, the practice referred to is a glaring violation of agreement and one that will not be permitted any longer than it takes to get the necessary evidence against the offender. If any Jobbers are following this plan they are warned that they must at once stop it.

Richard Carle Uses Edison Phonograph in "The Hurdy Gurdy Girl"

"We sold an Edison Standard Phonograph to Richard Carle for use in the first act of his show 'The Hurdy Gurdy Girl,' which has been playing in Boston all Summer. The machine has been in use the whole time and they find it a perfect success. The oddest part of the sale was that in timing the machine to be used in the first act, there happened to be a record of 'The Dream of the Rarebit Fiend,' which was just exactly what was wanted, and the comedian of the show has used it to dance by ever since it was installed."—*The Eastern Talking Machine, Boston, Mass.*

Our New Fifth Avenue Office

The New York office force of the National Phonograph Co. moved, on September 16th, from 31 Union Square to the new building, 10 Fifth Avenue, corner of Eighth Street, purchased more than a year ago in order that we might have a permanent headquarters, conveniently situated, and fitted up as we desired. The building is one of the old four-story, brown-stone mansions, in which, until the northward march of business drove the aristocratic New York higher up the same avenue, lived the wealthiest and best families. No. 10 was the town house of C. H. McCormick, the American Ambassador to France, and has been the scene of many brilliant functions.



It has been magnificently decorated for our use and there are few offices that can compare with it in this respect. The greatest credit is due to William Pelzer, of our Legal Department, under whose direction the alterations have been carried out and to whose good taste is due the excellent effects obtained.

The entrance, formerly at the top of a flight of stone steps, is now on the ground floor, where the general waiting room is situated. An ornate portico protects the entrance door.

The second floor is chiefly taken up by three large and lofty apartments, opening one into the other, which can be closed at will by huge sliding doors of polished mahogany. The first of the three is the office of F. K. Dolbeer, General Manager of Sales, who is also retaining for the present his former position of Manager of the

Credit Department. The middle room is occupied by Walter Stevens, General Manager of the Foreign Department, and William Pelzer, of the Legal Department. The rear room will be the town office of W. E. Gilmore, President of the National Phonograph Co. These three apartments are panelled with finely polished mahogany and the walls are covered with dark green figured French tapestry. The floors are of hard wood and covered with beautiful Oriental rugs. The mouldings of the ceiling are noticeable, while the mantels in all three rooms, but especially the front, are superb specimens. A Board Room is in the rear. What was formerly the entrance hall of the mansion is now used as a small reception room.

The third floor is devoted principally to the clerical staffs of the Credit and Agreement Departments. The New York office of the Manager of the Advertising Department, whose headquarters are in Orange, N. J., is also located on this floor.

The fourth floor is occupied by the staffs of the Commercial Department and the Edison Manufacturing Co. There are offices for the two District Managers of the former, and for the Sales Managers of the Edison Battery and the Edison Kinetoscope, in connection with the latter.

The fifth floor is occupied by the Bates Manufacturing Co., and such parts as are not used by it will be devoted to needs that may arise later on. An electric elevator has been installed and suitable quarters found for the engineer in charge of the building. In a word, none of the conveniences found in modern office buildings are lacking.

Our out-of-town friends may reach the new location by taking the Eighth Street cars from Broadway, or the subway, or by taking the Sixth Avenue elevated cars to Eighth Street and walking east one block. We hope that Jobbers and Dealers generally will more than ever find an opportunity to call at our New York office.

The Point of View

"My dear," murmured the sick man to his wife, "I am nearing the golden streets. I hear strains of sweetest music, unearthly in its beauty, I——"

"John," said the wife, "what you hear is a Phonograph in the next flat."

"So it is. Darn those people anyhow. No consideration for their neighbors. Go and tell 'em to stop that infernal racket at once."—*Exchange.*

Advertising Picture Postals

William C. Yeatts, Edison Dealer, of Bendersville, Pa., sends some clever specimens of picture postals which have brought him excellent results. "I find," he writes, "that this is about the best way for me to advertise the Edison Phonograph and Records. I have been doing so for about a year and it is bringing me in good results."

One card depicts a man, evidently home rather late, creeping upstairs, shoes in hand, for fear of waking some one up. "I hope I shall not disturb you" the card reads, "but listen! When you have made up your mind to buy a talking machine drop in and buy an Edison." Another shows a giraffe and under the caption "Within Reach," is written, "The Edison Phonograph is within reach of all if you only knew it. Call and hear it play, sing and talk. We give a free concert on Wednesday evening at 8:30 P. M. Come and hear it." The third card shows a man driving an automobile, and has this upon it. "You auto come to W. C. Yeatts' store and hear the Edison Phonograph—the best machine on the market."

Unusual cards like these rivet attention, fix the Dealer's name in the mind and lead most surely to business. Mr. Yeatts has been trying the plan for a year and has found that it pays. Probably if he had tried it only a week or so he would have traced no very definite results, for all advertising to be worth anything must be persisted in. The small Dealer may be benefitted even by an occasional advertisement in his local paper or by good bill board publicity, but he will be very much more helped if he determines to make an effort to advertise consistently and watch the results carefully.

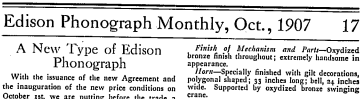
John Wanamaker, who was perhaps the first to start modern department advertising along the lines it is now conducted in, whose advertising has always been a model for other merchants, has very decided views about advertising.

"If there is one thing on earth that a 'quitter' should leave alone, he says, "it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. The advertiser cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steadv. It increases day by day and year by year until it exerts an irresistible power."

Although Mr. Wanamaker was probably thinking of the great national advertisers who, like ourselves, spend enormous appropriations, the principle of sticking to the game is as much applicable to the small Dealer, with his few lines in the local paper, as to the biggest Jobbers.

A New Type of Edison Phonograph

With the issuance of the new Agreement and the inauguration of the new price conditions on October 1st, we are putting before the trade a more expensive type of Edison Phonograph to meet the long continued demand of Jobbers and



Dealers for a type of machine that will fill the requirements of any home, no matter how handsomely furnished. The new machine will be known as the Edison Ideal Phonograph, and its retail price will be $125.

The half-tone illustration of the machine shown herewith does not do it justice because of the inability to show the colors of the cabinet and the finish of the machine. The metal parts are finished in oxydized bronze. The cabinet is of mahogany, made of a special design and highly polished. The machine also includes many other attractive features. This new type of Phonograph has been included in the new Machine Catalogue now being shipped to Jobbers and the latter are being urged to order at least one machine so that Dealers may have an opportunity of inspecting it. It will be sold subject to the same discounts as all Edison Phonographs, except the Gem and the Bijou. A detailed description of the new machine is as follows:

Cabinet—Mahogany, new design with heavy molding and cover to match, both with special piano finish. Cabinet has a hinged frame to which the entire Phonograph mechanism is firmly fastened, and which may be turned back, permitting convenient inspection of the motor.

Finish of Mechanism and Parts—Oxydized bronze finish throughout; extremely handsome in appearance.

Horn—Specially finished with gilt decorations, polygonal shaped; 33 inches long; bell, 24 inches wide. Supported by oxydized bronze swinging crane.

Standard—Oxydized bronze, highly polished, runs on centers supported by swinging arm or end-gate, insuring steady and uniform reproduction. Will play Edison Standard Records and Edison Grand Opera Records.

Motor—Powerful triple springs, with improved motor suspension. Runs noiselessly, regulates perfectly, and can be wound while running. Has removable steel bushings, belt tightener and other useful devices.

Reproducer—Model C, with highly polished, button-shaped sapphire, which does not scratch or wear the Record; will last indefinitely and does not require changing.

Recorder—An Improved Edison Recorder, for home Record making.

Shaving Device—Has device for shaving wax blanks.

Size of Machine—Height, 14¾ inches. Base, 18½ x 12¾ inches. Weight, net, 53 lbs.; gross, 100 lbs. Packed in one case. Horn packed in crate, gross weight, 24 lbs.

Phonographic Advice

This is the title of a little pamphlet sent out by Marks Silverstone, Edison Jobber of St. Louis, Mo., containing useful advice on the management of Phonographs. So many times the Phonograph is subjected to unjust charges due only to the carelessness of the owner who perhaps has allowed oil to get on the belt or some equally trivial thing due to lack of knowledge, that the little booklet will be very useful.

To Add New Equipment to Present Machines

We reprint below the information published in the September PHONOGRAPH MONTHLY, giving instructions for adding the new equipment to such of the present types of machines as Dealers have in stock. The new parts consist of a horn, a crane and pieces for attaching the crane to the cabinet. The latter pieces include a metal holder, with screws; a crane hose to hold the crane and keep the machine from tipping over, and a brace to keep the upright rod of the crane in a rigid position. Following are the instructions for attaching the crane holder:

Slide the reproducer arm to the right as far as it will go and fasten it down to the end gate latch with a rubber band or string. Turn the cabinet over on its back, leaving its cover on and catches locked. Place the crane base inside of the metal holder and hold both parts against the bottom of the cabinet, keeping the center of the holder the right distance from the left hand edge of the cabinet base. See that the holder is held so that the base stands at right angles, or perfectly square with cabinet, and mark location of screw holes on base of cabinet. Remove the holder and crane base and with a No. 40 twist drill or the same sized brad awl, drill the four holes into base of cabinet one-half inch deep at the places previously marked. Screw on the crane holder. The front edge of crane holder on all cabinets should be ⅜ of an inch back of the edge of cabinet base.

The brace is not fastened to the cabinet, but is pushed over the top edge of the cabinet by lifting up the lid. It should then be placed in such a position that the upright rod of the crane will stand perpendicular.

The distances from the inside of cabinet base to center of holder should vary in each machine as follows: Standard, 3¼ inches; Home, 7⅛ inches; Triumph, Alva and Concert, 7¼ inches; Balmoral and Conqueror, 12½ inches.

GEM MACHINE CAUTION.

The hole in the body of the Gem Phonograph, for holding the horn crane, has been increased from 3-16 to ¼ inch on all new machines. To equip machines made previously to this change, it will be necessary for Dealers to order special horn cranes with the end made 3-16 inch.

His Wife—Why is it you never start up the phonograph any more, John?

Her Husband—There is no harmony in two talking-machines running simultaneously, my dear.—*Music Trades.*

Correction

We sometimes wonder if the trade reads the PHONOGRAPH MONTHLY as it appears from month to month, but when an error creeps into its columns we have abundant evidence that it is widely read. In an article in the September issue this statement was made:

"By the terms of your agreement you are not permitted to take machines in part exchange, so there is no lessening of the profit in these transactions in any manner."

Every Jobber and Dealer knew that this was contrary to Section 4 of the Dealers' Agreement, and no inconsiderable number promptly "jumped" on us. Section 4 covered the matter as follows, and the same sentence has been included in the new Agreement:

"This does not prohibit the acceptance of a talking machine at full list price, if good as new, (or less cost of necessary repairs to make good as new) in exchange for an Edison Phonograph sold at full retail list price; but does prohibit the acceptance of Records or Blanks of any kind, at any price, in exchange for Edison Phonographs, Records or Blanks."

No More Rough Blanks

With the adoption of the new Agreement we have decided not to sell rough Blanks, and after October 1st we will furnish shaved Blanks only.

Up to the Top Notch

"Yes, Sir! I have purchased an Edison, Home style, and it is the biggest bargain I have ever had for anything near the price paid for it. I have also secured a good selection of your excellent records, and along with the Phonograph, I must say I have what can well be called an amusement producer that is up to the top notch."—*Walter C. Smith, Lynchburg, Va.*

Phonograph at Gospel Meeting

To help the Sunday services of the Gospel wagon attachment of the Market Street Mission at Morristown, N. J., Supt. Ironsides used a Phonograph yesterday, and sacred music pealed from a large horn. It worked to perfection. Local soloists who generally do all the necessary singing simply looked on. Hereafter the Gospel wagon will carry the Phonograph on all mission work.—*New York World, Sept. 16th.*

Music is one of the fairest and most glorious gifts of God, to which Satan is a bitter enemy; for it removes from the heart the weight of sorrow and the fascination of evil thoughts.—*Luther.*

Among the Jobbers

Considerable alteration has taken place during the past few weeks in the appearance of the store occupied by Louis Buehn & Bro., Edison Jobbers, at 45 N. Ninth street, Philadelphia. New booths have been erected and the interior largely remodelled. This has been necessitated by the growth of their business. For the same reason a third floor has been added, which will be devoted entirely to wholesale stock.

"I have never seen Dealers more enthusiastic in regard to the present conditions and the prospect of a fine fall trade," says Mr. Towell, of the Eclipse Musical Co., Cleveland, O., who has just returned from a business trip. Mr. Towell declares that business is 50 per cent better than it was a year ago at this time.

The Eastern Talking Machine Co., of Boston, Mass., Edison Jobbers, has been utilizing the quieter months to carry out alterations necessary to steadily increasing business. An electric passenger elevator is being installed and the need of additional room has resulted in the opening of a new salesroom.

Mr. Ketterer, Manager of the talking machine department of the Conroy Piano Co., Edison Jobbers, St. Louis, Mo., declares that their fall business has already opened with such a rush that they confidently anticipate that this year's business will by a large margin exceed that of previous ones. They are adding more record bins and have determined to carry the largest stock of Edison Phonographs and Gold Moulded Records in the history of the firm. The new bins have a capacity of nearly 50,000 Records.

The Boston Cycle and Sundry Co., Edison Jobbers of Boston, Mass., anticipate a splendid fall business. Manager Andrews said recently, "I think this is going to be a record breaker for the talking machine business. I find Jobbers throughout the country feel the same way."

R. S. Williams & Sons Co., Edison Jobbers, of Toronto and Winnepeg, had a fine display of Edison goods at the recent Canadian National Exhibition, and much interest was aroused thereby.

Harger & Blish, Edison Jobbers, of Dubuque, Ia., have recently decided to lease the central store in the new Security Building. Extensive alterations are to be made and it is anticipated that when finished it will be one of the finest in the State. On the fourth floor a large room will be fitted up as a recital hall and will be equipped to seat some two hundred and fifty people.

L. E. McGreal, Edison Jobber at Milwaukee, did an unusual bit of advertising last month. He printed a list of his Dealers in Wisconsin and the Northwest, with a caption stating that the public could buy as cheaply from them as from him, and he distributed 100,000 throughout his territory.

About Our Advertising

We might be criticised for not making more of a fuss in each issue of THE PHONOGRAPH MONTHLY about the advertising being done for the furtherance of our business, and we could hardly deny the impeachment. The real reason why we do not say more about it, is because the demands upon the columns of THE PHONOGRAPH MONTHLY every month seem to crowd out reference to it. The work of getting our catalogues and other printed matter in editions that run into millions goes on quite the same as if we said more about it. There is no let up in bill-posting, railroad bulletins, special electric signs, etc. The magazine advertisement shown on page 24 of this issue, appeared in the publications named below in the latter part of September and October:

American, Argosy, Associated Sunday Magazines, Century, Collier's Weekly, Cosmopolitan, Everybody's, McClure's, Metropolitan, Munsey's, National, Pacific, Puck, Red Book, Review of Reviews, Saturday Evening Post, World To-day, Youth's Companion.

In October we will begin our annual newspaper campaign, using from one to three of the best newspapers in every jobbing city.

Newspaper advertising has been a feature for the past two years and it will be larger and better than ever this fall and winter. More will be said about advertising next month.

Additional Boiler Equipment

During the past month the erection of an additional boiler house was begun at our Orange factory. It is being built of reinforced concrete, like all the other buildings now in process of erection. It will be 25x60 feet in size and about 40 feet high. It will be at once equipped with three Climax boilers of 750 horse power each.

Record No. 12896 Cut Out

The trade is advised that we have no more moulds of French-Canadian Record No. 12896 "Ayez pitié d'elle," by F. Hartmann, and as soon as our present stock of this selection is exhausted no further orders will be filled. It will be omitted from the next Foreign Record Catalogue in addition to the list printed on another page.

Cut Out List

Edison Gold Moulded Records
Foreign Selections

The Trade is hereby advised that when our stock of the following Foreign Selections is exhausted no further orders will be filled. These selections will be omitted from the next edition of our Foreign Catalogue.

12000	A la luna (*Spanish*)	Vargas	
12003	La Morena (*Spanish*)	Vargas	
12004	La Sevillana (*Spanish*)	Vargas	
12005	Bolero de Mazadores (*Spanish*)	Vargas	
12006	Tercetta Mia (*Spanish*)	Vargas	
12007	Le Boca de Pepita (*Spanish*)	Vargas	
12012	Quiro to Hand (*Spanish*)	Vargas	
12015	Funiculi Funicula (*Italian*)	Vargas	
12022	Ah non credevi tu (*Italian*)	Vargas	
12048	Infelice (*Italian*)	Vargas	
12049	Vieni, la mia vendetta (*Italian*)	Vargas	
12072	Di tu se fedele (*Italian*)	Vargas	
12073	Ave Maria (*Tosti*) (*Italian*)	Vargas	
12079	Ojos Negros (*Spanish*)	Vargas	
12080	Consuelo (*Spanish*)	Vargas	
12083	La Calleora (*Spanish*)	Vargas	
12092	El Jaque (*Spanish*)	Vargas	
12094	Non à vèr (*Italian*)	Vargas	
12095	Il bateo (*Italian*)	Vargas	
12099	Dis ponente (*Italian*)	Vargas	
12101	Cancion del Portier (*Italian*)	Vargas	
12104	Darmi pure (*Italian*)	Vargas	
12135	La Mazurka (*Spanish*)	Vargas	
12148	Jerusalem (*Spanish*)	Vargas	
12150	Castello de Amor (*Spanish*)	Vargas	
12151	El Relámpago—Tango (*Spanish*)	Vargas	
12156	Romanza en el Juramento (*Spanish*)	Vargas	
12160	Si tu me amaras (*Spanish*)	Vargas	
12162	Ultimo Adios (*Spanish*)	Vargas	
12163	Madrid viejo—Bolero (*Spanish*)	Vargas	
12165	Dreeza (*Spanish*)	Vargas	
12175	Habanera en Carmen (*Spanish*)	Vargas	
12179	Danza Otero (*Spanish*)	Vargas	
12180	Castillo de Real en los Mosquiteros (*Spanish*)	Vargas	
12181	Barcarola en C de L. (*Spanish*)	Vargas	
12185	Pano (*Spanish*)	Vargas	
12186	Sicilliana en Cavalleria Rusticana (*Spanish*)	Vargas	
12190	Tus Graclas (*Spanish*)	Vargas	
12193	La puerta de mi bahia (*Spanish*)	Vargas	
12196	Las Cimarronclta (*Spanish*)	Vargas	
12197	La Gallina Ciega (*Spanish*)	Vargas	
12199	Romanza del Diablo en el Poder (*Spanish*)	Vargas	
12200	Serenata de Crouzod (*Spanish*)	Vargas	
12207	Cancion de Pippo en la Mascota (*Spanish*)	Vargas	
12209	La Bamba Callejera (*Spanish*)	Vargas	
12210	Los Ojos Negros (*Spanish*)	Vargas	
12212	Cancion Serenata Mallorello en la Mascota (*Spanish*)	Vargas	
12213	Seguidillas Manchegas (*Spanish*)	Vargas	
12214	Soo los supersticiosos la Mascota (*Spanish*)	Vargas	
12218	Negra tu no va querer (*Spanish*)	Vargas	
12220	No me cases (*Spanish*)	Vargas	
12221	Cancion de Pippo en Boccaccio (*Spanish*)	Vargas	
12223	Himno de Riego (*Spanish*)	Vargas	
12225	Como yo te he Querido (*Spanish*)	Vargas	
12230	Historias y Cuentos—Jota (*Spanish*)	Vargas	
12235	Coplas de el Tenorero en Boccaccio (*Spanish*)	Vargas	
12236	La Zarzuela (*Spanish*)	Vargas	
12230	Flor de los Campos (*Spanish*)	Vargas	
12231	Coplas de Boccaccio (*Spanish*)	Vargas	
12232	Städchen-Weltmeister (*German*)	Porten	
12238	Valentin's Gebet (*German*)	Porten	
12240	Reizendes Mädchen (*German*)	Porten	
12241	Lied des Toreros (*German*)	Porten	
12240	Wie ihre Unschuld (*German*)	Hofmann	
12261	Als Bolero Geist (*German*)	Hofmann	
12267	Es blinkt der Tau (*German*)	Schumann	
12279	Abschiedslied (*German*)	Albert	
12278	O lela und Dafné (*German*)	Albert	
12279	Scene des Wanga (*German*)	Albert	
12281	Plus grand dans son obscurité (*French*)	La Feve	
12282	Marçot fete un salut (*French*)	Lacroix	
12283	Dans le Sommeil (*French*)	Marchal	
12284	Le Père Noël (*Petite enfance*) (*French*)	Marchal	
12285	Allons! Jeunes gens (*French*)	Marchal	
12286	C'est la bouteille, c'est la femme (*French*)	Marchal	
12288	Jus les songes heureux (*French*)	Marchal	
12291	De son coeur (*French*)	Marchal	
12294	Mort de Valentin (*French*)	Marchal	
12200	Prière de la Pâque (*French*)	Bartel	
12297	Air du Tésor—Jerusalem (*French*)	Bartel	
12299	O! Cétoste Alda (*French*)	Bartel	
12300	Dans un délire extrême (*French*)	Bartel	
12304	Chanson Rachique (*French*)	Bartel	
12305	Il est venu (*French*)	Bartel	
12306	Chanson des Gas d'Irlande (*French*)	Bartel	
12307	La Rêve d'un Prisonnier (*French*)	Bartel	
12308	Hymne à la nuit (*French*)	Bartel	
12309	Le Prussain (*French*)	Bartel	
12311	L'anneau d'argent (*French*)	Bartel	
12312	Les Enfants (*French*)	Bartel	
12315	Stances (*French*)	Bartel	
12316	Vielxmemt, ma bien-aimée (*French*)	Bartel	
12317	Réclt du Graal (*French*)	Bartel	
12319	Si les flots d'Arles sont reloes (*French*)	Bartel	
12322	La Credo du paysan (*French*)	Bartel	
12323	Noel Palen (*French*)	Bartel	
12325	Ballade du Barryton—Quentin Durward (*French*)	Lacroix	
12326	La Vase d'Or (*French*)	Bartel	
12328	Couplet de Walter (*French*)	Bartel	
12330	Sérénade à Nisus (*French*)	Bartel	
12332	Quand l'oiseau chante (*French*)	Bartel	
12333	La Chanson des pupitres (*French*)	Bartel	
12334	Carmella (*French*)	Bartel	
12336	Si tu m'aimais (*French*)	Bartel	
12340	Chant de Charlemagne (*French*)	Carlaz	
12342	Quand la flamme de l'amour (*French*)	Carlaz	
12343	J'ignore son nom (*French*)	Dartes	
12344	Valmeroni, Pharaon! (*French*)	Dartes	
12345	Elle ne croyait pas! (*French*)	Hofmann	
12346	Berceuse-Jocelyn (*French*)	Dartes	
12347	Air du Vasco de Gama (*French*)	Dartes	

12348	La Chine est un pays Charmant (*French*)	Dartes	
12350	Suspendez à ces murs (*French*)	Dartes	
12352	Sicilienne (*French*)	Dartes	
12354	Carmélen, lyhigiecie en Tauride (*French*)	Dartes	
12355	Tout simplement (*French*)	Dartes	
12356	Enfin, me voilà seul! (*French*)	Lacroix	
12357	Midi minuit! (*French*)	Lacroix	
12358	Coupliets des Contrats (*French*)	Lacroix	
12359	Ah! vous ne savez pas, ma chère (*French*)	Bartel	
12361	Enfin! un jour plus doux au live (*French*)	Lacroix	
12363	D'un amour qui me brave (*French*)	Lacroix	
12365	Frais vallons (*French*)	Lacroix	
12366	Comme une pâle fleur (*French*)	Lacroix	
12367	Laissez-moi contempler ton visage (*French*)	Lacroix	
12368	Air de la Vengeance (*French*)	Lacroix	
12370	Hac dein heimatliches Land (*German*)	Porten	
12363	Vielleicht oft ohne Gründe (*German*)	Hofmann	
12364	Sicilliana—Robert der Teufel (*German*)	Hofmann	
12365	Pastorale—Prophet (*German*)	Hofmann	
12369	O kehr' zurück (*German*)	Schumann	
12390	Njeczuwstwuje wrenia (*Russian*)	Gallanin	
12364	Prolog—Bajazzo (*German*)	Leander-G	
12360	Lodernde Flammen (*German*)	Reimann	
12414	O vivere (*Italian*) *Castalanessa and d'Algey*	Carmen and Caballe	
12427	Quest' essiss ch'io vezio (*Italian*)	Rossi	
12429	Vieni, mare (*Italian*)	Rossi	
12431	Quando la veneri (*Italian*)	Rossi	
12432	Sandi la trouba (*Italian*)	Rossi	
12435	Vedremo o veglio andare (*Italian*)	Rossi	
12436.	O sommo Carlo (*Italian*)	Rossi	
12437	Quest' è pegato (*Italian*)	Rossi	
12440	Da quel di ch'io vidi (*Italian*)	Rossi	
12444	Sol vendicar mi (*Italian*)	Rossi	
12440	Prescriuscalore di Mimi (*Italian*)	Mielino	
12450	Giunto sul passo estremo (*Italian*)	Mielino	
12451	Frassi desortare (*Italian*)	Mielino	
12452	Frassi desortare (*Italian*)	Mielino	
12453	Ora s per sempre addio (*Italian*)	Mielino	
12454	Ora s per sempre ligeddio (*Italian*)	Mielino	
12458	D'esterno, oeh follia (*Italian*)	Mielino	
12459	Le Campane di Cetrea (*Italian*)	Mielino	
12460	Mi par d'udir ancora (*Italian*)	Mielino	
12461	La gioiella sera (*Italian*)	Mielino	
12462	Giulia (*Italian*)	Mielino	
12463	Un di all' azzuro spazio (*Italian*)	Mielino	
12466	Sempre la stessa (*Italian*)	Mielino	
12467	Prologo, Faust (*Italian*)	Mielino	
12468	Nium mi tema (*Italian*)	Mielino	
12471	Fra voi belle (*Italian*)	Mielino	
12474	Dio, mi potevi scagliar tutti i mali (*Italian*)	Mielino	
12477	Il sin ciea gentil (*Italian*)	Mielino	
12480	Sento una forte indecitta (*Italian*)	Mielino	
12481	Ecco ridente in cielo (*Italian*)	Mielino	
12483	Dal campi, dal prati (*Italian*)	Mielino	
12484	Dal mio bellezzi spirit (*Italian*)	Mielino	
12485	O tu che in seno agli angeli (*Italian*)	Mielino	
12486	Ricordo di Quisiana (*Italian*)	Mielino	
12487	Colpa Julian (*Italian*)	Mielino	
12488	Gli il veggo (*Italian*)	Sato	
12500	Un grande spettacolo (*Italian*) *Gambardella*	Gambardella	
12500	Mai più Zazi (*Italian*)	Gambardella	
12511	Nium mi tema (*Italian*)	Gambardella	
12513	Speral tanto il dolrlo (*Italian*)	Gambardella	
12514	Vedi, la notte (*Italian*)	Gambardella	
12517	Canzone del Rachlo (*Italian*)	Ciccolini	
12518	Tu che fal l'addormentata (*Italian*)	Ciccolini	
12510	El Salto del Pasiego (*Spanish*)	Caballe	
12520	Las Hijas de Dos (*Spanish*)	Caballe	
12521	Al agua pasas (*Spanish*)	Caballe	
12522	El Matrimonio—Tango (*Spanish*)	Caballe	
12523	Sevillanas y Panaderos—Cadiz (*Spanish*)	Caballe	
12524	La Salsa de Julieta—La Paloma (*Spanish*)	Caballe	
12525	Navarra (*Spanish*)	Caballe	
12526	Torrar por la Flua—Bolero (*Spanish*)	Caballe	
12527	Tiempo revuelto (*Spanish*)	Caballe	
12530	La Bruja (*Spanish*)	Caballe	
12531	El Gramete (*Spanish*)	Caballe	
12533	Los Borrachos (*Spanish*)	Caballe	
12534	El Cabaso (*Spanish*)	Caballe	
12535	El Bohemio (*Spanish*)	Caballe	
12536	Entre mi e mujer—Jota reg.= (*Spanish*)	Caballe	
12537	Una Onza—Seguidilla (*Spanish*)	Caballe	
12538	Sevillanas (*Spanish*)	Caballe	
12539	La Salsa de Julieta (*Spanish.*)	Caballe	
12540	Las Verses de Cardenas (*Spanish*)	Caballe	
12541	El Cabo banquera (*Spanish*)	Caballe	
12543	Las Verses de Cardenas (*Spanish*)	Caballe	
12547	El pañuelo rojo (*Spanish*)	Caballe	
12549	La Partida (*Spanish*)	Caballe	
12550	El Diablo en el Poder (*Spanish*)	Caballe	
12551	A mi madre (*Spanish*)	Caballe	
12553	El Relámpago (*Spanish*)	Caballe	
12554	La Gran Via—Java de los Ratas (*Spanish*)	Caballe	
12555	Antiloa para la Habana (*Spanish*)	Caballe	
12556	La Marina (*Spanish*)	Caballe	
12557	Cantares (*Spanish*)	Caballe	
12559	Consejos (*Spanish*)	Caballe	
12560	Como casi la soeiedad (*Spanish*)	Caballe	
12561	La Mari—Jaena (*Spanish*)	Caballe	
12568	Olé estudiantina (*Spanish*)	Carmen	
12573	Nie kochan cie (*Polish*)	Unitski	
12580	Les Mujeres (*Spanish*) *Carmen and Caballe*	Carmen and Caballe	
12585	La Fiesta de San Antonio (*Spanish*)	Carmen and Caballe	
12600	Felix Morada (*Spanish*)	Lafee	
12601	El relampago—Valveta a ver un dia (*Spanish*)	Lafee	
12602	Alma Mia (*Spanish*)	Gallia	
12603	Los ojos negros (*Spanish*)	Lafee	
12604	No es verdad (*Spanish*)	Gallia	
12620	Ja pomnia tschudowje mgnowenje (*Russian*)	Gallanin	
12621	Gornyia vershiny (*Russian*)	Gallanin	
12622	Kolokola zvon (*Russian*)	Gallanin	
12623	Nesatchenka (*Russian*)	Gallanin	
12624	Dissiderantska (*Russian*)	Gallanin	
12625	Ty nie planch nevoitnuschka (*Russian*)	Gallanin	
12626	Na Chonskie (*Russian*)	Gallanin	
12627	Gasudar moj Batuschka (*Russian*)	Gallanin	
12628	Tschi tyo moia dana (*Russian*)	Gallanin	
12629	Pesn bednika (*Russian*)	Gallanin	
12630	Wot na moria bahatschi (*Russian*)	Gallanin	
12631	Oi ussnu (*Russian*)	Gallanin	
12632	Nie bjely to snigui (*Russian*)	Gallanin	
12633	Troika (*Russian*)	Gallanin	
12634	Ja'o uchi niett (*Russian*)	Gallanin	
12655	Es los ates del rio (*Spanish*)	Caballe	
12660	Torrar por la Sua—Coples (*Spanish*)	Caballe	
12657	Guerrabbe-corrito (*Spanish*)	Caballe	
12663	Sicilliana (Cavalleria Rusticana) (*Russian*)	Parkrabek	
12684	Aera (*Russian*)	Parkrabek	
12685	A Granada (*Spanish*)	Caballe	
12686	Milaja (*Russian*)	Gallanin	
12685	Ja was ljublu i vy powlernis (*Russian*)	Gallanin	
12693	Pomnila milj druz za morja (*Russian*)	Gallanin	
12690	Zalaeka ja tschka (*Russian*)	Gallanin	
12691	Skashite jel (*Russian*)	Gallanin	
12692	Nie gawori tschto uwiadomij syshlia (*Russian*)	Gallanin	
12693	Tolko sawal ja tichja (*Russian*)	Gallanin	
12700	Ja was ljubli (*Russian*)	Polewski	
12707	Ljubila tebja milaja rosa (*Russian*)	Gallanin	
12705	Noskwa (*Russian*)	Gallanin	
12700	Ja nie mogu jewo zabyt (*Prussian*)	Gallanin	
12710	Proschetschal (*Russian*)	Gallanin	
12711	Nuia wajo sofea zapomniat (*Russian*)	Gallanin	
12712	Kuda, kuda wy udalilis (*Russian*)	Gallanin	
12720	No sabes tu (*Spanish*)	Gallia	
12740	Cradros Diaboveris—Copias (*Spanish*)	Caballe	
12705	Dos de los Paisa (*Spanish*) *Lopez and Vargas*	Lopez and Vargas	
12901	Wie mag es wohl gekommen sein (*German*)	Munch	
12635	I've Made Up My Mind to Sail Away (*British*)	Mackay	
12738	Queen of Love (*British*)	Hill	

12844	Skylark (*British*)	*Hill*
12837	The Auld House (*Scotch*)	*Reid*
12871	That Old Sunny Window (*British*)	*Mackay*
12873	The Lecturer (*British*)	*Daniels*
12874	The Jilted Shoeblack (*British*)	*Whelan*
12883	Jeux dans la bataille (*French*)	*Cartel*
12885	Le Plegme (*French*)	*Cartel*
12897	C'que J'en comprends pas (*French*)	*Harmant*
12898	Faut s'aimer ca (*French*)	*Méry*
12891	Conscrit soldat (*French*)	*Méry*
12903	Nous avons fait comme eux (*French*)	*Kein*
12905	Les petits joyaux (*French*)	*Kein*
12907	Larirette et Lonlonla (*French*)	*Kein*
12908	La signe au vin (*French*)	*Kein*
12923	'S Grumbles (*British*)	*Whelan*
12924	Mrs. Carter (*British*)	*Whelan*
12925	I'll Sing Thee Songs of Araby (*British*)	*Hoge*
12941	If I Were King of England (*British*)	*Whelan*
12944	The Coster Serenade (*British*)	*Whelan*
12947	What I Have I'll Hold (*British*)	*Mackay*
12950	Has Anyone Been Asking for Me? (*British*)	*Mackay*

Collections of Rare Records

There is no doubt but that as home recording becomes more understood and carefully studied, collections of records will be made just as to-day collections of rare autographs arouse much interest and obtain enormous prices when put at auction. The prices of records should be infinitely higher for, after all, what value has a scrawling signature when compared with the living voice? What would not Americans give to hear Poe recite some of the poems which have placed him among the immortals, or what value would be placed upon a Record of Longfellow or Emerson?

Some years ago when the Edison Phonograph was making a great stir in the British metropolis, Robert Browning, the poet, was asked to make a record. His memory was prodigious and on being pressed to recite his celebrated poem, "How we brought the good news to Ghent," started off boldly, but, owing perhaps to the novelty of the occasion, utterly forgot the third line. His attempts to recall it and his interjections were faithfully recorded. He apologized to his hostess, but she said she would value it all the more on account of its uniqueness. Browning is dead and gone, and there are Browning Clubs all over the country, but what value could be placed upon the record he made? In London there is a private collection—one of the most interesting and valuable in the world—which contains a number of records made by Lord Tennyson, the late poet laureate. One of the finest of his was "The Charge of the Light Brigade." The same collection has an address in the eloquent language and vibrant voice of the great statesman Gladstone. There are records made by the great African explorer Stanley. The Prince Louis Napoleon, only son of the Emperor of the French and the Empress Eugenie—the unfortunate prince killed during the Zulu War,—made a record in his native tongue. Florence Nightingale made one in 1890 for the exhibition held in London for the benefit of the surviving heroes of Balaclava (the charge of the Light Brigade) and contained the following words from that pioneer of army nursing: "God bless my gallant comrades of Balaclava and bring them safe to shore—Florence Nightingale."

It is easier to make records now than it was when Florence Nightingale said this, and cheaper too. Record collecting is certainly the most interesting collection possible and would gain many devotees if sufficiently known. Dealers should never lose an opportunity for talking home records to customers. The fact that they cannot approach the professional record has nothing to do with it. The little affectations of voice, strange inflections, etc., which would never be found in the professional record would add to the value of the home record, for it would add to the naturalness and lifelike effect produced.

Love, Religion and Humor

Each line of this poem is the name of an exceptionally fine Record. The first letter of each line, reading downward, spells "Edison Record."

LOVE.

Eileen Alanna. (9264)
Dreaming love of you. (9219)
In the Valley of Kenmare. (8811)
Somebody's waiting for you. (9476)

RELIGION.

Crowned Christian Soldiers. (8465)
Nearer My God to Thee. (8170-7507-8022)
Ring the Bells of Heaven. (8854)
Eternity—Eternity. (9424)

HUMOR.

Casey courting his girl. (8249)
On the Banks of the Rhine with a pole. (9124)
Ruben Haskins' Ride in an auto. (9249)
Down on the Swanee-ee. (8712-8768)

JAMES A. H. CONWAY,
Edison Dealer.

Malden, Mass.

Talking Machines and Posterity

It is a regrettable fact that people, as a rule, are apt to regard the talking machine chiefly as a source of entertainment and amusement—as a mechanical means of reproducing vocal and instrumental music—but never as an instrument whose real value to the world is, paradoxically, at once a matter of certainty and of conjecture.

It has winged victorious flights through all the phases of instrumental and vocal music, from the compositions of the postasters to the works of the great masters, whose brains shaped out the most classic and stupendous of the grand operas. It has become a force in the educational world, in business life, in religious circles. In every walk it has achieved signal success—and the end is not yet.

Its value to history can be appreciated at a glance. For example, there have arrived in this country Records of the voice of Emperor William of Germany, which will be preserved in the Congressional Library and at Harvard University. This marks the beginning of a collection, which, it is said, will be made of the voices of famous people of the present and of the future to be kept as historical witnesses for coming generations.

The magnitude of the scope of this plan cannot be fully estimated at first thought. Think of the lifelike tones of our own Presidene Roosevelt a hundred or two hundred years hence proclaiming his favorite sayings before an audience to whom history's pages have made him a familiar object! Instead of being compelled to accept another man's view of him, or puzzling bewilderingly through a dozen varying impressions, one may judge for oneself in a manner that cannot fail. It is wonderful—incomprehensible—a miracle, in truth!

If we would get even a slight concepsion of the feeling of posterity, let us consider for a moment what thoughts would overcome us if we to-day could hear the even tones of the great patriot Washington or the kindly Lincoln, whom we love and reverence solely from what we have heard and read of them. If patriotism beats quicker in the heart of the American when the name or the portrait of Lincoln comes before him, how much vaster would it become if the voice of the Great Martyr should speak its measured accents to the living ear?

The patriotism of the future, fed on the speech of our present day heroes, will make the nation greater and broader and richer than any thought can now measure.

So herein lie the human aspects of the talking machine—its value not only to individuals, but to nations, besides which its entertainment of the passing moment is as an atom of time to all eternity. For what is the present to the future—what are a few of us to-day to the hundreds of millions of to-morrow?—*Musical Courier.*

SUSPENDED LIST, OCTOBER 1, 1907.

Supplementary to list of Suspended Dealers dated June 1, 1907, which is still in force and which must be given the same attention by Jobbers and Dealers as if reprinted here.

ILLINOIS.

Cookaville—Geo. Swinehart & Son.
Peoria—H. Meyer, 1307 S. Adams st.

IOWA.

Cushing—Bullock & Lyman.
*Independence—B. O. Parker, 110 E Main st.
Mederville—John J. Carpenter.

KANSAS.

Wichita—Frank R. Powell, 122 N. Main st.

MAINE.

Gardner—C. H. Cobb.
Oldtown—H. M. Burnham.

NEW HAMPSHIRE.

Dover—H. C. Ingalls & Co., 444 Central ave.

NEW JERSEY.

Newark—R. Rosenthal, Prop. Springfield Hdw. and Sptg. Goods Store, 71 Springfield ave.

NEW YORK.

New York City—Unio-American Phono. Co., (H. Gerard & Co.)

NORTH DAKOTA.

Fargo—Ben Hart.

PENNSYLVANIA.

Lancaster—J. H. Trugresser, 249 N. Queen st.
*New Castle—Will Hartland, 79 E. Long ave.
Royersford—Granville B. Tyson, 215 Main st.

TENNESSEE.

Alexandria—Clarence D. Baird Music Concern.

UTAH.

Salt Lake City—Daynes Romney Music Co., 25 East South First st.

VIRGINIA.

Norfolk—W. Reichenstein, 226 Church st.

WISCONSIN.

Ashland—J. F. Pool Co.
Walworth—G. H. Stewart.

*Added since September 1, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Hear The Edison Phonograph



HAVE you a Phonograph? How long has it been since you have critically listened to one? Do you know how good The Edison Phonograph is today, how pure the tone, how satisfying the reproduction? If you have one, you know. If you have not one, you ought to know—it's easy to know. Somewhere near you there is an Edison Store. Go there and hear. Learn how inexpensive it is for a complete outfit, including records—and how favorable the terms. Then think of the pleasure you can give yourself, your family and your friends with the world's best music, its most catchy songs and the monologues and dialogues of its funniest comedians. And after doing all this you'll buy one—you simply can't help it.

NATIONAL PHONOGRAPH CO., Lakeside Ave., Orange, N. J.

October Magazine Advertisement

Jobbers of Edison Phonographs and Records

Continued from page 2 of Cover

NEW YORK.

Albany—Finch & Hahn, 82 State st.
Astoria—John Rose, 99 Fulton ave.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells sts.
Neal, Clark & Neal Co., 647 Main st.
Elmira—Elmira Arms Co., 117 Main st.
Gloversville—American Phono. Co., 24 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall st.
New York City—Blackman Talking Machine Co., 1 Chatham sq.
J. F. Blackman & Son, 1127 3d ave.
I. Davega, Jr., Inc., 125 W. 125th st.
S. S. Davega, 23 E. 14th st.
Douglas Phono. Co., Inc., 83 Chambers st.
Emanuel Blout Co., 33 Union square.
Victor Talking Mch. Co., 104 Second ave.
Regina Co., 27 Union square.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1623 First ave.
Oswego—Frank R. Bolway, 32 W. Bridge st.
Rochester—A. J. Deninger, 848 North st.
Mackie Piano, C. & M. Co., 100 State st.
Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 604 State st.
Jay A. Richtol & Co., 352 State st.
Syracuse—W. D. Andrews, 218 E. Railroad st.
Troy—Finch & Hahn, 2 Third st.
Utica—Clark-Horrocks Co., 84 Genesee st.
Arthur P. Purvis, 23 Washington st.
William Harrison, 52 Columbia st.
Utica Cycle Co., 14 Columbia st.

OHIO.

Canton—Klein & Heffelman Co., 320 E. Tuscarawas st.
Cincinnati—Ball-Pinten Co., 108 West 3d st.
Hanel & Jay, 19 E. 3d st.
Laurence McGreal, 39 East 5th st.
Rudolph Wurlitzer Co., 121 East 4th st.
Cleveland—Eclipse Musical Co., 1370 East Ninth st.
Columbus—Perry B. Whitsit Co., 313 S. High street.
Dayton—Niehaus & Dohes, 25 E. 5th st.
Newark—Ball-Pintes Co.
Toledo—Hayes Music Co., 608 Cherry st.

OREGON.

Portland—Graves & Co., Inc., 228 Washington st.

OKLAHOMA.

*Oklahoma City—Smith's Phono. Co., 218 West Main st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 559 Hamilton st.
Easton—William Werner, 432 Northampton st.
Harrisburg—S. K. Hamburger, 13-14 N. Market square.
Philadelphia—Louis Buehn & Bro., 46 N. 8th street.
C. J. Heppe & Son, 1117 Chestnut st.
J. E. Hoerr, Martzel and 8th sts.
Keystone Talking Mch. Co., 1317 Chestnut st.
Penn Phonograph Co., 1317 Chestnut st.
John Wanamaker, 818 and Market sts.
Western Talking Mach. Co., 41 and 43 N. 8th st.
H. A. Weymann & Son, 1010 Chestnut st.

Pennsylvania—Continued.

Pittsburg—Pittsburg Phono. Co., 937 Liberty st.
Powers & Henry Co., 121 Sixth st.
Standard Talk. Mach. Co., 436 Wood st.
Reading—S. K. Hamburger, 723 Chestnut st.
Reading Phonograph Co., 48 N. 5th st.
Scranton—Ackerman & Co., 317 Wyoming av.
Technical Supply Co.
Sharon—W. C. DeForrest & Son.
Williamsport—W. A. Myers, 146 W. 3d st.

RHODE ISLAND.

Providence—J. M. Dean Co., 705-705 Westminster st.
J. A. Foster Co., Weybosset and Dorrance sts.
Household Furniture Co., 231 Weybosset street.
J. Samuels & Bro., 154 Weybosset st.
A. C. Scattergood Co., 108 N. Main st.

TENNESSEE.

Chattanooga—J. H. Templeman Co., 253 Montgomery ave.
Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay st.
Memphis—F. M. Atwood, 160 N. Main st.
O. K. Houck Piano Co., 303 S. Main st.
Nashville—Magruder & Co., 27 Arcade.
Nashville Talking Mach. Co., 722 Church st.
O. K. Houck Piano Co., 531-535 Fifth ave.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Walz Co., 101 El Paso st.
Fort Worth—Cummings, Shepherd & Co., 706 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 351 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main st.

VERMONT.

Burlington—American Phono. Co., 84 Church street.

VIRGINIA.

Richmond—C. B. Haynes & Co., 603 E. Main street.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second ave.
Kohler & Chase, 710 Pike st.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

Milwaukee—McGreal Bros., 176 3d st.

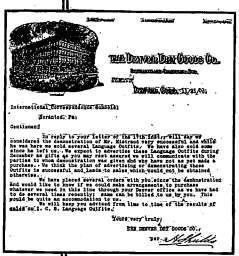
CANADA.

Montreal—Peter Kelly, 232 St. Lawrence st.
Quebec—C. Robitaille, 820 Rue St. Joseph.
St. John—W. H. Thorne & Co., Ltd., 43-46 Prince William st.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge st.
Vancouver—W. W. Waitt & Co., 668 Granville street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 191 Princess st.

*Added since September 1, 1907.

In the Words of Others
"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 80 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I.C.S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW.



International Correspondence Schools
SCRANTON, PA.

EDISON PHONOGRAPH MONTHLY

Vol. V November, 1907 No. 9

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Jobbers of Edison Phonographs and Records

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin st.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co., 309 Main street.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 217-221 Wood street.
Sacramento—A. J. Pommer Co., 8th and J sts.
San Francisco—P. Bacigalupi & Sons, 1021 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 412 16th st.
Hext Music Co., 16th and California sts.

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., Inc., 96 State st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania ave., N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree st.
Phillips & Crew Co., 37-39 Peachtree st.
Savannah—Youmans & Leete, 116 Barnard st.
Waycross—George R. Youmans.

ILLINOIS.

*Chicago—Ellior's Piano House.
Chicago—Babson Bros., 1413 19th st.
Cable Piano Co., 194 Wabash ave. & Adams st.
James L. Cooper, 1710 Van Buren st.
The Vim Co., 52 E. Lake st.
Montgomery Ward & Co., 111 Michigan avenue.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia avenue.
Kipp-Link Phonograph Co., 217 N. Illinois street.
A. B. Wahl & Co., 119 S. Illinois st.
Lafayette—A. B. Wahl & Co., 804 Main st.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust st.
Dubuque—Harger & Blish, 904 Main st.
Fort Dodge—Early Music House, 822 Central avenue.
Sioux City—Early Music House, 515 Court st.

KENTUCKY.

Louisville—Montgomery-Richm Music Co., 537-521 Third ave.

LOUISIANA.

New Orleans—William Bailey, 800 Frenchmen street.
National Automatic Fire Alarm Co., 614 Gravier st.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange st.
Portland—W. H. Ross & Son, 507 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 321 North Howard st.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover st.
Edison Talking Mach. Co., 177 Tremont street.
Iver Johnson Sptg. Goods Co., 165 Washington st.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central st.
New Bedford—Household Furnishing Co., 170 Purchase st.
Springfield—Flint & Brickett Co., 489 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 306 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward avenue.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin avenue.
Minnesota Phono. Co., 505 Washington av. So.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th st.
Thomas C. Hough, 893 Wabasha st.
Koehler & Hinrichs, 225 E. 3d st.
Minnesota Phonograph Co., 37 E. 7th st.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1218-1016 Walnut st.
J. F. Schmelzer & Sons Arms Co., 710 Main st.
St. Louis—Conroy Piano Co., 11th and Olive st.
O. N. Hilsck Piano Co., 1112 Olive st.
*Koerber-Brenner Music Co., 1006 Olive street.
Silverstone Talk. Mach. Co., 1010 Olive st.

MONTANA.

Helena—Frank Busser, 609 N. Main st.

NEBRASKA.

Lincoln—Ross P. Curtice Co., 1125 O st.
H. E. Sidles Phono. Co., 14th and P sts.
Omaha—Nebraska Cycle Co., 16th and Harney streets.
Shultz Bros., 16th and Chicago sts.

NEW HAMPSHIRE.

Manchester—John H. Varick Co., Varick Bldg.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 202 Washington st.
Newark—Douglas Phonograph Co., 20 New st.
A. O. Petit, 47 Halsey st.
Rapke Phono. Store, 287 Bank st.
Paterson—James K. O'Dea, 117 Ellison st.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State st.
John Sykes, 105 N. Broad st.

Continued on page 3 of cover

Edison Phonograph Monthly

VOL. V. November, 1907 No. 9

New Equipments a Great Success

Many thousands of Edison Phonographs with the new horn equipment have been shipped from Orange to Jobbers, have been passed along by the latter to Dealers, and by the latter have been sold to satisfied patrons, and the success of the new outfit seems an assured fact. Putting the new conditions into effect, however, has been complicated by such a heavy increase in orders that it has not been possible to supply the trade with sufficient machines to know just how great a success the new outfit really is.

From a trade standpoint its approval has been enthusiastic and complete. Considering the almost radical change in equipment and price, the adverse opinions have been so few as not to be worth consideration. Even these critics refer to minor features of the change, and not to the main issue. Just as soon as manufacturing delays can be overcome we are sure that all friction will pass away and that the sale of Edison Phonographs will be greater than ever before.

Jobbers and Dealers can greatly facilitate the working out of the new conditions by talking of them and advertising them along the lines of the following phrase from a trade circular issued by Harger & Blish, of Dubuque, Ia.:

"The new horns with which 'all Edison machines are now regularly equipped are made up from special designs approved by Mr. Edison and are so constructed as to prevent all horn vibration and blasting—thereby producing the purest tone quality possible. These horns are finished in black with gilded decoration. Not only have they added tone-full to the appearance of the machine, but a hundred-fold to one's enjoyment by this greatly magnified sound and sweetness."

It is talk of this kind that does much to assist in smoothing out the lines and make the trade enthusiastic in pushing Edison goods.

We are in splendid shape for filling Record orders and are thankful that the trade can find little fault on this score. The Record business was not affected by the new horn equipment, and although orders have been heavy, we have had no trouble in filling them promptly and completely. The factory output of Records for the past two months has been the greatest in the history of the business, but it has been difficult to accumulate a stock to take care of the exchange proposition referred to below, which is always followed by a large volume of business in spite of the liberal terms upon which the exchange is made. In spite of the present great Edison business, the outlook for the future never looked brighter.

The Exchange Proposition

The Exchange Proposition, treated in detail in another column, is one of the many features of the business of the National Phonograph Company which makes it strong with its Jobbers and Dealers. It provides the yearly opportunity of the trade of returning to us all surplus, cut out and defective Edison Records at no other expense than packing them and paying freight charges on them. It is true that Jobbers and Dealers are required to order two new Records for every one returned, but ample time is given in which to do it so that the larger order works no hardship to any one. When we state that the last exchange proposition that we had brought back one and one-half million Records, some idea will be gained of the stocks carried by the trade and of the loss to this company that the exchange causes. It is really a loss of the Jobber's price on each Record, for practically all of the new orders given in exchange would come to us anyway. The plan is really nothing else but a gift of so much money to our trade, and we doubt if a parallel to it can be found outside of the talking machine industry. It is a liberality, however, that pays handsomely in the cordial relations that exist between the trade and ourselves.

Foreign Selection Cut-Out

The trade is advised that as soon as our stock of Record No. 18541, El Rey que Rabia—Romanza (Mexican) *Guyzueta*, is exhausted, it will be omitted from catalogues.

The New Edison Gold Moulded Records
Advance List for January, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before December 23d, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on December 23d. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8. A. M. on December 24th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after December 20th, but must not be circulated among the public before December 24th. Jobbers are required to place orders for January Records on or before November 10th. Dealers should place January orders with Jobbers before November 10th to insure prompt shipment when Jobbers' stock is received.

9722 In the Clock Store — **Edison Concert Band**

A descriptive selection, in which are introduced the ticking and striking of various clocks from the ordinary morning alarm to the imposing musical clock, chiming "Blue Bells of Scotland." A cuckoo clock is likewise heard. Our Recording Department deserves great credit for the unique way in which the numerous effects are produced. Composer, Charles J. Orth; publisher, Carl Fischer, New York.

9723 Down in the Old Cherry Orchard — **Frederic Rose**

A fascinating new rural ballad with a waltz refrain, sung by an artist who has not previously made a Record for us. Mr. Rose possesses a most entertaining tenor voice, which he displays in an unusual manner in the higher notes, of which there are many. We predict that he will make a host of friends through this most excellent initial effort. An exceptionally pretty orchestra accompaniment adds no little interest. Music, S. R. Henry; words, Alfred Bryan; publishers, Jos. W. Stern & Co., New York.

9724 Smile, Smile, Smile — **Ada Jones and Billy Murray**

It is seldom, indeed, that we are able to list a more tuneful selection, recorded in such excellent style, than in this offering by a duet team who have become widely popular. The song is one of the big hits from "The Rogers Bros. in Panama", the new presentation of these popular artists. The air is catchy and similar in character to the numerous songs which have made the Rogers Bros. famous. The words are quite in keeping with the pretty melody as the chorus which follows will attest:

I could learn to love you, dearie
When I see you smile,
There's a lock so loathful in your eyes
That could woo me you're native wile

Cuddle up beside me, dearie,
Hold my hands a while;
For I could learn to love you
When you smile, smile, smile.

Toward the end of the Record, a dance is introduced during which Mr. Murray enjoys a little joke at the expense of Miss Jones. Orchestra accompaniment. Music, Max Hoffman; words, Edward Madden; publishers, The Rogers Publishing Co., New York.

9725 She's Such a Love — **Albert Benzler**

An old time song and dance played as a bells solo, in strict time, and in that graceful manner which characterizes all of Mr. Benzler's work. The air is rather simple, but melodious, and sufficiently varied to sustain interest throughout the Record. Orchestra accompaniment. Composer, E. N. Catlin; publishers, Thompson & Odell, Boston, Mass.

9726 Dreaming — **Irving Gillette**

One of the most popular sentimental songs of the season, recorded in slow, dreamy time, to carry out the composer's idea as expressed in the refrain:

Dreaming, dreaming, of you sweetheart I am dreaming.
Dreaming of days when you loved me best,
Dreaming of hours that have gone to rest.

Dreaming, dreaming,
Love's own message I'm bringing
Yours have not changed, the old love still remains; dreaming.

Mr. Gillette's success with similar Records of this character prompts us to predict a most unusual sale for this one. The orchestra accompaniment is greatly enhanced by the addition

of bells, which are given prominence at intervals in the rendition. Music, J. Anton Dailey; words, L. W. Heiser; publishers, Jerome H. Remick & Co., New York.

9727 Who Do You Love? — **Collins and Harlan**

A coon song from the "Shoo Fly Regiment." Mr. Collins, as the sentimental coon, points out to his "honey" (Mr. Harlan) that the birds and bees and even the bull-frogs are "a-billin" and "a-cooin" and pleads with her to be his "lady love." She apparently does not readily reciprocate his affection, for when he asks, "Who do you love?" she replies in a most aggravating manner, "Well, I don't know." The song progresses in a happy vein, however, and it is to be assumed that the darkey is at last successful in his suit. The music is equal in every way to the past efforts of the same well known composers. Orchestra accompaniment. Music, J. Rosamond Johnson; words, Bob Cole; publishers, Jos. W. Stern & Co., New York.

9728 When It's Moonlight, Mary Darling, 'Neath the Old Grape Arbor Shade — **Manuel Romain**

The latest sentimental ballad by a popular writer, with the scene laid in "dear old Dixie." An absent lover sings of the maid he has left behind, and asks her to wait for him, "'Neath the old grape arbor shade." The many admirers of Mr. Romain's pleasing voice and clear articulation will welcome the Record as an excellent addition to their collections. Orchestra accompaniment. Music, J. Fred Helf; words, Bartley C. Costello; publishers, Helf & Hager Co., New York.

9729 Don't Get Married Any More, Ma! — **Ada Jones**

Vesta Victoria's songs are always interesting and humorous, and this one selected from her latest hits is no exception. As an imitator of this famous English vaudeville artist, Miss Jones has long ago established an enviable reputation. The words of the song describe Ma's matrimonial ventures, (no less than eight in all) and her daughter begs for a "permanent papa." Certain to rival the familiar "Waiting at the Church" in popularity. Music, Henry E. Pether; words, Fred W. Leigh; publishers, Francis Day & Hunter, New York.

9730 Mariutch — **James Bruckman**

Italian dialect songs appear to be quite the thing of late, but this one with the sub-title of "Make-a de hootch-a ma-kootch" is far more humorous than its predecessors. Mariutch has again strayed from her happy home and her once thoroughly miserable "Tony," who describes in rather uncertain English her doings at Coney Island, where she dances the "hootch-a-ma-kootch". Mr. Bruckman excels in Records of this kind, as has been proven by the success of his "Mariasinia" listed last month. Orchestra accompaniment. Music, Harry Von Tilzer; words, Andrew B. Sterling; publishers, Harry Von Tilzer Publishing Co., New York.

9731 O, Moment That I Bless — **Mr. and Mrs. Waterous**

This attractive selection of the semi-operatic class introduces two new artists to our catalogue. Mr. Waterous has a rich baritone voice, and Mrs. Waterous sings in a soprano voice, which shows to particular advantage in the duets. The song is arranged for alternate solo parts, with a charming duet finale that will win applause wherever played. Music, Chas. Dennee; words, Paul West; publisher, Arthur P. Schmidt, New York.

9732 Every Ship Will Find a Harbor — **Byron G. Harlan**

A stirring song, written in march time, is Mr. Harlan's solo contribution for this month. The story tells a pretty tale of a girl who hesitates to accept her lover, fearing that they will be "as a ship on a stormy sea." He re-assures her in the following attractive words of the chorus:

Every ship will find a harbor
Every kite a tail
Don't be sighing' don't be crying.
All is for the best.

I just want to see you smiling,
I'll do anything for you.
Every ship will Fi-d a harbor
And our ship will find one too.

Additional interest will be manifested in this selection, due to the fact that it is published by one of our oldest Philadelphia jobbers. Orchestra accompaniment. Music, Johann C. Schmid; words, Charles E. Baer; publishers, H. A. Weymann & Son, Philadelphia, Pa.

9733 Punch and Judy — **Edison Military Band**

A lively intermezzo by the writer of "Peter Piper" and numerous other instrumental compositions. It is one of those rollicking selections, which start the feet to unconsciously keeping time. Composer, S. R. Henry; publishers, Jos. W. Stern & Co., New York.

9734 When the Hammer on the Anvil Rings — **Ada Jones**

A new version of the "knocking" practise, telling in the first verse of the meeting of two women, who, as usual pass fluttering comments on the gowns and hats worn by each other, but when they part, "Bang! Bang! Goes the hammer on the anvil, you can hear it twenty blocks." The second verse is an admission by a member of the "sewing circle" that although their original intention was to sew for the Zulus, their object is not accomplished through their fondness for "knocking." Bits of the Anvil Chorus from Il Trovatore are introduced in a clever manner. Music and words, Jean C. Havez; publishers, Helf & Hager Co., New York.

9735 Some Blessed Day — **Edison Mixed Quartette**

A favorite hymn recorded in a polished manner by our Mixed Quartette. Our Record is arranged for incidental soprano solos and a soprano and tenor duet, with parts which in turn bring each voice into prominence. Orchestra accompaniment. Music, George B. Nevin; words, Rev. C. W. Ray; published in hymn books.

9736 Just Because He Couldn't Sing "Love Me and the World is Mine" — **Arthur Collins**

From the earliest days of song writing, coons have been refused by the objects of their affection for one reason or another, but to flatly turn down poor "Jim" simply because he couldn't warble as beautifully as his successful rival, seems like a real hardship to him. She not only broke his heart but,

She handed back 'im diamond ring,
And a wher de juicy fling,
He lost his future wife to be

And a chance of raising a family
Just because he could not sing
Love Me and the World Is Mine.

Mr. Collins sings the last line in falsetto, and pauses long enough to remark, "How can a gal expect a fellow to sing a song like that with two teeth out of the front of his face." Orchestra accompaniment. Music and words, Bert Fitzgibbon.

9737 The Rosary — **Hans Kronold**

Mr. Kronold's expressive playing of this fine selection for the violoncello will win for him many added laurels. "The Rosary" is universally known as a standard number—one of the kind that never grows old—and lovers of the better class of music will not overlook this Record. Piano accompaniment. Composer, Ethelbert Nevin.

9738 What Will Your Answer Be? — **Reed Miller**

As may be inferred from the title, this song is of a sentimental nature, and the question, "If I should whisper, Dear, I love you," is asked of the "girl" followed by this chorus:

What will your answer be, love?
What will your answer be?
It means the world to me.
Oh, I'm waiting patiently.

Don't send me away, love
Listen to my plea,
Only tell me stay, love
What will your answer be?

The music is superior to most popular ballads of the present day, and Mr. Miller's sympathetic style of singing it leaves nothing to be desired. Orchestra accompaniment. Music and words, E. V. Capero; publishers, Helf & Hager Co., New York.

9739 Wedding Bells — **Ada Jones and Len Spencer**

A Down East character sketch suggestive of No. 9748, "The Golden Wedding" in that the characters and subjects are similar. The dialogue, however, is quite different and original. The old couple review their courting days, and make amusing references to John's bashfulness in "popping the question." A clever short song concludes the Record. Orchestra accompaniment. Original arrangement.

9740 Dat Friend of Mine — **Bob Roberts**

A coon on the street asks Jim for the loan of some "tin" explaining that "I'm your one bes' friend." Jim apparently does not agree with him, and gives his reasons in these words:

I'm de one bes' friend of mine.
Rain or shine
I'm right along you are
Simply fine.

He's far to, and she's far to,
You're far thoo, not far me.
To I an' me is always pertic to be
Dat friend of mine.

The song is unique, and every word is clearly heard on the Record. Orchestra accompaniment. Music, Egbert Van Alstyne; words, Harry Williams; publishers, Jerome H. Remick & Co., New York.

9741 Suwanee River with Orchestra Variations — **Edison Symphony Orchestra**

An artistic variation of the grand old tune by Stephen Foster. It is given complete with added embellishments by a number of instruments. The soft tones of the violin, the shrill notes of the piccolo, the harmonious cornet duet, the deep bassoon, and the fluent rendering by two clarinets, all combine to produce a Record most novel and entertaining. Special arrangement and not published.

9742 Dixie Dan — **Billy Murray**

Dixie Dan, so called because he was born "Way down South" sings in a most amusing way of his early days, and of Trixie Ann, "a gal with corkscrew hair." He is a traveling minstrel man, and after all his ambling, rambling and gambling, longs to go back to "the land of cotton." This coon song is scoring a big hit in "The Gay White Way" and Mr. Murray is just the one to greatly widen its popularity through the Phonograph. Orchestra accompaniment. Music, Seymour Furth; words, Will D. Cobb; publisher, Shapiro, New York.

9743 Rock Me to Sleep, Mother — **Edison Male Quartette**

Most effective, indeed, is our Record of this exquisite old song. The words are simple in their meaning, and the air is in proper keeping. The quartette is at its best in these familiar numbers, which after all, are the ones of which we never tire. Unaccompanied. Music, Ernest Leslp.

9744 Thim Were the Happy Days — **Steve Porter**

Instead of the usual Flanagan Record, Mr. Porter this month, displays his versatility by assuming the characters of Danny McGuire and Katie Hogan, in an amusing Irish dialect sketch, which concludes with a humorous song, accompanied by the orchestra, and a clog dance to the music of an accordian. Original and not published.

745 In Monkey Land Medley — **Edison Military Band**

Comprising three December hits in the order named: "In Monkey Land," (No. 9700); "Won't You Waltz Home Sweet Home With Me For Old Times Sake," (No. 9710); and "Two Blue Eyes," (No. 9716). The change from two-step to waltz time between the first two is ingeniously made. An incidental solo on the French horn is introduced in the second selection. Original arrangement, and not published.

Advance List of Hebrew Selections and South American National Hymns

The Records named below will be ready for shipment from Orange between December 1st and 10th. Samples of any or all of them will be shipped November 1st to such Jobbers as place orders for them. None will be shipped without orders. Jobbers' stock orders received by November 20th will be shipped as fast as possible after December 1st. Care will be taken to make shipment at one time to all Jobbers in the same city. Separate supplements of each list will be shipped with Records to all Jobbers who request a supply. State quantity required of each kind.

These advance lists comprise the third lot in the series of Foreign Records being issued to bring our catalogue up-to-date. All of the masters were made by the best artists obtainable. They are high-class Records in every particular.

12 New Hebrew Selections.

SONGS BY SOLOMON SMULEWITZ, TENOR. ORCHESTRA ACCOMPANIMENT.

19121 Tanst Heider Tanst, *J. Brody*, Comic Song.
19122 Weiher, Weiher, *Louis Friedsell*, Comic Song.
19123 In dem is shildig nur mein sun, *Perlmutter & Wohl*, Comic Song.
19124 Schaben Halten, *S. Smulewitz*, Comic Song.
19125 Das Yidische Herz, *Perlmutter & Wohl*.
19126 Sol Meins Ibergehn, *S. Smulewitz*, Comic Song.

SONGS BY KALMAN JUVELIER, TENOR. ORCHESTRA ACCOMPANIMENT.

19127 Das Yidali in Cheider, *Magulezo*, Sentimental Song.
19128 Der Tahter, *Perlmutter & Wohl*, Sentimental Song from the opera "Der Yud in Sabiesky's Zeiten."
19129 Dem Reisen Kolch, *Magulezo*, Comic Song.
19130 Ben Hador, *Perlmutter & Wohl*, Sentimental Song from opera "Ben Hador."
19131 Der Stumm Davids, *Wohlfishal*, Historic Song from opera "Bontonni."
19132 Das Zifferblatt, *Kapelman*, Sentimental Song.

South American National Hymns.

BY THE EDISON MILITARY BAND.

19077 Himno Nacional Costa-Rica.
19078 Himno Nacional Brasileiro.
19079 Himno Nacional Argentino.
19080 Himno Nacional Venezolano.
19081 Himno Nacional Republica de Colombia.
19082 Himno Nacional Ecuador.

The Stuff that Sells Phonographs

The Edison Phonograph is an advertising success. Advertising is the life-blood of its business—not only the advertising of the manufacturer, but also the advertising of the Dealer.

We have set the pace with the largest appropriation ever expended in advertising Phonographs and Records. We have made the Edison Phonograph a household word. We have created a desire for Phonographs in the heart of every home. We have produced Phonographs which are perfect mechanically, and Records of marvelous clearness and purity. We have sold these Phonographs and Records to you at a price which leaves you a liberal margin of profit. Now it's up to you. If you wish to get your share of sales out of your community, it is up to you to hitch your wagon to a star—to hitch your store to the general Edison publicity.

Advertising is the only way to do it. Advertising should be the spirit of your store—on the shelves, on the counter, on the floor, in the windows, in the mails, in the street cars and in the newspapers. There are a dozen ways in which a retail store selling Edison Phonographs can advertise them, and every one of them is good. Some of them are better than others, but they are all good and should be used.

We propose to add to our other lines of service a tip-top, third-speed, high-gear advertising department. We are the big shaft connected with the engine. Your store is the pulley connected with the retail sales. Just throw your belt over on our fast pulley and keep your store moving at the same speed as the main advertising.

Read this department every month and then apply it. Every suggestion here is worth money. We spend our money not only to advertise to the public, but also to advertise to you, to tell you how to advertise. The least you can do is to spend some of your money to use some of this advertising and thereby increase your sales. Of course, we are interested in advising you to do this. Such sales will help us, but they must also help you. For every dollar we make you make several. We supply the gun and the powder, but you must do the aiming and pull the trigger.

First, inside the store:

Keep your Edison Phonographs where people can see them. Sight is the father of desire. Let them be heard constantly, for a Phonograph is something to be heard rather than to be seen. Whenever there is a crowd of people in the store start a Phonograph going. Most people would rather hear a funny song on a Phonograph than a piano solo by Paderewski. This may be unfortunate. It may show the bad taste of the public, but it is true. After all, you are not there to improve the taste of the public, but to sell goods. If more people want Phonographs than want pianos, why not sell the Phonographs? Phonographs sell quicker and oftener, and pay better per sale, while starting a long demand for Records, on each of which there is more profit than on a sheet of music.

To sell Phonographs keep them constantly in sight near the front of the store; display the new Records prominently each month; paste up about the store or hang up in frames (which is better) the lists of the Records for the month, and, finally, coach your salesmen in Edison Phonograph talk. Your salesmen know the people who come to your store. They know the sort of people to whom to sell Phonographs. Let them suggest the Phonograph to them.

Count that day lost upon which you do not make at least one Phonograph sale.

Use the United States mails. Uncle Sam is the best distributer of advertising matter that we know. We supply you with a great deal of printed matter. Do not depend on distributing this from the store. Mail it. You send bills, statements and other matter to a long list of people every month. Enclose the Edison printed matter. Send out the lists of new Records and all the other printed matter we send you.

If you want to get the value of advertising matter, you must use it. It has not accomplished its purpose when we send it to you. It is not good until it is seen by your customers.

Make a list of all the people in your town who have Phonographs that use cylinder Records. Send them all the printed matter about Records.

Make a list of everyone in your town who has no Phonograph of any kind. Send them matter about the Edison Phonograph and keep on sending it. Do not be discouraged if they do not buy the first time, or the second time, or the third time. If it takes you twelve months to get a good customer by this method, it is worth keeping at because you are cultivating a large number of customers at the same time, and because you are also advertising your store and, therefore, your other goods, every time you advertise Edison Phonographs.

The newspapers are the natural and logical advertising medium in your town. We consider the newspaper a very important part of the national Edison advertising. About half the money we spend goes into newspapers.

You can supplement this by using the newspapers in your town. Even if you are located in a town where we are using space regularly, you will get greater benefit from it by advertising your store also.

Separate Prices on Horns and Cranes

The new Edison horn and crane have become so popular that we have been besieged with requests to sell them separately and apart from machines. Although we had determined not to do so, we have now decided to change our original plans and will hereafter sell either horns or cranes at the prices named below. The trade must bear in mind, however, that these separate prices are as fully restricted as if the horns and cranes were sold with machines.

Prices on complete equipments remain as already quoted:

	Net to Dealers.	List.
Gem Crane, complete	.25	.35
Gem Horn	1.50	2.15
Standard Crane, complete	.90	1.50
Standard Horn	2.10	3.50
Home Crane, complete	.90	1.50
Home Horn	2.40	3.90
Triumph Crane, complete	1.15	1.90
Triumph Horn	2.70	4.25

No. 2 Building Being Replaced

When the Edison Phonograph Works were first established at Orange, two one-story brick building, 50 feet wide and about 250 feet long were erected. They were known as No. 1 and No. 2. In them were built the earlier types of Edison Phonographs and they have always played an important part in the manufacture of Edison goods. No. 2 is now being torn down to make way for a five-story concrete building that will be the same width as the old brick building and nearly a hundred feet longer. The new building will be connected with the present five-story concrete building on Lakeside avenue. No. 2 will be replaced in instalments. One-half of the building has been torn down and the new construction is going on in its place. It is hoped to complete the first half of the new concrete building by January 1st. Work will then cease for the winter. In the spring the other half of No. 2 will be vacated and torn down and the five-story building will be completed.

Printed Matter

Supplements of the French, German, Norwegian, Polish and Scandinavian Records listed in the PHONOGRAPH MONTHLY for October, are being mailed to Dealers with this issue. Every Dealer having a possible market for any of these Records should order some of them from his Jobber, and getting a supply of supplements with the Records, should mail the latter to possible customers. We have had many calls for Records in these languages and it is now up to the Dealers to supply the demand of the public. The numbers of the new forms are: French, No. 2192; German, No. 2193; Norwegian, No. 2194; Polish, No. 2196; Scandinavian, No. 2197.

A window card in two colors has been printed for holiday displays and a quantity is being shipped to Jobbers with December Records. It is Form No. 1216. Jobbers are requested to send copies to Dealers with their next orders for Edison goods of any kind. It is not necessary to hold it till December Records go out.

We frequently hear complaints from purchasers that direction sheets do not accompany their machines, with the result that they are compelled to ask us to mail a copy from here. Sheets are placed in each machine before shipment is made from the factory, and Dealers should exercise care to see that one is included in each outfit sold. We realize that in a few instances, the direction sheets are mislaid, in which case we will be glad to mail a few copies to Dealers upon request.

About Signing Up

In order to expedite the signing of the new agreement we would urge Dealers to—

Get two additional copies from their Jobbers and sign all three in the presence of a witness, after carefully reading the Agreement and the accompanying letter of explanation. Then forward all three copies to their Jobbers. Jobbers are urged to see that Dealers get two copies beside the one mailed from Orange; to have them sign and return all three; return one to the Dealer, mail one to us when complete, and hold the third.

Dealers who do not sign the new agreement in a reasonable time will be considered as refusing to do so and will not be permitted to buy Edison goods at Dealers' discounts.

Dealers who have not executed the new agreement should do so without further delay.

Change in Record Selling Date

TO THE TRADE.

Orange, N. J., October 25th, 1907.

Commencing with the December Records, which under our present system would be placed on sale November 27th, would state that we have decided to permit our Jobbers to ship the monthly Records to Dealers at 2 P. M. on the 24th of each month, the Records to be placed on sale AT RETAIL simultaneously at eight o'clock on the morning OF THE 25TH.

In cases where the 24th of the month falls on Sunday, shipments may be made to Dealers at 2 P. M. on the 23rd, thereby enabling the Dealers throughout the country to place them on sale at 8 A. M. on the 25th inst. Where the 25th of the month falls on a Sunday or a holiday, shipments may be made at 2 P. M. on the 23rd and the Records placed on sale at 8 A. M. on the 24th of each month.

Any Jobber or Dealer who makes shipments of Records or places them on sale in advance of the hours specified herein, VIOLATES THE TERMS OF HIS AGREEMENT and will be dealt with accordingly.

NATIONAL PHONOGRAPH COMPANY,
F. K. DOLBEER, *General Manager of Sales.*

The changes embodied in the above notice have been decided upon in deference to the wishes of Jobbers and Dealers, repeatedly expressed during the past year. The notice acts as an amendment to those sections of the new Agreements covering the time for shipping and putting new Records on sale. The changes have been sought by the trade for a two-fold reason. The advance in date has been desired in order that Dealers might have a better opportunity to realize on the sale of new Records than afforded by the later date and thereby be in a better position to pay their bills and earn the cash on the 5th of the next month. The shipping hour has been advanced to 2 o'clock on the previous day to give Dealers an opportunity to sell at the same time and on the same footing as their Jobbers. This has not been possible under the present plan, which in many instances has been a hardship to the Dealer.

Order blanks and other forms of printed matter in connection with both December and January Records had been printed before the above action was decided upon and the trade will understand that the new dates for shipping and selling supersede those shown on such forms.

In deciding to permit Dealers, as well as Jobbers, to have the new Records in their possession on the day before they can be sold, we are showing our implicit faith in the 12,500 Dealers selling Edison Phonographs and Records. We believe that every Dealer will appreciate the extent to which this course will benefit him, and that he will no more permit a new Record to be played, sold or leave his possession until the established selling hour, than he would violate his pledged word. To not live up to the new conditions will be considered by us as the rankest ingratitude. We shall exercise unusual vigilance in seeing that Records are not sold ahead of time, and each and every Dealer detected in doing so, will be suspended without warning. We sincerely hope that we shall not be called upon to apply such drastic measures.

Selling Cuban Records

As an evidence of what Dealers might accomplish through a little effort in selling the foreign Records, listed from time to time, we quote as follows, from a letter written by the Denver Dry Goods Co., Denver, Colo.:

"We have had the new Cuban Records on sale for several weeks and are already doing a nice business in them, receiving re-orders from the different Dealers who purchased an initial line. The instrumental pieces especially seem to be taking very well and we expect the line as a whole will be quite a success."

If you are not carrying these Records in stock, wouldn't it pay you to at least investigate the instrumental selections referred to above?

To continue in good standing every Edison Dealer must sign the new agreement. Sign it now and have it over with.

An Advertising Suggestion

This article, from the *Music Trade Review* for October 12th, suggests a plan by which every Dealer may improve his local advertising:

"There is a talking machine dealer in Illinois who looks over several newspapers daily, and whenever he sees an advertisement that he thinks is taking and progressive he cuts it out and pastes it in a scrap book. It makes no difference what line of goods it may treat of, if he sees how it can be adapted to the talking machine trade. Then when he comes to write up his own ads., he has a wealth of suggestions and experience to lean on, that never fails him in his dullest hour of need."

Reading over the advertisements in newspapers and magazines is an education in itself, for although it is unfair to use the exact copy, ideas are suggested which will prove invaluable to the Dealer in the preparation of his ads.

[Below is printed a copy of a letter just mailed to Dealers, giving full information for returning surplus, cut-out and defective Records. A letter of similar purport has also been mailed to all Jobbers.]

Dealers' Exchange Proposition

ORANGE, N. J., October 28th, 1907.

Beginning Nov. 4th, and until Nov. 9th, inclusive, authorized EDISON Dealers may return direct to the National Phonograph Co., Exchange Dept., Orange, N. J., for exchange through a Jobber, surplus, cut-out and defective EDISON Standard (not Grand Opera or Concert) Records, under the following conditions:

1st. All Records must be returned to the National Phonograph Company, Exchange Department, Orange, N. J.

2nd. Transportation charges MUST BE PREPAID through to Orange. If only prepaid to a certain point or forwarded with charges collect, the shipment will be refused.

3rd. Records must be carefully packed in cases, barrels or boxes, and each package must be plainly marked on the outside with name and address of shipper, and the quantity of surplus, cut-out or defective Records contained therein. Where there is more than one package in a shipment, they must be numbered consecutively from number 1 up, and on each individual package must also be marked the total number of packages in the complete shipment. The enclosed forms properly filled in must be pasted on each package.

4th. Inside of each case must be placed a packing slip (using form enclosed), containing shipper's name and address, number of Records contained therein, and whether they are surplus, cut-out or defective.

5th. Immediately shipment is made, enclosed form letter must be sent us, addressed to "National Phonograph Co., Exchange Dept., Orange, N. J.," advising the total number of each kind (surplus, cut-out and defective) Records returned, stipulating the number of cases in the complete shipment. A prepaid Bill of Lading must also be enclosed with this letter.

You must also fill in on triplicate Exchange Certificate, furnished herewith, the name and address of the Jobber through whom you want this exchange transaction handled.

6th. As soon as possible after your returned Records are received, they will be carefully counted and inspected and on the Exchange Certificate we will fill in the quantity of Records for which you are entitled to credit on the exchange basis, and return one of these certificates to you, send one to the Jobber whose name you have written thereon, and retain one for our own files. Credit will be allowed through *one Jobber only*, and cannot be transferred.

7th. Upon receipt of Exchange Certificate, properly filled in and endorsed by us, you must immediately forward it to the Jobber whose name you have indicated thereon, and with it enclose an order for at least double the quantity of Records specified in the certificate.

8th. The Jobber in whose favor your Exchange Certificate is made out, will allow you credit for the number of Records specified therein, when he makes shipment of your order.

9th. Only genuine EDISON Standard (not Grand Opera or Concert) Records can be returned, and they MUST be in EDISON cartons. Broken, cracked, worn out or other make Records will NOT be accepted under any condition.

10th. GRAND OPERA or CONCERT Records are not included in this proposition.

11th. This proposition does not include Records taken in exchange from Consumers, Slot Machine Operators or Exhibitors, and any Records of this nature, or second-hand Records, returned to us, will be *absolutely* refused.

12th. No Records can be returned through JOBBERS; they must ALL be shipped to the National Phonograph Company, Orange, N. J.

13th. No deduction for Records returned can be made from any invoice or statement rendered prior to or during this exchange, nor until CREDIT has been allowed by the Jobber.

14th. All Records returned will be given a careful examination by our inspectors, and should any be discovered that are not subject to credit under conditions outlined, or should there be any shortage in count, OUR DECISION AS TO THE QUANTITY TO BE CREDITED MUST BE FINAL.

15th. Any Records shipped after November 9th WILL NOT BE ACCEPTED, BUT RETURNED AT YOUR EXPENSE.

16th. In cases where a Dealer has signed AGREEMENT and purchased Records through us only, this Exchange Proposition will be handled by us direct along the same lines and under the same Terms, Conditions, Stipulations, etc., as where they are handled through Jobbers; that is, Records must be returned to us direct, and on the Exchange Certificate our name must be filled in instead of the Jobber's. All other instructions remain the same.

IMPORTANT.—If all the Terms, Conditions and Stipulations contained in this proposition are not fully agreed to and carried out by the Dealer, we reserve the right to reject any and all Records he may return and to hold them subject to his order, or return them to him at our option.

NATIONAL PHONOGRAPH COMPANY.
F. K. DOLBEER,
General Manager of Sales.

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

NEW YORK: 10 FIFTH AVENUE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 330 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 317, MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 515, BUENOS AIRES.
EDISON GESELSCHAFT, M. B. H., SUD-UFER 24-25, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

VOL. V. November, 1907 No. 9

Why Shipments are Delayed

Justice to our Jobbers demands that an explanation should be made to Dealers as to why, in many instances, Jobbers have been unable to more promptly fill Dealers' orders for machines with the new equipments. The principal reason for the delay has been the somewhat unexpected volume of business at Orange, which for a time at least has made it impossible to give the trade the service it should have. The notice sent out in July, fixing September 16th as the date when the new equipment would become effective, was followed by an immediate falling off in the orders for machines with small horns, just as we intended it should. It brought, however, an increased number of orders for the new style machines, all for immediate shipment, so as to reach Jobbers as early in September as possible.

Finding it impossible to fill orders in quantity sufficient or fast enough to reach Jobbers before the specified date, another notice advised the trade that the time would be extended to October 1st, by which date we hoped to be in a position to fill all orders complete and promptly. Unfortunately our hopes have not been realized. During August we ran the factory at the usual full capacity and were able to get a considerable number of machines ahead, and this surplus stock has enabled us to make fairly satisfactory shipments of machines without horns. The principal delay has consequently been due to the inability of the horn manufacturers to make any material increase in the schedule agreed upon in July. They are making a greater quantity each week than the schedule calls for, but, while the aggregate is large, it is not sufficient to keep pace with the very heavy shipments of machines.

We have been from seven to ten days behind on horn shipments to Jobbers, and the latter have for this reason been behind in filling the orders of Dealers. Unless the business doubles that of the same time last year we will not be long in catching up and improving on the existing condition of affairs, for it does not seem possible that the present influx of orders can continue indefinitely. We feel confident that within another month the trade will have no reason to complain of delay in the shipment of either machines or horns. Until then we must ask the indulgence of Jobbers and Dealers.

Record Carrying Systems

One of the most encouraging signs concerning the advancement of the sale of Edison goods is the rapidity with which Dealers everywhere are putting in systems for carrying their stock of Records. Firms making a specialty of furnishing these Record systems to the trade, say that the demand is little short of phenomenal. Almost without exception the Dealers want the system for the entire list of Edison Records, showing further that, in addition to showing their desire to carry their stock in the most up-to-date manner, they realize the importance and profitableness of putting themselves in a position to supply any domestic Record their trade may ask for. These two points are most essential to a successful Record business. The Dealer who carries the entire list never loses a sale; consequently, he makes the highest possible profit out of the business. When he uses the most approved methods for carrying his stock, he is able to make sales in the least time. By being able to instantly put his hands on any Record desired, he makes the sale at the smallest loss of his own time and a corresponding satisfaction to his customer in getting what he wants with the least delay. With price-protected goods like Edison Phonographs and Records, the only advantage one Dealer has over another is service, and service in any business will score more points than any other single factor. Hundreds of otherwise aggressive Dealers are losing money on the Edison line every day, because they hesitate about investing the comparatively small additional capital necessary to make their Record stock include every selection in the domestic catalogue. They are also losing time and money by not putting in an adequate system for carrying their Record stock. Dealers not now carrying the full list in a systematic manner should give this feature their careful consideration.

Cheap Machines as Inducements

The trade is cautioned not to enter into schemes involving the giving away, or a sale at nominal prices of cylinder talking machines as inducements to the sale of Records. No schemes of this kind are permissible if Edison goods are involved, directly or indirectly; and in this connection attention is called to Sections 8 and 9 of the Jobbers' Agreement and Sections 5 and 6 of the Dealers' Agreement, and particularly to the following quotations from those sections, respectively:

"*Selling or offering for sale other goods or merchandise at less than current prices, or the presentation of such goods or merchandise, or the presentation of coupons, or the use of credit cards,* trading stamps or the like, or the giving of premiums of any kind *to induce the sale of* Edison Phonographs or Parts, *Edison Records* or Blanks, is considered equivalent to selling or offering same for sale at less than current list prices, and will not be allowed."

"Talking machines of a type commonly disposed of as premiums, or given away for advertising purposes, or used in connection with advertising schemes, *or as inducements of any nature, or which are not sold at a uniform price, or which are sold or otherwise disposed of with the condition that other goods must be purchased,* cannot be accepted as whole or part payment for Edison Phonographs or Parts, Edison Records or Edison Blanks."

All Jobbers or Dealers now operating such a scheme, or who are contemplating entering into such a scheme, are advised to immediately communicate with this company.

Active Foreign Records

For the benefit of Jobbers and Dealers who desire to re-arrange their Foreign Record racks and who have been confused by reason of the many changes we have made in the Foreign lists since the Numerical Catalogue was issued July 1st, we print a plan by which a numerical list of Foreign selections may be obtained with but little trouble.

Take the Numerical Catalogue, Form 1220, as a basis and

ADD

45 new French Records, 90 new German and 14 new Italian, first listed in the Edison Phonograph Monthly for June and later in Supplements 1141, 1142, and 1143 respectively.

205 new Cuban Records, first listed in the Edison Phonograph Monthly for July and later in Supplement 1137.

42 new French Records, 9 new German, 8 new Norwegian, 34 new Polish and 18 new Scandinavian, first listed in the Edison Phonograph Monthly for October, and now shown in Supplements 1192, 1193, 1194, 1196 and 1197 respectively.

6 South American National Hymns and 12 new Hebrew Records listed in this issue.

After these additions have been made,

OMIT

12320 (French) 12255 and 12266 (German) as notified in the Edison Phonograph Monthly for June.

12370 (German) 17531, 17532 and 17773 (French) as notified in the Edison Phonograph Monthly for July.

12863 (British) and 17235 (French) as notified in the Edison Phonograph Monthly for September.

298 miscellaneous Foreign and 12896 (French-Canadian) as notified in the Edison Phonograph Monthly for October.

277 Mexican selections, as per cut-out list in this issue.

Corrections

An error in the, parts Catalogue Form 920, has just come to light. On page 30, the belt for Triumph machine (No. 2813), has been listed at 25c, and as a repair part. This extension should be carried to the supply column, since different discounts are quoted on repair and supply parts. Dealers will kindly make this correction in their copies of the catalogue.

In the list of French selections shown in the PHONOGRAPH MONTHLY for October, the artist who made No. 17343, Pensée d'Automne, is given as N. Boyer de l'Opéra Comique. In reality the selection is sung by M. Gluck. Unfortunately this error was not brought to our attention until after the special supplement, Form 1198, was printed. Dealers who carry Foreign Records should make a note of this correction, and bear it in mind while making sales of this particular selection.

The supplement of 158 made-over selections, Form 1166, mailed last month, contains two errors. Under vocal solos, "Good Bye, Eliza Jane," is given as No. 8575. Its correct number is 8515. "When Kate and I Were Comin' Thro' the Rye," under the same classification, is listed as No. 8102, which should read No. 8201.

20 THE SATURDAY EVENING POST October 26, 1907

The Joys *of the* Phonograph

EDISON has produced in the Phonograph the greatest amuser of modern times. There are so many ways in which the Edison Phonograph can be added to the entertainment of every family that it is almost impossible to describe them in a single advertisement.

First, remember that to get the full enjoyment out of it you must be sure that it is the Phonograph and not some talking machine. There is only one Phonograph, and that was invented by Mr. Edison and is made under his supervision. Naturally the best form of a sound-producing machine is the one in which the inventor takes a personal interest—not an adaptation of his idea by others. The Edison Phonograph is the only Phonograph—the most perfect instrument for reproducing music, the human voice and other sounds, that his ever been invented.

As a scientific toy it educates growing children.

As a reproducer of music it brings into the home every form of music, some of which would cost a great deal of money bought in any other way.

As a reproducer of language it is used to teach every foreign language, far better in many respects than a human teacher could do it.

But its best use all over this great continent is as an entertainer, amusing in every home crowds of people, young and old, every evening, with its marvelous reproduction of songs, dialogues, instrumental music and every other form of entertainment produced by sound.

To get all the fun you can out of such an instrument you must get the Edison Phonograph, and in order to know how much better it is than other talking machines, you must compare them. Go to your nearest dealer and hear your favorite





HIS MESSAGE

3,500,000 readers saw this two-page ad

THE SATURDAY EVENING POST 21

The Edison Records *for* November

are better than ever

HERE is the list of new Records for November which will be on sale in every Edison store in the country October 26th.

These Records represent the best judgment of our large staff of editors as to the most amusing, the most entertaining, the most classical, the most inspiring and the most interesting music and spoken dialogue the world has produced in the past thirty days.

Every new Record renews the Edison Phonograph. It is what you hear in the Phonograph that makes it interesting, not the Phonograph itself. So keep your Phonograph always fresh by supplying it with the newest Records. Hear the November Records at your nearest store, and then order them there.

Any one who sends his name and address today will have mailed to him Two Pamphlets, giving a complete description of each Record, the Stories and Songs Thereon, and the names of our various Licensees in the United States and Canada, where copies of the Edison Records now in existence for the sake of filling gaps in your Edison Record Library.

NATIONAL PHONOGRAPH COMPANY
11 Lakeside Avenue, Orange, N. J.

Our Magazine Advertising

Every Dealer who is selling the Edison Phonograph should know just as much about the advertising which the manufacturer is doing as possible. This advertising is selling the goods for him. When you go into the business of selling the Edison Phonograph there is an implied contract between you and the National Phonograph Company that the latter shall do a certain amount of advertising to help make a market for the goods.

The selling of an article of luxury—that is, entertainment—requires advertising. People must buy food, and clothing, and shelter, but after the necessities of life are satisfied, they turn to entertainment, and there is a wide choice. Therefore, the manufacturers of the Edison Phonograph spend a great deal of money in teaching the people that there is more entertainment in the Edison Phonograph than they can buy in any other form for the same amount of money.

We are going to spend in 1907-08 between two hundred and fifty and three hundred thousand dollars to reach people who have not yet bought Edison Phonographs how much fun they can get out of them. A very large proportion of this money will go into the magazines which reach everywhere. We are using a list of thirty-one magazines having an aggregate circulation of 11,528,378. In round numbers this is over fifty million readers, two-thirds of the population of the United States. It is safe to say that every man, woman and child who comes into a store has heard of the Edison Phonograph. Stop and figure to just what proportion of the people who come into your store you sell Edison Phonographs, and you will realize how much of this advertising you are not availing yourself of. In other words, there are a great many people who come to the store who might be interested in Edison Phonographs and who have heard about them, but who do not buy because you do not do your part. This advertising is intended for you. It is got up in the most attractive form possible and put in the sort of magazines that go into every home. If you should go through your town and visit the home of every person who has money enough to buy an Edison Phonograph, you would probably find on the center table a copy of some one of the magazines in the accompanying list.

The connection between this advertising and your store is manifest. You can make just as much money selling Edison Phonographs as you can selling anything. There are a lot of prospective customers whom you know and on whom you could work. It is up to you to turn the full benefit of this advertising on your store and get just as much money out of it as possible.

The amount of space we are using in the magazines is large. In a great many publications we use two pages and in others one page. We use large spaces in large sized publications like Collier's, Associated Sunday Magazines and Youth's Companion, and we have used this fall a two-page ad in the Saturday Evening Post, the largest single advertisement of any one article published in any publication except a newspaper.

Look over the magazines yourself, each month, and see what we say both about Phonographs and Records. Notice that we are pushing Records just as hard as we are the Phonographs. It is now up to you to get next.

Publications.	*Circulation.*
Collier's Weekly	600,000
Saturday Evening Post	700,000
Associated Sunday Magazines	1,000,000
Youth's Companion	555,000
American	250,000
Cosmopolitan	400,000
Everybody's	550,000
McClure's	474,278
Munsey's	618,000
Review of Reviews	200,000
Ladies' Home Journal	1,000,000
Woman's Home Companion	600,00
Ladies' World	497,000
Outlook	120,000
Argosy	444,000
Pearson's	225,000
Red Book	350,000
Success	300,000
Metropolitan	175,000
Pacific	110,000
Sunset	100,000
World's Work	80,000
World To-day	100,000
National	232,000
Reader	100,000
Delineator	900,000
Scribner's	175,000
Century	150,000
Harper's	150,000
Aimlee's	250,000
Puck	55,000
	11,528,378

With this issue we are mailing a slip referring to a special two-page advertisement in colors in the *Saturday Evening Post* for October 26th and suggesting that you place a copy in your show window. This advertisement costs $4,200. We are also mailing the cover page of the *Associated Sunday Magazine* for October 27th, showing our advertisement in colors on the back page. This represents the expenditure of another $2,200. These are the most expensive forms of modern advertising and they further illustrate what we are doing to make business for Dealers in Edison goods.

Andem Indicted for Forgery

Our readers have been informed from time to time of the many attacks which have been made on this Company by James L. Andem, formerly or Cincinnati, Ohio, on behalf of the New York Phonograph Company and other licensees of the defunct North American Phonograph Company. So far, these suits have been futile, and we confidently expect that they will never in the slightest degree interfere with our business or in our relations with Jobbers and Dealers. We are sure that our friends will be interested in hearing that Andem, last month, was indicted by the Federal Grand Jury at Trenton, New Jersey, for forgery in connection with one of these suits. The charge is a most serious one. Andem is at present awaiting trial, having furnished two thousand dollars bail. We understand that the case will be tried shortly, before Judge Lanning, of the United States Circuit Court.

A New Edison Official

E. H. Phillips was on October 14th appointed Manager of Salesmen of this company. Mr. Phillips has for the past twenty years been connected with H. L. Judd & Co., of New York City, and leaves that company to enter the employ of the National Phonograph Company. He had charge of the Philadelphia office of Judd & Co. during its continuance. Before and since that time he represented the company on the road. He has had, therefore, a wide experience in salesmanship and is eminently fitted for his new position. His headquarters will be at the Orange factory.

The "S" Sound

For a long time Edison's Phonograph refused to say "specia"—it dropped the "s" and said "pecia." To produce that single sound he needed something delicate enough to receive impressions not more than a millionth part of an inch in depth, and yet rigid enough to carry the needle up and down, exactly reproducing the vibrations which had made the impressions. The scientists told him there was no such substance in existence.

"Then we must produce it," insisted Edison. They declared it could not be done, because the qualities which he demanded were inconsistent and exclusive of each other. He declared it could be done, because it must be done, and he did it—but Edison worked eighteen hours a day for seven months to secure that single sound. That is the story of success since the world began. Difficulties yield to enthusiasm.—*New York Commercial.*

[*Copy of Letter Mailed to Jobbers Oct. 10th.*]

To All Jobbers

Our attention has been called to the fact that Jobbers have been writing and telegraphing direct to the Horn Manufacturers regarding shipments of horns, which had been delayed in transit.

We would respectfully advise that although shipments are made direct from the horn manufacturers, they are made under our instructions, and all communications on the subject, or in any way relating to such shipments, should be addressed to the National Phonograph Company, Orange, N. J.

Kindly give this your attention.

NATIONAL PHONOGRAPH Co.,
F. K. DOLBEER,
General Manager of Sales.

New Jobbers

New Edison Jobbers during October were the Eller's Piano House, Boise, Idaho, and the Koerber-Brenner Co., 1006 Ohio street, St. Louis, Mo. Both houses are widely and favorably known in the music trade and have exceptional facilities for handling Edison goods as Jobbers.

Report on Railroad Signs

Dealers throughout the country will do us a great favor if they will write us whenever they find any of our railroad advertising signs down, out of repair or in poor condition generally. Address such letters to the Advertising Department, Orange, N. J.

A Magnificent Heritage

"I want to say that I am very much pleased with the Phonograph and get a great deal of pleasure out of it. The invention is certainly a magnificent heritage to leave to posterity, enough for any one man to do in a life time; and the fullest measure of happiness ought to be the portion of Thomas A. Edison during the remainder of his days. By his efforts and genius, mankind in general has had placed within its reach, poetry, song and melody even to society and rhythmic instruction. Science and civilization will ever make more rapid progress for his having lived."
—*Samuel J. Day, Burden, Kan.*

Some dealers are fond of crossing the bridge before they come to it, and imagining that the sale of Phonographs and Records has reached the top notch, and that a slump is at hand. If these faint-hearted ones were only to make a house-to-house canvass of their immediate neighborhood they would find enough Phonographless homes to keep them busy. It is true that the sales of Edison Phonographs and Records is increasing very rapidly, but the population is not standing still.

What Dealers Say

"It is with pleasure that I tell you that from the selling Edison Phonographs and Records as a side line, I now consider it one of the most important and best paying lines of goods that I handle. In the future I expect to pay more attention to the sale of same than in the past. I have found from experience that the selling of Phonographs on the installment plan a great inducement for the sale of Phonographs to some people. Many people prefer to pay a small amount each week or each month for something that will give them pleasure, than to pay the full amount in cash for an Edison Phonograph outfit."—*E. H. Donaldson, Mena, Ark.*

It has been just a year since we received our initial order of Edison Phonographs, and I have received the October Records, filling for the first time our shelves with the entire catalogue. One man took 76 records the first day we opened with the whole catalogue, while others have taken from 12 to 18, while before we considered a sale of six 20 good. We have sold twenty-six machines, including two Triumphs with repeaters, while the Home divides honors with the Standard; of Gems, we have sold but two. We have a small town of about four hundred and I believe are carrying the largest stock of any town its size in the State. Would like to say how the Edison is knocking the other machines in this section, but haven't the room.—*W. L. Sheibley, Reedley, Cal.*

Some days ago an agent for the ——— ——— ——— was here and he made the remark that his company made the only talking machine, so we challenged him for a contest. He proposed leaving it with the crowd as to which was best. The verdict was unanimously in favor of the Edison. His machine was the $20 type, we playing the first Standard machine we sold, that being our proposition in the challenge. Just after the contest we sold a Standard machine and twelve Records to a man who would have bought a machine had he not heard the two machines together. We are pushing Edison goods for all they are worth. We have recently rented the nicest store in Monterey for our business. Without the Edison line we would not have made such a move.—*W. W. Wilhoite & Bro., Monterey, Tenn.*

I am glad to be in a position to place the Edison Phonograph in the homes of people in this locality, as I consider it the greatest invention of modern times, and a wonderful factor for good in the home. I can assure you that I shall adhere strictly to the terms laid down in my contract and shall endeavor at all times to merit your confidence.—*Mrs. A. S. Roberge, Milbank, S. D.*

We are so delighted with the Edison goods that we are making arrangements to put in the entire line of Records, and make the Edison the main feature of our business.—*Art and Novelty Store, Calax, Va.*

I have always strongly believed that the Edison Phonograph had no equal, and now I am convinced. Some time ago the Graverly block in our village was destroyed, and among other things destroyed was an Edison Home and about 250 Records owned by Frank Gould. One afternoon Mr. Gould dug out of the ruins the remains of his Phonograph and brought it to my store. The cabinet was simply a charred mass, but what was my surprise to find that the motor of the machine began running when I commenced to wind it. The main spring was broken, but would hold to wind a little. I put on a new belt, some oil, and a reproducer off from one of my machines, and the thing actually played part of a Record. If the spring had not been broken I have no doubt it would have played the whole Record. I think this will be a big ad. for me. You can print an account of this if you like. Hurrah for the Edison—*E. W. Kautenhaer, Groton, N. Y.*

For more than five years I have handled Edison Phonographs, but have never written you of the praise I have given your machines and records. When I first handled talking machines I had various kinds and thought them all right, but after hearing the Edison once it did not take me but three weeks to change my stock into Edison, which I now handle exclusively. I carry 1,000 Records and 3 or 40 machines. I like your way of business and always intend to co-operate with you in sustaining the principles, as I see no reason why Dealers should cut the price, for the people in this section would rather pay a much larger price than you ask, than buy the other makes. I also think you are taking a wise step in including a larger horn, as some Dealers were handling horns of other makes with a great many were of a cheaper manufacture, and therefore ruined the tone of the machine.—*E. W. Shull, Cook, Neb.*

It gives me great pleasure to write you concerning the Edison line of Phonographs and Records. It is the best selling line of goods we handle. When I purchased the first bill, which consisted of three machines and one hundred and fifty Records, I did so without any confidence whatever in the line, but now am glad to say that we are arranging our store to carry the complete line of Records and Phonographs. We have sold over $1,000 worth of Edison goods in ten weeks on an original investment of $50. Expect to sell no less than 50 machines during the months of October, November and December.—*Nashville Furniture Company, Nashville, Tenn.*

I like the business of selling Phonographs fine in connection with my other musical instruments. I shall live up to my agreements to the letter to the best of my ability and wish you every success for making such a fine music maker.—*David H. Francis, Boyne City, Mich.*

I think the new horn outfit is all right, as it does not give a Jobber having a retail business any advantage over a retail Dealer in how outfits.—*T. Mortimer, Cullom, Ill.*

Mexican Records Cut Out

On account of the limited demand for them, and because of a desire on our part to decrease the number of foreign Records to a point where it will be possible for United States Dealers to carry them without inconvenience, we have decided to omit the following Mexican selections from the next edition of our Foreign Record Catalogue. We will, however, continue to list them in Catalogues printed for use in Mexico.

18501	Amor	*Ovando*	18586	Amorosa	*Tipica Lerdo*
18502	Dices que No	*Ovando*	18585	Guillermo Tell—2º Alegro	*Tipica Lerdo*
18503	Vivir sin Ti	*Ovando*	18589	Los Tres Pecados	*Tipica Lerdo*
18504	Perjura	*Ovando*	18590	El Buscolio	*Tipica Lerdo*
18505	Telecosa	*Ovando*	18591	Buenavista	*Tipica Lerdo*
18506	A Maria la del Cielo	*Robinson*	18592	Las Estrellas	*Abrego y Pisco*
18507	El Hudefano	*Robinson*	18593	Adiós á mi Amada	*Abrego y Pisco*
18508	Jarabe Tapatio	*Robinson*	18594	A Juanita	*Abrego y Pisco*
18509	Sombras de los Angeles	*Robinson*	18595	Las Tres Cartas	*Abrego y Pisco*
18510	El Dascarrilaniesico, 1a Parte	*Robinson*	18596	Adiós, Adiós!	*Abrego y Pisco*
18511	El Dascarrilaniesico, 2a Parte	*Robinson*	18597	Mi Lira	*Abrego y Pisco*
18512	Ignacio Parra, 1a Parte	*Robinson*	18598	La Colosa Embarullada	*Abrego y Pisco*
18513	Ignacio Parra, 2a Parte	*Robinson*	18599	Las Sombras de la Noche	*Abrego y Pisco*
18514	A Elena	*Robinson*	18600	Tus Ojos	*Abrego y Pisco*
18515	Horcelio Bernal	*Robinson*	18601	El Año Pasado por Agua, Dun	
18516	La Inundación de León	*Robinson*		de los Parrajan	*Herrera y Ronris*
18517	Maria (Oye la voz)	*Robinson*	18603	El Hombre es Dobli—Helastera	*Herrera y Ronris*
18518	Jenia Leal	*Robinson*	18604	La Alegria de la Huerta-Jota	*Herrera y Ronris*
18519	A mi Maria	*Robinson*	18605	El Sesto de la Isidra—Duo	*Herrera y Ronris*
18520	Sombra y Rosas	*Robinson*	18606	Quien Pueva Libre	*Herrera y Ronris*
18521	El Rentoy	*Robinson*	18607	La Fiesta de San Antón	*Herrera y Ronris*
18522	El Pajarito	*Robinson*	18608	Las Grandes Carreras—Duo	*Campanella*
18523	Horas Negras ó Penas del Alma	*Robinson*			*Herrera y Ronris*
18524	Las Horas de Luto	*Robinson*	18609	Himno Nacional Mexicano	*Zapadores*
18525	El Pajarillo Errante	*Robinson*	18610	Promesas y Venianzas	*Zapadores*
18526	Carmen—Jarota	*Robinson*	18611	Colegio Militar	*Zapadores*
18527	Un Recuerdo á mi Madre	*Robinson*	18612	Lazos de Amor	*Zapadores*
18528	Maria (El alejo ser)	*Robinson*	18613	Tus Ojos	*Zapadores*
18529	No gusten tus Ojos	*Robinson*	18615	Sangre Española	*Zapadores*
18530	Si mi Soledad	*Robinson*	18617	Himno Nacional	*Zapadores*
18531	Que haré sin Ti	*Robinson*	18618	La Tertulia	*Zapadores*
18532	Al Triste Arroyo	*Robinson*	18619	Dolores Bernardo Reyes	*Estado Mayor*
18533	El Cielito Lindo	*Robinson*	18620	San Juan Hill	*Estado Mayor*
18534	Historia de las Calabazas	*Robinson*	18621	Zacatecas	*Estado Mayor*
18535	Los Chorros de un Charro	*Robinson*	18622	Himno Nacional Cubano	*Estado Mayor*
18536	Las Golondrinas	*Robinson*	18623	Un Vuelo de la Fantasía	*Estado Mayor*
18537	El Marinero	*Robinson*	18624	Patria Feliz	*Estado Mayor*
18538	Morir Soñando	*Robinson*	18625	Bendición	*Estado Mayor*
18539	Estrella	*Robinson*	18626	Instantáneas—Las Harpesas	*Estado Mayor*
18540	La Cuarta Plana-La Sarabia	*Dimarlas*	18628	Jota en la Zarzuela Cadiz	*Estado Mayor*
18541	El Rey que Rabió—Romanza	*Guyanela*	18627	El Delirio	*Tipica Lerdo*
18542	Marina—Romanza	*Guyanela*	18628	Mi Lira	*Tipica Lerdo*
18543	El Cake Princesa—Romanza	*Guyanela*	18629	La Danza de los Apuros	*Tipica Lerdo*
18545	Campanone—Rondó	*Guyanela*	18630	Baile de Sorpresa	*Tipica Lerdo*
18546	Buscolio—Vals	*Guyanela*	18631	Angela	*Guyanela*
18547	El Juramento—Romanza	*Guyanela*	18632	Te Amo en Secreto	*Robinson y Pisano*
18548	El Barbero de Sevilla—Polca	*Guyanela*	18634	La Rueda á El Amor y El Desafío	*Robinson y Pisano*
18549	Chateaux Margaux—El Gallego	*Llera*			*Robinson y Pisano*
18550	Ya soy Feliz	*Llera*	18634	El Sitio de Querétaro	*Robinson y Pisano*
18551	Lo que es Amor	*Llera*	18635	La Perla—Imitativa	*Robinson y Pisano*
18552	Los Besos que te Di	*Llera*	18636	La Paloma Azul	*Robinson y Pisano*
18553	Así te adoro	*Llera*	18637	El Canto del Clavo	*Robinson y Pisano*
18554	Recuerdo	*Llera*	18638	Maurelo Romero	*Robinson y Pisano*
18555	Las Golondrin se de Becquer	*Franco*	18639	Canción del Camarón	*Robinson y Pisano*
18556	Vira mi Niña—Habanera	*Franco*	18640	Lamenta-se un Cruño	*Robinson y Pisano*
18557	El Pelo	*Franco*	18641	El Palomo Errante	*Zamudio*
18558	Niña Pancha—Habanera	*Franco*	18642	Cigarros y Cabezudos—Romanza	*Guyanela*
18559	Boccuscio—El Alma Enamorada	*Franco*	18643	Jugar con Fuego	*Guyanela*
18560	La Mazorca—Los Pavos	*Franco y Llera*	18644	Un Cuento de Boccuscio	*Guyanela*
18562	Marcha de Cadiz—Los Patos	*Franco y Llera*	18645	Traviata—Romanza, Cuarto Acto	*Guyanela*
18563	El Baton	*Franco y Llera*	18646	Traviata—Aria, Primer Acto	*Guyanela*
18564	El 23 de Julio	*Zapadores*	18647	Anillo de Hierro—Tercer Acto	*Guyanela*
18565	El Zapador	*Zapadores*	18648	Caballería Rusticana	*Guyanela*
18566	Cuda Criscllas	*Zapadores*	18649	Enseñanza Libre—El Morongo	*Herrera y Cero*
18567	La Gran Via—Los Tres Reies	*Rosete, Llera y Lopez*	18650	De Madrid á Paris—Las Golon-	
18568	Honrados	*Zapadores*		drinas	*Herrera y Cero*

18631 La Fiesta de San Antón *Herrera y Berenud*
18632 La Tempestad *Herrera y Berenud*
18633 La Viuleria *Herrera y Berenud*
18634 La Torre del Oro—El Lapicero *Herrera y Core*
18635 Los Cuchieros *Herrera, Sedano y Berenud*
18636 Instantáneas—Las Mariposas *Herrera, Sedano y Berenud*
18637 De Madrid á Paris— *Herrera, Sedano y Berenud*
Las Cigarreras
18638 Doña Juanita *Herrera, Sedano y Berenud*
18639 Gigantes y Cabezudos—El las Mujeres *Herrera, Sedano y Berenud*
Mandanes
18640 Bocaccilo—La Niña Florentina *Herrera y Core*
18641 La Enseñanza Libre—El Remontin *Berenud y Core*
18642 El Tambor de Granaderos *Herrera*
18643 Las Grandes Cortesanas *Herrera*
18644 La Parranda Llanosa *Rosete, Lopez y Hermosa*
18645 Gigantes y Cabezudos—Los Separtidos *Rosete y Core*
18647 La Vuelta del Vivero—
El Pelele *Sedano, Berenud y Rosete*
18648 La Enseñanza Libre—Las Ligas *Herrera, Berenud y Rosete*
18649 Pirlo Adan y Compañia *Rosete*
18670 El Tambor de Granaderos—Los Milagros *Rosete*
18671 El Asilo de Hierro—Sonnasa *Rosete*
18672 Las Cocineras—Coplas de Serapio *Rosete y Core*
18673 La Ranchería *Abrego y Pizzo*
18674 El Ranchero de Tajimaras *Abrego y Pizzo*
18675 El Borrachito de Manzanares *Abrego y Pizzo*
18676 Chis-Chun-Chan—Los Pulchinelas *Herrera, Sedano y Berenud*
18677 Chis-Chun-Chan—El Telifono Sin Hilos *Herrera, Sedano y Berenud*
18678 La Ferruca de Juan Torres *Palma*
18679 Jota Rebalera *Palma*
18680 Tenia Mis Tiznaos *Palma*
18681 Gualiva Españolas *Palma*
18682 Jota Cadiz *Palma*
18683 Malagueña *Palma*
18684 Las Isalonas *Lleva*
18685 Las Isalonas *Lleva*
18686 Las Cocineras *Lleva*
18687 Las Hilechas *Lleva*
18688 La Bella la del Puente *Lleva*
18689 El Amigo *Lleva*
18690 La Nola *Lleva*
18691 Sotar Contigo *Lleva*
18692 El Carretio *Lleva*
18693 El Rey que Rabió—Los Doctores *Rosete, Lopez y Hermosa*
18694 Chis-Chun-Chan—Danza *Rosete*
18695 Agua, Azucarillos y Aguardiente *Cuarteto Mixto*
18696 Agua, Azucarillos y Aguardiente *Cuarteto Mixto*
18697 Norma *Cuarteto Mixto*
18698 Himno Nacional Mexicano *Cuarteto Mixto*
18699 Los Sobrinos del Capitán Grant *Cuarteto Mixto*
18700 A los Toros *Zapadores*
18701 Para Siempre *Zapadores*
18703 Gran Marcha Porfirio Diaz *Zapadores*
18704 Olimpica *Zapadores*
18705 Quisbros y Requiebros *Zapadores*
18706 Hasta Otra Vista *Zapadores*
18708 Puerto Real *Zapadores*
18709 Al Amor *Estudo Mayor*
18710 Los Parranderos *Estudo Mayor*
18711 Separacion y Margot *Estudo Mayor*
18712 Los Sobrinos del Capitán Grant *Estudo Mayor*
18713 Consejos de un Viejo *Robinson*
18714 Danza del Pollo Inglés *Robinson*
18715 En Alas de los Vientos *Robinson y Zamudio*
18716 La Morena *Robinson y Zamudio*
18717 Bombones *Robinson y Zamudio*
18718 La Carcajada de Cupido *Zamudio*
18719 Gran Tapada de Gallos en la Ciudad de Méxlco
18720 Gran Tapada de Gallos en la Ciudad de León
18721 Gran Tapada de Gallos en la Ciudad de Aguascalientes
18722 Amigo, Amigo! *Abrego y Pizzo*
18723 Un Paseo en Santa Anita, Instalive *Abrego y Pizzo*
18724 Consejos de una Vieja *Abrego y Pizzo*
18725 Posadas en una Casa de Vecindad *Abrego y Pizzo*
18726 Coplas de Don Simón *Abrego y Pizzo*
18727 La Trigueñita *Abrego y Pizzo*
18728 Acuérdate de Mi *Abrego y Pizzo*
18729 Tres Danzas de Vergara *Zapadores*
18731 Noche Apacible *Zapadores*
18732 Mogaiba *Zapadores*
18733 Elvira *Zapadores*
18736 Aires Nacionales, Segundo Fragmento *Zapadores*
18737 Sin Esperanza *Estudo Mayor*
18741 Mosaisala *Estudo Mayor*
18742 Pascala *Estudo Mayor*
18743 Souvenir de Chopin *Estudo Mayor*
18745 Schottisch para Mandolina, por Curti *Mandolina-Arriaga*
18746 Moralina *Trio Arriaga*
18747 Serenata Moriaca de Chapí *Bandurria y Guitarra—Obscura y Arriaga*
18748 A Media Noche *Bandurria y Guitarra—Obscura y Arriaga*
18749 La Linda Cubana *Trio Arriaga*
18750 El Desprecio *Robinson*
18751 Flores del Pasado *Robinson y Zamudio*
18752 Gran Corrida de Toros en la Plaza "México"
18753 Gran Corrida de Toros en la Plaza de Durango
18754 Tarantella *Zapadores*
18755 Aires Nacionales—Tercer Fragmento *Zapadores*
18756 Tapa Hasta la Muerte *Zapadores*
18757 Aires Nacionales—Primer Fragmento *Zapadores*
18758 Felicidad *Zapadores*
18759 Hada de Rosas *Zapadores*
18761 Sobre Olas *Estudo Mayor*
18763 Coplas de la Vida *Estudo Mayor*
18763 Danza Húngara No. 5 *Estudo Mayor*
18768 Besos Jaimitos *Estudo Mayor*
18769 Julia *Estudo Mayor*
18767 Maria y Leonorcita—Danzones Yucatecos *Estudo Mayor*
18768 Hamburgo *Trio Arriaga*
18769 La Dolores—Jota *Trio Arriaga*
18771 Cuarcita *Trio Arriaga*
18772 La Cuesta Plana—Bolero *Trio Arriaga*
18773 Danzas Tropicales—No. 1 *Quisteio Jordi*
18774 Danzas Tropicales—No. 2 *Quisteio Jordi*
18775 Danzas Tropicales—No. 3 *Quisteio Jordi*
18776 La Dolores—Pass Doble *Quisteio Jordi*
18777 Cebcbre Mandolinata *Quisteio Jordi*
18778 Vals Poético *Quisteio Jordi*
18779 En Sourdine *Quisteio Jordi*
18780 El Amor es la Vida *Quisteio Jordi*
18781 Mamia Criada *Quisteio Jordi*
18782 A Flor di Labra *Quisteio Jordi*
18783 Caprichosas—Danza No. 2 *Quisteio Jordi*
18784 Nuages Rieus *Quisteio Jordi*
18785 Los Niños Héroes de Chapultepec *Pena*
18786 Rely Llorando *Pena*
18787 Hojas de Margarita—Tres Poesias *Pena*
18788 El Pandgrafo *Pena*
18789 Mi Padre *Pena*
18790 El Progreso *Estudo Mayor*
18791 Anel y Blanco y Maria Emilia—Danzones Yucatecos *Estudo Mayor*
18795 En Zempasila *Abrego y Pizzo*
18797 Pleito en un Fondgrafo, Imitativa *Abrego y Pizzo*
18798 Tantum Ergo *Sreteto Mixto*
18799 O Salutaris Hostia *Sreteto Mixto*
18800 O Santissima *Sreteto Mixto*
18801 Salve Regina *Sreteto Mixto*
18802 No Puede Decirse, Melopoya *Pena*

The music business affords me great pleasure for what time I devote to it. The Phonograph is an introduction to a higher state of civilization and a teacher and trainer of the musical instincts of mankind—*James Mead, Patriot, Ind.*

Two Dealers' Stores

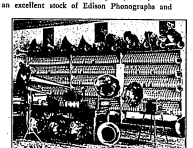
This is my fourth year in the music business and the second as an active Edison Dealer. I carry my Record stock in labeled stock cartons. Each carton has room for three Records, all one selection. I now have 1,200 cartons. I purchase the monthly Records each month, and keep a mailing list of all Edison Phonograph owners, and send them a list as soon as the new Records are in. I now have over 100 people on my list.



HARDY'S MUSIC HOUSE, LUDINGTON, MICH.

I am well pleased with the product of the National Phonograph Company and anticipate a good business this fall and winter.—*D. Hardy, Ludington, Mich.*

The store of Cook Bros., Gaylord, Mich., shows an excellent stock of Edison Phonographs and Records, kept in a most attractive and compact manner. A feature is the Fritchy system of shelving.



COOK BROS., GAYLORD, MICH.

For the Special Attention of Edison Dealers

In getting out a new Dealers Agreement the National Phonograph Company was actuated by a desire to serve your interests as well as its own. The agreement contains nothing that is not designed to maintain and improve the welfare of both. Its conditions are simply intended to protect the prices on Edison Phonographs, Records, Blanks, etc., and to guard against infringements of the Edison patents. No one in the business doubts the wisdom of this policy. We know that you fully believe in it.

We now want your further co-operation by signing this new Agreement without delay. It is necessary to do so even though you may have recently signed the old one. We want your prompt assent to the new conditions.

If your Jobber has not provided you with a triplicate set of the new Agreement ask him to send them at once. Sign all three in the presence of a witness and return them to the Jobber. He will do the rest.

A reasonable time will be given Dealers to re-sign and those who do not will be considered as out of business. Their names will be removed from our files and mailing lists.

NATIONAL PHONOGRPH CO.
ORANGE, N. J.

Edison Records Made Over

TO maintain the standard of quality of Edison Gold Moulded Records it becomes necessary from time to time to make new masters of selections already in the Edison catalogues. This is because the first moulds either have become defective; or for other causes, cannot longer be used. Heretofore, when such selections were made over they have been continued in our catalogues without notice, a plan that has deprived the public from knowing how much better they have been made over new conditions. All selections made over every respect as good as the new monthly list. If the public were aware of their high class character, they would buy them quite as eagerly as they do the new selections put out each month. All of the selections named below have been made over in the most up-to-date manner of our Recording Department. That they have been made over at all shows that they are popular selections—ones that have met with the approval of the public and therefore, entitled to the greatest consideration at the hands of such Phonograph owners as do not have them in their collection of Records.

158 MADE-OVER SELECTIONS

Unless otherwise indicated, they have been made by the same talent as were the original first masters.

EDISON MILITARY BAND.

8126 Coronation March from Le Prophet
Formerly by Edison Concert Band
7638 Diippel Schassen
24 El Capitan March
7507 Hands Across the Sea March
Formerly by Edison Concert Band
103 Hot Time March
Formerly by Edison Concert Band
112 In Storm and Sunshine March
501 King Cotton March
Formerly by Edison Concert Band
7425 Manhattan March
Formerly by Edison Concert Band
8368 Merry Belles on the Hohlis Leves
Formerly by Edison Concert Band
8100 Night and Day March
89 Off to Camp
8120 Roosevelt's Rough Rider March
8222 Rule Britania
Formerly by Edison Concert Band
628 7th Va. Reg. Lpds Waltz
Formerly by Edison Symphony Orchestra
8032 Trombone Sneeze
Formerly by Edison Concert Band
8247 U. S. A. Lancers, First Figure
8246 U. S. A. Lancers, Second Figure
8249 U. S. A. Lancers, Third Figure
8250 U. S. A. Lancers, first half of Last Figure
8251 U. S. A. Lancers, second half of Last Figure
8247-8251 *Formerly by Peerless Orchestra*
8538 Waldteufel March
7328 Willow Grove March
Formerly by Edison Concert Band

EDISON CONCERT BAND.

8450 Ballet Music from Faust, Part 1
7502 From Tropic to Tropic
8532 Laughing Water
8160 Lazarre Waltzes
8104 Old Church Organ
7850 Olympia Hippodrome March
52 Overture The Drummer of the Guards
8168 Overture to Merry Wives of Windsor
68 Selection from Bohemian Girl
70 Selection from Martha
80 Selection from Merry War
85 Selection from Robin Hood
8433 Stradella Overture
8083 Waldteufel's Serenade

EDISON SYMPHONY ORCHESTRA.

7800 Birdie and the Brook
Formerly by Peerless Orchestra
8140 Down on the Old Plantation
Formerly by Peerless Orchestra
524 Light Cavalry Overture
8508 Melody of Love
589 Marchiana March
7785 Selection from the Burgomaster
Formerly by Peerless Orchestra
712 Smoky Mokes
Formerly by Peerless Orchestra
8554 Soko
8030 Amouresuse Valse
7920 Lange's Flower Song
7503 Masquita Valse
8138 Ragged William Two-step

INSTRUMENTAL SOLOS.

8254 Answer (*Cornet*) Kryl
8253 Carnival of Venice (*Cornet*) Kryl
2024 Coconut Dance (*Banjo*) Osman
8327 Columbia Fantasia Polka (*Cornet*) Kryl
2907 Darkies Awakening (*Banjo*)
- Osman
Formerly by Ruby Brooks
2802 Darkies Jubilee (*Piccolo*) Manfietta
2900 Darkies Patrol (*Banjo*) Osman
Formerly by Ruby Brooks
8491 De Berlon's 6th Air (*Violin*) D'Almaine
8339 Dixie Medley (*Banjo*) Van Epps
8412 Down Where the Wurzburger Flows
Medley (Xylophone) Benzler
Formerly by J. Frank Hopkins
7173 Gavotte from Mignon (*Clarinet*) Tuson
8520 Girl I Left Behind Me Medley Fife and Drum Corps
8344 Goldfinch Polka (*Piccolo*) Manfietta
8476 Hot Scotch March (*Xylophone*) Benzler
Formerly by J. Frank Hopkins
8005 I Have Grown So Used to You (*Xylophone*) Benzler
Formerly by J. Frank Hopkins
8308 Infamous from Stabat Mater (*Cornet*) Kryl
8382 Last Rose of Summer (*Cornet*) Hazel
Formerly by Bohumir Kryl
8546 La Secret Polka (*Cornet*) Hazel
8538 Medley of National Airs Fife and Drum Corps
8360 Mr. Dooley Medley (*Xylophone*) Benzler
Formerly by J. Frank Hopkins
3018 Nellie Gray (*Clarinet*) Tuson
2800 Nigger Fever (*Piccolo*) Manfietta
8500 North and South Medley Fife and Drum Corps
7240 Old Folks at Home (*Banjo*) Osman
8349 Old Uncle Ned (*Clarinet*) Tuson
2027 Patrol Comique (*Banjo*) Van Epps
Formerly by Vess L. Ossman
7633 Raff's Cavatina (*Violin*) D'Almaine
8472 Santiago Waltz (*Xylophone*) Benzler
Formerly by J. Frank Hopkins
7488 Scenes That Are Brightest (*Violin*) D'Almaine
8325 Sea Shell Concert Waltz (*Trombone*) Zimmerman
8030 Shepherds' Dance (*Violin*) D'Almaine

VOCAL SOLOS.

8074 Armourer's Song Stanley
7838 Asleep in the Deep Stanley
7307 Bird in a Gilded Cage Anthony
Formerly by Joe Natus
1011 Chin, Chin, Chinaman Dudley
7064 Colevilla Coon Cadets Collins
8010 Coonville's Colored Band Collins
8013 Dear Old Girl MacDonough
8224 For All Eternity Miss Mitchell
Formerly by Miss Corrine Morgan
8515 Good Bye, Miss Jane Collins
8531 Handful of Earth From Mother's Grave Thompson
8037 Hannah, Won't You Open That Door Collins
8499 Happy Days Miss Keyes
Formerly by Miss Corrine Morgan
7092 He Laid Away a Suit of Gray Harlan
7505 I Can't Tell Why I Love You, But I Do MacDonough
8044 I'm Lost Barely Living, That's All Roberts
8633 I'm Thinking Tonight of Kennedy Home Anthony
7033 In Those Happy Days You'd Like Tinney
6023 I Want to Go in Morroer Quinn
5412 I Wish They'd Do It Now Collins
8275 Just Kiss Yourself Good-bye Collins
7308 Kathleen Mawourneen Hooley
8040 A Little Bay in Blue Harlan
7010 Lew's Old Sweet Song Turner
Formerly by Andrew Schneider
2033 Maryland, My Maryland MacDonough
7009 More Work For the Undertaker Quinn
5720 My Wild Irish Rose Anthony
Formerly by Joe Natus
8040 Nevada MacDonough
7186 Oh, Don't It Tickle You Denny
1570 On the Banks of the Wabash MacDonough
6002 Parody, Widow's Plea For Her Son Denny
8338 Rabbit Hash Golden
8441 Reuben Hoskins of Skowhegan, Maine Len Spencer
8038 Ring Down the Curtain, I Can't Sing To-night Harlan
Formerly by Franklyn Wallace
8304 Sunrise River (Parody) Anthony
8546 Sweetest Girl in Dixie Dudley
8102 That Flirt of the Old Drum Corps MacDonough
8231 When Kate and I Were Comin' Thro' the Rye Harlan
8273 Under the Anheuser Harlan
7111 Up Came Johnny With His Camera Denny
8231 Way Down Yonder in the Cornfield Thompson
8223 Whisper and I Shall Hear Miss LeBaron
Formerly by Miss Corrine Morgan
8353 Whistling Rosary Boy Dudley
8253 Whistling Rufus Quinn
7220 Will I Find My Mamma There? Harlan
8300 Your Mother Wants You Home, Boy Harlan

VOCAL DUETS.

8585 An Evening Call in Jayville Center
Harlan and Stanley
7889 I Got Mine Collins and Harlan
Formerly by Collins and Natus
8509 It Was the Dutch Collins and Harlan
8900 Marching Thro' Georgia Harlan and Stanley
8457 Scene In a County Store Harlan and Stanley
8311 Waiting for the Dinner Horn to Blow
Harlan and Stanley
8480 When We Were Boys Harlan and Stanley
8053 Won't You Write a Letter, Pape Harlan and Stanley

EDISON MALE QUARTETTE.

2203 Auld Lang Syne
8004 Breeze of the Night
2237 Carry Me Back to Old Virginny
2204 Cornfield Medley
7852 Kathleen Mawourneen
8352 Lost Chord
6130 Mama's In the Cold, Cold Ground
7505 Medley of College Songs
8418 My Country, 'Tis of Thee
2216 Old Oaken Bucket
2205 Safe In Our Alley
7710 Soldier's Farewell

EDISON MIXED QUARTETTE.

8321 Good-night, Good-night, Beloved
Formerly by Hendelsohn Mixed Quartette
8496 Home, Sweet Home
Formerly by Hendelsohn Mixed Quartette
8401 Onward, Christian Soldiers
Formerly by Hendelsohn Mixed Quartette

TALKING AND MUSICAL.

7881 Sunflower Dance (*Banjo*) Van Epps
Formerly by Vess L. Ossman
8504 Banjo Evangelist Spencer and Van Epps
Formerly by Spencer and Hunter
8004 Clancy's Prize Waltz Contest Len Spencer
8580 History Girl Spencer and Van Epps
Formerly by Spencer and Hunter
8756 Michael Clancy as a Policeman
Campbell and Roberts

TALKING SELECTIONS.

8102 Ingersoll At the Tomb of Napoleon Len Spencer
8244 Ravings of John McCullough Harry Spencer
8035 Scene at a Dog Fight Spencer and Holt
Formerly by Spencer and Girard
8153 Schultz on Christian Science Kennedy
3841 Schultz Goes Hunting Kennedy
8063 Trip to the Circus Spencer and Holt
Formerly by Spencer and Girard

Scientists Visit Mr. Edison

Members of the American Electro-Chemical Society, to the number of about two hundred, visited the Edison Works on Friday afternoon, October 18th, as the guests of Mr. and Mrs. Edison. Two special cars attached to a train on the Lackawanna Railroad, conveyed the party from Hoboken to the Orange station, where they were met by automobiles and carriages for the trip to the Works.

C. F. Burgess, of the University of Wisconsin, headed the party, who were presented to Mr. and Mrs. Edison in the library of the laboratory, by William J. Hammer, formerly associated with Mr. Edison. A tour of inspection was then made, and proved of great interest to the many notable scientists in the party.

A Complaint in Titles

William Harrison, Edison Jobber at Utica, N. Y., recently forwarded the following unique complaint because of our delay in filling his order for printed matter:

"I have got to hustle to hold my contract, and I don't want to be 'The man behind,' or the Dealers will 'gimme de leavin's!' Competition in this country is so active, that they won't 'Save it for me.' 'Everybody gives me good advice' and I want you people to give me your 'Sympathy.' I will try to 'Keep on the sunny side' while 'cravelling' and don't for a minute think 'I surrender all,' or that I will let these fellows 'Sing me to sleep,' although if I were to get cut out, 'I wonder if you'll miss me?' 'Sometime we'll understand,' 'Adieu.'"

These occasional optimistical letters we receive prove that, after all, there's a bright side to every story.

A Kentucky Dealer's Advertisement

A. Scott Haynes, a Dealer at Owensboro, Ky., published the following advertisement in a local paper recently:

THE EDISON.

She sits in deep silence the whole day through,
Her fingers are red from the scrubbing dew
That flowed as she toiled from the early gray dawn—
Rejoiced is her soul that the day is gone.
There is nothing in daylight to cheer her poor mind,
To all of Life's pleasures she almost is blind.
For trouble and sorrow and harrowing care
Had claimed her a victim of Melancholy's snare.
But Haynes's Phonograph came into the set spell
Of music's enchantment, how simple to tell!
But her heart was now lightened, for cares had all fled
And soon fell asleep on her little low bed.
"How sweet are the strains of lois tonight!"
Her eyes were then closed in slumber so tight,
And never once opened till daylight's bright dawn.
But when she awoke her troubles had gone.
Her darling child laid by the machine
Said lois was a record on an Edison machine.

* * * * * * *

Mr. Haynes is the agent, obliging and kind,
His goods are the latest, please keep this in mind.
Two hundred and seven east Second's his place,
Abreast with the times he always keeps pace.

He was born in Kentucky, the grandest old state,
That ever was created, I here must relate.

Thirty years in our city, a record that's clean
As the best of Kentucky's good children, I mean.
You give him a call you'll never regret,
And resolve for your money the best it can get.

The article is preceded by a half-tone of a view taken in Mr. Haynes' store, in all producing a most commendable advertisement.

Dealers' Advertising

Grinnell Bros., Edison Jobbers at Detroit, Mich., are publishing a series of advertisements in their local newspapers, exploiting the new equipment in a manner most commendable. The enthusiasm displayed in the copy, the clever way in which the new list prices are announced, and their free trial offer, combine to produce ads which as business producers are hard to equal.

Ricker & Son, of Emporia, Kans., devote a half page in the *Emporia Gazette* to the exploiting of Phonographs and Records, and pay particular attention to the musical education acquired through the purchase of one of our instruments.

SUSPENDED LIST, NOVEMBER 1, 1907.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—Thomas McGuire, 825 Main st.
San Francisco—J. Raymond Smith, 2126 Sutter st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Elgin sts.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Eggleston Bros. or Eggleston Music House, J. P. Eggleston, Prop.; also Danville, Ill.
Chicago—A. Gloss & Son, 727 W. North av.
Cookeville—Upperman & Son.
Danville—Eggleston Bros. or Eggleston Music House, J. P. Eggleston, Prop.; also Champaign, Ill.
Kempton—C. E. Bute.
Ottawa—Edward Hayes.
Peoria—Edward Hayes, 301 S. Adams st.
Quincy—Elley-Kruse Co., 37 North 4th st.
J. F. Wittkopf, 618 Hampshire st.
Wheaton—E. Irving.

INDIANA.

South Bend—Eugene Marsh, 126 Vistula ave.
South Bend Book Bindery, Robert Lobolt, Prop., 303 North Michigan st.

IOWA.

Burlington—John P. Wales, 711 Jefferson st.
Cushing—Bullock & Lyman.
Independence—E. O. Parker, 110 E. Main st.
McClelland—W. Reynds & Co.
Moorehead—Dan Carpenter, Jr.
Sioux City—Hintzsche Music Co.
Waterloo—C. Larimore, 518 Fifth st.
State Center—Ora Sargeant.

KANSAS.

Clay Center—E. M. Gowenlock.
Lawrence—Hall Bros.
Topeka—L. H. Morehouse, 619 S. 4th st.
Wichita—Frank E. Powell, 133 N. Main st.

MAINE.

Biddeford—W. H. Plaid.
Gardiner—C. H. Cobb, 393 Water st.
Lewiston—J. W. Stetson.
Monmouth—E. Bonney.
Rockland—F. M. Burnham.
Waterville—Frank Blanchard, 150 Main st.

MASSACHUSETTS.

Boston—E. C. Peck, 43 Milk st.
H. Eisenstadt & Sons, 146 Hanover st.
Wm. Hoffmann, 1 Scollay sq.
Florence—William Oates, 87 Main st.
Franklin—E. P. Blackman.
*Great Barrington—Frank W. Wheeler, Main st.
Lawrence—Lord & Co., 314 Essex st.
Lowell—C. Mather Bruce, 58 Essex st.
Malden—A. Butler.
Nantucket—Arthur M. Taylor.
New Bedford—F. B. DeWolf.
Somerville—E. J. Winchester, 32 Summit ave.
Woburn—Osborn, Gillette, or The Bolton Novelty Co., C. P. Maloney, Manager.
Worcester—Joseph Lee, 406 West Front st.
Guy Furniture Co., 521 Main st.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Schwankovsky, Prop.
Bay City—Geo. Hartley, 1004 Water st.
*Hillsdale—Hutchins Furniture Co. (William Rothfuss, Geo. M. Rothfuss and Frank R. Jones.)

MICHIGAN—Continued.

Detroit—F. J. Schwankovsky.
Saginaw—Geo. W. Emondorfer.
James V. Calahan, 217 Genesee st.
Tierney Bros., 217 Genesee st.

MINNESOTA.

*Willmar—Willmar Furniture Co., Ruble Block.

MISSOURI.

Ewing—Hal B. Ewalt.
*Fairfax—Hilde Hardware Co.
Kansas City—The Wittmann Co.

NEBRASKA.

Lincoln—The Wittmann Co.
Omaha—The Wittmann Co.
Piano Player Co.
Red Cloud—Albright Bros.

NEW HAMPSHIRE.

Dover—H. C. Ingalls & Co., 444 Central ave.
Hillsboro Bridge—E. M. Barnes.
Manchester—A. B. Dumas.
Nashua—F. A. McMaster & Co.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 32-34 Arkansas ave.
Jersey City—W. L. Hoffman, 151 Montgomery st.
Long Branch—A. N. Alexander, 103 Broadway.
A. Nastasio, 103 Broadway.
Newark—R. L. Gerwin; also New York City, R. Rosenthal, Prop. Springfield Hdw. and Supply Co., Prop., 71 Springfield ave.
*D. Hutchison, 31 Springfield ave.
Passaic—I. Hurwitts.
Paterson—Chas. H. Kelly, 26 N. Main st.
Plainfield—S. W. Dreyfus, H. Frucht; also Elston M. Leonard.
West Hoboken—Emil Hollander, or The West Hoboken Bicycle & Phono. Co., 169 Spring st.

NEW YORK.

Albany—G. Lindo, 263 S. Pearl st.
*G. A. Birdsall, 114 S. Pearl st.
Amsterdam—D. C. Kirchner, 26 Market st.
Auburn—Chas. G. Chler Co., 13 Clark st.
Bedford Park—Geo. H. Tyrrell.
Brooklyn—Nathan Abrahams, 502 Broadway.
Albrecht & Klinkhardt, 564 Knickerbocker ave.
H. Hindermann, Bushwick Phonograph Exchange, 1423 Myrtle ave.
Emil Smith, 634 Eleventh st., and 230 Summer ave.
Hobart—P. H. Marshall.
Mohawk—Albany Specialty Co., or Chas. F. Rice, Main st.
Moravia—C. D. Loomis & Co., Union Block.
New York City—A. T. Armstrong, or American Phono Co., 124 Wall st.
Automatic Zither Co., M. Cohan, Prop., 24 Broad ave.
Bell Piano Co., 372 W. 11th st.
Bowers Bielfeld, 681 Willis ave.
Henry Dumas, Jr., or David Switzky, 806 Willis ave.
H. A. Gerwin; also Newark, N. J.
Eagle Phono. Co., or C. Lowenthal, 83 Nassau st.
Empire Phono. Co., 2 W. 14th st.
S. W. Frucht, or R. Frucht, 7 Barclay st.; or 58 Cortlandt st., also Plainfield, N. J.
O. Hacker, 2 Murray st.
Hawthorne & Sheble, 237 Broadway; also Philadelphia, Pa.
Hollander Bros., 421 and 491 West st.
H. Horn, 148 E. 68th st.
W. L. Isaacs, 114 Fulton st.
Kelly-American Phono. Co. (R. Gerard & Co.)

*Added since October 1st, 1907.

S. Lemburg & Co., 194 Broadway.
J. McIlquham, 209 Broadway.
Parker & Cooley, 1004 Amsterdam ave.
Richmond Press, 44 W. 125d st.
P. M. Prescott, 44 Broad st.
Wimbrop Cycle Co., 2312 Seventh av.
Rome—Charles Tuttle.
Saratoga—W. J. Totten.
Saratoga Springs—Marvin A. Cote.
Watertown—Henry A. Hardy, 14 Arsenal st.
H. R. Wardwell & Co., 22 Public Square.
Wayland—John Gross, Purcel Block.

NORTH CAROLINA.

Kinston—S. A. Quinerly.
New Bern—E. Wallnau, 123 Middle st., or Southern Music House: B. Wallnau, Prop.

NORTH DAKOTA.

Fargo—Ben Hart.

OHIO.

*Ashtabula Harbor—Chas. W. Askew (Gregory, Askew & Co.).
Brookville—H. K. Merrit.
*Bellevue—H. E. Rouser.
Cincinnati—I. L. Ambrn.
Coshocton—Burns & Gosser.
*Dayton—W. E. Sapp, 1042 W. Third st.
Middleton—Otto Grau & Co., 126 N. 3d st.
Springfield—A. M. Vanderpool.
Uhrichsville—F. A. Moxuris.

OKLAHOMA.

Oklahoma City—Armstrong, Byrd & Co.

PENNSYLVANIA.

Bradford—C. C. Griffen, 29 N. Washington st.
*Johnstown—J. M. Bunnell; also Phillipsburg, Pa.
Lancaster—J. H. Trugresser, 249 N. Queen st.
Mt. Pleasant—Benjamin Posner.
New Castle—Will Hartland, 79 E. Long st.
Philadelphia—A. R. Cassidy, 2783 Emerald st.
Hawthorne & Sheble, 604 Chestnut st., or Oxford and Mancher sts.; also New York City.
A. Krouse, 520 Arch st.
Penn Novelty Co., 15 South 9th st.
*Phillipsburg—J. M. Bunnell; also Johnstown, Pa.
*Pittsburg—A. Lippard, 615 Wylie ave.
Royersford—Granville B. Tyson, 215 Main st.
*Titusville—E. H. Portzer, Prop. Exchange Cigar Store, 217 W. Central ave.

RHODE ISLAND.

Providence—P. P. Moore.
Rockville Center—O. A. Clark.

TENNESSEE.

Alexandria—Clarence J. Baird Music Concern.

TEXAS.

*Whitney—H. E. Randle & Co.

UTAH.

Salt Lake City—Dayton Romney Music Co., 26 East South 1st st.

VIRGINIA.

Norfolk—W. Reichenstein, 256 Church st.

WISCONSIN.

Ashland—J. P. Post Co.
Milwaukee—C. J. Bintzok.
Walworth—G. H. Stewart.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.



Group pictures of some of the Magazines in which Edison Phonographs are being advertised

The Edison Phonograph

TO the Edison Phonograph can be applied the old saying: "A pleasure shared is a pleasure doubled." It is the art of entertainment expressed in tangible form. There is never a crowd when one of the three is an Edison Phonograph. Let songs, dances, funny songs, ballads, all kinds of music in your own home, with less trouble and greater enjoyment than any other form of entertainment, and especially than any other form of musical entertainment. Today is the best day for going to your own dealer's to hear an Edison. You cannot possibly know how well the Edison Phonograph reproduces by listening to any other make of talking machine. THREE BOOKS FREE—Ready at your dealer's now — The Phonogram and Supplemental Catalogue, giving the new Edison Records for May; also Complete Catalogue of all Edison Records. Any one or all of these books will be sent free on request.

National Phonograph Co., 12 Lakeside Ave., Orange, N. J.

Jobbers of Edison Phonographs and Records

Continued from page 2 of cover

NEW YORK.

Albany—Finch & Hahn, 402 Broadway.
Astoria—John Rose, 29 Flushing ave.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Sprague and Walls sts.
Neal, Clark & Neal Co., 247 Main st.
Elmira—Arms Co., 117 Main st.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsythe & Davis, 267 Wall st.
New York City—Blackman Talking Machine Co., 37 Chambers st.
J. F. Blackman & Son, 2727 3d ave.
I. Davega, Jr., Inc., 126 W. 125th st.
S. B. Davega, 27 E. 14th st.
Douglas Phono. Co., Inc., 29 Chambers st.
Flood Music Co., 29 Union square.
Hawthorne & Sheble, 1253 Second ave.
Regina Co., 27 Union square.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1413 First ave.
Oswego—Frank E. Bolway, 82 W. Bridge st.
Rochester—A. J. Deninger, 846 North st.
Mackie Piano, G. & M. Co., 100 State st.
Talking Machine Co., 37 Main st., E.
Schenectady—Finch & Hahn, 504 State st.
Jay A. Richard & Co., 325 State st.
Syracuse—W. D. Andrews, 216 E. Railroad st.
Troy—Finch & Hahn, 3 Third st.
Utica—Clark-Horrocks Co., 54 Genesee st.
Arthur F. Perrine, 88 Washington st.
William Harrison, 50 Columbia st.
Utica Cycle Co., 16 Columbia st.

OHIO.

Canton—Klein & Heffelman Co., 230 E. Tuscarawas st.
Cincinnati—Ball-Pintze Co., 109 West 5th st.
Ilsen & Co., 216 Vine st.
Laurence Maus, 19 East 6th st.
Rudolph Wurlitzer Co., 121 East 4th st.
Cleveland—Eclipse Musical Co., 1370 East Ninth st.
Columbus—Perry B. Whitsit Co., 212 S. High street.
Dayton—Niehaus & Dohse, 25 E. 5th st.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co., 608 Cherry st.

OREGON.

Portland—Graves & Co., Inc., 326 Washington st.

OKLAHOMA.

Oklahoma City—Smith's Phono. Co., 218 West West Main st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 529 Hamilton st.
Easton—William Werner, 432 Northampton st.
Harrisburg—S. K. Hamburger, 13-14 N. Market square.
Philadelphia—Louis Buehn & Bro., 46 N. 9th street.
C. J. Heppe & Son, 1217 Chestnut st.
Lit Bros., Market and 8th sts.
Musical Echo Co., 1217 Chestnut st.
Penn Phonograph Co., 31 S. 9th st.
Wanamaker & Brown, Market sts.
Weaver Talking Mach. Co., 41 and 43 N. 9th st.
H. A. Weymann & Son, 1010 Chestnut st.

Pennsylvania—Continued.

Pittsburg—Pittsburg Phono. Co., 937 Liberty street.
Powers & Henry Co., 101 Sixth st.
Standard Talk. Mach. Co., 436 Wood st.
Reading—S. K. Hamburger, 723 Chestnut st.
Reading Phonograph Co., 42 N. 8th st.
Scranton—Ackerman & Co., 317 Wyoming av.
Technical Supply Co.
Sharon—W. C. DeForest & Son.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Providence—J. M. Dean Co., 725-735 Westminster st.
J. A. Foster Co., Weybosset and Dorrance streets.
Homebld Furniture Co., 321 Weybosset street.
J. Samuels & Bro., 154 Weybosset st.

TENNESSEE.

Chattanooga—J. H. Templeman Co., 258 Montgomery ave.
Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay st.
Memphis—P. M. Atwood, 160 N. Main st.
Talking Machine Co., 103 S. Main st.
Nashville—Hagender & Co., 37 Arcade.
Nashville Phonograph Co., 211 Church st.
O. K. Houck Piano Co., 501-503 Fifth ave.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—W. G. Walz Co., 101 El Paso st.
Fort Worth—Cummings, Shepherd & Co., 709 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin sts.
San Antonio—H. C. Ross Optical Co., 242 West Commerce st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 251 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main st.

VERMONT.

Burlington—American Phono. Co., 84 Church street.

VIRGINIA.

Richmond—C. B. Haynes & Co., 403 E. Main street.

WASHINGTON.

Seattle—D. S. Johnston Co., 923 Second ave.
Kohler & Chase, 719 Pike st.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

Milwaukee—McGreal Bros., 176 3d st.

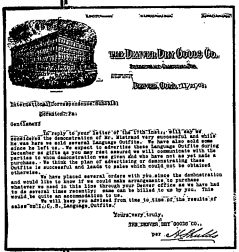
CANADA.

Montreal—Peter Kelly, 253 St. Lawrence st.
Quebec—C. Robitaille, 320 Rue St. Joseph.
St. John—W. H. Thorne & Co., Ltd., 42-46 Prince William st.
Toronto—D. S. Williams & Sons Co. Limited, 143 Yonge st.
Vancouver—M. W. Waitt & Co., 558 Granville street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess st.

*Added since October 1, 1907.

In the Words of Others
"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I.C.S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW.



THE DENVER DRY GOODS CO.

Denver, Colo., 11/27/07.

Gentlemen:

In reply to your letter of the 21st inst., will say we are pleased with the demonstration of Mr. Stallard very successful and will be glad to have it duplicated in our store. We have had a number of inquiries regarding the Spanish Language Outfits during the week, and have no doubt but that we will dispose of quite a few of them. We shall communicate with the parties to whom application was made, and endeavor to make a purchase in the near future. Any assistance or advertising that we can render in connection with this matter we shall be pleased to do, as we feel it is essential to handle to sales which could not be obtained otherwise.

We have placed a record order with the Edison Co. for the week, and would like to know what could be done with regard to arrangements to purchase whatever we need in this line through your Denver office as we have had to do several times recently. Some one from your office will be in Denver in the near future, and we would be glad to talk this matter over with him.

We will keep you advised from time to time of the results of sales with the I. C. S. Language Outfits.

Yours very truly,

THE DENVER DRY GOODS CO.

per

International Correspondence Schools
SCRANTON, PA.

EDISON PHONOGRAPH MONTHLY

Vol. V December, 1907 No. 10

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Published for Trade use only by
The National Phonograph Co, Orange, N.J.

Jobbers of Edison Phonographs and Records

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin st.
Montgomery—R. L. Patick, 119 Dexter ave.

CALIFORNIA.

Los Angeles—Southern California Music Co., 321 South Broadway.
Oakland—Kohler & Chase, Inc., 317-321 Wood st.
Sacramento—A. J. Pommer Co., 9th and J sts.
San Francisco—P. Bastiglulpi & Sons, 1021 Golden Gate ave.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th st.
Hext Music Co., 16th and California sts.

CONNECTICUT.

New Haven—Pardee-Hilenberger Co., Inc., 96 State street.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania ave., N. W.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree st.
Phillips & Crew Co., 37-39 Peachtree st.
Savannah—Youmans & Lentz, 116 Barnard st.
Waycross—George R. Youmans.

IDAHO.

Boise—Eller's Piano House.

ILLINOIS.

Chicago—Babson Bros., 1440 19th st.
Lyon & Healy, Wabash ave. & Adams st.
Peace & Lund, 12 Van Buren st.
The Vim Co., 204 Dearborn st.
Montgomery Ward & Co., 111 Michigan avenue.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 411 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia avenue.
Kipp-Link Phonograph Co., 317 N. Illinois street.
A. B. Wahl & Co., 119 S. Illinois st.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust st.
The Vim Co., 204 Seventh st.
Dubuque—Harger & Blish, 304 Main st.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House, 315 Court st.

KENTUCKY.

Louisville—Montenegro-Hielsm Music Co., 620 4th ave.

LOUISIANA.

New Orleans—William Bailey, 609 Frenchman st.
National Automatic Fire Alarm Co., 614 Gravier st.

Continued on page 3 of cover

MAINE.

Bangor—E. L. Crosby Co., 184 Exchange st.
Portland—W. H. Hoss & Son, 537 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 321 North Howard st.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 46 Hanover st.
Eastern Talking Mach. Co., 177 Tremont street.
Iver Johnson Sptg. Goods Co., 165 Washington st.
Fitchburg—Iver Johnson Sptg. Goods Co., 347 Main st.
Lowell—Thomas Warsell, 111 Central st.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 424 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward avenue.
Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin avenue.
Minnesota Phono. Co., 606 Washington av., So.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th st.
Thomas C. Hough, 392 Wabasha st.
Koehler & Hinrichs, 365 E. 3d st.
Minnesota Phonograph Co., 37 E. 7th st.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut st.
J. F. Schmelzer & Sons Arms Co., 710 Main st.
St. Louis—Conroy Piano Co., 11th and Olive streets.
Koerber-Brenner Music Co., 1006 Olive street.
Silverstone Talk. Mach. Co., 1010 Olive st.

MONTANA.

Helena—Frank Busser, 509 N. Main st.

NEBRASKA.

Lincoln—Rose P. Curtice Co., 1135 O st.
H. B. Bidles Phono. Co., 141h and P sts.
Omaha—Nebraska Cycle Co., 16th and Harney streets.
Shultz Bros., 16th and Chicago sts.

NEW HAMPSHIRE.

Manchester—John B. Varick Co., Varick Bldg.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 803 Washington st.
Newark—Douglas Phonograph Co., 20 New st.
A. G. Feith, 57 Halsey st.
Ripke Phono. Store, 787 Bank st.
Paterson—James H. O'Dea, 117 Ellison st.
Trenton—Stott Blank Book and Stationery Co., 30 E. State st.
John Sykes, 156 N. Broad st.

Edison Phonograph Monthly

VOL. V. December, 1907 No. 10

Trade Conditions

In a general letter to the trade press, dated November 13, President W. E. Gilmore, of the National Phonograph Co., made the statement printed below, setting forth the immaterial effect that the money stringency has had upon the Edison business. Mr. Gilmore also expressed the opinion that the present money trouble will be short-lived. The letter follows:

We have not in the past, nor can I say that we have as yet perceived any perceptible change, so far as our own business is concerned. Our shipments of Phonographs, Records and supplies, therefore, continue in the same relative weekly proportion as they have in the past, and the orders heretofore placed with us have not been decreased to any material extent by cancellation.

Naturally, we have not expected additional orders for Phonographs, in view of the fact that our Jobbers and Dealers have anticipated their requirements some time since, but the new orders that we have been receiving for Phonographs have, if anything, been better than we had anticipated.

So far as Records are concerned, the first orders received for the December supplement exceed in volume any month in the history of the business.

We accumulated during the past summer a very large stock of machines, to take care of the future requirements, and it is well that we did so, for the reason that the recent financial stringency has compelled us to reduce our working forces somewhat, due entirely to the fact that we were unable to obtain the necessary currency to take care of our pay-rolls, and which stringency, we thoroughly believe, will be of short duration.

So far as the future is concerned, we are very optimistic, and statistics indicate that, be the times good or bad, amusement features are about the last thing to be affected. By this I, of course, refer to amusements of all kinds, in which, naturally, the talking machine industry must be considered one of the principal factors, particularly for the reason that the prices bring the apparatus within the reach of everybody.

I would here add that our collections as a whole, up to this date, have been in every way satisfactory, and, if it is the case with us, then we must naturally feel that it must likewise be the case with our Dealers and Jobbers generally.

In conclusion I can only say, further, that the present financial condition will, in our opinion, be but short-lived, and we look forward to an increasing and profitable business.

W. E. GILMORE, President.

Had we not been confronted with the possibility of paying our hands by checks it is probable that no change would have been made in our working force. We would doubtless have gone on, firmly believing that a few weeks at the most would have seen business back to its customary conditions. When it became necessary to call upon several banks and adopt unusual methods to get sufficient currency to meet the pay-roll, a decision was reached to slow up on the production and use up the stock of Phonographs we had accumulated during the summer. During the entire summer we ran our plant to its fullest capacity, instead of cutting down the force as had been done in past years. The present reduction in the working force is, therefore, only equivalent to the summer vacation of past years. As Mr. Gilmore stated, orders and collections are quite satisfactory and very much better than the calamity howlers would think possible. To us it looks as if the timid ones were daily regaining confidence and we believe this feeling is going to rapidly gain ground as the days pass by.

Notice About German Records

Because of defects we have been compelled to discard moulds for German Records No. 15391, "O, Susanna," by H. Grossman, and No. 15102, "Die Kappelle," by the Meistersanger Quartette, and until we can obtain new moulds from abroad we will be unable to supply these selections to the trade, although we have received numerous orders for them. These orders are being cancelled. Just as soon as we get the new moulds the trade will be notified and new orders can be placed for them. These selections are being retained in the new catalogue, for we hope to be able to fill orders for them before the catalogues have been widely circulated.

Dealers: Sign new agreement and send it to your Jobber.

The New Edison Gold Moulded Records Advance List for February, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before January 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on January 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on January 25th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after January 20th, but must not be circulated among the public before January 25th. Jobbers are required to place orders for February Records on or before December 10th. Dealers should place February orders with Jobbers before December 10th to insure prompt shipment when Jobbers' stock is received.

9746 A Summer Evening in the Alps — **Edison Concert Band**

Styled by the composer, "A descriptive and romantic fantasia." The air is characteristic of what one might expect to hear in the Alps. A storm scene is among the realistic effects introduced. The selection is rendered in the usual carful manner which identifies the work of our Concert Band. Composer, H. Kling; publisher, Jean M. Missud, Salem, Mass.

9747 Somebody's Been Around Here Since I've Been Gone — **Billy Murray**

Sam Johnson loved an innocent and simple colored maid, whom he is called upon to leave for a short time. Upon his return she greets him with an educated kiss, entirely strange to him. This leads him to sing the words of the chorus:

Somebody's been around here a-giving you lessons in love
That's not Sambino, a-sure you from above.
That Sapho smack is a sure enough winner,
It's far too good for a new beginner,
Ah, somebody's been around here since I've been gone.

The damsel vainly tries to assure Sam that she has been true in his absence, but he advises her to stick to her new teacher, and he will look for a brand new pupil. The song is one of the big hits in the "Gay White Way." Orchestra accompaniment. Words, Paul West; music, John W. Bratton; publishers, M. Witmark & Sons, New York.

9748 I Love You So — **Miss Hinkle and Mr. Miller**

The now well known soprano and tenor duet which has scored such a decided hit in "The Merry Widow." The music from this opera is unusually charming and the demands for parts of it have been numerous and persistent. Solos by both these artists are given, with the blending of both voices as a finale. Orchestra accompaniment. Words, Adrian Ross; music, Franz Lehar; publishers, Chappell & Co., New York.

9749 The Crack Regiment Patrol — **Edison Symphony Orchestra**

If it is possible to produce a more attractive patrol than the "Simmer" listed in October we have secured it this month. The approach and passing effects are worked out in a most clever manner. The music is military in character, and recorded in strict march tempo. Composer, Theo. Moses-Tobani; publisher, Carl Fischer, New York.

9750 Garibaldi — **James Brockman**

A most melodious Italian dialect song, of a sentimental nature, rendered by the composer. It tells of the "over the sea" wooing of Garibaldi, who makes "a-lot a-money, this country very fine." He writes to Marie in sunny Italy, telling of his love, and she answers:

My Garibaldi, good Italian man,
My Garibaldi, love-a you all I can,
Good-a-bye my Italee,
Fly across the sea
Just-a you and me,
Viva my Garibaldi, good Italian man.

Mr. Brockman's method of singing Italian dialect selections makes comment unnecessary. Orchestra accompaniment. Words and music, James Brockman; publishers, Jerome H. Remick & Co., New York.

9751 Don't Worry — **Miller and Werrenrath**

One of the latest and best march ballads of the "Honey Boy" class, sung by the same artists. In the verse the composer suggests a quarrel or disagreement between two lovers, and the chorus tells how a reconciliation was effected:

Don't worry, smile on, dearie,
And the world will smile with you.
Don't worry, just be happy, for it may not all be true;
Good times are coming, dearie,
See the skies above are clear,
And the sun will shine to-morrow,
Don't worry, dear.

Our Record of the song is quite equal in every way to "Honey Boy," which achieved such remarkable popularity. Orchestra accompaniment. Words and music, Rose & Snyder; publishers, New York.

9752 Under the Matzos Tree — **Ada Jones**

The composer calls this selection "A Ghetto love song." The words are humorous and the melody delightfully tuneful and characteristic. Miss Jones excels in the rendition of such Records as these, where dialect has much to do with the success of the song as a whole. The chorus is here given:

Won't you come and make for me a happy life;
I've got plenty money to support a wife.
It's you I'm fixing to be slight,
Let's skidoo, Begin, Dogin.
Make it quick and say the word, Reiberesky,
Think of all the future that's for you and me,
We'll have a happy, happy jubilee,
Under the matzos tree.

Orchestra accompaniment. Words and music, Fred Fischer; publishers, Fred Fischer Music Publishing Co., New York.

9753 The Girls of America March — **Albert Benzler**

A snappy march composition, peculiarly adapted to the xylophone. It has attained much popularity, and will be one of the consistent sellers in our catalogue. Mr. Benzler enlarges upon the melody toward the end of the Record by introducing well executed variations. Orchestra accompaniment. Composer, Mahlon Dugaine; publishers, Keystone Music Co., Altoona, Pa.

9754 Take Me With You in Your Dreams. — **Harry Anthony**

The beautiful song offered by Mr. Anthony as his solo contribution for the month, is without question one of the very best he has made. Both the words and music fix a high standard in sentimental songs. The delicate and finished orchestra accompaniment is a decided feature of the Record. Words, John Everett Fay; music, James B. Oliver; publishers, M. Witmark & Sons, New York.

9755 Rain-in-the-Face — **Collins and Harlan**

From the words of this selection, it is to be inferred that "Rain-in-the-Face" was a real sporty old Indian, who had the "first original thirst." His antics while in pursuit of fire-water are humorously told. For instance:

He'd drink a barrel of rum, 'till he was numb and Irish whiskey, too.
Until he turned an Indian into an Irish stew.

Three verses and choruses are given in the Record. In the middle of each chorus the singers pause long enough to permit the introduction of a few bars of music by the orchestra. In every instance a different combination of instruments is used. Decidedly unique and certain to be very popular. Orchestra accompaniment. Words and music, Benj. H. Burt; publishers, Jerome H. Remick & Co., New York.

9756 When the Violets Bloom, Violet — **Irving Gillette**

The old, old story told in a varied manner, is the theme upon which this pretty ballad is based. The music is tuneful and well suited to Mr. Gillette's pleasing voice. The chorus will perhaps give a more definite idea of the song than a few descriptive words:

When the violets bloom, Violet,
In the vale, sweetheart, where we first met,
Where with cheeks blushing red, dear, you said,
In the spring we would wed, Violet.

Though the days may seem long don't regret,
Don't forget that my love always yet,
For the never bells will chime,
For our glad wedding time,
When the violets bloom, Violet.

Orchestra accompaniment. Words, Robert F. Roden; music, J. Fred Helf; publishers, Helf & Hager Co., New York.

9757 The Outpost March — **Edison Military Band**

A stirring military march by the composer of many instrumental numbers. While it is true that most marches are somewhat similar in their general make-up, we believe this one to be sufficiently varied to deserve serious consideration in the selection of Records for permanent use and constant repetition. Composer, J. C. Heed; publisher, Carl Fischer, New York.

9758 Will He Answer "Goo-Goo"? — **Stella Tobin**

It is not strange that most of Vesta Victoria's songs find such ready favor with the general public, for they are always unusual and ever amusing. The title of this Record will arouse immediate curiosity, and one would never guess that it is the plaintive plea of a loving and lone widow on the shelf, "who wants somebody to offer an affection as warm as her own." She persuades the "boys" in the audience to join in the chorus and although timid at first, they respond with great vim in the encore. We feel safe in predicting that

Miss Tobin will win many friends through this, her first Record. Orchestra accompaniment. Words, Ballard MacDonald; music, Donovan Meher; publishers, Francis, Day & Hunter, New York.

9759 He Lifted Me — **Anthony and Harrison**

The mere reading of this title will bring pleasure to hosts of owners of Edison Phonographs, owners who have waited so long for its appearance on a Record. The music has been slightly rearranged to permit of incidental solos by both the tenor and baritone voices, but the original air is carefully preserved in its sweet simplicity. Words, Charlotte G. Homer; music, Chas. H. Gabriel.

9760 Romance and Reality — **Edward M. Favor**

The mere reading of this title will bring pleasure to hosts of owners of Edison Phonographs, for Mr. Favor has always been a great favorite and he has not been able for some time to make a Record for us. Mr. Favor's position as a comic opera artist of wide fame keeps him on the road a large part of the time and it is only when he returns to New York that we can get him to sing for the Phonograph. This song is one of the hits in "Fascinating Flora." Mr. Favor soared nightly with it for many weeks at the Casino, New York. Two lively verses and two choruses point out the difference between plays and novels in romance and reality, and how the story of Cinderella works out in modern days. The song is one of those lively, witty ditties with which Mr. Favor has been most successful as a Phonograph singer. Orchestra accompaniment. Music, Baldwin Sloan; words, Louis Harrison. Not published.

9761 American Polka — **John Kimmble**

An accordion solo that will add much to Mr. Kimmble's already widespread popularity as a player of unusual skill on this somewhat peculiar musical instrument. Mr. Kimmble's execution will do much to dissipate the opinion that many have concerning the musical qualities of the accordion. In his hands it becomes most attractive. His previous Records are among the best sellers in the Edison catalogues and his newest contribution will rank fully as high in selling qualities. Piano accompaniment. Composer, John Kimmble. Not published.

9762 I Miss You Like the Roses Miss the Rain — **Reed Miller**

A charming little bit of sentiment, set to a delightful refrain, is this selection by an artist whose songs grow more and more popular as the months pass by. The lover's simile, as given in the title, is quite as pretty as anything published in some time. Mr. Miller's rendition of the song is fully in keeping with its other attractive features. Orchestra accompaniment. Music, Halsey K. Mohr; words, Will A. Mahoney; publisher, P. J. Howley, New York.

9763 The Little Old Log Cabin in the Lane — **Edison Male Quartette**

Many who hear this old time melody will reiterate their belief that few songs of the present day are as attractive as these favorites of several decades ago. Thirty-five or more years have elapsed since this song was whistled and sung everywhere, but it has lost none of the characteristics that made it popular then. Our Record of it will bring back many pleasant recollections to those who knew of it in its earlier days, especially after hearing the splendid manner in which it is rendered by the Edison Male Quartette. Unaccompanied. Music by Hayes. Writer of words and publisher not known.

9764 Imitation of Amateur Night at the Vaudeville — **Steve Porter**

Every one who has ever attended a vaudeville performance on a night when amateurs are permitted to exhibit their talents (or lack of them) will appreciate the cleverness of Mr. Porter's imitations. Mr. Porter also shows his unusual versatility in this Record. His portrayal of Benny Monroe's efforts at German dialect, Keeny & Walker's Irish sidewalk conversational sketch, and Gladys O'Brien's singing of "Love Me and the World Is Mine," are so different that it is difficult to believe that Mr. Porter has no assistance and that he is the only performer. This will be one of the hits of the February list. Original and not published.

9765 The Smiler — **Vess L. Ossman**

A banjo solo played by one of the best performers in the country. Mr. Ossman's work is that of one who has spent years in mastering the technique of the banjo. His selection is a lively march, perfectly suited to the banjo, that is making a decided hit throughout the country. Orchestra accompaniment. Composer, Percy Wenrich; publishers, Arnett Delonais Co., Chicago.

9766 Two Little Baby Shoes — **Byron G. Harlan**

Mr. Harlan has sung and taken part in many good songs and sketches, but in none has he been more successful than in what are professionally known as "baby songs." His sympathetic style of singing is admirably suited to such songs. "Two Little Baby Shoes" tells a pathetic story of a husband and wife who were re-united after a quarrel by the message conveyed

to the husband through a pair of tiny shoes. Orchestra accompaniment. Music, Theodore Morse; words, Edward Madden; publisher, F. B. Haviland, New York.

9767 August and Katrina — **Ada Jones and Len Spencer**

The mere announcement of this selection and the names of the artists making the Record are really enough to cause a wide demand for the Record, so well known are Jones and Spencer as dispensers of fun and music. The title shows that the selection is a German dialect sketch. After a funny dialogue between August and Katrina, Miss Jones sings: "I'd Like to Make a Smash Hit You," and with Mr. Spencer introduces a Dutch wooden shoe dance. This dance is so realistic that if you shut your eyes you can almost see his feet. The sketch is original with Mr. Spencer and is not published. Orchestra accompaniment.

9768 Much Obliged to You — **Arthur Collins**

Louise Dresser's coon song hit in Lew Fields' "The Girl Behind the Counter" and also being widely sung in vaudeville. Sylvester Johnson Lee came up from Tennessee and became a porter in a New York hotel. Do what he would he could not get the tips coming his way. He thinks it mighty strange that no one ever says, "Sylvester, you keep the change." All he got was "much obliged to you." Mr. Collins introduces a by-play into the Record suggestive of Sylvester's experience when asked to hold a bulldog one day. Orchestra accompaniment. Music and words, Benjamin Hapgood Burt; publishers, Jerome H. Remick & Co., New York.

9769 King of Rags — **Edison Military Band**

An entertaining Record of an odd composition, well worked out and appropriately named. One of those Records that will please seekers after the unusual things in band selections. Written in two-step time. The band work could not be better. Composed and published by S. Swisher, Philadelphia.

Carry Foreign Records

For several months past we have been going over our catalogue of foreign Records, that is, Records either made abroad or in other languages, and we are now nearing the end of the task. We have eliminated a large number for which the demand in this country is small; have discarded others because their quality was not up to our present standard, have added many new ones and taken other steps to improve the entire catalogue. During December a new catalogue will be issued embodying all of those changes and additions. The principal reason for doing this work was to get our foreign list in such shape that the trade can carry it to better advantage.

Because of the different demand in various parts of the country we can hardly expect any Dealer to carry the entire list, but we believe that every Jobber should do so. We purpose carrying such a stock of these Records as will make it possible to fill orders from Jobbers almost on the day received. Jobbers should in the same way carry a stock sufficient to fill Dealers' orders with equal promptness. Every Jobber believes that Dealers who carry the full domestic list are the more progressive and in the best position to get the most of the business. For the same reason Jobbers should carry the full foreign list. The same arguments apply in both cases. How can a Jobber fill every order of his Dealers if he does not carry the complete foreign list? If doing so involved the outlay of a large sum of money there might be some excuse for not doing so, but this new catalogue will include about 300 titles. To carry an average of ten of each will cost but $1,350, worth $67.50 or possibly $81 a year, at five or six per cent. interest. The cost would be returned many times in the year by the profits made by having the Records on hand. If the demand is greater a larger stock can be carried with correspondingly greater profit. Detailed information about the new list will shortly be sent to Jobbers, and we hope that those who have been lukewarm in the past will give this matter their most careful attention.

Dealers should carry a full line of such foreign selections as are in demand in their cities. If there is a large German population, put in every German Record and go after the German trade, Do the same if your trade demands Hebrew, French, Danish, Spanish or any other language. If you cannot carry the full list in each case, ask your Jobber to tell you which are the best sellers and put them in stock. Many of the foreign list, especially the instrumental selections, would find a wide sale among Phonograph owners generally if called to their attention and Dealers would carry them.

Dealers who do not sign the New Agreement by January 1st will be removed from our files and mailing list. Sign now.

Return Agreement Under Sealed Cover

The letters printed below are copies of those sent to all Jobbers during November. Since they may have escaped the eyes of some Jobbers we reproduce them in full. They are also of interest to Dealers:

November 9th, 1907.

We are daily receiving packages of Dealers' Agreements from our Jobbers, which have evidently been sent through the mail at second class rates, and on which we are compelled to pay excess postage, as the postal authorities consider them as first class matter owing to the fact that all the Agreements contain writing.

In view of this fact, we would respectfully request that in the future when sending in these Agreements you forward them by express or where sent by mail consider them as first class matter and attach sufficient postage thereto.

Thanking you in advance for your consideration of this matter, we beg to remain,

NATIONAL PHONOGRAPH Co.,
F. K. DOLBEER,
General Manager of Sales.

October 30th, 1907.

On and after November 1st, we will discontinue the practice of supplying Model "C" Reproducers with cup levers on all orders for extra Model "C's" unless you particularly specify that you desire the old style Model "C" Reproducer with cup lever attachment.

Our reason for taking this action is due to the fact that there is very little demand for a speaker with the cup lever attachment, and we will only supply them on special orders.

NATIONAL PHONOGRAPH Co.,
F. K. DOLBEER,
General Manager of Sales.

The New Record Selling Date

For the benefit of new Dealers or any present Dealers who may not understand the situation, we would point out that the Record selling date has been changed from the 25th to the 25th of each month (superseding the dates given in clause 11 of the new agreement) and Jobbers are now permitted to ship them to Dealers after 2 P. M. on the day before. This change became effective on November 25th. Since December 25th is a holiday, Records may be sold at retail on December 24th and shipments may be made to Dealers after 2 P. M. on December 23d.

As was to be expected, the change in the Record selling date and the announcement that new Records could be shipped to Dealers on the day before, have been followed by many expressions of gratification, especially from Dealers. The latter now have the same chance to sell at retail as the Jobbers in the same cities, besides giving them a chance to get the new Records on their shelves in readiness for the demand that always comes as soon as the public know that they are on sale. Advancing the date also gives the trade a better chance to realize on its sales than was not possible under the old date, especially when the month is short like February.

We again want to impress upon Dealers the importance of seeing that the new Records do not leave their possession, and that they are not played or exhibited until 8 A. M. on the selling date. To those who may be tempted to violate this rule we want to say that if they do not keep faith we will suspend them as soon as we are convinced of their guilt, and it will not take long to get the necessary evidence. If Dealers will not do their part in living up to measures adopted for their benefit we don't want them as Edison Dealers.

Developing Export Trade

In the course of a pleasant chat on the export business of the National Phonograph Co., Walter Stevens, the chief of that department, remarked: "It is unnecessary to dwell upon the tremendous extension of the National Phonograph Co.'s foreign trade; that is an old story, but we are proud of it nevertheless. Would we rather bring the artists here or send the experts away to make records depends? We have never had any trouble, because our reproducers have been the best men, and their equipment such that the finest results have been obtained. You know, the corps we sent to Mexico brought back what our committee of skilled inspectors declare are the finest they ever heard—instrumentals, vocals and talks. At the present time we have a corps of Cubans doing work in the laboratory under the capable direction of Walter Miller, who, you know, stands at the head of the list in his line. We are also bringing a number of people from Buenos Aires, S. A., for the same purpose. They are now en route. Of course, we could send our men down there, but at the present time we are so busy in the laboratory that we cannot spare a man, and as we want these Records right away, of course we had to bring the Argentinians—artists, each one—to New York.

"The company, however, are arranging to equip a special corps of recorders, to go into all foreign countries and stay there permanently, shifting from place to place as directed. We find this is the only solution of obtaining foreign Records—lines that are unmistakably of the home flavor—for they mean substantial business present and prospective."—*Talking Machine World.*

To the Trade

Nov. 25, 1907.

Dear Sirs:—It has been called to our attention that some Dealers have been taking advantage of past conditions, and have either been selling Edison Phonographs with the old equipment or have been supplying horns and horn cranes which they may have had in stock, claiming that they were unable to obtain the new equipments from their Jobber.

These conditions may have existed, but, in view of the fact that we are now in a position to supply equipments promptly, such excuses will no longer be accepted, and Jobbers and Dealers alike MUST SELL Edison Phonographs as they are equipped at our *factory* and at the increased list prices. Should our attention be called to any violations, we will immediately take such action as the case may warrant.

Thanking you in advance for your co-operation in this matter, we beg to remain,

Very truly yours,
NATIONAL PHONOGRAPH Co.,
F. K. DOLBEER,
General Manager of Sales.

The above letter, now being mailed to the trade, requires no explanation. It means that Jobbers and Dealers must hereafter sell Edison Phonographs just as they are now equipped at our factory. If they still have on hand any machines with the old equipment they must get the new and bring the machines up-to-date. It also means that they must ship out machines with the new equipment no matter what additional goods may be bought. Other horns cannot be substituted for those furnished with our machines.

Lower Rates on Horns

H. T. Leeming, traffic manager for the National Phonograph Co., has just returned from a trip made to Denver for the purpose of encouraging and assisting Western talking machine men in their efforts to get lower freight rates on amplifying horns. The Western rate on horns is one and one-half times first-class, while in the East they are shipped as just first-class. The local talking machine men have been working for two years for this reduction and have taken the matter up with the Western classification committee of the railroads. The outlook for a cheaper rate in the near future is now thought to be good.

A Phonograph Post Card

The Phonograph is not a new invention, for the Garden of Eden had 'em. The first talking machine was made from the spare rib of *Adam.—Single from a colored post card showing pictures of Eve and a Phonograph.*

Personal

William Pelzer, of the legal staff, was recently elected Vice President of the National Phonograph Company, a position that has not hitherto been filled. Mr. Pelzer has been connected with the National Phonograph Company almost since its organization.

Judge Wallace, recently retired as presiding justice of the United States Circuit Court of Appeals, second circuit, and who has been on the Federal bench for thirty years, has been retained by the National Phonograph Co. On October 30 and 31 he appeared before Judge Hazel, United States Circuit Court, southern district of New York, in the case of the New York Phonograph Co. against the National Phonograph Co. and others in contempt proceedings. Judge Wallace has heard on appeal all the talking machine cases of note for the past six or seven years, and his argument was of the high order expected. He was ably assisted by the company's special counsel, Charles L. Buckingham. The question at issue is the decree signed by Judge Hazel, May 2, 1905. Louis R. Hicks and John C. Tomlinson appeared for the complainants.

C. S. Gardner, who formerly represented this company in Pennsylvania and Ohio and more recently was in business for himself at Reading, Pa., has returned to our selling force, and is now making the acquaintance and booking the orders of Edison Jobbers and Dealers in the Pacific Coast States.

Visiting Jobbers at our New York office during November were: E. F. Taft, Eastern Talking Machine Co., Boston; G. L. Ackerman, Ackerman & Co., Scranton, Pa.; Jay A. Rickard, Schenectady, N. Y.; S. J. Francis and Mr. Harvey, Iver Johnson Sporting Goods Co., Boston; Fred Babson, Babson Bros., Chicago; J. W. Willys, Elmira Arms Co, Elmira, N. Y.; H. E. Marschalk and Louis J. Grison, Musical Echo Co, Philadelphia; W. O. Parcles, Parcles & Ellenberger Co., New Haven, Conn.; C. B. Haynes, Richmond, Va.; Louis Buehn, Philadelphia; M. J. Carroll, Utica Cycle Co., Utica, N. Y.; H. Wonderlich, J. Samuels & Bro., Providence, R. I.; Theodore F. Bensel, Pittsburg.

We have received copies of the first two issues of a little house publication put out by the Douglas Phonograph Co. of New York city. Two of its four pages are devoted to general stories and trade news, written in snappy, read-at-a-glance style, while page 3 is occupied by a Dealers' order blank for advance Records.

Our Newspaper Advertising

The annual newspaper advertising campaign for Edison Phonographs and Edison Records was begun on November 12th and 13th in 241 newspapers published in ninety of the largest cities of the country. The first advertisement was twelve inches deep and three columns wide. It was attractively illustrated, the argument was convincing and was altogether a most striking advertisement. On November 23d and 25th a larger advertisement appeared in the same papers, advertising Phonographs in the main, but also talking about the December Records and giving a complete list of them. This advertisement was fourteen inches deep and three columns wide. Following the same plan, similar advertisements will appear on December 10th, 11th, 23d and 24th. Future months will be treated in the same manner.

We have no hesitancy in claiming that this is the best newspaper campaign ever put out for talking machine advertising. It covers more cities and uses more papers than any similar campaign conducted by ourselves or any other company. The advertisements prepared for the entire series are forcefully written and strongly illustrated. We confidently believe that the campaign will have a marked effect upon the sale of Edison goods in all parts of the country. Its benefits will be greatly increased if Dealers will do some supplementary advertising of their own, so that the public will know where to find our goods when its interest has been aroused. We have been greatly surprised at the amount of advertising done by Jobbers and Dealers in connection with the two advertisements in November. In many cases the combined advertisements have exceeded a half page, making a presentation of the merits of the Edison Phonographs that cannot fail to make a great impression.

The only regret we have in connection with this campaign is that we could not extend it to every city and town in which we have Dealers. To do so in every such place would cost nearly a half million dollars, an amount that is impossible with our present heavy expense for printing and various forms of advertising now being used. The campaign is being confined to Jobbing cities, not only because of a desire to assist the Jobbers doing business there, but because those cities are the largest distributing centers for our goods. Papers printed in these not only circulate in the cities but they radiate in all directions, covering the country of the greatest population and giving us a greater return for the investment than would be possible to get in any other way for the same amount. The effect of such a campaign is, therefore, widespread. It gets into cities and towns not on our list. Dealers in such places can get almost as much benefit from it as those in jobbing cities by doing some local advertising of their own.

A newspaper advertising campaign was also begun in Canada on November 16th. It has been planned on the same general lines as the United States campaign. The same large advertisements are being used in daily newspapers, with smaller copy in a number of weekly publications of general circulation. The advertisements are appearing in about eighty publications, covering cities and towns. We look for a great business throughout the entire Dominion because of this advertising.

Sheets giving names of the publications and a sample advertisement being used in these campaigns have been sent to the trade in both countries, so that all Jobbers and Dealers are already fully informed concerning them.

Danish, Not Scandinavian

The eighteen Records listed in the October PHONOGRAPH MONTHLY as Scandinavian selections should have been called Danish. They are sung in Danish, which is *one* of the Scandinavian languages. The same error was carried through the printed supplement. The trade should carefully note this correction and explain it fully to their patrons, for many will buy Danish Records who would not know what was meant by Scandinavian. We reprint the list for the convenience of Dealers who may not have paid any attention to it when first published:

EIGHTEEN DANISH RECORDS.

15136	Hvorfor jeg elsker dig? *af H. Herper*	Jörgen Lindahl
15137	Danmark skal stee, mens Bøllegrene rulle, *af Lembecke*	Jörgen Lindahl
15138	Og jeg har otte Kjærester, *af Olsen Grause*	Jörgen Lindahl
15139	Lille rødo Rönnebær, *af Fr. Rung*	Jörgen Lindahl
15140	Dengang jeg var kun saa stor som saa, *af P. Heise*	Jörgen Lindahl
15141	Vaage af Din Slummer, *af P. Heise*	Jörgen Lindahl
15142	Pigletanken	Chr. Schrøder
15143	Pigesnakken	Chr. Schrøder
15144	Nejemanden, svenpas og lige midt imellem	Chr. Schrøder
15145	Et ubetinget Frieri	Chr. Schrøder
15146	Brøndpigens Drøm	Chr. Schrøder
15147	Til min Gyldenlak, *af Emil Frille*	Peter Cornelius
15148	Klokkeklang, *af Leopold Rosenfeld*	Peter Cornelius
15149	Majsang, *af G. A. Lembcke*	Peter Cornelius
15150	Serenade af "Troubadoren," *af Verdi*	Peter Cornelius
15151	Lobengrins Farvel til Svanen, *af R. Wagner*	Peter Cornelius
15152	Serenade af "Der var engang" *af P. E. Lange-Müller*	Peter Cornelius
15153	Vil du? *af Frederik Rung*	Peter Cornelius

Change in the Management of Our Mexican Co.

Rafael Cabanas, who has so successfully conducted the business of our Mexican branch, the Mexican National Phonograph Co., at Mexico City, for a period of two years or more, will, after January 1st, 1908, return to New York, to accept a position in the office of the Foreign Department, at 10 Fifth avenue. L. L. Lewis, who, until recently, has been connected with Lyon & Healy, Chicago, has been appointed Mr. Cabanas' successor. Mr. Lewis, for the past two years, has had charge of the I. C. S. Language Study Department of Lyon & Healy's Chicago store, and has resigned that position to accept the management of our Mexican Company. Mr. Lewis is thoroughly conversant with trade conditions in the Republic of Mexico, having been in business in Monterey, Mexico, for some time prior to his accepting a position with Lyon & Healy. He has a thorough knowledge of the Spanish language, and we are sure he will prove a worthy successor to Mr. Cabanas.

Printed Matter

A new edition of the domestic Record Catalogue, Form No. 1220, is now being shipped in quantity to Jobbers everywhere in the United States, whether an order has been placed or not. A supply should be in the hands of every Jobber by December 10th. The only difference between this and the preceding editions is the addition of the new Records for September, October, November and December. This change is not so great as to make the previous edition obsolete, and we hope that Jobbers and Dealers will use up any of the latter they may have on hand before putting out the new issue. We want to plan our work of shipping printed matter so as to send quantities of new forms to Jobbers without first sending out samples and then waiting for their orders. This can be done if we can feel sure that the trade will not throw away such copies of the previous edition they may have on hand. What might be called an automatic service to the trade will undoubtedly be much more satisfactory than the present plan, but we cannot afford to follow it if it is going to cause even a ten per cent. waste.

Specimen copies of supplements for the new Hebrew Records and South American National Hymns, listed in the November PHONOGRAPH MONTHLY, have just been mailed to all Dealers. Those who put these Records in stock may get supplements in quantity from their Jobbers. The South American National Hymns are worthy of more attention than is usually paid foreign selections. Except for their numbers they are just the same as band Records in the domestic list. They were made by the Edison Military Band at our own recording plant, and should be as saleable as any Record in the domestic catalogue. Dealers carrying the full catalogue will make no mistake in adding these and calling the attention of their patrons to them.

Jobbers have been supplied with quantities of show cards and folders for the holiday season. The show card is Form 1202. It is printed in two colors and shows Santa Claus climbing out of an Edison Record carton and looking down upon an expectant village. The folder is Form 1180. It is called "The Best Thing on the Tree," showing the children's preference for the Phonograph over the usual toys. This, too, is printed in two colors.

The Phonograph Price Cards, Form 1089, have been corrected and brought up to date to correspond with the new list prices. We will be glad to fill Jobbers' orders for a limited quantity of them.

Imitation Parts

Machine and record manufacturers are reported as conferring on some form of united action to circumvent and, so far as possible, put a stop to the use of so-called spurious parts in repairing. This matter has been mentioned in *The World* before, in connection with the action taken by the National Phonograph Co., who have taken steps to prevent what is indubitably an injury to their product. The substitution of glass for sapphire reproducing points, fraudulent feed nuts, inferior springs, etc., it is held, are detrimental to proper reproduction, or to the standard guaranteed when genuine parts are employed. Owners of machines are often surprised with the remarkable change of tone and quality of sound after their property has passed through the hands of the repairer, who thinks no one will be the wiser if other than the parts supplied by the original manufacturer are substituted. Complaints follow, of course, and it is therefore in a spirit of self-defense and of good faith toward the public that the manufacturers are co-operating to stamp out this evil, for such it is. As yet no definite plan has been decided upon, but it is safe to say when repressive measures are adopted the trade at large will be the beneficiaries.—*Talking Machine World.*

Cuban Records Dropped From Catalogue

For the same reason that we reduced the list of Mexican Records to be carried by the trade in the United States, i. e. limited sale, we have decided to cut down the list of Cuban Records, although they were not issued here until July last. We have, therefore, dropped all of the Cuban list *except* the selections named below, and these alone will appear in our forthcoming Foreign Record Catalogue. We shall, however, carry the entire Cuban list in stock and can fill any orders that may be placed by the trade. We will also furnish printed matter of them to Jobbers and Dealers carrying a stock of the entire list.

INSTRUMENTAL.

BANDA MUNICIPAL DE LA HABANA.

10025	Almeline, Polka,	*C. Salomon.*
10027	Siervis, Danzón,	*A. Caballe.*
10024	Dame un Beso, Tango,	*A. Herrero*
10023	Danza Cubana,	*J. B. Mirand*
10022	Danza Portorriqueña,	*Simón Rodarez*
10003	En el Africa,	*Suarez*
10021	Himno de Bilbao.	
10005	Himno Invasor Cubano	
10004	Himno Nacional Cubano,	*P. Figueredo*
10026	La Gracia De Dios, Pasa Doble,	*E. Roig*
10006	Las Dos Rosas en Cartagena, Danzón,	*A. Caballe*
10014	Mi Caballerosa,	*G. Benoist*
10035	Marcha Egipcia,	*Strauss*
10040	Marcha Persana,	*Strauss*
10042	Marcha Real Española	
10041	Mosaico Cuba, 1a Parte,	*C. Anckermann*
10045	Mosaico Cuba, 2a Parte,	*C. Anckermann*
10046	Mosaico Cuba, 3a Parte,	*C. Anckermann*
10005	Serenata Cubana,	*W. P. Chambers*
10043	Viaje á un Ingenio, El Ferrocarril,	*G. M. Tomás*
10030	Viaje á un Ingenio, Tango,	*G. M. Tomás*
10031	Yankeelandia,	*G. M. Tomás*

TRIO RAMOS.

Laud, Guitarra y Bandurria.

10037	La Bella Cubana,	*R. Valenzuela*
10039	La Giralda, Paso Doble,	*N. Juarano*
10038	La Isabelita, Vals,	*R. Pico*
10029	La Soberia, Vals,	*Tarantino*
10036	Las Golondrinas, Habla	
10039	"Mi Bella," Danzón,	*R. Valenzuela*
10020	"Tu," Habanera,	*Sanchez Fuentes*

SOLOS DE GUITARRA.

Sebastián Hidalgo.

10041	Miserere del Trovador,	*Verdi*
10042	Selva Negra, Polka,	*J. Castro*

ORQUESTA DE PABLO VALENZUELA.

10001	Abul Chiquito me voy pa Tampa, Danzón,	*A. Caballes*
10028	Anona, Danzón,	*P. Valenzuela*
10009	El Globo, Vals Tropical,	*R. Valenzuela*
10030	El Pilarello, Danzón, 1a Parte,	*R. Valenzuela*
10031	El Pilarello, Danzón, 2a Parte,	*R. Valenzuela*

ORQUESTA DE ENRIQUE PEÑA.

10012	Andando por la América, Danzón,	*E. Peña*
10035	La Isabelita, Vals Tropical,	*M. L. del Castillo*

SEXTETO TORROELLA.

10030	La Pesete Enferma, Danzón,	*Chapí*
10040	Té Japonés, Two Step,	*J. Gonzáles*

PUNTOS GUAJIROS.

10022	A Marti	Martín Silveira
10002	El Esquito del Arroz	Martín Silveira
10008	Alza la Vista al Oriente	Antonio Morejón
10003	Lo que le falta á Cuba	Antonio Morejón

VOCAL SELECTIONS.

SOLOS.

10020	Los Frijoles, Guaracha,	*M. Cruz* Ramón Martínez
10002	Guajiras del Brujo,	*M. Varona* Ramón Martínez

DUETS.

10072	El Jiqui, Punto	Zorilla and Zaballa
10015	La Infanta Tayidora, Rumba	Zorilla and Zaballa
10084	Sentito Mar, Canción	Zorilla and Zaballa
10006	Cuba y sus Palmares, Punto,	*A. Villalón* Colombo and Jiménez
10005	Punto Cubano,	*A. Villalón* Colombo and Jiménez
10008	El Amor, Canción,	*R. Palau* Colombo and Ojeda
10070	Separado del Bien que Idolatro, Bolero,	*G. Garay* Colombo and Ojeda

TRIOS.

10018	El Sueño, Bolero	Colombo, Ojeda and Jiménez
10030	La Dorita, Clave,	*A. Vázquez* Colombo, Ojeda and Jiménez
10061	El Beso, Guaracha,	*M. Jiménez* Colombo, Ojeda and Jiménez
10019	Viva Matanzas, Guaracha,	*F. Domínguez* Colombo, Ojeda and Jiménez

RECITATIONES.

10016	Declaración de Amor de un Negro Congo	Benito Sinsanes
10000	Diálogo entre un Borracho y un Sereno	Francisco Escarpanter
10050	Un Caso de Apendicitis	Antonio Hidalgo

Prices as Inflexible as Postage Stamps

One of our salesmen was explaining to a Down East merchant the advantage of selling Edison goods as a Dealer and, of course, brought up the fact that they are sold everywhere at the same price, that they are never sold at cut prices. The merchant appeared to know all about this point and told how it had been brought to his attention. He said that a friend of his, living in the same town, had gone to a large city nearby and went from store to store in an effort to purchase an Edison Phonograph at a lower price than shown in our catalogues. He failed and so reported to his townman. "Why," said the merchant, "they were sold like postage stamps."

Advance List of Bohemian, German and Mexican Selections

The Records named below will be ready for shipment from Orange between January 1st and 10th. Samples of any or all of them will be shipped December 1st to such Jobbers as place orders for them. None will be shipped without orders. Jobbers' stock orders received by December 20th will be shipped as fast as possible after January 1st. Care will be taken to make shipment at one time to all Jobbers in the same city. Separate supplements of each list will be shipped with Records to all Jobbers who request a supply. State quantity required of each kind.

9 Bohemian Records

15222	"Tece voda proti vode" národní pisen	Otakar Marák
15227	"Hrajte mi tu nejskocnejší" pisen z opery "Hubicka"	Otakar Marák
15229	"Aj to bude svanda!" arie z opery "V studni"	Václav Kliment
15230	"Aj jdete jen!" arie z opery "V studni"	Václav Kliment
15231	*Arie Kecala z* "Prodane nevesty"	Václav Kliment
15232	Starozlovanská pisen	Václav Kliment
15233	Arie Gremina z opery "Eugenij Onegin"	Václav Kliment
15236	Duetto z opery "V studni"	Marák a Kliment
15235	Duetto z opery "Prodaná nevesta"	Marák a Kliment

8 German Records

15634	Deutsche Frauen blond und braun aus "Wiener Frauen,"	*Lhar* Hans Horsten
	Mit Orchesterbegleitung	
15635	Onkel Fichte mit der Nichte,	*Lincke* Grete Wiedecke und Ludwig Arno
	Duett aus "Eine lustige Doppelehe." Mit Orchesterbegleitung	
15638	Katzenliebe,	*Foanch* Steidl-Quartett
	Humoristisches Quartett mit Orchesterbegleitung	
15640	Das blonde Zeepfchen,	*Rose* Opernsänger Paul Biegler
	Walzerlied mit Orchesterbegleitung	
15648	Onkel Fritz aus Neu-Ruppin,	*Reutter* Fritz Brand
	Couplet mit Orchesterbegleitung	
15651	Der Badeschwerenöter	Robert Steidl
	Original-Couplet mit Orchesterbegleitung	
15652	Lied des Boccaccio, aus d. Operette "Boccaccio,"	*Suppé*
	Kaiserl. Königl. Hofopernsänger Julius Spielmann	
	Mit Orchesterbegleitung	
15655	Am Rhein,	*Mörkes* Konzertsänger Carl Rost
	Mit Orchesterbegleitung	

13 Mexican Records

20002	Marina (Salida del tenor),	*Emilio Arrieta* Sr. Magaña
20035	Cuarto Poder, Marcha,	*Felino M. Presa* Banda de Policía de Mexico
20036	Lindas Mexicanas,	*Felino M. Presa* Banda de Policía de Mexico
20037	Club Verde, Vals,	*R. Campodónico* Banda de Policía de Mexico
20038	Ilusiones de Ayer, Danzas,	*Felino M. Presa* Banda de Policía de Mexico
20040	La Paloma, Danza,	*R. Iradier* Srita. Sofía Camacho
20051	Félix Díaz, Marcha,	*Felino M. Presa* Banda de Policía de Mexico
20052	Solando, Vals,	*A. Vega* Banda de Policía de Mexico
20055	La Tirolesa, Variaciones de Saxofón,	*Rossini* Banda de Policía de Mexico
20056	El Toreo, Paso Doble Flamenco,	*R. Gascón* Banda Gascón
20055	Machaquito, Paso Doble Flamenco,	*R. Gascón* Banda Gascón
20065	La Perjura, Danza,	*Lerdo de Tejada* Sr. Octaviano Yáñez
20066	Puerto Real, Paso Doble,	*Juarrano* Trio Arriaga

Edison Phonograph Monthly

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NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 310 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 117, MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 518, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., SUD-UFER 38 48, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

VOL. V. December, 1907 No. 10

What the New Horn Means to Dealers

The old horn of the Edison Phonograph did the instrument an injustice. Its size, looks and shape were against it. Customers took it because it came with the Phonograph, but were forced to buy a new horn in order to get the Phonograph's best work. This necessitated the carrying of a large stock of horns by Dealers, none of which were exactly suited to the Edison or capable of producing the best results. It also led to price cutting on horns which deprived Dealers who maintained prices of their horn-profits, and besides it made the selling of a complete Phonograph two transactions instead of one.

The new horn has changed all this. It is sold with the Phonograph and as a part of it. The price of both horn and Phonograph is fixed; the Dealer sells both at one time and makes a good profit on both. He need not tie up capital in a stock of horns, bother with the sale of them, or lose a profit on them through price-cutting competition. Best of all, the buyer is more satisfied because the horn he gets is right—just the size and shape which has been found by careful tests and experiments to enhance the musical qualities and wonderful reproducing powers of the Edison. With its new equipment the Edison has strengthened its supremacy among talking machines.

Only Regular Frequencies

We have as yet been unable to obtain a satisfactory alternating current motor to run on other frequencies than the regular, as given in our catalogues, and, until we can secure such a motor, we will be unable to fill orders for Alva Phonographs and Acme coin-slot machines to be operated on special frequencies. When these conditions can be changed we will advise the trade in the usual manner.

A Good Opportunity

The following portion of a letter sent to his selling force by F. K. Dolbeer, General Manager of Sales, on November 12th, will, we believe, be of interest to the trade as well, for it touches upon four important points in selling Edison Phonograph Records:

In connection with the Exchange Proposition, which has just been put into effect, it has been called to our attention that this would be an excellent time for Jobbers to urge the Dealers to place in stock the entire list of Records, thereby very materially increasing the Dealer's business and making it easy for the Dealer to purchase the required quantity, inasmuch as they will only be compelled to pay for one-half of the Records ordered under the exchange deal.

One of our Eastern Jobbers has recently issued a letter referring particularly to the advantage to be gained by the Dealer who carried a complete list of Edison Records, and you, of course, will admit that such a Dealer can very materially increase his sales by carrying a full line of these goods, and this is an opportune moment not only to obtain the complete list but to thereby place him in a position to secure an increased holiday trade.

For sometime past we have received reports from some of our salesmen regarding the change in equipment of our machines, and it occurs to the writer that the only argument the salesman needs to advance in order to offset any complaint made by a Dealer, is to point out to him the additional profit which we are compelling the Dealer to make by our one price policy, and the slight objection to the color of the new horn could be overcome providing the Dealer used good salesmanship in the way of pointing out phonographic results which are obtained from the new horn. It is our desire that you use your best efforts along that line, and we have no doubt but that the results obtained will be mutually satisfactory.

Phonograph Jingles

The Washington *Evening Star* is conducting a jingle competition in its Sunday issues that is attracting considerable attention. It is offering a prize of $2 each for the best jingle on an advertised article. Twenty-four of such articles are represented in each issue, so that, it is possible (although very improbable) for one to win $48 in prizes by sending the twenty-four best jingles. The competition is, of course, an advertising scheme in which twenty-four advertisers take part each week. The Edison Phonograph is one of the twenty-four and scores of jingles have been sent in concerning it. These are of all degrees of merit. We reprint here some of the best. Even if Dealers do not find them useful in their own advertising they will be interested in reading them.

When the world seems "agin" you, and you're feeling mighty glum,
And friends bid you "cheer up, the worst is yet to come,"
Just try a funny number on "The Edison Phonograph,"
I advise you—see a dozen—if you don't have a good laugh.

The telephone is wonderful,
Great, too, is the telegraph,
But, of all, the most delightful
Is the Edison Phonograph.

"Just a song at twilight,
When the lights are low,"
Softly the Edison Phonograph sang
As we sat in the firelight's glow.

Everyone knows Edison, the wizard of the day,
And, of his great inventions, as the critics say,
The Phonograph is the greatest of them all—
It puts the world's great music within the reach of all.

The Edison Phonograph will make the home pleasant.
Nothing could be nicer as a Christmas present.
The evenings will be bright, no matter what the weather,
It will please the old, and bring the young folks together.

Does your wife get melancholy?—Buy a Phonograph.
And some records of good selection, that will make her laugh.
There's no medicine like music; nothing healthier than a hearty laugh.
Get an Edison, quick, and see it, t'will surely be worth while.

If you love to dance the long winter evenings through,
An Edison Phonograph will play in time that is true.
If you feel too sad and do not care to dance,
With some sweet old song it will your woes entrance.
While children are restless and need to be amused,
With a funny dialogue it gets them enthused.

When we are drinking let us quaff
A toast to the Edison Phonograph.
It will amuse a company any,
Old and young, few or many.

Edison's the name of the great Phonograph
That has made millions of people laugh.
It can also take a serious stand
And give you airs from operas grand.

When the day is cold and dreary,
When the day is warm and cheery,
When you want a hearty laugh
Remember the Edison Phonograph.

O lover of music, of string and of voice,
Each age has its seer;
As the wondrous record revolves we rejoice
That Edison's here.

The Edison Phonograph is a wonderful thing,
It can talk, it can play, and charmingly sing.
There are records to suit every taste on the earth,
Some full of pathos, and some full of mirth.
For absolute accuracy, and clearness of tone,
All other makes are entirely outdone.

The "Wizard" has invented many things;
But my favorite invention is the one that sings.
It can also talk and whistle and laugh—
This wonderful Edison Phonograph.

Get an Edison Phonograph
And you'll have a friend indeed.
No more from home will hubby roam,
But spend his time with you.

In this strenuous age results are what count,
No man is content till his revenues mount.
But with the world you may joyously laugh,
If you own an Edison Phonograph.

Song and dance, and per band music, too,
Edison's Phonograph gives to you.
It makes the evening cheerful and gay,
When at home you're compelled to stay.

The Edison Phonograph is heard the world over,
From New York to Paris it keeps folks in clover.
It scatters our troubles with light merry tunes,
And makes us all feel as a happy as June.

When moody or merry or gloomy or glad
If you wish to cry or to laugh;
There's nothing so pleasing and so easily had
As Edison's Phonograph.

The marvels of Edison,
The genius of the earth has run.
For exciting music—making fun—
Great work this Phonograph has done.

What brings the world's best music right into your home?
The Edison Phonograph!
What makes it the most delightful place to care to roam?
The Edison Phonograph!!
What keeps the children happy as they turn life's golden pages,
And the wife in a good humor, though the world may storm and rage?
What is the greatest scientific wonder of the age?
The Edison Phonograph!!!

You can hear all kinds of songs,
You can either weep or laugh,
If you use "gold moulded" records,
And the Edison Phonograph.

Mister Edison knew what he was about
When he got that Phonograph out,
So if you want a jolly laugh
Be sure to buy this Phonograph.

A bashful lover loved for naught,
Till he had a happy thought,
And proposed with merry laugh,
By an Edison Phonograph.

Christmas time is drawing near,
An Edison Phonograph get you,
"Tell me how to please my dear"
And it will cause you no worry or fret.

Here's to the Edison Phonograph,
The best machine of the times;
It tickles you, and then you laugh,
As it reels off its funny lines.

Phonograph Sketches by Prominent Artists

The illustrations now appearing in our magazine advertisements are reproductions from a series of sketches drawn especially for us by a number of leading artists of the country. They are the most expensive illustrations that have ever been made for talking machine advertising and are, in our opinion, the most artistic. The one shown in the June and July magazines was drawn by Charles D. Williams, of New York; that in the August magazines was the work of J. J. Gould, of Philadelphia. Lucius W. Hitchcock, of New York, drew that used in the September publications. Forrest Halsey, of New York, contributed the one appearing in October. James Montgomery Flagg, of New York, drew that in the November issues, and Rose Cecil O'Neill Latham Wilson, of New York, that used in the December copy. Another fine drawing by James Montgomery Flagg will appear in the January magazines. Later Edison advertising will be illustrated by Guernsey Moore, Karl Anderson, Sewell Collins and J. J. Gould.

A New Use

We would like to take up a little of your time in order to explain what to us is a new use of the Phonograph. We had an election in our town November 5th. Local option, or whether we should have saloons, was the issue. Our sympathies were with the temperance people and we set up our biggest Phonograph near the door and played to the street. We had a crowd around the door all day, and by using sacred songs and such Records as would bear on the issue in the least we think we had some effect. Nos. 1559, 7014, 9472, 9031, 9304, 7267, and many others were worked hard all day. We might add that the town went dry.

Just a word about sending back Records on the proposition offered. We decided to send back none. We believe if all Dealers would make an effort to dispose of *all* Records there would be few to send back. We never let a customer off with hearing the new Records alone. When he asks to hear the new ones we run in a few old ones always, taking him of course, if he has heard this one or that one. A clever salesman can in this way sell a bill of Records made up largely of back numbers and treat his customer right at the same time. How are they ever to hear the good ones among the old numbers if they are never played? Next year we may have some to send in but not this year.—*J. B. Leeson School Supply Co., Sparta, Ill.*

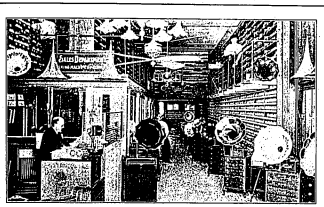
Dealers' Advertising

The Dixie Music Co., of Winston-Salem, N. C., advertise themselves as Dealers for "Nonide Shpargonohp." These peculiar looking words at the beginning of their ads aroused considerable curiosity, until it was explained, "You may not be able to read this, but if you read it backwards you will find out that we have the best amusement maker on the market."

I. C. Adams, an Edison Dealer at Calistoga, Cal., sends a series of clever four pussy cat post cards that he is sending to his prospective Phonograph customers. One shows kitty in the horn of a Phonograph and reads thus: "There is no danger of your coming out of the little end of the horn." If you get an Edison Phonograph. Another shows kitty with one eye blindfolded and the advice is this: "If you are like kitty—got but one eye open—and will come to us and listen to an Edison Phonograph, you'll soon have the other eye open." A card with kitty's head sticking out of the top of a shoe reads: "Any old shoe is good enough for a cat to play in, but any old talking machine is not good enough for you. Get an Edison Phonograph and you'll have one that *is* good enough." With kitty in an alert position, the phrase reads: "This kitten is on the lookout for something good in the line of talking machines. If you are, just drop in and hear the latest Edison."

Many Edison Jobbers and Dealers generally are doing so much advertising in the local papers nowadays that it is practically impossible to even refer to them by name. They comprise almost every aggressive firm handling Edison goods. Once in a while these advertisements are out of the ordinary and worthy of special mention. Such were those of F. M. Vreeland, of Gibson City, Ill. On two different occasions recently his advertisements occupied full pages of his local papers and the space was entirely devoted to exploiting Edison goods. This is a good object lesson for those Dealers who still doubt that advertising pays.

I am particularly interested in your page of *Advertising* suggestions in the PHONOGRAPH MONTHLY. I have a novel way that is new to me, but may be an old one to some. I have a morning glory horn fastened through the transom over the front door to my store and seventeen feet of one inch speaking tube connected with the horn, running back into the store and connected to a Home Phonograph. The result when playing a Record is fine and can be heard 300 or 400 feet away. It is the best Edison advertising that I have done, and attracts large crowds.—*H. L. Collier, Lake City, Minn.*



STORE OF THE AMERICAN PHONOGRAPH CO., DETROIT, MICH.

One of the sharpest photographs received by us in some time is the one above, showing the interior of the store of the American Phonograph Co., at Detroit. It was taken with a small camera, by Mr. Fritchey, of our selling force. Aside from its merits as a photograph it shows a large stock of Edison Phonographs and Records carried in a most compact manner. It also shows the row of sound-proof rooms for playing machines and Records for customers.

Jobbers Must Ship Machines With Complete Equipment

Some Jobbers have complained that Dealers have sent them orders for machines without the new equipment, it evidently being the intent of such Dealers to add an equipment of their own and work off some of the horns they have in stock. This is desirable from their standpoint but we cannot permit it to be done because of the impossibility of maintaining prices under such conditions. It would be equivalent to making as many different trade prices on a machine as there are kinds of horns.

The attention of all Dealers is particularly directed to paragraph No. 4 of the Conditions of Sale, in the Dealers' Agreement, reading as follows:

Phonograph Outfit.—The words "Phonograph," "Machine" or "Outfit," as used herein, refer to the complete outfit or equipment as specified in the latest catalogues of the National Phonograph Company, and *each outfit must be sold and shipped complete as listed*; rebates, allowances, credits or substitutions of any kind being strictly prohibited. This does not prohibit the removal of a machine from its cabinet for mounting in a combination machine and record cabinet, but no allowance can be made for the regular cabinet. All extras sold with an outfit must be in accordance with the requirements of section 3.

Jobbers are not permitted to furnish machine *without* the new equipment, and Dealers should bear this in mind when ordering. Separate horns and horn cranes for bringing old machines up-to-date may, however, be purchased from Jobbers at the prices listed in the PHONOGRAPH MONTHLY last month.

A "Follow-Up" Letter

The following copy of a letter which E. C. Erickson, an Edison Dealer at Hornerstown, N. J., writes to prospective purchasers, is one of the best that has come to our attention. It is reproduced that Dealers in general may learn of the interesting argument it is possible to produce with but little effort.

Listen one minute, please. You are considering the purchase of a KINDLY PHONOGRAPH.

Now it is a wise consideration, during the coming winter evenings with the snow as high as the fence, and the thermometer at zero and the cold wind whistling around your house burning a place to crawl in.

I cannot imagine a more pleasant thing than sitting in front of a blazing fire and listening to the Edison's wonderful little invention on your centre table entertaining you with your favorite music. No matter what it may be this little instrument will furnish it for you.

Please give it serious consideration, and I am sure I will receive your order by return mail. I tell you now, and you will learn later, that you never invested the small sum of $25.00 to a better advantage.

Edison—the Wizard Among Inventors

Some fifty years ago there appeared on the trains of the Grand Trunk Railroad a diminutive boy, with serious eyes, a well-developed trend of ideas, and an inexhaustible supply of hustling proclivities; by name "Tommy" Edison, by profession, newsboy, he claimed Milan, Ohio, as his place of birth. The lad appeared to have had little time for the ordinary schooling or pursuits accorded to village boys in general. His mother gave him a rudimentary education, and at the age of twelve he elected to become the arbiter of his own fate and launched forth upon a business career. The story of his efforts is written in the history of the century.

To-day, this boy, passed on from the first flush of maturity to the milestone of threescore years, proclaimed by all the world to be a "Wizard," who has conjured out of nature's forces marvels beyond the wildest dreams of prophets, writes his name "Thomas A. Edison, Electrician."

And there you have the man! Fame's laurel wreaths, with their addenda of lettered degrees and limelight halos, hold no lure for Mr. Edison who stands pre-eminent in this the "Age of Invention." "Electrican" he was when he first began to wrest secrets from nature's storehouse, and now with more than one thousand patents in practical operation, he still prefers to be known as such. Few men of the scientific world have possessed the shrewd business acumen of Edison; he claims that he is not a mathematician, and that deductions in that line are worked out by a system practically his own. Be that as it may, his system when applied to the business end of his inventions has been most fruitful in bringing in fortunes from his numerous patents.

First, last and always Edison is a fighter, his road to success has been by no means flowery and he has contested the upward climb inch by inch. Possibly his bitterest opponents have been the Westinghouse factions, and in Mr. Westinghouse, Edison found a foeman worthy of his steel. The fight between the two great inventors has waged fiercely for fifteen years, with no cry for quarter. The General Electric Company, whose chief products are Edison patents, battled desperately in Wall street to compass the industrial downfall of Westinghouse, and the warfare was a picturesque incident in the financial world.

Mr. Edison says that during the past forty years he has heard so many yarns as to how, when and where he perfected his first invention that he is slightly hazy about the facts himself, but his first practical efforts were telegraph appliances, he having graduated from newsboy to telegrapher.

WHAT HE CALLS A DAY'S WORK

For forty-five years Edison has worked unceasingly, every day and the greater part of every night, but his force of brain and sinew have been expended with no unnecessary waste of tissue and standing on the threshold of old age, his vitality, a veritable well-spring, gives to his rugged looks a brightness of eye and clearness of skin to be envied by a younger generation of men. And this, despite the fact that Mr. Edison's mode of life runs amuck the theories of health savants. His working hours are eighteen per day year in and year out; he claims that many of these hours, which have been productive of his greatest inventions, have been his playtime; he takes very little exercise, and the Edison maxim-ums for the brain to lie dormant is five hours. "Too much sleep makes sluggish minds," he will tell you; so at five-thirty he is not only awake, but actively alert to the day's work, and by eight o'clock is in his laboratory, where he remains until seven in the evening, having taken but a brief respite for a frugal luncheon. After a simple dinner he retires to the library in his home and works until midnight. Once in a while he goes fishing, but only when he wants to think out a particularly knotty problem.

His food theories which he puts into practice are original, but to him have been prolific of good results. His doctrine is that too much food is the root of all fleshly ills, and that to gain the best results, nourishment should be taken in small quantities, as very little is needed to preserve the chemical energies. These are simple rules that have been followed up by the man who will tell you that he has never been tired in his life, and whose greatest joy in living is found in never spending an idle moment.

"The Wizard's" domain is at Llewellyn Park, West Orange, N. J., and extends over many acres of ground. The great factories employ an army of workmen and bustle with the din of productive endeavor. The large laboratory, forbidding in its aspect, is shut in by barred entrance gates, jealously guarded by a watchman, and unless a visitor can prove that he has legitimate business within, access is impossible. At best it usually takes some hours to gain admittance, as the Edison experiments do not admit of interruption. During the tedious wait it is hard to divest one's fancy of magic cauldrons, in the mysterious regions, beyond, presided over by this modern knight of the Black Art. But when the gates swing wide and the vista of gloomy corridors are presented to view, there is no hint of supernatural art; busy men in shirt sleeves, or grimy overalls are discovered moving busily around the big work rooms in prosaic fashion, and it is with something of a shock that Mr. Edison is found to be big and sturdy, with a democratic manner, which he extends to his dealings with his workmen.

The Edison sanctum is a big, bare-looking room, with littered floor and tables; rows of shelves surround the room, filled with queer looking bottles, and on the work benches carpenter tools, bits of wood, metal and odds and ends of unfinished work mingle in confusion. On the table in front of Mr. Edison lay a dismembered Phonograph; in his hand he held a megaphone, and before turning to his visitor he finished giving instructions to one of the workmen.

"I am fighting against time," he said. "I'm going to perfect the Phonograph before my hearing is still further impaired." This in a matter-of-fact way, as if deafness was to be considered as all in the day's work. "The possibilities of the Phonograph are great, but it is a delicate bit of work, which I shall complete, and then I am going to rest."

At this point Mr. Edison was interrupted by one of his assistants, who read what seemed a very complicated report to his chief, in a very loud voice; when he paused to await instructions, Edison, without hesitation or without reference to notes, gave him a long formula, giving the names and specific quantities to be used, just how to combine them, and what results were to be obtained; then, without effort, he resumed his conversation.

"Well, maybe you would not think it rest; my ideas on the subject are somewhat different from the preconceived ones; just loafing around, in an aimless pursuit of relaxation and pleasure, has never appealed to me. For forty-five years my work has been practical; I have labored to turn my knowledge to commercial ends, and I have not been the loser, but now my play-time has come, my days as an inventor are over; I do not expect to take out any more patents; in fact, my business career is at an end; I am off to explore the limitless fields of science. In my years of experiments I have run into many interesting things, which promised great development. Lack of time forbade excursion into these new lines of thought, but now I am going back to pick up the threads. When a man is not pressed by financial needs his possibility for achievement are increased one hundredfold. Discovery and invention are not synonomous; invention is most frequently the result of the simple deduction of scientific laws; on the other hand, discovery is generally the result of accident. Bequerel discovered radium while working out a problem in phosphorescence; chance revealed the Roentgen ray; but while I cite these as interesting, I do not advocate leaving the discovery of scientific phenomena to chance. With certain and observed facts as a starting point, and aiming for a definite object, concentrated mental effort, like that which after nineteen years resulted in the discovery of "Kepler's Laws," is the best conqueror of scientific problems. But hampered by neither facts nor theories, my remaining years are to be given to the simple joy of wandering along new and untried paths; of course, I am hoping to find something that the best of us has not imagined, and I enter on my holiday with hope in the ascendant," and the "Wizard" rose and shook himself as if to give vent to his bubbling enthusiasm.

And thus this great American turns the keel down on his career as inventor, and with boyish buoyancy starts off afresh.

ENTHUSIASM ABOUT PHONOGRAPHS

Mr. Edison declines to figure in the role of a prophet, but voices some interesting views as to the future of present day inventions, and the possibilities of those necessary to insure the comfort of future generations. He is enthusiastic as to the Phonograph and believes that a combination of the kinetoscope and Phonograph will afford a perfect artistic illusion, and make possible the presentation of operatic and dramatic performances without an actor or singer being present.

As to wireless telegraphy, the marvelous development within the past four years makes all things possible for the near future. If, when practically in its infancy, this science compasses a distance of fifteen hundred miles, Edison argues that the next, generation can easily obtain communication almost from pole to pole.

Mr. Edison believes that the depletion of the coal territory is the most serious problem which confronts the next generation. As shown by official statistics, we use five hundred million tons annually; at this rate, and increasing in the same proportion as it has during the past ninety years, our coal supply will be exhausted within the next century, and unless science finds a substitute for coal, our grandchildren will be forced to live without heat or light save that afforded by the sun.

Each year notes improvements in the electrical light, and Mr. Edison thinks that within the next fifty years the cost of production will be decreased and that the light will give the same candle power, without expending a tenth of the energy now required.

The Edison home at Llewellyn Park is a beautiful modern mansion, filled with treasures of art and surrounded by vistas of landscape gardening. As Burt Meyers, in "Success," the Edisons have another fine estate, to which they go for a short sojourn every spring. At the southern home Mr. Edison has a perfectly equipped laboratory, and works even harder there than when he is at West Orange.

In an interview given on the occasion of his sixtieth birthday, he admitted that his bad habit was the smoking of many strong cigars; to the indictments of becoming an author, he pleaded not guilty. "There are three things I cannot understand," he said. "How any man could write a book, make a speech, and make mathematical calculations."—*Human Life for August.*

To keep in good standing, he entitled to Dealers' discounts and remain on our mailing list, Dealers must sign the new Dealers' Agreement. If you have not yet signed, do so at once.

Gentlemen:—I take the pleasure to state that I have been an Edison Dealer since November 1st, 1906. I have sold 47 Phonographs and 6,221 Records. There are three Dealers in this town of about 1,000 inhabitants. I have 130 steady customers on my list and am gaining some more every day. I expect to double this amount this coming year. I have carried complete line of Edison Records and Phonographs since March 1st. Business is commencing good for the last couple of weeks, while the evenings are growing longer, and people seem to be more interested in the Phonograph than ever before. —*Nicholas F. Grisch, Corry, Pa.*



EDISON
PHONOGRAPHS

THIS is an invitation to everyone who reads it to come to our store and hear the new Edison Phonograph, the one with the big horn. This Phonograph is bigger, better and has a finer finish than any of the other models. We will hold an impromptu concert any time you come into the store. Edison Phonographs are sold on the easy-payment plan if you prefer.

James Bronson & Co.
Everything in Hardware
4 Lincoln Sq., Newark, N. J.

☞Electro in above ad is: Single column wide, No. 653. Double column wide, No. 654.



EDISON
PHONOGRAPHS

WE would like to see an Edison Phonograph in every home. We know that you will find in the Edison Phonograph the greatest amount of amusement, either for yourself, for your friends or both. Nothing makes an evening's party "go" so much as an Edison Phonograph. The faithfulness of its reproduction of all kinds of music is marvelous. Come into the store at any time and hear it, and especially ask to see and hear the new model with the big horn.

Wm. N. Knight & Co.
Electrical Supplies
15 Dey St., Boston, Mass.

☞Electro in above ad is: Single column wide, No. 655. Double column wide, No. 656.

Ready-Made Ads

The above ready-made advertisements are the first four of a series that we shall print from time to time for the benefit of Dealers who find it difficult to write and illustrate their own advertisements. We will furnish the cuts in any one or two of these advertisements, either in single or double column, to such Dealers as write *direct* to our Advertising Department for them, providing they will agree to use them in local newspapers and will later send us copies of papers in which they appear. Dealers to whom we have previously furnished stock electros, must show us that they used them before we will send any of the new series. Nor will the further request of Dealers for the new electros be honored until evidence is presented that the first ones were used as agreed. In other words, we are sending out electros for advertising purposes and not merely because Dealers request them, and the least that Dealers can do is to show that they have done their part. Jobbers' request will be honored the same as Dealers but electros will not be supplied to them in quantity for re-distribution to Dealers. Use numbers in ordering electros. Also the blank on opposite page. If you do not care to cut your copy of the PHONOGRAPH MONTHLY, copy the blank in a letter.



EDISON
PHONOGRAPHS

YOU can save money by buying an Edison Phonograph. How much do you suppose you pay for theatres, concerts, and other amusements? Far far less money you can buy an Edison Phonograph and keep supplied with new Records. Come to our store and hear the new model with the big horn. It is a wonderful instrument, beautiful to look at, and will adorn any drawing or music room.

We have Phonographs at all prices, either for cash or on the easy-payment plan. Just come in and hear them.

George W. Hardwick
Musical Instruments
21 Pearl St., Hartford, Conn.

☞Electro in above ad is: Single column wide, No. 657. Double column wide, No. 658.



EDISON
PHONOGRAPHS

WE sell the Edison Phonograph, the most perfect sound-producing machine, Mr. Edison's favorite invention, which contains all his new improvements, and sell it for cash or on the easy-payment plan. We are now showing the new model with the big horn, the greatest triumph in Phonograph making. Don't forget that Mr. Edison is the inventor of the entire Phonographic idea, and that the Edison Phonograph is the original talking machine.

William R. Johnston
Buffalo, N.Y.

☞Electro in above ad is: Single column wide, No. 659. Double column wide, No. 660.

REQUEST FOR ELECTROS

NATIONAL PHONOGRAPH CO.
ADVERTISING DEPARTMENT, ORANGE, N. J.

DATE.....190.....

Mail Electros No.....

We agree to use them in newspaper advertising and to send you copies of papers containing them before asking you for other electros. We intend running a.....inch advertisement.

Name.....

Street.....

City and State.....

We buy through.....

A Dealers Poetical Ad

The advertisement printed below was written by F. D. Gutterson, an Edison Dealer at Charlotte, Mich., and printed in his local newspaper, together with a good display ad. on the same page.

THE SAME OLD STORY.

"I would not have a Phonograph,"
Said Mister Willie Ray,
"My neighbor has one, and it makes
Me sick to hear it play.

"It screeps and shrieks, it scrapes and raups
Until I'm nearly wild.
If my voice sounded like that, dears,
I'll bet I'd have it filed."

"What is your neighbor's Phonograph,"
Said Mr. Charlie Lee,
"I am not sure," was the reply to me
"It's called the 'Busy Bee.'"

They walked along and soon turned down
A shady, quiet street,
When unto there came to them the sound
Of music, grand and sweet.

An orchestra was playing
Behind a hedge of flowers;
And someone sang an old, sweet song
That brought back childhood's hours.

And then there was a male quartette,
And then a comic song;
And then they heard a grand old hymn
From voices rich and strong.

"Oh, isn't it delightful?"
Said Mr. Willie Ray,
"To hear a song when you are sure,
I'll stay right here all day."

Then up spoke Mr. Charlie Lee—
"Excuse me if I laugh;
But what you've heard and like so much
Is my EDISON PHONOGRAPH.

"I bought it down at GUTTERSON'S,
For Father and for Mother.
A thousand wouldn't buy it,
If we couldn't get another."

"I do not blame you, Charlie Lee,
I was wrong and you are right.
I'm going right down to GUTTERSON'S
And take an EDISON home tonight."

MORAL—Get busy; buy an EDISON and enjoy life. GUTTERSON has them, and all the Records.

Have No Records to Return

Regarding the enclosed generous exchange proposition, we beg to say that we have no Records to return. Our present stock of nearly 5,000 Edison Standard Records are worth 35 cents each to us just as they stand. We nevertheless appreciate the privilege extremely and beg to decline.

Thus wrote the George D. Hampton Piano Co., of Newport News, Va. Letters like this and that of the J. B. Leemon Co., of Sparta, Ill., printed in another column, have the ring that we like to hear. We know that scores of other Dealers feel the same way, but do not take the trouble to write. Edison Records are always good stock.

Another Phonograph Disease

Following is part of a half page newspaper advertisement just received from the Assiniboia Music Co., of Moose Jaw, Canada. We think that readers will agree with us that it is a most original production.

A BAD CASE OF "ISOLATION" CURED

A man called to us the other day, "I don't suppose there is much done in the talking machine business nowadays. Remember, at first it was quite a fad, like everything else." He was from "Gooselake," and had evidently just escaped from the pasture by breaking his yoke and wriggling through the rail fence. We said to him, "My dear sir, all the world is not asleep. Let us help you." "You never made a mistake in your life," broke up and listen:

"In 1903 we were persuaded by a glib-tongued traveling man to place an order for what, when we watched up from the 'influence,' we thought would last us until we were old enough to grow whiskerads, and it was only the urging of the same glib-tongued traveling man that from selling the lather a cancellation of half the order. Now, Mr. Gooselake, listen to this: During Christmas week we had to wire 'hurry up orders' to supply the house, and on Christmas Eve we hadn't a machine in the store to give a tune on.

"In 1903, we doubled our order, and still hadn't enough. Then in 1904 we steadily increased our orders with the same results.

"Now, do you see all this array of machines and Records? Looks like we were overloaded, doesn't it? Did you ever see so many machines in your life, all at once?

"We haven't got enough. Can you realize that?

"We have not enough.

"We have ordered more.

"Look at this order for talking machines which are to come along this month:

"50 MACHINES,
"500 RECORDS.

"Go back to Gooselake and tell the folks that the Phonograph,

THE EDISON
PHONOGRAPH

has taken a permanent place in the hearts of ALL the people, especially the little folks.

"The old and young,
"The old and young,
"The rich and poor.
"The more artistic the musical taste, the more the enthusiasm always.
"You want this one, eh? That's the way with everyone—they want one as soon as they HEAR them."

Approves New Record Selling Date

We received your notice that there would be a change in the day of placing Records on sale, making it the 25th instead of the 27th, and that the Jobber could send out goods after 2 P. M. on the 24th. We think this arrangement is a splendid idea, especially that which permits us to send the goods out the day before, as this will put us in a much better position to get goods delivered in Minneapolis on the official shipping day, as well as Duluth, Superior and other points, where there has always been a big fight to get Records, in on time, and it was always difficult to do so on account of not being able to ship until 8 o'clock in the morning and trying to make 8:20 and 8:30 trains. It will also be a great deal more convenient to get these orders ready to ship and we know it is greatly appreciated by the small Dealer.—*Koehler & Hinrichs, St. Paul, Minn.*

Factory of The National Phonograph Company at Willesden, England

[We are indebted to the Plane Trader and Recorder for the following detailed description of our new Record making plant at Willesden, England.]

In fulfillment of the promise in our August issue, we are now in a position to furnish some additional particulars as to the British factory of the National Phonograph Company, Ltd., at Willesden, together with some photographic views of the various departments.

Only recently the sensational announcement was made by the National Company of the reduction in the price of Edison Records, and now comes this further most important move in the direction of the provision of manufacturing facilities for the out-turn of Edison Records in this country.

It is general trade knowledge that all Edison machines are manufactured at the Edison factories in Orange, N. J., U. S. A., and that, until now, the Edison Records have been produced either in America or at the Belgian works of the company.

We feel that it is quite unnecessary for us to dilate upon the high excellence of these Records, for from the very commencement of the industry they have been acknowledged as most perfect examples of artistic recording and manufacturing skill. But we would impress upon our readers that experts, thoroughly conversant with Mr. Edison's processes, have been brought over from the American factories, and that the Willesden works have been fitted with Mr. Edison's latest appliances for the production of Records, so that, taking into consideration the present most efficient state of the British recording department, it is assured that the British Records will be in every respect equal to the American product.

Of late years it has proved increasingly difficult for the National Company to cope with the extraordinary demand for their product, notwithstanding the enormous output from their established works, which we may mention have recently been greatly extended. The directors have, therefore, been compelled to take the step of acquiring a factory in this country in order to deal effectively with the company's tremendous British trade.

Immediately adjoining the L. and N. W. Railway, the factory at Willesden is splendidly situated for the prompt dispatch of goods to all parts of the United Kingdom, with the additional advantage of being only a few miles from London.

At the time of our visit the factory was in the grip of the workmen, but under the direction of Mr. Riehl, the company's works superintendent, rapid progress was being made in installing machinery and other plant, and in adapting the premises to the requirements of Record manufacture.

Our photograph will furnish an idea of the appearance of the works, which, we may mention, are of recent construction, lofty and well ventilated, particularly well off as regards light, and designed with a view to each department being complete in itself, yet providing the necessary intercommunication.

A clock tower is a prominent feature in the handsome frontage, and an iron gateway giving access to the works will be noted towards the centre, on the left of this being a fine suite of offices, equipped with all modern business requisites, and on the right a building in which each floor has been fitted with racks having altogether capacity for storing enormous quantities of Records. This will constitute the shipping department and stock rooms.

Running down the centre of the factory is a wide passage, on either side of which are the main buildings. A unique feature in connection with this passage-way is the fact that it is roofed with glass, so that weather conditions can in no way interfere with the loading and unloading of goods, or their transference from one department to another.

Describing the departments in the order in which we visited them, we will first refer to the enormous building to be devoted to moulding. This is being fitted up with a wonderful plant for the purpose, and will also contain lathes and machines for finishing, lettering, etc., etc.—in fact for turning out the famous Edison Gold-Moulded Record complete.

Adjoining is the engine and electricity room, where a 60-h. p. gas engine is erected, together with a powerful dynamo, of a united capacity of about 1,000 lights, for lighting the works. In another building a gas-making plant has been installed (in duplicate, to provide against emergency), so that the National Company, in addition to producing electricity for power and light, are likewise manufacturing their own gas.

From the gas house, passing through a large triangular yard, the carpenters' shop is reached, which has accommodation for 60 men, with space for stowing empty cases, and for packing operations. We may mention, too, that in this yard the company have thoughtfully provided a canteen, where the workpeople may take their meals.

In the boiler house an enormous steam boiler has been fitted for heating the factory, which, as is known, it is important must be kept at a normal temperature, and in an adjoining room are the huge coppers for boiling and mixing the Record material.

We next visited the engineering shop, which is a most important department in a factory where so many delicate and intricate machines have to be kept in perfect working order. Two giant dynamos are installed here for supplying power to the moulding and machine shops.

Space will not permit our entering into a particular description of the many other departments visited, but we may state that separate stock rooms have been provided for German, French, and other foreign Records, and that a fire and burglar-proof building is in course of erection for the storage of the master moulds. As may be well understood, these moulds are most valuable, and it is necessary, therefore, that every precaution should be taken for their preservation.

We must not omit to make mention, however, of the spacious experimental room, in which a staff of experts will be constantly at work seeking any possible improvements in material and manufacturing processes.

It is expected that the factory will be in full operation early in the present month, and we must congratulate Mr. Riehl on the rapidity with which he is carrying the work through, taking into consideration the attention which has been bestowed in securing perfection in every detail.

Six hundred hands will, we understand, be immediately engaged, and the present plan installation will have a capacity of 50,000 Records per day, an output which, if required, can be quickly doubled, as there is plenty of space available in the factory for the necessary increase of machinery.

Vibrations of the Voice

If the middle C is struck, the note is produced by sound vibrating at the rate of 256 per second. The farther a note is removed on the treble or bass end side of the piano from middle C, the higher it will be, and the farther it is removed on the base or left hand side, the lower. The highness or lowness of a voice—called pitch —is regulated by the number of vibrations per second, the high voice being produced by the greatest number, and the low by the smallest. Whatever is the vibration number of any given note, the octave below it will have exactly half the number of vibrations, and the octave above it double the number. Thus the C below middle C, will give 128 vibrations per second and the octave above middle C will give 512 vibrations. The compass of the ordinary human voice ranges from 80 to 1,024 vibrations per second. There are many exceptions to this as is shown by Professor W. Le Conte Stevens, a member of the American Association, who stated that "the lowest recorded note of which we have is that of a bass named Fischer, who lived during the Sixteenth Century, and who sounded Fo, about 42 vibrations per second." Mr. Stevens himself, without possessing a bass voice, has sounded as low as Ao, 55 1-3 vibrations per second, when his vocal cords were thickened by an attack of catarrh. This, however, is under abnormal conditions. "The highest note hitherto recorded in the books was attained in singing by Luccezia Aljagari, called 'La Bastardella' Al Parma in 1770 she sang for Mozart, several passages of extraordinarily high pitch, one of which included C6, 1048 vibrations per second. She trilled in D5, 1,152 vibrations, and was able to sing as low as G2, 192 vibrations, having thus a range of nearly 4 1-2 octaves. Aljagari's upper limit has been attained by Ellen Beach Law, of Rochester, N. Y. Mr. Stevens has often estimated, by comparison with a tuning-fork, the pitch of a child's squeal, while at play, which has been repeatedly found to be in excess of 2,500 vibrations per second, in one case as high as G6, about 3,072 vibrations. The total range between these extremes is in excess of six octaves."

Dealers and Home Records

The fact that the majority of Edison Phonograph owners know so little about making home Records is due in most cases to failure of Dealers to explain the amusement and advantages to be obtained from such a proceeding. The suggestions made in our June issue, for a competition scheme to encourage home Record making, have been adopted by a number of progressive Dealers, who have thereby awakened a great deal of interest in it and will ultimately derive considerable advantage in consequence. It may happen in some cases that Dealers are unable to adopt a scheme of this kind. Their customers may be insufficient in number or live too far apart; but they need not, on that account, cease from making it a strong selling point. The making of home Records is exclusively a feature of cylinder machines, and this ought not to be lost sight of when making sales.

M. L. Abbey, Edison Dealer, of Hudson, Mich., is convinced that his customers, if they understand the value of home Record making, will find great pleasure in it, and has obtained good results from the form letter we print. Other Dealers who have thought less about this end of the business than of selling Phonographs and Records, might take a few suggestions from this well written letter. Home Record-making never interferes with the sale of Gold Moulded Records, but is simply an additional means of profit.

DEAR SIR—Why not increase the value of your Phonograph and Records? Make a record and being able to make your own Records.

Anyone can make them; it doesn't require any knowledge of music. Your friends all have some little stunt they do extra well. That one who tells a funny story, plays the mouth-organ, sings comic songs, or a dozen other things that would make a fine record.

Did you ever realize that you may not have one of their voices. What would you not give to be able to hear the voice of a departed loved one sing their favorite song or hear the children voice, now silent, for a cute saying.

An Edison Recorder is a wonderful device. It adjusts itself automatically to any sound, and embodies all the latest efficiency features. The recorders used at the Edison Laboratory in making the masters from which the Edison Gold Moulded Records are made. Half the fun of owning a Phonograph is making one's own records.

A Recorder costs you three dollars, and the Edison Shaved Blanks, twenty cents apiece, or two dollars for many times and used over and over for new impressions.

We are contemplating in the near future, a record, in the one you will appreciate its real worth, as the bright sayings and whittlings of everyone present can be made permanent and a reminder in after years of happy times now past.

We are enclosing a booklet on the "Art of Record-Making," and trust it will prove of interest to you. We are making a price contest for the best home-made records, and would like to have you enter with the rest.

We beg to express our thanks to you for the courtesies you have extended us, and respectfully solicit an opportunity to merit your further favors.

To keep in good standing, be entitled to Dealers' discounts and remain on our mailing list, Dealers must sign the new Dealers' Agreement: If you have not yet signed, do so at once.

Important Notice!

On January 1st, 1908, we will remove from our files and mailing lists the names of all Edison Dealers who have not signed the new Agreement and will consider all such as not entitled to Dealers' discounts and as no longer interested in the sale of our goods.

Active Dealers who have delayed re-signing, should sign at once. Not to do so, will cause trouble and annoyance to everyone after January 1st.

Jobbers are urged to ascertain the names of their active Dealers who have not yet signed and induce them to forward new Agreements without delay. Jobbers are asked to send in Agreements as fast as possible.

SUSPENDED LIST, DECEMBER 1, 1907

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—Thomas McGuire, 876 Main st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

COLORADO.

Boulder—Bentley & Craig.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Eggleston Bros., or Eggleston Music House, J. F. Eggleston, Prop.; also Mansfield, Ill.

Chicago—A. Gloss & Son, 727 W. North av.

Cookeville—Geo. Swinehart & Son.

Danville—Eggleston Bros., or Eggleston Music House, J. F. Eggleston, Prop.; also Champaign, Ill.

Kempton—Wm. Bruce.

Ottawa—Edward Hilyer.

Peoria—H. Meyer, 1207 S. Adams st.

Quincy—Giles Bros., 107 North 4th st.

J. F. Whittaker 618 Hampshire st.

Wheaton—E. Irving.

INDIANA.

South Bend—Eugene Marsh, 128 Vistula ave.

South Bend Book Bindery, Robert Lebolt, Prop., 203 North Michigan st.

IOWA.

Burlington—John F. Weiss, 711 Jefferson st.

Cushing—Bullock & Lyman.

Independence—E. O. Parker, 110 E. Main st.

McClelland—J. W. Rounds & Co.

IOWA—Continued.

Nederville—John J. Carpenter.

Sioux City—Hattenbach Bros. Co.

A. V. Larimore, 619 Fifth st.

State Center—Ora Sargeant.

KANSAS.

Clay Centre—E. M. Gowenicek.

Lawrence—Bell Bros.

Topeka—R. H. Morehouse, 810 E. 4th st.

Wichita—Frank R. Powell, 122 N. Main st.

KENTUCKY.

*Louisville—Irvine Simons, 842 W. Market st. (formerly 843 W. Market st.).

MAINE.

Biddeford—W. H. Plaid.

Gardner—C. H. Cobb, 203 Water st.

Lewiston—C. W. Stone.

Monmouth—C. M. Bisbee.

Waterville—H. C. Emery.

Waterville—Frank Blanchard, 160 Main st.

MASSACHUSETTS.

Boston—Henry H. Savage, 166 Hanover st.

T. Singer, 66 Leverett st.

Florence—William Oates, 87 Main st.

Gloucester—Wm. Hodgkins.

Great Barrington—Frank W. Wheeler, Main st.

Lawrence—Lord & Co., 314 Essex st.

E. O. Mosher, 429 Essex st.

Malden—Arthur Butler.

Newburyport—Lyman W. Taylor.

New Bedford—H. B. DeWolf.

Somerville—E. J. Winchester, 23 Summit ave.

Woburn—Osborn Gillette, or The Boston Jewelry Co., L. F. Maloney, Manager.

Worcester—Joseph Tukman, 44 Front st.

Our Furniture Co., 321 Main st.

SUSPENDED LIST CONTINUED.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Schwankovsky, Prop.
Hillsdale—Rothfuss Piano Co. (William Rothfuss, Geo. M. Rothfuss and Frank B. Jones.)
Detroit—F. J. Schwankovsky.
Saginaw—C. C. Emerson & Co.
Jamestown—Sanborn-Genesee st.
Tierney Bros., 211 Genesee st.

MINNESOTA.

Willmar—Willmar Furniture Co., Ruble Block.
St. Cloud—Fritz Guy.

MISSOURI.

Eschag—Hal B. Ewalt.
Fabrix—Hinde Hardware Co.
Kansas City—The Wilcomson Co.
St. Louis—Knight Cycle Co., 1118 Olive st.

NEBRASKA.

David City—John Albright.
Lincoln—The Wilcomson Co.
Omaha—The Wilcomson Co.
Plano—Exner Co.
Red Cloud—Albright Bros. or L. P. Albright.
*Sterling—Sterling Drug Co., W. C. Merrill, Prop., and W. G. Merrill, M. D.

NEW HAMPSHIRE.

Dover—H. C. Ingalls & Co., 414 Central ave.
Hillsboro Bridge—S. M. Barnes.
Manchester—A. B. Dumas.
Nashua—C. A. Mollander & Co.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 32-34 Arkansas ave.
Bayonne—J. Wigdor, 459 Avenue D.
Jersey City—W. L. Hoffman, 151 Montgomery street.
Long Branch—A. N. Alexander, 103 Broadway.
Asbury Park, 103 Broadway.
Newark—Emil L. Carelo; also New York City, R. Rosenthal, Prop. Springfield Mdse. and Sole Goods Store, 71 Springfield ave.
D. Reichorn, 91 Springfield ave.
Passaic—Barwith.
Paterson—Chas. H. Kelly, 25 N. Main st.
Philadelphia—Wm. Arental, or H. Frucht; also New York City.
Elston M. Leonard.
West Hoboken—Emil Hollander, or The West Hoboken Bicycle & Phono. Co., 159 Spring st.

NEW YORK.

Albany—G. Limbs, 352 S. Pearl st.
J. A. Strobel, 74 Pearl st.
Amsterdam—Wm. J. Kirchgessner, 9 Market st.
Bedford Park—Geo. H. Tyrrell.
Brooklyn—Nathan Abrahams, 692 Broadway.
Wm. Albrecht, 294 Knickerbocker ave.
H. Hindermann, Bushwick Phonograph Exchange, 1004 Myrtle ave.
Emil Smith, 1574 Seventh st., and 230 Sumner ave.
Hobart—J. H. Marshall.
New York City—A. T. Armstrong, or American Phono Co., 156 Wall st.
Automatic Either Co., M. Cohen, Prop., 1 Nassau st.
Bern Boorvoid, 372 W. 115th st.
Edward Bloifeld, 481 Willis ave.
L. & S. Bernewegg, Bernewegg's Music Store, and Birn's Music Store, 519 E. 138th st.
Bronx Phono. Co., or David Switky, 506 Willis ave.
B. G. Corwin; also Newark, N. J.
Eagle Phono. Co., or C. Lowenthal, 83 Nassau st.
Empire Phono. Co., 2 W. 14th st.
Fifth Ave. Phono. Co., 1 Broadway, or 65 Cortlandt st. Also Plainfield, N. J.
O. Hecker, 2 Murray st.

Hawthorne & Sheble, 227 Broadway; also Philadelphia.
Hüsher Bros., 305, 421 and 491 West st.
N. Horn, 148 E. 86th st.
W. L. Isaacs, 114 Fulton st.
Italo-American Phono. Co. (R. Gerard & Co.)
Kent & Lamberg & Co., 194 Broadway.
J. McShinnie, 262 Broadway.
Parker & Conloy, 2087 Amsterdam ave.
Richmond Penny, 44 W. 125th st.
F. M. Prescott, 44 Broad st.
Whitney Crystal Co., 2212 Seventh av.
*Omega Phono. Supply Co., 125-201 Main pl.
Rome—Charles J. Tuttle.
Saratoga—W. J. Patton.
Saratoga Springs—Marvin A. Cote.
Watertown—H. S. Wardwell & Co., 39 Public Square.
Wayland—John Groot, Purcell Block.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

NORTH DAKOTA.

Fargo—Ben Hart.

OKLAHOMA.

*Oklahoma City—Armstrong, Byrd & Co. (also Shawnee).
*Shawnee—Armstrong, Byrd & Co. (also Oklahoma City).

OHIO.

Ashtabula Harbor—Chas. W. Askew (Gregory, Askew & Co.).
Bellevue—H. E. Bonnell.
Brookville—H. K. Merritt.
Cincinnati—J. L. Andem.
Coshocton—Burns & Conroy.
Dayton—The Ohio Phono. Co., Third st.
Springfield—E. S. Vanderpool.
Urbana—Wm. P. A. Mazuric.

PENNSYLVANIA.

Bradford—C. C. Griffen, 20 N. Washington st.
Johnstown—A. Lippard, 615 Wylie ave.
Pa.
Lancaster—J. H. Trageser, 249 N. Queen st.
Mt. Pleasant—Benjamin Fonner.
New Castle—Will Hartland, 70 E. Long st.
Philadelphia—A. R. Cassidy, 2720 Emerald st.
Hawthorne & Sheble, 227 Broadway.
Haverford—Sheble, 604 Chestnut st, or Oxford and Mascher sts.; also New York City.
A. Krause, 225 Arch st.
Penn Novelty Co., 16 South 9th st.
Philipsburg—J. M. Bunnell; also Johnstown, Pa.
Pittsburg—A. Lippard, 615 Wylie ave.
Sherrefford—Granville B. Tyson, 216 Main st.
Titusville—E. H. Forney, Prop. Exchange Cigar Store, 51 W. Central ave.

RHODE ISLAND.

Providence—F. P. Moore.
Rockville Center—G. A. Clark.

TENNESSEE.

Alexandria—Clarence A. Baird Music Concern.

TEXAS.

Whitney—H. E. Randle & Co.

UTAH.

Salt Lake City—Daynes Romney Music Co., 28 East South 1st st.

VIRGINIA.

Norfolk—W. Rolchenstein, 256 Church st.

WISCONSIN.

Ashland—J. F. Pease Co.
Milwaukee—J. C. Hultenen.
Wolworth—G. H. Stewart.

*Added since November 1st, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Jobbers of Edison Phonographs and Records

Continued from page 2 of Cover

NEW YORK.

Albany—Finch & Hahn, 402 Broadway.
Astoria—John Rose, 39 Flushing ave.
Brooklyn—A. D. Matthews' Sons, 894 Fulton street.
Buffalo—W. D. Andrews, Senece and Wells sts.
Neal, Clark & Neal Co., 647 Main st.
Elmira—Elmira Arms Co., 117 Main st.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 267 Wall st.
New York City—Blackman Talking Machine Co., 97 Chambers st.
J. F. Blackman & Son, 6737 3d ave.
F. Devere, Jr., Inc., 126 W. 125th st.
Douglas Devere, 24 E. 14th st.
Empire Phono. Co., Inc., 39 Chambers st.
Jacot & Hahn, 1615 Lexington square.
Victor H. Hahn, 1615 Second ave.
Regina Co., 41 Union square.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1852 First ave.
Oswego—Frank B. Solway, 33 W. Bridge st.
Rochester—A. J. Deninger, 945 North st.
Machle Piano, G. & M. Co., 130 State st.
Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 604 State st.
Syracuse—Richard & Co., 352 State st.
Troy—Finch & Hahn, 3 Third st.
Utica—Gurtz-Horrocks Co., 54 Genesee st.
Arthur F. Jones, 63 Washington st.
William Harland, 69 Columbia st.
Utica Cycle Co., 18 Columbia st.

OHIO.

Canton—Klein & Heffelman Co., 220 E. Tuscarawas st.
Cincinnati—Ball-Pinter Co., 108 West 3d st.
Ilges & Sil Opera Co., 512 Vine st.
Lawrence Montreal Co., 28 West 5th st.
Lyon & Healy, Inc., 131 East 4th st.
Cleveland—Eclipse Musical Co., 1370 East Ninth st.
Columbus—Perry B. Whitsit Co., 215 S. High street.
Dayton—Niehaus & Dohse, 25 N. 5th st.
Newark—Ball-Pinter Co.
Toledo—Hayes Music Co., 423 Superior st.

OREGON.

Portland—Graves & Co., Inc., 65 No. Park st.

OKLAHOMA.

Oklahoma City—Smith's Phono. Co., 818 West Main st.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 528 Hamilton st.
Easton—William Warner, 452 Northampton st.
Harrisburg—S. K. Hamburger, 13-14 N. Market square.
Philadelphia—Louis Buehn & Bro., 45 N. 8th street.
C. C. Heppe & Son, 1117 Chestnut st.
Ilges & Sil Opera Co., 1310 Chestnut st.
Musical Echo Co., 1217 Chestnut st.
Penn Phonograph Co., 37 S. 9th st.
John Wanamaker, 13th and Market sts.
Western Talking Mach. Co., 41 and 43 N. 9th st.
H. A. Weymann & Son, 1010 Chestnut st.

Pennsylvania—Continued.

Pittsburg—Pittsburg Phono. Co., 937 Liberty st.
Powers & Howe Co., 101 Sixth st.
Standard Talk. Mach. Co., 435 Penn ave.
Reading—S. K. Hamburger, 718 Chestnut st.
Reading Phonograph Co., 48 N. 8th st.
Scranton—Ackerman & Co., 317 Wyoming av.
Technical Supply Co.
Sharon—W. G. DeForrest & Son.
Williamsport—W. A. Myers, 146 W. 3d st.

RHODE ISLAND.

Providence—J. M. Dean Co., 725-795 Westminster st.
J. A. Foster Co., Weybosset and Dorrance sts.
J. Simuels & Bro., 154 Weybosset st.

TENNESSEE.

Chattanooga—J. H. Templeman Co., 258 Montgomery ave.
Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay st.
Memphis—P. M. Atwood, 149 N. Main st.
G. E. Houck Piano Co., 124 S. Main st.
Nashville—Magruder & Co., 27 Arcade.
Nashville Talking Mach. Co., 728 Church st.

TEXAS.

Dallas—Southern Talking Machine Co., 247 Main st.
El Paso—A. Walz Co., 101 El Paso st.
Fort Worth—Cummings, Shepherd & Co., 706 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin sts.
San Antonio—H. C. Rees Optical Co., 243 West Commerce st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 251 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main st.

VERMONT.

Burlington—American Phono. Co., 84 Church street.

VIRGINIA.

Richmond—C. B. Haynes & Co., 602 E. Main street.

WASHINGTON.

Seattle—D. B. Johnston Co., 908 Second ave.
Kohler & Chase, 715 Pike st.
Spokane—Spokane Phonograph Co., 7 Post st.

WISCONSIN.

Milwaukee—Lawrence McGreal, 176 3d st.

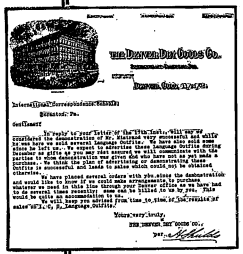
CANADA.

Montreal—Peter Kelly, 232 St. Lawrence st.
Quebec—C. Robitaille, 250 Rue St. Joseph.
St. John—W. H. Thorne & Co., Ltd., 42-46 Prince William st.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge st.
Vancouver—E. W. Waitt & Co., 658 Granville street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess st.

In the Words of Others

"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I.C.S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for **you**? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW.



THE DENVER DRY GOODS CO.

Denver, Colo., April 6th.

International Correspondence Schools
Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we conducted the demonstration of Mr. Eastman very successful but while we have we sold several Language Outfits. There also still seems to be a little hesitancy on the part of customers to buy. We know however that as soon as the time has passed, we will communicate with the parties to whom demonstration was given and we have not as yet made a record of, in this way we expect to sell a number of Outfits. We think that in the course of a few months a fair record will be made which could not be obtained otherwise.

We have placed several orders with you since the demonstration and will be glad if we could make arrangements to purchase Outfits as cash in this line through your Denver office as we have had to do several times recently. Same can be billed to us by you. This would be quite an item per month as we have several orders per month for I. C. S. Language Outfits.

Yours very truly,
THE DENVER DRY GOODS CO.
per

International Correspondence Schools
SCRANTON, PA.

EDISON PHONOGRAPH MONTHLY
(1908)

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Edison Phonograph Monthly

VOL. VI. January, 1908 No. 1

Business as We See It

The manufacturer of goods sold all over the country is in a position to know just what effect a stringency in the money market or any other adverse circumstance may have upon his business as a whole. Such is our position with reference to the manufacture of Edison Phonographs and Records. It would be idle to say that our business has not been effected by the conditions of affairs during the past two months, and yet we can honestly express our surprise that it has not been greater, considering the noise that has been made about the money market and business matters in general. The volume of our business was less in November and December than it would have been had money been plentiful, but we only regard the falling off as temporary, fully believing that the loss will be more than made up before March 1st.

Our sales and shipments of Phonographs and Records during November and December were much larger than in 1906, but only about seventy-five per cent. of what they should have been. the usual number of Jobbers discounted their statements due November 1st and December 1st. The business that we did in November and December would have been considered as enormous eighteen months ago. Of course, we can only discuss that part of the general business world pertaining to Edison Phonographs and Records, but, speaking for such a portion, we confess to a feeling of surprise that so much fuss was made about trade conditions in November and December. Judging from newspaper reports, one would expect to find the entire business world at a standstill. And yet, here is a manufacturing and selling organization doing a great business, that has been doing within twenty-five per cent. of its normal volume, and that regards the twenty-five per cent. as suspended business and by no means lost.

It is true that we cut down our factory force and decreased the production of Phonographs and Records, but neither of these would have been possible had we not accumulated a surplus stock during the summer that, because of the new equipment, had not yet moved.

Since December 1st orders for Phonographs and Records have shown a steady and decided increase in number and size, and orders to cancel or defer shipment have ceased. These facts show that the trade has been doing business with goods on hand and letting their stocks run down to the lowest ebb. Even now they are only ordering what is needed to carry them through the month, although such orders are large in the aggregate.

We have been putting on hands right through December, and a large number of those laid off a month before are now working as if nothing had happened. Our stock of surplus machines is practically used up, so that we shall be compelled early in January to resume the full schedule of production in order to keep pace with the demands of the trade. In fact, we would not be surprised if the demand made it necessary to produce even more goods than provided by our former schedule.

Business conditions really look good to us. The scare is over. Money is rapidly being released by individuals and banks. Business houses have found that there is not so much to be alarmed about and are planning for the future quite the same as ever. Manufacturing firms are putting back their laid-off employes and are again manufacturing for future sales, with growing confidence that there will be no trouble to sell when the time comes. Banks are making loans. It is easier to get currency and more of it. Many thousands of individuals, who deferred making purchases of articles of comfort or luxury, are finding themselves as well off as ever and quite as likely to remain so, and are again buying. Confidence is everywhere returning almost as fast as it was lost in November. When affairs have finally regained lost ground the entire business world will be better and wiser for our experience.

I like the business of selling Phonographs fine in connection with my other musical instruments. I shall live up to my agreements to the letter, to the best of my ability, and wish you every success for making such a fine music maker.—*David H. Francis, Bayne City, Mich.*

4023

The New Edison Gold Moulded Records Advance List for March, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before February 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on February 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on February 25th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after February 20th, but must not be circulated among the public before February 25th. Jobbers are required to place orders for March Records on or before January 10th. Dealers should place March orders with Jobbers before January 10th to insure prompt shipment when Jobbers' stock is received.

9770 Cavalry Charge — **Edison Military Band**

An exceptionally stirring military "charge" by the composer of the "Prince of Pilsen" music, which proved so popular when this opera held the attention of theatre-goers throughout the country some time ago. This fact in itself is sufficient evidence of the high character of the selection. Bugles and drums, with an imitation of a cavalry charge, are heard at intervals throughout the Record. Composer, G. Lüders; publishers, The John Church Co., New York.

9771 When the Springtime Brings the Roses, Jessie Dear — **Manuel Romain**

This latest sentimental ballad will do much to sustain Mr. Romain's reputation as "America's foremost minstrel tenor." The tuneful introduction to the verse, the melody throughout, and Mr. Romain's peculiar style of delivery, all will recall the many similar successes which have been offered in minstrel productions from time to time. The story is the familiar one of a lover's fear that his sweetheart's affection may not last until "the springtime brings the roses." Orchestra accompaniment. Words, Robert F. Roder; music, J. Fred Helf; publishers, Helf & Hager Co., New York.

9772 Sahara — **Collins and Harlan**

As may be inferred from its title, this song is a love tale of the desert, with Cowboy Texas Dan as the lover and Sahara Jane as the fair maid. Dan swears eternal constancy. The maid declares that he must ride a camel, to which he replies that such riding is better than the Erie, and he'd ride on the latter for her. The long training that Collins & Harlan have had together in singing duets for the Phonograph enable them to give "Sahara" an attractive rendition. Orchestra accompaniment. Music by Egbert Van Alstyne; words, Harry Williams; publishers, Jerome H. Remick & Co., New York. Van Alstyne & Williams wrote "San Antonio" and many other hits.

9773 Her Bright Smile Haunts Me Still — **Edison Venetian Trio**

The Records we have previously listed by our instrumental trio, violin, flute and harp, are hardly to be compared with this delicate and finished arrangement of one of the old songs, which are ever dear to those whose tastes are for music of a decidedly artistic nature. Each of the artists in our trio is a prominent soloist in New York musical organizations, and their work is always of the highest order. As usual, the harp is featured with an incidental solo. Composer, W. T. Wrighton. Original arrangement and not published.

9774 Golden Sails — **Florence Hinkle**

It is some time since we have listed a Record by Miss Hinkle, and this one will serve to renew the popularity she attained in her charming selection, "The Lover and the Bird," issued some months back. The words of "Golden Sails" tell a pretty story of "childhood's happy hour" and of the dreams, in story books, of a fairy prince whose ship "would come some day, it seemed, with beautiful golden sails." Miss Hinkle's ability to accentuate the composer's idea, as expressed in a somewhat unusual way in the words, will surely be appreciated by those who hear this Record. Orchestra accompaniment. Words, Wallace Irwin; music, Alfred G. Robyn; publishers, M. Witmark & Sons, New York.

9775 Upper Ten and Lower Five — **Favor and Meeker**

A true to life rendition of Lawlor & Thornton's famous character duet. It is a dialogue in speech and song between a swell (Edward M. Favor) and a tramp (Edward Meeker), following a "touch" by the tramp for a coin. The Record is unlike anything in our present catalogue. Its unique character and the excellent manner in which it is made by this new duet combination will make it one of the most popular in the March list. Orchestra accompaniment. Words and music, James Thornton. Cannot be had in published form.

9776 "Moolbarri" — **James Brockman**

One could hardly imagine from the foregoing title what the song is about. It's merely the Italian dialect for "Mulberry," and refers to the street of that name in New York. An Italian is asked which neighborhood he prefers, and while he admits that Fifth Avenue, the Bowery, and Broadway all have their attractions, his favorite is "Moolbarri Street-a," for it was there that he first met his "Josephina." The air is quite in keeping with the words, and Mr. Brockman, as the composer of many similar songs, does the selection proper justice. Orchestra accompaniment. The words and music are by Junie McCree, whose character songs and acting have made him widely famous. Publishers, Helf & Hager Co., New York.

9777 The Teddy Bears' Picnic — **Edison Symphony Orchestra**

A characteristic novelty by a favorite composer of instrumental numbers. The music is at times "spooky" in character and suggests a gathering or march of "Teddy Bears." The various instruments are used to advantage in suggesting large bears, small bears, and bears of all kinds. The bassoon is heard prominently at intervals in the rendition. Composer, John W. Bratton; publishers, M. Witmark & Sons, New York.

9778 When You Love Her and She Loves You — **Byron G. Harlan**

A waltz song, of the kind that rapidly attains popularity, telling of a "nice young lady," who says to her "nice young man," "there's one thing I can't see, you go with no other girl but me." The reason is apparently quite clear to the young man, who explains:

When you know that you love her and she loves you,
When you look into her eyes and she looks too,
You cannot help forget,
Any other girl you've met,
When you know you love her and she loves you.

The song is given by Mr. Harlan in his usual pleasing manner. Orchestra accompaniment. Words and music, Kerry Mills; publisher, F. A. Mills, New York.

9779 Sheriff's Sale of a Stranded Circus — **Spencer and Girard**

Geiz Bros. Circus comes to grief in a country town and the animals are put up at auction by the sheriff. They are bid in by Cyrus Pippin, whose voice sounds very much like that of Byron G. Harlan's when taking part in rube sketches. Cyrus bids the animals in at "a dollar and a quarter" each, with the exception of the elephant, which he gets at "a dollar and a half." He then presents them to the town for a "Zoo-a-ma-logical park," amid the plaudits of his assembled townsmen. The sketch is full of local color and witty dialogue. Mr. Girard's imitations of the different animals are lifelike. The circus band is also a feature. Not published.

9780 I'm Afraid to Come Home in the Dark — **Billy Murray**

Jonesy had but recently married, in fact his honeymoon was hardly over before he began to stay out until the break of day. His wife asks the reason why, and Jones explains rather confidentially:

Baby dear, listen here,
I'm afraid to come home in the dark,
For by the papers say "A robbery in the park."

So I sat alone in the Y.M.C.A.,
Singing just like a fish, "there's no place like home";
But I couldn't come home in the dark.

His wife turns the tables on him the next day by coming home in an intoxicated condition and offering the same excuse. Very amusing and cleverly rendered. Orchestra accompaniment. Words, Harry Williams; music, Egbert Van Alstyne; publishers, Jerome H. Remick & Co., New York.

9781 The Marriage of Figaro Overture — **Edison Concert Band**

Mozart wrote "The Marriage of Figaro" in 1784 (he was then twenty-eight years old), and his greatest success began with the presentation of this opera, a success that continued till his death in 1791. This overture is one of the best known parts of the opera. It is much loved by all musicians. Our Record of it will be regarded by many as the best in the list. It is in music of this high class character that our Concert Band appears to best advantage, for its members are more familiar with it than in the music of the present day.

9782 The Heart You Lost in Maryland You'll Find in Tennessee — **Frederic Rose**

Two lovers quarrelled in Maryland and separated. One day there came to him a letter, reading:

The heart you lost in Maryland, you'll find in Tennessee,
For there the birds sing all the day, how dear you are to me.

Although we've been a-part so long, our love the same will be,
For the heart you lost in Maryland, you'll find in Tennessee.

This is Mr. Rose's second contribution to the Edison catalogue and that it will be as cordially received as the first there is not a doubt. He has a pleasing voice, well fitted to sentimental songs of this kind. Orchestra accompaniment. Music, Alfred Solman; words, Arthur J. Lamb; publishers, Joseph W. Stern & Co., New York.

Edison Mixed Quartette

9783 To the Work

This widely known gospel hymn never had a more delightful reproduction than is here given. And a splendid addition to our now extensive catalogue of sacred selections. The work of our mixed quartette is full of expression and artistic feeling. Unaccompanied. Music, W. H. Doane; words, Fanny J. Crosby; published in hymn books.

Arthur Collins

9784 Nothin' Ever Worries Me

The song of a philosophic coon who takes things as they come. Not even the report of the doctor that his mother-in-law would not die caused him any worry, for he declared she might have a relapse. The following chorus sums up his philosophy, and many other people might follow his doctrine to their own benefit:

Nothing ever worries me, nothing ever worries me,
How far away's a rainy day, all things come to them who wait.

So let the foolish people worry and sigh,
I let troubles settle by;
What is to be is bound to be
So nothing ever worries me.

The air is along lines different from many coon songs. Mr. Collins, as usual, makes the most of the song. Orchestra accompaniment. Music, Lou Hirsch; words, John B. Lowitz; publishers, Hoff & Hager Co., New York.

Albert Benzler

9785 "Smile, Smile, Smile," and "Kiss, Kiss, Kiss"

Two very popular selections recorded as a bells solo. The first from "The Rogers Brothers in Panama," and the other from "The Parisian Model." Both are declared to be the biggest hits in their respective operas. Mr. Benzler's work with the bells is quite as wonderful as his performances on the xylophone. Between the two he has gained a most enviable position among Phonograph Artists. Original arrangement and not published.

Harry Anthony

9786 Bygone Days

A most beautiful sentimental selection by the composers of many ballads of the better sort. The words of the song are reminiscent in character, looking back to bygone days. A decidedly pleasing feature is the violin obligato by Eugene Jaudas. By way of a further change, Mr. Anthony is accompanied on the piano by Mr. Benzler. Mr. Anthony always sings with much feeling, and particularly in this selection his work will be greatly admired. Words, David Reed; music, Ernest R. Ball; publishers, W. Witmark & Sons, New York.

Ada Jones and Len Spencer

9787 Muggsy's Dream

Muggsy (Mr. Spencer) is selling his papers on a cold night. He finds a warm corner in which to take a quiet sleep. At this point in the Record, effects to imitate a runaway horse, a dog's bark and a girl's scream are introduced. The girl is crying for some one to save her dog. Muggsy is right "on the job," and after restoring the "mutt" to its owner is invited to ride with her to her home. After experiencing pleasures almost unheard of, he is rudely awakened by a policeman, and feels rather forlorn when he finds out that it was but a dream. During the sketch Miss Jones sings "Won't You Be My Baby Boy." Original arrangement and not published.

Edward Meeker

9788 I Marched Around Again

A comic song of many laughable situations. Four verses and choruses are given on the Record. The first tells of the singer's experiences in his attempt to marry a second time. His first wife walked in just as the ceremony was about to begin, so he "marched around again." Another tells of a bunco-steerer who offered to sell the Flatiron Building to a rube. He was not successful, however, for as the rube explained: "I bought that building once before." Mr. Meeker's clear articulation makes it possible to hear plainly every word on the Record. Orchestra accompaniment. Words and music, Rose & Snyder; publishers, Rose & Snyder Co., New York.

Edison Symphony Orchestra

9789 The Merry Widow Selection

The popularity of "The Merry Widow" music increases as the operetta becomes better known throughout the country. We listed "The Merry Widow" waltz in December (No. 9701), and the soprano and tenor duet, "I Love You So," in February (No. 9748). We now present in this orchestra selection five singing numbers from this great Viennese operetta, namely, "The Girls at Maxim's", "The Cavalier", "Villa", "Maxim's" and "Women." It is seldom that five such tuneful and charming airs are found on one Record. "The Merry Widow" music was composed by Franz Lehar and is published by Chappell & Co., New York, but our arrangement is by Leader Ecke, of our Concert Band, and cannot be had in published form.

Steve Porter

9790 Flanagan's St. Patrick's Day

It is fitting indeed that Mr. Porter should select St. Patrick's Day as his theme for the March

offering. As Flanagan he relates his experiences in a restaurant, where an Englishman at a nearby table orders rare roast beef, tomatoes and several other articles red in color. Flanagan, not to be outdone, orders green turtle soup, green peas, and most anything else green in color. The waiter asks him whether he wanted anything else, to which Flanagan replies: "I just want that guy over there to say something to me." He then goes on to tell of his further experiences during the day, and makes humorous references to the "A. P. A." and Clancy's fight with three "Orangemen." The sketch concludes with a funny verse by Mr. Porter to the tune of "a little green music."

Edison Male Quartette

9791 The Sword of Bunker Hill

A most impressive quartette Record of a familiar old song. The listing of it will undoubtedly recall to many the days at school where it was a prime favorite, being sung almost invariably on patriotic occasions. The story of the veteran's dying gift to his son is too well known to require description. Special arrangement and unaccompanied. Words by Wallace; music by Covert.

Ada Jones

9792 She Forgot to Bring Him Back

A most amusing story of a wife who had a "lovely lady friend" living next door, who frequently borrowed dishes to entertain a friend at tea. Can you blame the poor wife for being broken-hearted when she discovered that her husband was the only company her neighbor ever had? The neighbor borrowed her husband to help search for a burglar alleged to be in her house, and forgot to bring him back. Miss Jones sings the selection in a most entertaining manner, and brings out the amusing situations in her usual clever way. Orchestra accompaniment. Words, William J. McKenna; music, May Irwin; publisher, Rose & Snyder Co., New York.

Edison Military Band

9793 Down the Field March

The fact that the students of Yale College have made this march one of the airs sung and played at all college functions will be sufficient to give it wide vogue. It also stamps it as possessing more than ordinary merit, for out of the hundreds of compositions written for college use, few survive the first trials. "Down the Field" deserves its success. In our Record the bells are featured in one of the principal strains. Composer, Stanleigh P. Friedman; publisher, Charles H. Loomis, New Haven.

About Credits for Returned Records

Dealers who are getting impatient at not receiving their credit for Records returned under the exchange proposition, should bear in mind that Records were returned to us by several thousand other Dealers, and that to unpack, sort and check them over and make out the necessary credit papers is a task of no small magnitude. We are using every effort to complete the work, but it must necessarily be another two or three weeks before we can complete it. We therefore ask the indulgence of the trade for a short time longer. If the credit does not reach you during January, write us about it.

New Foreign Records

The 9 new Bohemian Records, the 8 new German Records, and the 13 new Mexican Records, all listed in November, will be shipped to the trade early in January. Supplements of these selections have just been mailed to the entire trade. There is scarcely a Dealer anywhere, especially in the cities, who cannot find sales for some of these Records if he tries. To those who understand the languages spoken or sung by them, they are as attractive as domestic Records are to an American. Foreigners are now to be found everywhere in this country, and as they are good patrons of instruments like the Phonograph they would buy rapidly if they knew that they can get Records in their own languages. Look over your field, Mr. Dealer, and see how many you can locate. Then go after them.

Copies of E. P. M. Wanted

We want to get a few copies of the EDISON PHONOGRAPH MONTHLY for each of the following dates: November, 1903; July, 1904; August, 1906, and September, 1906. We will pay ten cents each for a limited number of each, issue if sent at once.

Do Your Part

Did you see that handsome full page advertisement in colors that we had in *Collier's Weekly* for December 14th? Does not advertising of this expensive kind show that we have the greatest confidence in the continued success of the Edison Phonograph? If you will make the same effort to sell as we will to advertise there will be no question about the success of your business in Edison goods.

Keep Up Stocks

We do not want to imitate the hosts of advice givers and tell the Phonograph trade that the way to help restore business confidence is to buy more goods than ever, for we cannot overlook the cruel fact that they will have to be paid for, something that many moralists don't seem to take into consideration. At the same time, there is always a danger in times like these that Jobbers and Dealers will let their stocks run down too low and get caught "without the goods," when the demand returns. We are not going to buy a lot of raw material that we don't need just because some one tell us it's the thing to do. Nor do we expect Jobbers to load up just because we want to sell goods. For the same reason Dealers will not buy to relieve Jobbers of their stock. In all cases the bills must be met and if the money is not at hand there will be trouble.

We would be foolish, however, if we did not buy and have on hand enough raw material to enable us to increase our output at short notice. Jobbers would lack business acumen if they did not keep their stocks in shape to meet any ordinary increased demand from Dealers, and the latter, in turn, will lose money if they do not carry such a stock of Phonographs and Records as will permit them to fill any order that comes their way.

That business in Edison goods is going to be as good as ever after January 1st we feel assured, and we are going to manufacture to meet it. We want Jobbers to place such orders as will bring their stock of Phonographs and Records up to a proper standard and we want every Dealer to make sure that his stock is sufficient for ordinary requirements.

If your stocks are low and you don't want to inventory a new lot on January 1st, send orders for shipment after the first of the year. There is no question that you will need more Phonographs and more Records early in January, and by placing orders ahead you will have gained just so much time.

Send Us Papers

Dealers who have had electros from us for advertising purposes must send us copies of the papers in which they were used, before we will fill any requests for other electros. We are glad to furnish electros to Dealers, but we do so for the purpose of having them used for advertising. It should be a small matter to send us evidence that the electros had been used in this way.

The Use of Mr. Edison's Picture and Signature

During the past four months there has been a tendency among some of our Jobbers and Dealers to use pictures of Mr. Edison for advertising purposes in a manner objectionable to Mr. Edison and ourselves, and so as to make it appear as if Mr. Edison was doing the advertising personally. Consequently we have decided not to permit the use of Mr. Edison's photograph by the trade in any way whatever different from the use to which we put it ourselves. That is, the use of the standard bust picture. As to the trade-mark signature, we will permit its use only in a way to call attention of the public to the fact that genuine Edison Phonographs and Records bear this trade-mark signature. We will not permit the use of this signature in advertising in a way to make it appear that the trade-mark is a signature to some statement purporting to come from Mr. Edison or this company. The use heretofore made of the full-size or three-quarter photograph of Mr. Edison does not meet with either the approval of Mr. Edison or this company; and, in order to prevent repetitions of the uses hereinfore made, we are obliged to draw the line and prohibit the use of such pohotographs in any form.

Special Notice About Mailing Phonograms and Supplements

Beginning with the February Records, Dealers may place Phonograms and supplements in the post office or letter boxes after 5 p. m. on the *day before* the new Records go on sale, so as to reach retail customers in the first delivery on the Record selling day. They must not be mailed so as to reach customers on the day before. The object in establishing a uniform time for distributing Phonograms and supplements at retail is to prevent a species of competition that can only cause confusion and trouble.

Volume 6, No. 1

This issue of the EDISON PHONOGRAPH MONTHLY is designated on the cover page and on page 1 as Volume 6, No. 1. Volume 6 would not begin till March 1st if we continued the old plan of numbering. We think it better, however, to have the volume begin with the January issue each year and have, therefore, made the change that begins with this number.

Advance List of Seven Selections by Harry Lauder The Great Scotch Comedian

The Records named below will be ready for shipment from Orange between February 1st and 10th. Samples of them will be shipped January 1st to all Jobbers whether ordered or not. Jobbers' stock orders received by January 20th will be shipped as fast as possible after February 1st. Care will be taken to make shipment at one time to all Jobbers in the same city. Supplements will be shipped with Records to all Jobbers who request a supply. State quantity required.

19173 Rob Roy Mackintosh.
Descriptive of Rob Roy's first visit to London and Paris, and the havoc he caused among the fair sex in his Highland costume. He sings "They adore me with ma trousers on, but they love me in ma kilts." The song has a rollicking air, which Mr. Lauder handles in his best manner.

19174 She's My Daisy.
Sandy is a soldier man and the admiration of all the "Slaveys." Daisy, his bonny Daisy, is his choice of the lot, and he sings of her charms and of his willingness to lose his spurs before he will lose her. Sandy also tells of an interview he had with his General about keeping the colors and the canteen. He says that he and the General are very thick; in fact, he is the thickest of the two. A clever Record.

19175 Tobermory.
This song was suggested to Mr. Lauder while standing on Gourock pier, Scotland, watching an excursion steamer starting for the west coast. Two Glasgow men, partially drunk, were among the passengers, and from the deck of the boat they were waving bottles of whiskey in farewell to friends on shore. Just as the steamer sailed one of the men yelled out, "We'll fairly knock them up at Tobermory."

19176 We Parted on the Shore.
According to Lauder, many cycles of years had passed since he parted with his sweetheart on the shore. She wept more tears than he had ever seen before. She asked if he would think of her and he replied that perhaps he would. But he had often broken promises before. The singer points out the dangers of being hundreds and thousands of miles out at sea, but adds that it is a long ways from anyone to whom you owe money. The manner in which the singer rolls his r's is an effective part of the Record.

19177 The Saftest o' the Family.
The "saftest" is a younger number who goes to school, but doesn't always get there. Some of the reasons that he assigns for his absences furnish the basis for the song. These reasons must be heard to be appreciated. They are laugh-provoking.

19178 I Love a Lassie.
A letter from his wife was handed Mr. Lauder in Scotland one night as he was finishing a turn, the attendant remarking "I suppose you love the lassies." Mr. Lauder replied, "I'm fond o' a', but I only love yin (one)." This incident gave rise to the song. While not without its humor, it is really a charming bit of sentiment, revealing the actor's love for here with the sale of the Record.

19179 Stop Yer Tickling, Jock.
This was the exclamation of the farmer's daughter when "Jock," in the ordinary process of courting, attempted to kiss her. It was also a frequent remark on the day that she and "Jock" spent at the seashore. Mr. Lauder's imitation of the girl's laughter, when "Jock" was offending, is a feature of the Record. One of Mr. Lauder's best-known songs.

Advance List Edison Grand Opera Records Supplement No. 9, March, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before February 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on February 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on February 25th. Supplements will be shipped with Records when ordered. These may be distributed to Dealers after February 20th, but must not be circulated among the public before February 25th. Jobbers are required to place orders for these Grand Opera Records on or before January 10th. Dealers should place Grand Opera Orders with Jobbers before January 10th to insure prompt shipment when Jobber's stock is received.

B. 60 Figli miei, ("Let Us Pause, O My Brothers"), Sansone e Dalila" **Saint-Saens**

By ARTURO FRANCESCHINI, TENOR Sung in Italian, Orchestra Accompaniment

"Samson and Delilah," a biblical opera, suffered neglect when first it left the composer's hands. It was written in 1872. Two years later it was heard in private, at a performance participated in by the famous Madame Viardot. Not until 1877 was "Samson and Delilah" performed on a public stage—and then Germany was the country to give it welcome, for its first production occurred at Weimar. Three years later France awoke to the beauty and importance of this, one of its finest musical products. Finally, in 1892, the Paris Grand Opera House put the opera on its boards. The present excerpt occurs in the first act, the opening scene of which is laid in the city of Gaza, in Palestine. There is an opening chorus, an appeal to God of Israel, and then Samson enters upon the scene and sings the present aria, which is an entreaty to the people to take faith and hope. Musically, it is a very beautiful bit of writing, full of sincerity.

B. 61 Nonconosci il bel suol, ("Dost Thou Know That Sweet Land"), "Mignon" **Thomas**

By SIGNORINA GIUSEPPINA GIACONIA, SOPRANO Sung in Italian, Orchestra Accompaniment

Ambroise Thomas' most tuneful opera, "Mignon," is founded, in its libretto, on Goethe's familiar "Wilhelm Meister." In the opera, Mignon, daughter of nobel parents, is stolen by gypsies; and she suffers her miserable lot until she is rescued by Guglielmo, a young student, who takes compassion on her and buys her from the gypsy chieftain. Guglielmo asks Mignon about her childhood and parents, and she tells him that she can remember little more than the wretched day on which she was stolen from her home. Guglielmo presses her to recall something more definite about her native land, and then Mignon sings this exquisite aria. This song is not alone the most beautiful bit of sentiment in the entire opera of "Mignon," but it is also among the most popular airs created by Ambroise Thomas.

B. 62 Ronda vom Goldenen Kalb, ("Song of the Golden Calf"), "Faust" **Gounod**

By ROBERT BLASS, BASS Sung in German, Orchestra Accompaniment

In the first act of Gounod's opera "Faust," the aged and life-weary Doctor Faust signs a compact with Mephistopheles by which he is to deliver up his soul if the devil will grant him youth and show him life. This compact is signed and sealed, and the youthful Faust is led forth to find the charm of love and living. The second scene of the opera shows the animated square of a town celebrating its fair. Students, soldiers and maidens are making merry when Faust and Mephistopheles mount the scene. The latter comes upon a group, one of which attempts to amuse his comrades by singing the song of a rat that once sat in the Abbot's cellar. Mephistopheles rudely interrupts the singer and asks permission to join the party and to sing his song. He is pressed to do so, and immediately begins this famous round. The music of this number is stirring in its fine swing and in its rhythm. The melody is rousing in the extreme, and the whole number appeals tremendously to the enthusiasm of the listener.

B. 63 Una furtiva lagrima, ("In Her Dark Eye There Stood the Furtive Tear"), "L'Elisir d'Amore" **Donizetti**

By FLORENCIO CONSTANTINO, TENOR Sung in Italian, Orchestra Accompaniment

Donizetti's comic opera, "The Elixir of Love," has, of recent years, again come to occupy a position of vogue with the opera-going public. For some time the work was little more than a name to most opera-goers, but with its revival came the quick recognition that this work contained some beautiful music and among the several attractive numbers embraced by this opera none is more charming than this tenor aria. It is sung by Nemorino, toward the close of the opera, just before he learns that Adina is really devoted to him. Its measures are laden with pleading melodious beauty.

B. 64 Canzone del Torrero, ("Song of the Toreador"), "Carmen" **Bizet**

By GIUSEPPE CAMPANARI, BARITONE Sung in Italian, Orchestra Accompaniment

The curtain of the second act of Bizet's immortal masterpiece, "Carmen," rises upon a scene in the tavern of Lillas Pasta. Gypsies, smugglers and officers are scattered about, and the gypsy girls dance to the accompaniment of tambourine and castanet. Carmen and her comrades, Frasquita and Mercedes, participate in this lively scene. Just as it is about to conclude there passes a torchlight procession which proves to be the escort of the bull-fighter, Escamillo, who had done valorous deeds in the arena at Granada. He is welcomed by the party. He of unbounded enthusiasm and it is fiery in its surge. The tender portions refer to the Toreador's love, the inevitable lady who casts smiles upon him and is charmed by his gory deeds. In this particular case it is Carmen under whose glances Escamillo languishes. The excerpt is the most popular one in "Carmen"—and that is exalted praise indeed.

Records by Harry Lauder

The seven Edison Records by Harry Lauder, the famous Scotch comedian, listed on another page, should receive more than ordinary attention at the hands of Edison Jobbers and Dealers, for they only need to be placed before the public in the proper manner to create large sales. The Records are unique and unlike anything else in our catalogues. They are the kind that "grow on you" with each playing—your appreciation grows each time you hear them. When you have mastered their dialect (and it is not hard to do so) and have pictured in your mind that they are being sung by one of the funniest artists on the stage, you cannot fail to regard them as about as entertaining Records as you have ever heard. Their merit entitles them to the same sale as the monthly list of Edison Records. Every Dealer who buys the latter should buy the Lauder series.



HARRY LAUDER.

These Records will be ready for shipment after February 1st, and as the probable demand is difficult to determine, we hope that Jobbers and Dealers will place orders promptly. Special supplements for retail distribution will be printed and shipped with Records when ordered by Jobbers.

As an imitator of Scotch characters Harry Lauder probably has no equal. His renditions of Scotch songs may be compared to the coster songs of England. His characters are from similar walks of life, but they speak in Scotch dialect instead of English. Fifteen years ago Harry Lauder was a miner in the coal pits of West Scotland, amusing his comrades with his songs and imitations and glad to earn an occasional shilling or two at a village entertainment. Today he is the best-known comedian in the British Isles, is one of the most popular and is the highest salaried man in his class. Last November he was induced, by the offer of an unusual salary even for high-class artists, to play a limited engagement at the New York Theatre. He there duplicated his home success. He drew crowded houses at every performance. He became the lion of the hour, dividing the honors with the most famous singers and actors then appearing in New York. Much of Mr. Lauder's great success depends upon his ludicrous make ups, his mannerisms and his inimitable impersonations. These features are lacking in his Records, and yet the latter are brimful of jovial laugh-impelling humor.

Edison Phonographs appeal to the multitude, to your present customers and to those whose money you cannot get in any other way. When you put an Edison Phonograph in a home that home becomes a steady source of revenue because it is the new Edison Records that make the Phonograph a continuous pleasure.

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

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VOL. VI. January, 1908 No. 1

No Let Up of Any Kind

In spite of the present depression in business generally, the outlook for Edison Phonographs and Edison Records in 1908 never was brighter. Business may be a little slow during January and possibly part of February, but by March 1st we feel sure that the volume of sale will be as great as at any time in the history of the Phonograph. The remainder of the year, we predict, will show as great a gain as ever. As an evidence of our belief that such will be the case, we have made no reduction in the amount we are spending for advertising and have decided to make no change in any of our advertising plans for the coming year. We shall do just as much newspaper advertising, use just as much, or even more, space in magazines and similar periodicals and there will be no less billboard advertising, no fewer railroad bulletins, more electric and other painted signs and larger editions of all kinds of catalogues, supplements, folders, cards and other forms. We are not going to lose any of the impetus that the Edison business has gained, and if we can get the co-operation of Jobbers and Dealers we will not only hold our own but we will all make great gains.

Our January Advertising

The illustration shown in the reproduction of our January magazine advertisement on page 20 is made from a sketch drawn especially for us by James Montgomery Flagg, one of the best known American artists of the present day. The character of the sketch is equal to any of the work that Mr. Flagg is contributing to the best magazines.

Last Call for Unsigned Dealers

This is the last copy of the EDISON PHONOGRAPH MONTHLY that will be mailed to Dealers who have not signed the new Agreement. Just as soon after January 1st as we can check up the Agreements received prior to that time, we shall remove from our lists the names of all unsigned Dealers and will deny such firms the privilege of buying Edison goods at Dealers' discounts. We don't want to drop a single name. We want to see every firm now selling Edison Phonographs continue in the business and make it a greater success than ever. We have the utmost faith in the future of the business and believe the ability of a Dealer to make money out of it depends entirely upon himself. We are going to render greater assistance than ever in aiding Dealers to sell our goods during 1908 and no enterprising firm should drop the line now, or permit his interest to decrease. Even though a Dealer's Agreement does not reach us until after January 1st, it will still be in time for reinstatement. Because business may be a little quiet just now, don't give up the line. Business is coming back very rapidly and it is going to be bigger than ever next year. Stick to it.

Suspended Lists

Separate copies of the list of suspended Dealers will no longer be mailed to Dealers. The list will appear in each issue of the PHONOGRAPH MONTHLY, and Dealers are expected to give it the same attention that they would give to a separate list. Jobbers will continue to get separate copies of the entire list, and also special notices of suspensions in their territory.

Electrotypes Cut From Catalogue

The trade is advised that the following electros shown in our Catalogue, Form 852, are now obsolete and we are not in a position to fill further orders for them.

Nos. 502, 516, 527 and 528, on page 8.
Nos. 531, 532, 533 and 534, on page 9.
Nos. 535 and 536, on page 10.
Nos. 545, 546, 547 and 548, on page 13.
No. 549, on page 14.
Nos. 552, 553, 554 and 555, on page 15.
Nos. 580, 581 and 582, on page 19.
Nos. 615, 616 and 617, on page 24.
No. 637, on page 30.
No. 655, on page 32.

We have also decided not to list smaller electros than a single column size of our various machines, and will not, therefore, be able to fill orders for cuts similar to Nos. 501, 521, 541 and 561.

Our reason for discontinuing the furnishing of electros with flower horns is that they are practically the same as the horn now being furnished with all our machines, and since we are now filling orders for electros illustrating the new equipment, it seems unnecessary for us to carry a stock of such numbers as 525, 526, etc.

Dealers will save us considerable correspondence if they will make note of the above corrections in the Electrotype Catalogues in their possession. We are correcting all of our originals so as to show the new equipment, and expect in the near future to issue an up-to-date Electrotype Catalogue.

Our Advertising "Extra"

What did you think of our newspaper "Extra" mailed out during December? Wasn't it novel? It is seldom that we care to indulge ourselves in so much conceit or egotism, which ever it may be, but we couldn't resist the temptation of laying before the trade some statements about our advertising plans, especially when everybody is talking as if business was going to the demnition bow-wows, and we wanted to do it in a way that was out of the ordinary. You'll admit that it was unusual, won't you? It did sound like a lot of brag, we'll admit, and yet we said nothing that was not well within the limits of the truth. The amount that we are spending to bring trade to your doors was understated, if anything. Did not the "extra," as a whole, make you feel as if you were tied up to a good business proposition, and didn't you declare to yourself that you would do your share in making 1908 the greatest year ever? If it didn't, then we are afraid that you lack that essential part called enthusiasm.

New Horn a Decided Selling Advantage

When you sell an Edison Phonograph you sell a complete machine, ready for use. The horn and supporting crane go with it, as a part of it and are included in the price. The new Edison horn makes a quick appeal. It looks the part—large, prettily shaped and designed in every way to set the Phonograph off to fine advantage.

You need carry no horn stock for the benefit of Edison Phonograph customers. The Edison horn which they get with the Phonograph is exactly what they want—made exclusively for the Edison instrument in a shape and size best calculated to enhance its sweet, clear tones.

The price protection which Edison Dealers have always enjoyed is now as true of horns as of Phonographs. The same prices for complete Ediphone prevails everywhere and every Dealer is assured of a good horn profit as well as a good Phonograph profit. Taking it all in all, the new equipment of the Edison Phonograph is the most important happening in the talking machine world.

Australian Comments

B. G. Holton, manager of the New Century Talking Machine Company, Auckland, N. Z., writes the following:

Just a few lines in praise of the Edison goods. The following unsolicited testimonials have reached us lately, and no doubt may prove useful to you for insertion in your valuable trade medium:

A mail-order client sent for two Records that were out of stock in the Edison, so we forwarded two others of same title in different make, which drew forth this reply: "The *song* is passable, but the *band* is *simply diabolical*, and if that is a good band selection, I shudder to think what the bad ones are like. At any rate, I have decided to purchase none but Edison Records in future." He also wished to subscribe to the new *Phonogram*.

Another client sent his Edison reproducer in from the country for repairs and wanted it returned first possible chance, as he says he will be quite lost without his "Phonograph."

A dealer says: "The last lot Edison Records received were very satisfactory, and what I like about the Edison Records is the scarcity of dead stock. The orchestra accompaniments put all other kinds of Records completely out of business."

Another Dealer says: "I do not think one person has asked to hear the 'disc machine' since the Edison goods have been in the store. We tell them: 'Hens cackle when they lay an egg.' Mr. Dealer, *Edison goods are golden eggs*, and when you have them 'cackle' and let the public know (advertise).

Printed Matter

We regret that the semi-annual edition of the Numerical and Alphabetical Catalogue for the trade, due January 1st, will not be ready for use till February. Orders from Jobbers will not be filled till after it is mailed to the trade, and even then the orders must be limited. This catalogue is for *trade use only*, and as we will mail one copy to every Dealer there is no occasion for Jobbers wanting large quantities.

Supplements of the new Bohemian, German and Mexican Records, forms Nos. 1249, 1251 and 1252, respectively, have just been mailed to the trade. Jobbers will supply these supplements to Dealers stocking the Records.

Quantities of a new colored hanger, Form No. 1260, have been shipped to all Jobbers. It will not be mailed. Dealers may obtain copies from their Jobbers. The hanger shows a charming girl of the Colonial period, and a feature is a bar of music from the old ballad "Love's Old Sweet Song." The hanger is a companion to the Dixie girl hanger issued a short time ago.

Copies of another hanger are being mailed to the entire trade with this issue. It is Form No. 1289. This is of a more striking character, because of its brilliant coloring. It shows a group of cowboys gathered around an Edison Phonograph and being entertained with songs reminding them of their Eastern homes. It is called "Voices from Home."

No Change in Phonogram and Supplement Date

No change has been made in the date when Jobbers may supply Phonograms and supplements to Dealers, because none seems to be necessary. The advanced date for selling new Records at retail still leaves Dealers four days in which to get them ready for mailing, and this time ought to be sufficient for the purpose. Jobbers will please continue to supply them on or after the 20th, as heretofore.

Any talking machine will bring a crowd to your door, but an Edison Phonograph will bring customers. It is one thing to draw a crowd and another thing to sell goods. To listen to an Edison Phonograph is to be impressed by its superiority, its wide range, its perfect reproduction of sounds. Those that come to hear, stay to buy. It isn't alone the advertising that makes the Edison easy to sell. It is also the Phonograph itself which, once heard, is its own best advertisement.

Name of "Ideal" Changed to "Idelia"

Because of the difficulties in some countries of registering dictionary words as names of Phonographs, the name of the new Ideal Phonograph has been changed to "Idelia." This is a coined word. The change will be made effective as fast as catalogues are reprinted and new transfers will be placed on the Idelia horns as soon as possible. The similarity in the old and new names will prevent confusion being caused by the change.

Another Injunction Against a Price Cutter

We print in full below copies of an order and writ of injunction obtained by the National Phonograph Co. against John G. Adams, doing business under the name of the Philadelphia Record Exchange, Philadelphia. The injunction in this case is of more than ordinary interest, because of the fact that not only was it obtained against a party selling Edison Records at a cut price, but Adams was not an authorized Edison Dealer and never had signed our Dealers' agreement. The decision again makes it clear that Edison Records cannot be sold at cut prices, even though an individual has not signed our agreement. The papers:

UNITED STATES CIRCUIT COURT.
Eastern District of Pennsylvania.

New Jersey Patent Co. and National Phonograph Co., Complainants,	IN EQUITY. No. 18. October Session, 1907.
John G. Adams, doing business under the name of the Philadelphia Record Exchange, Defendant.	

Present—McPherson, J.

Complainants having exhibited their bill of complaint in this cause, charging the defendant with infringement of letters patent No. 762,375, to J. W. Aylesworth, for Composition for Making Duplicate Phonograph Records, issued February 16th, 1905, to the complainant, New Jersey Patent Company; and the defendant having admitted that said New Jersey Patent Company is the exclusive owner of said letters patent, and the licensee National Phonograph Company has exclusive license under said letters patent; that said letters patent are good and valid in law, that said defendant, John G. Adams, has infringed each and all of the claims of said letters patent; and that said complainants are entitled to a perpetual injunction, accounting and costs; and said defendant having agreed that a decree and injunction should issue directing and perpetually restraining him from any further infringement by the use or sale of said patented articles, it is by the Court

ORDERED, ADJUDGED AND DECREED as follows, to-wit:

That said letters patent No. 762,375, to J. W. Aylesworth, for Composition for Making Duplicate Phonograph Records, issued February 16th, 1905, are valid in law; that New Jersey Patent Company is and was valid in law, and that said New Jersey Patent Company is the exclusive owner of, and said National Phonograph Company is the exclusive licensee under said letters patent as alleged in their bill of complaint; and that said defendant, John G. Adams, has infringed upon each and all of the claims of said letters patent, and that said complainants are entitled to restrain the said defendant from further infringing the patent and the exclusive rights of said complainants in the premises, in the said bill mentioned, to any and to the extent permitted by law or equity: We, therefore, in consideration thereof and also of the particular matters in the said bill set forth, do strictly command and enjoin you, the said John G. Adams, your servants, workmen and agents, and all acting under or with you, that henceforth you do absolutely desist and refrain from directly or indirectly selling, or using, or causing or procuring or aiding in the selling, in any way or manner, directly or indirectly, articles made according to the invention described and claimed in the claims, or either of them, of said patent No. 762,375, set out in said bill of complaint.

Witness the Honorable Melville W. Fuller, Chief Justice of the Supreme Court of the United States, at Philadelphia, this 20th day of November, A. D. 1907, and in the one hundred and thirty-second year of the Independence of the United States.

GEORGE BRODBECK, JR.,
Deputy Clerk.

That the complainants, New Jersey Patent Company and National Phonograph Company, are entitled to recover from the defendant, John G. Adams, the profits derived by said defendant and the damages sustained by said complainants by reason of the aforesaid infringement of said claims by said defendant, and it is hereby referred to ..... to ascertain and report to this Court the amount of said profits and damages and to report thereon to the Court;

That the said defendant, John G. Adams, his clerks, attorneys, agents, servants and workmen be perpetually enjoined and restrained from any further manufacture, use or sale of articles embodying the invention of said letters patent No. 762,375; and

That the said complainants do recover from said defendant, John G. Adams, the costs of this suit to be taxed.

BY THE COURT.

Attest:
GEORGE BRODBECK, JR.,
Deputy Clerk.

I agree to the entry of the Above decree.
CORNELIUS HAGGERTY, JR.,
Atty. pro John G. Adams.

UNITED STATES CIRCUIT COURT.
Eastern District of Pennsylvania.

New Jersey Patent Co. and National Phonograph Co., Complainants,	IN EQUITY. No. 18. October Session, 1907.
John G. Adams, doing business under the name of the Philadelphia Record Exchange, Defendant.	

WRIT OF INJUNCTION.

United States of America, Eastern District of Pennsylvania.	ss.

The President of the United States, to John G. Adams, Greeting:

Whereas, New Jersey Patent Company and National Phonograph Company lately exhibited their bill of complaint in equity in the Circuit Court of the United States, for the Eastern District of Pennsylvania, bearing date the 20th day of November, A. D. 1907, against you, the said defendant, praying to be relieved touching the matters therein complained of, and especially that you, John G. Adams, and all acting under you may be restrained from further infringing the patent and the exclusive rights of complainants in the premises, in the said bill mentioned, to any and to the extent permitted by law or equity: We, therefore, in consideration thereof and also of the particular matters in the said bill set forth, do strictly command and enjoin you, the said John G. Adams, your servants, workmen and agents, and all acting under or with you, that henceforth you do absolutely desist and refrain from directly or indirectly selling, or using, or causing or procuring or aiding in the selling, in any way or manner, directly or indirectly, articles made according to the invention described and claimed in the claims, or either of them, of said patent No. 762,375, set out in said bill of complaint.

Witness the Honorable Melville W. Fuller, Chief Justice of the Supreme Court of the United States, at Philadelphia, this 20th day of November, A. D. 1907, and in the one hundred and thirty-second year of the Independence of the United States.

GEORGE BRODBECK, JR.,
Deputy Clerk.

Photographs of Edison Artists

Dealers who are asked by Phonograph customers where photographs of Edison artists may be had are probably not aware that the Channell Studio of Photography, 20 Harrison street, East Orange, N. J., making a specialty of supplying cabinet photographs of all artists at thirty-five cents each, with special discounts to the trade, or the same photographs in framed effects may be had for fifty cents each. A supply of these photographs may also be had through Edison Jobbers.

Phonogram Information

The *Phonogram* continues to be a popular piece of literature with the trade, and the fact that its monthly issue remains unchanged at nearly 600,000 copies shows that Jobbers and Dealers regard it as a useful means for disseminating information about new Records, and as a good medium for increasing Record sales. It is practically the only piece of advertising matter for which the National Phonograph Company makes a charge. The price placed upon it, however, does not cover the cost of production.

The forms of the *Phonogram* close ten weeks before date of issue and printing is completed two months in advance of date. Dealers desiring to get a supply to mail to their customers must order them of Jobbers two months in advance, and we cannot agree to fill Jobbers' orders unless placed with us a similar period in advance. Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1,000 copies	$2.50

Smaller quantities pro rata.

Imprinted with Dealer's name and address, 20 cents additional, without regard to quantity. No orders filled for less than 500 copies required imprinted. Blank imprinting orders must be for multiples of 500.

Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ .20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.50
Fifty copies to one address, per year	2.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

Courtesy Pays

Some time ago we referred a retail inquirer to a Philadelphia Dealer, and he bought a Phonograph and a good supply of Records. The inquirer later wrote as follows:

"I must say a few words, also, for the young man you recommended me to, for his willingness in every way to instruct me in the management of it—for he displayed much patience in order to get me to understand all that was necessary to give satisfaction."

Because of his courtesy and kindness this Dealer has made a friend of his customer that no competition can effect. It probably took a little more time than usual to be courteous, but that it will pay handsomely in future sales we have no doubt.

Kohler & Chase Temple of Music Building

Kohler & Chase are now fully established in their Temple of Music Building on Second avenue, between Union and University streets, Seattle, Wash., and have one of the most up-to-date, convenient and original music emporiums in the entire West. The firm occupies the entire five-story and basement brick building, with the exception of a few offices on the top floor. The building is elegantly furnished throughout, many of the individual piano display parlors above the first floor being carpeted with velvets, an innovation in music room floors in this part of the country. The fixtures are of the latest pattern, and the electrical effects extremely artistic. The first floor is taken up almost entirely with small instruments and sheet music. On the mezzanine floor is the firm's offices and the talking machine department. On the second floor is the piano display stock, where more than 200 pianos of many makes can be seen. On the third floor are the auxopianos, the piano players and parlor organs. More pianos and organs are on display on the fourth floor, and the main stock is in the basement.

The top floor is set apart entirely for art and music, where some of the best-known artists in the city are housed. The firm of Kohler & Chase is one of the most widely known music concerns in the country, the main headquarters being at San Francisco. The local business is under the direct management of Horace Chamberlain. The president of the firm is Quincy A. Chase, who established the business fifty-seven years ago. His son, George Q. Chase, is vice-president, and Thomas F. Winter is secretary. The entrance to the new building is especially attractive, and the firm considers that it has one of the most advantageous locations in the city.

More Phonograph Jingles

Below are given some additional jingles submitted in the Washington Evening Star contest:

A Phonograph for Christmas, we would suggest—
No better gift in which you could invest.
The Edison will entertain with song or jest,
And it's always ready to play upon request.

Edison, the wizard, the wonderful magician,
Has given to the world an automatic musician.
To the Phonograph we owe a great deal of pleasure.
They give us all the new operas in correct time and measure.

You should buy a Phonograph for Christmas Day.
It will furnish music, either sad or gay;
Will sing a song, or hand selection play.
It's the very thing to drive dull care away.

On winter evenings 'tis my delight,
To listen to music that is catchy and bright.
From an Edison Phonograph whose tones are so sweet,
It entrances its listeners. Oh, what a treat!

If you want to get a present for your wife at Christmas time,
Buy an Edison Phonograph and you'll find the music fine.
It will be a joy and pleasure to your friends both old and new,
And your family will bless you and vote you popular, too.

Don't worry over how to entertain your friends—
The Phonograph, a welcome to your guests extends.
It plays, in short, a thousand pieces; tells care away.
An Edison's the thing to make an evening gay.

The Edison Phonograph in the home is a prize,
It entertains the old and young, the foolish and the wise.
If you do not possess one, your lonely home to cheer,
Purchase one for Christmas, to start the glad New Year.

"I cannot sing the old songs,"
Which formerly I knew,
For the reason I must confess—
I cannot sing at all.
An Edison Phonograph I'll buy,
With songs both new and old;
For this fine invention, one can't deny,
Is worth its weight in gold.

The Edison Phonograph gives pleasure untold,
It makes both old and young folks laugh and the old.
No home without it is ever complete,
So at Christmas be sure to give some one a treat.

A wonderful invention is the Edison Phonograph.
In a voice distinctly human it can cry or laugh.
Can sing, recite or play; every note is clear and true.
It is every way surpasses all that the others do.
If you want a Phonograph, and don't know which to buy,
Make mistake, get Edison's; it's above the rest "sky high."

Here's to the Edison Phonograph.
The best the world has ever known.
It makes both old and young folks laugh
To listen to its musical tone.

E is to Edison; to Phonograph it's see,
But put the two together and an E-see thing you've got
To play a tune or sing a song,
Morn or eve, or all day long.

Easy it is to be merry,
Drinking Hires' root beer cheery,
In Edison's Phonograph
Is where you find the joy weary;
O, tired heart, be not dreary,
Now is the time to laugh."

To keep your boys and girls at home at night,
So they won't always be beyond your sight,
Get an Edison Phonograph and hear them shout,
"We'd rather stay home, we don't want to go out."

There are some who like a tenor voice, and some a high soprano;
Some folks prefer the violin, and others the piano;
Some like the music of a band, melodious, loud and strong;
Some like the ancient ballad, and some the rag-time song.
For all these folks of different tastes a Phonograph's the thing
To drink their favorite music from as from a magic spring.

For young and old, girl or boy,
The Edison Phonograph has any toy.
Its music to the home brings cheer;
So buy one for your family dear.

If you're feeling sad and weary from the troubles of the day,
And long for some amusement to drive dull care away,
No matter your fancy craves—music, song, or laugh—
Your every wish is gratified with an Edison Phonograph.

The Edison Phonograph, there's nothing it cannot do.
It can sing, talk, and give good music, too.
Songs that make the tears flow, and stories that make you laugh.
Can all be produced on this wonderful Phonograph.

In selecting gifts to present to your friends,
I beg to call again to call your attention
To a beautiful Edison Phonograph—that marvelous invention.
The Edison Phonograph—that marvelous invention.
Is still best almost anything else you can choose;
It will brighten the home—it's a cure for the "blues."

Classical Music With the Phonograph

The B. E. Nelson Drug Co., Edison Dealers at Granite Falls, Minn., sends the following copy of an announcement made in the *Granite Falls Journal*, of a concert of classical music given by an Edison Phonograph at their store on November 16th. We print the programme as well as the announcement, because it is one of unusual excellence and will serve as a model for other Dealers who may not be so familiar with classical music. Such a programme would not be possible with any other type of musical instrument.

AN HOUR OF CLASSICAL MUSIC

Recognizing the importance of cultivating a taste for classic music, especially in the young, the B. E. Nelson Drug Co., have arranged for a programme to be presented at their store, free of charge, by artists of world-wide reputation, including the wonderful Alma Jacoby, contralto, and the inimitable baritone, Sig. Scotti, which will meet with the approval of the most finished musicians. This concert will be presented next Saturday evening from 8 to 9 o'clock, and you are invited to be present with your family. Do not miss this opportunity to hear virtuosos whom you may never have the good fortune to hear again. They will also give a concert of miscellaneous music in the afternoon from 3 to 4 o'clock to accommodate those who cannot be present at the evening performance. The management have arranged the following:

PROGRAMME
November 16, 1907.
PART I.

1. Overture to "William Tell".....*Rossini*
CONCERT BAND
2. "Danube Waves" Waltz.....*Ivanovici*
STRAVINSKY ORCHESTRA
3. Soprano Solo—"The Last Rose of Summer," from "Martha".....*Flotow*
MISS HELENA TORPE
4. Flute Solo—"La Traviata".....*Verdi-Popp*
EUGENE C. HINE
5. Violin Solo—"El Miserere," from "Il Trovatore".....*Verdi*
CHARLES D'ALMAINE
6. Selection from "Faust".....*Gounod*
CONCERT BAND
7. Baritone Solo—"Quand' Ero Paggio," from "Faust".....*Selected*
SIG. SCOTTI
8. Cornet Solo—"Oh Promise Me".....*DeKoven*
EDOUARD KIEFL
9. Clarinet Solo—"Dreaming" Waltz.....*Waldteufel*
WILLIAM TOWNE
10. Violin Solo—"Spring Song".....*Mendelssohn*
CHARLES D'ALMAINE
11. Cornet Solo—"La Serre" Polka.....*Hazel*
JOHN HAZEL
12. Clarinet Solo—"Then You'll Remember Me," from "Bohemian Girl".....*Balfe*
WILLIAM TOWNE
13. "Hearts and Flowers".....*Tobani*
PEERLESS ORCHESTRA
INTERMISSION.
PART II.

1. Overture to "Fra Diavolo".....*Auber*
CONCERT BAND
2. Intermezzo from "Cavalleria Rusticana".....*Mascagni*
STRAVINSKY ORCHESTRA
4. Cornet Solo—"Inflenetzas, from Stabat Mater".....*Rossini*
EDOUARD KIEFL
4. Baritone Solo—"The Heart Bowed Down," from "Bohemian Girl".....*Balfe*
SIG. SCOTTI
5. Harp Solo—"Angel Serenade".....*Braggs-Hasselman*
CHARLES SCHUETZE
6. Violin Solo—"Then You'll Remember Me," from "Bohemian Girl".....*Balfe*
CHARLES D'ALMAINE
7. Contralto Solo—"Ah! Fors Clava'," from "Faust".....*Gounod*
MME. JACOBY
8. "El Miserere," from "Il Trovatore".....*Verdi*
CONCERT BAND
9. Cornet and Clarinet Duet—"Hear Me, Norma".....*Bellini*
JOHN HAZEL AND WILLIAM TOWNE
10. Baritone Solo—"Old Folks at Home".....*DeKoven*
IRVING GILLETTE
11. Violin Solo—Dalbert's 5th Air.....*DeBeriot*
CHARLES D'ALMAINE
12. Violoncello Solo—"Ave Maria".....*Gounod*
HANS KNOGLE
13. "Heavens Are Telling," from "The Creation".....*Haydn*
CONCERT BAND

Sell Records and Blanks

The constantly increasing sale of Edison Recorders and Blanks shows that more and more Dealers are recognizing the business to be gained by interesting Phonograph owners in making Records at home. Our business in both Recorders and Blanks has grown to large proportions. It will pay every Dealer to give the subject more attention and get some of this extra business. Below we print a letter sent out to Phonograph owners by Charles R. Zacharias, an Edison Dealer at Asbury Park, N. J.

DEAR SIR:—Increase the value of your Phonograph by purchasing a Recorder, and make your own Records.

Anyone can make them; it doesn't require any knowledge of music. Then your friends all have some little stunt they do more well. One tells a funny story, another plays the mouth organ, others sing songs, or other things that would make a fine Record.

You have photographs of their faces, why not have one of their voices?

An Edison Recorder is a wonderful device. It adjusts itself automatically, is simple to operate, and costs you $3.00.

The Edison Shaved Blanks are twenty cents each, and can be used over and over for entertaining.

Half the fun of owning a Phonograph is in making one's Records.

Then your friends gather in for a social evening, then is the time you will appreciate its real worth, as the bright sayings of your friends present can be made permanent and a reminder at other happy times past.

We are enclosing you a booklet of "Hints of Record Making," and trust it will prove of interest to you.

French Records

Again I wish to congratulate you on the nice French Records you have just issued. Like the first lot, these forty-two new Records are beautifully registered and give a perfect life-like reproduction. If I may give you a hint for a future choice of French songs, I will say that there is a larger sale of Mercadier's Records than of any other singer's, and that any quantity of that singer's Records will be sold by scores.—*Joseph Beaudry, Quebec, Can.*



EDISON
PHONOGRAPHS

Auld Lang Syne

And other old songs are rendered just as well by the Edison Phonograph as the modern popular airs. "All music for all people"—that is the motto. You are losing much every day by not becoming the owner of this wonderful entertainer.

GEORGE WHEELER
218-220 Chestnut St.,
Dalton, Tenn.

☞Electro in above ad is: Single column wide, No. 661. Double column wide, No. 662.



EDISON
PHONOGRAPHS

EDISON invented the Phonograph. He made it an entertainer for all. It is manufactured at a price which everyone can afford, and we sell it on the easy-payment plan so that no one need be without it.

Have you heard and seen the new model?

JOHN HARPER
PHONOGRAPHS
88-90 Ormand Street
Chicago, Ill.

☞Electro in above ad is: Single column wide, No. 663. Double column wide, No. 664.

Ready-Made Ads

Another set of three ready-made ads for trade use are presented on this and the next page. They tell their own story. They are designed to assist Dealers in doing newspaper advertising in their own cities and towns, and thereby divert to their stores some of the benefits of the advertising we are doing in a general way. The "copy" is only suggestive. If you can write some that you think is better, or that fits your conditions better, write it by all means. No one has a monopoly of writing "pulling" ads; you may be able to do it better than an expert. It is important, first, to do the advertising, and second, to make an interesting appeal to the public.

Local Dealers have many advantages over out-of-town competition in being able to deliver machines right into a purchaser's home at the same price as paid at a distance. He can also offer his assistance in giving patrons such attention as they may need from time to time.

We are again willing to send any three of the above cuts on the same conditions as last month, namely, application to be made on the blank opposite, or the same form copied in a letter, and copies of newspaper in which they are used to be sent to our Advertising Department at Orange, N. J. Dealers who have had electros in the past must show that they have used them (unless they have already done so) before we will send any of the new series.



EDISON
PHONOGRAPHS

A business man's best relaxation comes in the form of music available with the least effort. You want, in two words, the Edison Phonograph. It gives not only the new popular airs, but also all kinds of music. It can be adjusted perfectly to your taste in entertainment just as it can be adjusted to your pocket-book in purchasing.

JOHN WESBROOK
23 Ogden Street
Denver, Col.

☞Electro in above ad is: Single column wide, No. 665. Double column wide, No. 666.

REQUEST FOR ELECTROS

NATIONAL PHONOGRAPH CO.
ADVERTISING DEPARTMENT, ORANGE, N. J.

DATE.....190..

Mail Electros No.....

We agree to use them in newspaper advertising and to send you copies of papers containing them before asking you for other electros. We intend running a.....inch advertisement.

Name.....

Street.....

City and State.....

We buy through.....

Edison Dealers who have not signed the Agreement are urged to do so before January 1st, if they intend continuing in the business. Shortly after January 1st we shall remove from our files and mailing list the names of all old dealers who have not re-signed.

SIGN NOW AND SAVE TROUBLE FOR YOURSELF, YOUR JOBBER AND US.

SUSPENDED LIST, JANUARY 1, 1908

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—Thomas McGuire, 876 Main st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

COLORADO.

Boulder—Bentley & Craig.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Changsston—Eggleston Bros. or Eggleston Music House; or P. Eggleo. on, Prop.; also Danville, Ill.

Chicago—A. Gloss & Son, 727 W. North av.

Coshenille—Geo. Swinehart & Son.

Danville—Eggleston Bros. or Eggleston Music House, or P. Eggleston, Prop.; also Champaign, Ill.

Kempston—C. S. Bute.

Ottawa—Edward Harris.

Pecrin—H. Meyer, 1307 S. Adams st.

Quincy—Gilles Bros., 127 North 4th st.

Rockford—F. P. Whitaker 618 Hampshire st.

Wheaton—E. Irving.

INDIANA.

South Bend—Eugene Marsh, 122 Vistula ave.

South Bend Book Bindery, Robert Labott, Prop., 203 North Michigan st.

IOWA.

Burlington—John P. Weiss, 711 Jefferson st.

Cushing—Bulbeck & Jarman.

Independence—W. S. Parker & Co.

McClelland—J. W. Rounds & Co.

IOWA—Continued.

Mederville—John J. Carpenter.

Sioux City—Hattenbach Bros. Co.

A. V. Larimore, 513 Fifth st.

State Center—Ora Bargeson.

*Whiting—The Custer67 & Whiting Co.

KANSAS.

Clay Centre—E. M. Gowenlock.

Lawrence—Bell Bros.

Topeka—E. H. Krouse, 610 E. 4th st.

Wichita—Frank M. Powell, 132 N. Main st.

KENTUCKY.

Louisville—Irvine Simons, 342 W. Market st. (formerly 543 W. Market st.).

MAINE.

Biddeford—W. H. Fuller.

Gardner—O. H. Cobb, 293 Water st.

Lewiston—C. H. Cook.

Livermore Falls—W. Stetson.

Oldtown—H. M. Burnham.

Waterville—Frank Blanchard, 156 Main st.

MASSACHUSETTS.

Boston—Henry H. Savage, 146 Hanover st.

H. Slugg, 25 Leverett st.

Florence—William Gates, 87 Main st.

Franklin—H. P. Blackmar.

Great Barrington—Frank W. Wheeler, Main st.

Lawrence—Lord & Co., 314 Essex st.

E. O. Meaher, 420 Essex st.

Malden—A. T. Fuller.

Nantucket—Arthur M. Taylor.

New Bedford—H. B. DeWolf.

Somerville—S. J. Winchester, 38 Summit ave.

Woburn—Thorn Gillette, 37 Pleasant st.

Worcester—Lovell Co., Phonograph Department.

Worcester—Joseph Tatnuck, 144 Front st.

Guy Furniture Co., 621 Main st.

SUSPENDED LIST CONTINUED.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Schwankovsky & Co.

Hillsdale—Rothfuss Music Co., (William Rothfuss, Geo. M. Rothfuss and Frank H. Lewis.)

Detroit—F. J. Schwankovsky.

Saginaw—Eugene W. Emendorfer.

Alpena—C. Calahan, 217 Genesee st.

Tierney Bros., 217 Genesee st.

MINNESOTA.

Willmar—Willmar Furniture Co., Ruble Block.

St. Cloud—Fritz Guy.

MISSOURI.

Ewing—Uel R. Ewalt.

Fayette—Linda Hardware Co.

Kansas City—The Wittmann Co.

St. Louis—Knight Cycle Co., 1218 Olive st.

NEBRASKA.

David City—John Albright.

Lincoln—The Wittmann Co.

Omaha—The Wittmann Co.

Piano Player Co.

Red Cloud—Albright Bros. or J. P. Albright.

Sterling—Sterling Drug Co., W. G. Morrill, Prop., and W. G. Morrill, M. D.

NEW HAMPSHIRE.

Dover—H. C. Ingalls & Co., 444 Central ave.

Hillsboro Bridge—S. M. Barnes.

Manchester—A. E. Duman.

Nashua—F. A. McMaster & Co.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 22-24 Arkansas ave.

Bayonne—Jay Wolpert, 460 Avenue D.

Jersey City—W. L. Hoffman, 151 Montgomery street.

Long Branch—A. N. Alexander, 103 Broadway.

Atlantic City—Sam'l D. Wolf, 22-24 Arkansas ave.

Newark—E. L. Colcord; also New York City, R. Rosenthal, Prop., Springfield Ave. and Spring Garden st., Springfield ave.

D. Reinhorn, 91 Springfield ave.

Passaic—Jos. Schaffer.

Paterson—Chas. H. Kelly, 26 N. Main st.

Plainfield—Wm. Arendt, or R. Frueh; also Elston M. Leonard.

West Hoboken—Emil Hollander, or The West Hoboken Bicycle & Phono. Co., 189 Spring st.

NEW YORK.

Albany—G. Linde, 365 S. Pearl st.

C. A. Strobell, 114 S. Pearl st.

Amsterdam—Wm. Schuyler, 70 Market st.

Bedford Park—Goode Bros.

Brooklyn—Nathan Abrahams, 602 Broadway.

Wm. Ahrendt, 924 Knickerbocker ave.

H. Hildermann, Bushwick Phonograph Emporium, 1473 Myrtle ave.

Emil Scheb, 124 Eleventh st., and 220 Summer ave.

Hobart—D. H. Marshall.

New York City—A. T. Armstrong, or American Phono. Co., 104 Wall st.

Automatic Zither Co., M. Cohen, Prop., 1 Bowery.

Bern. Bray, 572 W. 145th st.

Edward Bleifeld, 481 Willis ave.

I. & S. Birnewirg, Birnewirg's Music Store, and Birn's Music Store, 610 E. 136th st.

Bullwinkle Phono. Co., or David Switzky, 506 E. 14th st.

H. V. Corwin; also Newark, N. J.

Eagle Phono. Co., or Lowenthal, 83 Nassau st.

Empire Phono. Co., 2 W. 14th st.

S. & H. Greenbaum, 1 Frueh, 7 Barclay st.

Max Hartman; also Plainfield, N. J.

O. Hacker, 2 Murray st.

NEW YORK—Continued.

Hawthorne & Sheble, 297 Broadway; also Philadelphia, Pa.

Holcher Bros., 259, 451 and 491 West st.

N. Hyer, 148 E. 34th st.

W. L. Imanes, 114 Fulton st.

Independent Phono. Co. (R. Gerard Co.)

S. Lemberg & Co., 194 Broadway.

J. McIlhyney, 203 Broadway.

Parker & Cooley, 2087 Amsterdam ave.

Richmond Penne, 44 W. 125th st.

Schmoll Bros., 44 Bond st.

Winthrop Co., 2712 Seventh av.

Oneonta—G. S. Spencer Co., 253-261 Main St.

Rome—Charles Tuttle.

Saratoga—W. J. Tatten.

Saratoga Springs—Marvin A. Cote.

Waterford—S. S. Wardwell & Co., 20 Public Square.

Wayland—John Gross, Pursel Block.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

NORTH DAKOTA.

Parse—Ben Hart.

OKLAHOMA.

Oklahoma City—Armstrong, Byrd & Co. (also Shawnee—Armstrong, Byrd & Co. (also Oklahoma City).

OHIO.

Ashtabula Harbor—Chas. W. Askew (Gregory, Askew & Co.).

Bellevue—H. B. Rouser.

Bucyrus—H. K. Merritt.

Cincinnati—The Andem.

Coshocton—Norris Lessey.

Dayton—W. E. Sapp, 1227 Third st.

Springfield—A. & M. Vandervoot.

Uhrichsville—P. A. Massuria.

PENNSYLVANIA.

*Athens—J. C. Sinford, 426 Main st.

Bradford—G. D. Griffin, 29 S. Washington st.

Johnstown—J. M. Bunnell; also Phillipsburg, Pa.

Lancaster—H. Bragesser, 249 N. Queen st.

Mt. Pleasent—Sam'l Hostetter.

New Castle—Will Harnden, 76 S. Long st.

Philadelphia—A. R. Cassidy, 2743 Emerald st.

Thomas Conness, 1903 Carpenter st.

Hawthorne & Sheble, 924 Chestnut st., or 297 Broadway and Manchor sts.; also New York City.

A. Krouse, 522 Arch st.

Penn Novelty Co., 15 South 9th st.

Phillipsburg—J. M. Bunnell; also Johnstown, Pa.

Pittsburg—A. Lippard, 613 Wylie ave.

Uniontown—Geo. Swan, 78 E. Main st.

Wilmerville—C. P. Portney, Exchange Cigar Store, 21 W. Central ave.

RHODE ISLAND.

Providence—J. P. Moore.

Rockville Center—O. A. Clark.

TENNESSEE.

Alexandria—Clarence A. Baird Music Concern.

TEXAS.

Whitney—H. E. Randle & Co.

UTAH.

Salt Lake City—Daynes Romney Music Co., 36 East South 1st st.

VERMONT.

*Barre—Averill Music Co. (H. L. Averill & Co.), 23 N. Main st.

VIRGINIA.

Norfolk—W. Reichenstein, 236 Church st.

WISCONSIN.

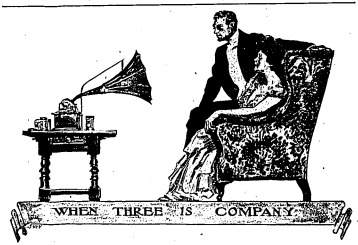
Ashland—J. P. Post Co.

Milwaukee—J. C. Blatnick.

Walworth—C. H. Stewart.

*Added since December 1st, 1907.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.



NOTHING can equal the satisfaction of offering your guests delightful entertainment that takes care of itself, which does not interfere with other forms of amusement, but rather helps them. Such an entertainer is

The Edison Phonograph

It can amuse the guests by rendering music, popular or classic, or aid them with dance music, marches and other things played by the best orchestras and brass bands. It costs less than the hiring of even a small orchestra for a single evening's entertainment.

Hear the new model with the big horn at the nearest Edison store, or write for a booklet describing it. At the same time

Hear the January Records

(out December 24th)—hear the song hits that everybody is talking about—hear the best orchestral and band music splendidly performed—hear the fine instrumental solos by well-known virtuosos—hear the talking records of really funny comedians—and then buy generously of the January records, for in no other way can you obtain for so little money so much delightful entertainment for your family and friends.



Ask your dealer or write us for these three books: THE PHONOGRAM, describing each Record in detail; the SUPPLEMENTAL CATALOGUE, listing the new January Records and the COMPLETE CATALOGUE, listing all Edison Records now in existence

Thomas A. Edison

NATIONAL PHONOGRAPH COMPANY, Lakeside Avenue, Orange, N. J.

Advertisement in January Magazines.

Edison Phonograph Monthly

VOL. VI. February, 1908 No. 2

Plan for a Bigger Year than Ever

January is the rounding-up month. It is the month when inventories are taken, books are balanced, and profits are determined. It is the month when the good business man looks back over the happenings of the past year, and, taking cognizance of the good and bad things of the year, prepares to apply their lesson to his business of the new year. It is the time when plans are formed for the coming months—when decisions are reached to carry larger or smaller stocks, to extend one department or decrease another.

All of this applies quite as well to Edison Dealers as to any other class of business men. We believe that with few exceptions, 1907 demonstrated more strongly than ever that Edison Phonographs and Records comprise a remarkably fine line, either as a complete business in itself or as a department where other goods are sold. The hundreds of glowing reports that we get by mail, personally and through our salesmen, leave no doubt as to the success of the Edison line with Dealers as a whole, and more especially with those who push the business and give it the attention it deserves. Each Dealer, however, knows better than we how successful he was in 1907. He also knows, if he was properly observant, why he did not do even more business in Edison goods, and he should be prepared to benefit by his experience.

If he has lost sales because he did not carry sufficient stock, he should arrange to increase it this year. If the lack of a little additional capital has been a handicap, especially in making instalment sales, efforts should be made to get more capital in 1908. If his business has suffered from lack of advertising, circularizing or other means of getting publicity, then a determination should be made to give it more attention this year. It is surprising what a volume of new business can be secured by the expenditure of a little money for advertising.

If stocks have not been kept in good shape, with machines nicely displayed and Records kept in a convenient place and using a proper system, then attention cannot too soon be given to plans that will remedy such shortcomings. Keep machines clean and looking new, and carry Records in trays, so that they will make a good display on your shelves and so you can put your hand on any desired Record at a moment's notice. To know your stock is to sell it. Haven't you often admired the man who had his work at his fingers' ends and could tell you about everything in his line that you wanted to know. Be such a Dealer. Be able to say that, considering the size of your business and the limitations of your field, no one carries his stock of Edison goods in better shape. The pride you will feel in being able to make this statement will have a marked effect upon the public, and it will prove a valuable asset. If you have been indifferent about your window displays, compel yourself to do differently. This is a kind of advertising that yields handsomely and costs you only the time it takes to keep the window attractive. If you haven't discounted your bills, resolve to do so this year. With a little planning you will find that discounts are "easy money."

You can do your share in making 1908 what we feel sure it will be, the greatest in the history of the Phonograph, and with proper attention you can make it the biggest Edison year for yourself.

Lauder Records Going Big

The Lauder Records, to be shipped to Jobbers early in February, are a tremendous success. The advance orders from Jobbers are especially heavy, and we believe that the after orders will be even larger. Jobbers who have not given them the consideration they merit should lose no time in sending in orders, for not to have a stock of Lauder Records will mean a loss of desirable business. Dealers, also, will need them in stock.

The New Edison Gold Moulded Records Advance List for April, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before March 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on March 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on March 25th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after March 20th, but must not be circulated among the public before March 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 7 P. M. on March 24th, for delivery on the following day. Jobbers are required to place orders for April Records on or before February 10th. Dealers should place April orders with Jobbers before February 10th to insure prompt shipment when Jobbers' stock is received.

9794 Marche Turque—Patrol — **Edison Concert Band**

Another exhibition effort on the part of our Recording Department is this Record of a composition by one who has a national fame as a composer of instrumental music. The feature of this selection from a recording standpoint is the heavy cymbal effect that has been secured without any of the discordant sounds usually heard. The composition partakes of a Turkish character and is one of more than ordinary attractiveness. It has been officially adopted by a branch of the Masonic order. Composer, R. Ellenberg; publisher, Carl Fischer, New York.

9795 There Never Was a Girl Like You — **Byron G. Harlan**

A rustic sentimental ballad with simple words and an air that improves with each hearing. Its publishers confidently assert that it will be one of the most popular songs of this spring and summer. It will be widely exploited and the fame of the writers of the words and music will do much to add to its popularity. Mr. Harlan gives the song an excellent rendition for our Record. Orchestra accompaniment. Music, Egbert Van Alstyne; words, Harry Williams; publishers, Jerome H. Remick & Co., New York.

9796 Under Any Old Flag at All — **Billy Murray**

This is a song hit from George M. Cohan's "The Talk of New York," in which it is sung by Victor Moore. It is based upon the fact that "with a good supply of money, everything is milk and honey, under any old flag at all," and the chorus dwells upon the assertion that "when you're rich you're the smoke; when you're broke it's a joke." The air is as novel as the words and Mr. Murray sings it as if he knew all about both ends of the game. Orchestra accompaniment. Music and words, George M. Cohan; publisher, F. A. Mills, New York.

9797 Hornpipe Medley — **Charles D'Almaine**

Medley records by the violin are among the most popular of instrumental selections. Their initial sale is always heavy and they are in such demand afterwards as to always remain in our catalogue. This Record includes the following well known hornpipes: "Jessy Linn," "Lockers," "Acrobat," "Champion," and "Autograph." Orchestra accompaniment. The arrangement is original and not published.

9798 Rambling Rose — **Harry Anthony**

Rose is a flower, but not of the woodlands. She loved to ramble and she loved to tease. Thus runs this charming new sentimental ballad, the chorus being as follows:

My Rambling Rose
Sweeter flow'r ther grows,
When you are near me, dear, my heart is throbbing goes
And though you ramble on,
That your heart is true, I know,
To me, but me, my Rambling Rose.

Orchestra accompaniment. Music, John Heinzman; words, James J. Walker; publishers, Joseph W. Stern & Co., New York.

9799 When You Steal a Kiss—or Two — **Ada Jones and Billy Murray**

One of the good things from "The Girl Behind the Counter," at Lew Fields' Herald Square Theatre. Our Record will be quite as much of a success as was "Smile, Smile, Smile," made for the January list by the same popular artists. The chorus:

Words are not the only thing
When you are making love,
Your eyes are always whispering
"Know, be my little dove."

If'n' you take her hand
At times and look in two
And flye are only ones
When you steal a kiss or two.

Orchestra accompaniment. Music and words, Kenneth S. Clark; publishers, M. Witmark & Sons, New York.

9800 When the World Don't Treat You Right, Come Home — **Bob Roberts**

"But don't come around near me." Jones has decided to go West, and in parting his ladylove gives him some advice, and closes with the above injunction. Mr. Roberts has not in some time had a song so well adapted to his style of singing coon songs. May Irwin wrote the words and music, and has many times delighted large audiences with her renditions of the song. Orchestra accompaniment. Publishers, Rose & Snyder Co., New York.

9801 Spangles—Intermezzo — **Edison Symphony Orchestra**

An intermezzo by the composer of "The Teddy Bears' Picnic" (No. 9777). It affords the same opportunity for instrumental coloring and should be widely popular. Composer, John W. Bratton; publishers, M. Witmark & Sons, New York.

9802 When We Listened to the Chiming of the Old Church Bell — **Manuel Romain**

Few singers for the Edison Phonograph have achieved such a popularity in so short a time as Mr. Romain. And deservedly, too, for he is one of the most entertaining artists on the Edison staff. His success as a singer for the Phonograph is no less pronounced than his success as the leading tenor in Dockstader's Minstrels. This Record is reminiscent of the wedding day in May long, long ago, when the youthful couple listened to the chiming of the old church bell. Mr. Romain's voice never appeared to better advantage. Orchestra accompaniment. Music, J. Fred Helf; words, Robert P. Roden; publishers, Helf & Hager Co., New York.

9803 Way Back — **Collins and Harlan**

A lively rube duet, having for its subject the visit of Uncle Josh to New York, the greeting accorded him, his general dissatisfaction with city ways, and his desire to get quickly back to old Oshkosh, where "he wouldn't swap an acre for the hull durned city, by gosh." The Collins and Harlan, will cause this Record to be "in the money" for April. Orchestra accompaniment. Music, Lester Keith; words, John Kemble; publishers, Jerome H. Remick & Co., New York.

9804 The Romany Lass — **Frank C. Stanley**

Mr. Stanley's many admirers will be delighted with the listing of this Record, because of the opportunity it will afford them of hearing his splendid baritone voice once more. It is some time since he has made a sole Record of this kind. The song is a gypsy love tale—one of those songs perfectly fitted to Mr. Stanley's capabilities. Orchestra accompaniment. Music, Stephen Adams; words, F. E. Weatherly; publishers, Boosy & Co., New York.

9805 Call of the Wild March — **Edison Military Band**

The arrangement of this spirited march is such as to show to advantage the different sections of our military band. The execution is unusually good. Composer, F. H. Losey; publisher, Carl Fischer, New York.

9806 I'm Looking for the Man That Wrote "The Merry Widow Waltz" — **Edward M. Favor**

Charlie took his Lizzie to see "The Merry Widow." The "waltz" was so entrancing that it set her dancing, and she waltzed the shoes off her feet. The various members of the family and sundry other occupants of the flat also caught the fever. Charlie was finally driven to longing for an opportunity to wreak vengeance upon the author of the now famous waltz. Part of the song is set to strains from the "Merry Widow Waltz." Mr. Favor's rendition is very amusing and entertaining. The Record will be close to the top of the April list. Orchestra accompaniment. Music, Seymour Furth; words, Edgar Selden; publisher, Shapiro, New York.

9807 The Vagabonds — **Spencer and Girard**

A capital rendition of the old poem by Trowbridge, sometimes called "Roger and I." The vagabonds are a wandering fiddler and his dog Roger, who live from day to day by the violin playing of the master and the tricks of the dog. Mr. Girard's imitation of the intelligent canine is especially realistic. Original arrangement and not published.

9808 See-Saw — **Ada Jones**

Everybody is familiar with the popularity attained by "School Days." In "See-Saw" the same composer has written its natural sequel and companion piece, and is entitled to feel certain of its equal success. The composition has all of the elements that make songs known from ocean to ocean. Those who buy this Record will find themselves familiar with the song when its popularity arrives. This was the case with "School Days." Orchestra accompaniment. Music, Gus Edwards; words, Ed. Gardenier; publishers, Gus Edwards Music Co., New York.

9809 Sweetheart March — **Albert Benzler**

Mr. Benzler's bi-monthly xylophone selection is one of Arthur Pryor's earliest compositions. Had it been written expressly for the xylophone it could not have been better suited to that instrument. Mr. Benzler has given it an excellent rendition. Orchestra accompaniment. Publisher, J. W. Pepper, Philadelphia.

9810 Flanagan's Mother-in-Law — **Steve Porter**

Flanagan has had the laugh on other members of his family, to say nothing of various other individuals, and it was not to be expected that his mother-in-law would escape. She "gets here" in this Record. Her shape is first made the subject of several funny remarks. Flanagan states that his wife's name is Pearl. He hadn't been married a week before he found there was a flaw in the mother-of-pearl. When the doctor told Flanagan that his mother-in-law was a very sick woman, Flanagan heartlessly replied: "Now, Doc, quit your jokin'. Don't make me laugh, me lips are chapped." The incidental singing has an orchestra accompaniment. Original and not published.

9811 Lord, I'm Coming Home — **Anthony and Harrison**

No new list of Edison Records would be complete without a sacred selection by either Messrs. Anthony and Harrison or the Edison Mixed Quartette. Both combinations are very popular. The initial sales of this selection are large and there is always a heavy and steady after-sale. "Lord, I'm Coming Home" is one of the better grade of sacred songs. Our Record will add much to its popularity as a hymn. Orchestra accompaniment. Music and words, William J. Kirkpatrick. Published in hymn books.

9812 I Got to See de Minstrel Show — **Arthur Collins**

Parson La Gran, a New Canaan preacher, married the daughter of a minstrel man and declared that he would convert her. He warned her that she would have to stay away from shows and learn to pray. Everything went smoothly till the minstrels came to town. Mrs. Le Gran then threw off restraint and announced that she had to see the show. The tuning up of the minstrel brass band and the music incidental to the street parade are given in the Record and add to its realism. Mr. Collins is quite as clever as ever with his coon dialect and by-play. Orchestra accompaniment. Music, Harry Von Tilzer; words, Vincent Bryan; publishers, Harry Von Tilzer Co., New York.

9813 Christ Arose! — **Edison Concert Band**

This is an Easter selection and it has been arranged by Leader Ecke in a manner similar to our Christmas number, "Ring Out the Bells for Christmas." It introduces a quartette of mixed voices, together with bells and chimes. It is fully as attractive as the Christmas selections and its sale should be quite as large. Special arrangement and not published.

9814 The Message of the Eyes — **Allen Waterous**

A sentimental song by the composer of "Love Me and the World Is Mine," introducing a new baritone soloist to our catalogue, although Mr. Waterous has sung in duets with Mrs. Waterous. He possesses a fine voice and will be a welcome addition to the corps of Edison artists. The song itself will appeal to admirers of the better class of ballads. Orchestra accompaniment. Music, Ernest R. Ball; words, Michael Resnick; publishers, M. Witmark & Sons, New York.

9815 Si and Sis, the Musical Spoons — **Ada Jones and Len Spencer**

Si and Sis are typical down East lovers. They engage in a series of "swops," or exchange of compliments, and Si convinces Sis that he is a musical prodigy. He plays on two clarinets at one time, giving an imitation of bagpipes; on a violin with one string, and on two ocarinas at one time. The musical features are played by Messrs. Spencer and Jones. The playing of two clarinets at one time and of two ocarinas in unison being an unusual "stunt." This vaudeville sketch is original and is not published.

9816 Nancy Lee — **Edison Male Quartette**

The revival of this old and popular song of the sea, especially in male quartette form, is a Phonograph event. Its re-appearance will be heartily welcomed. Our Male Quartette gets better all the time. The arrangement is special. Unaccompanied. Music, Stephen Adams; words, F. E. Weatherly.

9817 Rain-in-the-Face Medley — **Edison Military Band**

A merry medley, consisting of the two comic hits, "Rain-in-the-Face" (Record No. 9751), and "I'm Afraid to Come Home in the Dark" (Record No. 9780), and the clever coon song, "Much Obliged to You" (Record No. 9768). Original arrangement and not published.

8 Selections Made Over

In accordance with the notice printed on page we list below eight selections that have been made over by the same or new talent. The April printed matter prepared for retail use will contain these selections. Dealers should replace their stock of the original Records of these numbers with the new ones.

8774 Algonquin March — **Edison Military Band**

8409 In the Valley Where the Blue Birds Sing — **Byron G. Harlan**

7824 Le Carnaval de Venise (Violin) — **Charles D'Almaine**

8799 Maple Leaf Forever — **Reinald Werrenrath**
Formerly by W. H. Thompson

8136 Nearer My God to Thee — **Edison Concert Band**

8717 Noisy Bill — **Edison Military Band**

8236 O That We Two Were Maying — **Mr. and Mrs. Waterous**
Formerly by Miss Morgan and Mr. Stanley

7659 Waltz from Faust (Violin) — **Charles D'Almaine**

Important Cut Out Notice

The moulds of the selections named below are in such poor condition that it has been deemed advisable to cut them from the domestic catalogue. Ordinarily they would be made over but they have been on sale for several years and the present demand does not warrant making new masters.

7438 Mary Was a House Maid — Dudley
7439 Intermezzo from Halle — Edison Military Band
7042 Little Darling Dream of Me — Edison Male Quartette

When our present stock of these selections is exhausted no further orders will be filled. Jobbers and Dealers are especially asked to note these cut out selections, for they cannot be omitted from the domestic catalogue until the April edition appears.

Don't Let Stocks Run Low

The most important duty that Jobbers and Dealers can perform at the present time is to watch their stocks of Edison Phonographs and Records and make sure that they are sufficiently complete to meet even an unusual demand upon them. Stock-taking is now past, books have been balanced for the past year and plans for the future are now in order. The latter will be incomplete without a careful inspection of the stock of goods on hand and placing orders for such new goods as will bring the stock up to date, both in quality and quantity. Don't let any business get away because of your neglect to put in a few more machines or to fill in the vacant places of your Record stock. Also, don't forget, Mr. Jobber, that in many cases you are some distance away from the Orange factory, and that consequently it takes some time for goods to reach you by freight. Unless you want to pay express charges on rush shipments, order well in advance. Place an order for a quantity of machines to be shipped at regular intervals, the time to be named by you. You found that standing orders of this kind worked well in the past; it will be equally satisfactory now. Keep Records ordered well ahead, too.

Throw Away Printed Matter With Old Prices

Jobbers and Dealers are asked to look over their stocks of our printed matter and throw away or destroy all catalogues and other forms showing the old prices of Edison Phonographs. To distribute such printed matter can only cause trouble and confusion, and it is better to destroy it, even though it seems like a considerable loss to do so.

1097 Out of 1219 Were Edison Records

Our Australian office recently received a letter from an owner of an Edison Home Phonograph in Brisbane, Queensland, giving the percentage of Edison Records in his collection as compared to all others. Out of 1219 titles, 1097 were Edison Records. The remainder was divided among five other makes. Since the competition in cylinder records is much greater abroad than it is here, this preponderance of Edison Records is most gratifying.

Our Selling Contracts Sustained by England's Highest Court

On December 18, 1907, the Lord Chief Justice of England, Lord Justice Buckley and Lord Justice Kennedy, sitting in the Supreme Court of Judicature, rendered a decision in the case of National Phonograph Company (Limited) vs. Edison-Bell Consolidated Phonograph Company (Limited) which is a sweeping victory for our selling contracts. Each of the Justices wrote a separate opinion, but they all agreed in holding that one who causes a factor (Factors in England are what we call Jobbers in the United States) to break his contract with the National Phonograph Company may be enjoined from continuing such practices, and may be made to account in damages.

The contract between the English Factors and the National Phonograph Company contains a clause as follows:

"Factors must not sell or supply, or place on commission either directly or indirectly, Edison Phonographs or parts thereof, records, or blanks, to any Dealer who has not signed the agreement required by the National Phonograph Company (Limited), governing and controlling the sale of same, nor to Dealers who are on our suspended list."

The Edison-Bell Company was on the suspended list, and was, therefore, unable to purchase Phonographs and supplies from the Factors, and being desirous of obtaining Edison Phonographs, which are greatly superior to the Edison-Bell machine, for sale to its customers, evolved a scheme to obtain Edison Phonographs by deceit, and, in pursuance of this scheme, sent two men, Hughes and Leach by name, to the Factors of the National Company to buy Edison Phonographs for the Edison-Bell Company. Hughes and Leach represented to the Factors that they were Dealers of the National Phonograph Company, and signed the regular Dealer's contracts with these Factors under fictitious names, which were not on the suspended list. By this means the Edison-Bell Company was able to obtain a number of Phonographs from Factors at trade discounts, and the National Company, on finding out what had been done, brought suit against the Edison-Bell Company for an injunction against its causing and procuring the Factors to break their contracts and praying for an accounting and damages. When the case came up for trial in the Court of the King's Bench, Mr. Justice Joyce, after finding the facts as above stated, decided the suit in favor of the Edison-Bell Company, holding that the National Company was not entitled to the relief asked.

The National Company thereupon took the appeal, resulting in a reversal of the decision of the lower Court, by the Court of final resort, and in the complete final vindication of the selling contracts of the National Phonograph Company.

The views of the Justices are suggested by the following extracts from their opinions. The Lord Chief Justice says, after citing the clause of the contract above quoted:

"It was suggested in argument that this restriction imposed by the plaintiff upon Factors was open to some objection. I am unable to appreciate upon what ground any such objection can be founded."

Lord Justice Buckley says:

"The act which the defendant did was, I think, a violation of a legal right of the plaintiffs, because it interfered with the contractual relations subsisting between the plaintiffs and the Factors, and there was no sufficient justification for such interference."

Lord Justice Kennedy says:

"That Hughes and Leach and the defendant Company which employed them, did what is morally wrong, is patent. They induced the Factors to sell these goods to them by an unjust representation; not indeed in order to defraud either the Factors or plaintiffs in any pecuniary respect, for they paid the price which the plaintiffs had authorized the Factors to accept; but it must be assumed that, if the Factors had known they were selling to persons who were agents of a firm and on plaintiff's suspended list, they would not have sold Hughes or Leach any of the machines which had been obtained from the plaintiff."

The Edison-Bell Company's counsel argued that since the Factors were deceived into breaking a contract with plaintiff, that plaintiff had no right of action against the Factors and that, therefore, it had no right of action against the Edison-Bell company, but Justice Kennedy, in disposing of this contention, said:

"I think that this is too narrow a view. A man certainly disposed to hold that if A, who knows that B, the user of an article, is about later in selling it to C, the Factor, that he should not re-sell it to A, should proceed by an intentional misrepresentation to C as to B's himself, he has committed and done a actionable wrong (provided that B can prove that he has been thereby damaged), although, in the particular circumstances, B may have cause of action against C in respect of the transaction."

This decision will effectually prevent any further interference by outside parties with the contracts between the Factors and the English

National Phonograph Company (Limited). A case involving the same question was before the United States Courts in Edison Phonograph Company and National Phonograph Company vs. Pike, 116 Fed. Rep. 865, in which, as in the case in England against the Edison-Bell Company, an injunction was granted against interference with the carrying out of our selling contracts. It is not strange that this question should be decided the same way in the two countries, for these decisions are not based on statute law, which varies in different countries, but on broad, equitable principles, which are as established and controlling in America as in England.

Meetings of the Selling Force

F. K. Dolbeer, General Manager of Sales, and E. H. Philips, Manager of Salesmen of this company, held two interesting and profitable conferences with the members of the selling force during the past month. The first was held at 304 Wabash Avenue, Chicago, on December 28th, and the second at the Orange factory on January 7th. The Chicago meeting was for the purpose of meeting the Western salesmen. Besides Messrs. Dolbeer and Philips, there were present at the Western meeting the following salesmen: George A. Renner, Will. P. Hope, M. G. Kreusch, Frank L. Frithey, F. M. Kitchen, W. H. Hug, E. A. Neff, A. H. Klaehn, A. V. Chandler, and W. A. Turner. Those comprise all the Edison men covering territory west of Ohio, with the exception of C. S. Gardner, who has the Coast, and John H. Gill, both of whom were unable to be present.

After the conference an informal dinner was given by Mr. Dolbeer at the "Tom Jones" cafe on Jackson boulevard. Among the guests, besides those already mentioned above, were John Hardin, W. C. Patrick and E. C. Barnes, representing various branches of the Edison interests in Chicago, and Daniel Hopkins, of Hopkins Bros., the Edison Jobbers at Des Moines, Ia., who happened to be in Chicago at the time. After the dinner the party attended a performance at the Majestic Theatre.

The conference at Orange was attended by Messrs. Dolbeer and Philips, Assistant General Manager C. H. Wilson, and the following salesmen: L. J. Koehler, J. W. Scott, J. F. Stanton, H. D. Clark, G. A. Hedden, C. D. Warren, F. W. Ewan, B. R. Barklow, W. P. Coughlin and John H. Gill. One or two other department heads were interested listeners. Mr. Gill attended the conference because unable to attend the one in Chicago. R. H. Veale, who covers Florida and Georgia, could not attend. The salesmen present represent the States east of Ohio. Messrs. Ewan and Koehler represent Canada. The entire afternoon was taken up with brief addresses by Mr. Dolbeer and Mr. Philips, hearing reports from the salesmen bearing upon the condition of business and the outlook in their respective districts, and in a general discussion of selling plans for the new year. All of the reports were very satisfactory as to the past and extremely optimistic for the future. J. W. Scott, who has the New England section, was presented by Mr. Dolbeer with the Sales Department prize of $100 in gold for having established the greatest number of new Dealers in 1907. Mr. Scott's "spiel" (this is Mr. Scott's own word) of acceptance was a feature of the occasion. This is the second year in succession that Mr. Scott has won this prize.

Following the conference, the party sat down to a dinner at the Orange Club. In addition to the above named there were present Superintendent Peter Weber, Cashier Harry F. Miller, Assistant Manager of Sales A. C. Ireton, Manager of Foreign Department Walter Stevens, and Advertising Manager L. C. McChesney. The affair was entirely informal. No efforts at speechmaking were attempted.

Both the Eastern and Western salesmen started out on the road after the conferences and the reports they have since sent in show that the holiday vacation and the conferences have given them a new enthusiasm. The salesmen now on the force and the territory covered by each are the following:

B. R. Barklow—New York City and Brooklyn.
A. V. Chandler—Chicago and suburbs.
H. D. Clark—New Jersey.
W. P. Coughlin—Pennsylvania.
F. W. Ewan—Ontario, Can.
F. L. Frithey—Indiana, Michigan.
C. S. Gardner—Arizona, California, Idaho, Oregon, Utah, Washington.
J. H. Gill—Minnesota, North Dakota, South Dakota.
G. A. Hedden—New York State.
W. P. Hope—Wisconsin and Upper Peninsula.
W. H. Hug—Kentucky, Ohio, Tennessee.
F. M. Kitchen—Iowa.
A. H. Klaehn—Kansas, Missouri.
L. J. Koehler—Canada, east of Ontario.
M. G. Kreusch—Illinois.
E. A. Neff—Arkansas, Indian Territory, Oklahoma.
G. A. Renner—Colorado, Montana, Nebraska, Wyoming.
J. W. Scott—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
J. F. Stanton—Delaware, District of Columbia, Maryland, Virginia, West Virginia.
W. A. Turner—Texas.
R. H. Veale—Florida, Georgia.
C. D. Warren—North Carolina, South Carolina.

New Prices on Horns and Cranes

TO ALL DEALERS: ORANGE, N. J., Jan. 27, 1908.

On and after February 1st, we will discontinue listing or supplying the standard finish new style Edison horns and horn cranes in sets, as heretofore, and will thereafter list and supply them separately, at the following prices:

HORNS.	Dealer. net.	List.
Gem Horn	$1.15	$2.60
Standard Horn	1.65	3.25
Home Horn	1.80	3.50
Triumph Horn	2.00	3.75
Idelia (Mahogany finish)	3.00	6.50

CRANES.	Dealer. net.	List.
Gem Crane	$ .18	$ .25
Standard, Home, Triumph, Balmoral, Conqueror and Alva Cranes	.90	1.25
Idelia (Oxydized finish)	1.80	2.50

MAHOGANY FINISH HORNS.

We will also list and supply mahogany finish horns for different types of machines at the following prices:

	Dealer. net.	List.
Gem Horn	$2.00	$2.60
Standard Horn	4.60	6.00
Home Horn	4.80	6.25
Triumph Horn	5.00	6.50

These horns, except when furnished with machines equipped with mahogany cabinets, will have to be ordered as extras; that is, they are a specially finished horn designed for such machines with mahogany cabinets as are now in the hands of users, equipped with some other style or finish horn.

SPECIAL NOTE.

These changes in prices of horns and horn cranes do not in any way affect the Jobbers, Dealers or List prices of machines with outfits complete. Such prices remain the same as established October 1, 1907.

The list prices on horns and cranes sold separately are restricted and must be maintained.

We will not supply Edison Phonographs of any type except with equipment complete as per catalogue.

NATIONAL PHONOGRAPH CO.,
F. K. DOLBEER,
General Manager of Sales.

The foregoing is a copy of a letter that is being mailed to Dealers with this issue of the PHONOGRAM MONTHLY. When the new equipments were decided upon the retail prices were increased to cover not only the additional cost of the equipment, but also part of the increased manufacturing cost of Phonographs, which was considerably greater than when the old prices were fixed. To uniformly maintain the new prices it was necessary to put higher prices on the new horns and cranes than was warranted by their manufacturing cost and to compel the trade to pay these prices for such new equipments as they required to bring their machines up-to-date. We have believed that the new Edison Horn had unusual tonal qualities, and knowing that it would be wanted by those who bought Phonographs before the change, it has always been our intention to sooner or later reduce the prices of the new horns and cranes to favorably compare with the prices of horns and cranes of other manufacture. Now that there are but few of the former machines in the hands of the trade, it was decided that the time had come for the new prices. With the new prices a Dealer may sell a Standard Horn and Crane at retail at $3.50 and net a profit of 95 cents or he can sell a Standard Horn alone to those having adjustable stands or cranes at $2.25 and net a profit of 60 cents. It ought to be possible for the trade to get considerable new business for Edison Horns and Cranes at the above prices from those who own machines equipped with the former small horn. The margin on Edison Horns and Cranes may not be as large as that sometimes made on horns of other make, but it must be borne in mind that our prices are protected and the profit is guaranteed. Edison Horns and Cranes are subject to the same restrictions as are other Edison goods and must not be sold at cut prices.

Advance List of French and Holland-Dutch Selections

The Records named below will be ready for shipment from Orange between April 1st and 10th. Samples of any or all of them will be shipped March 1st to such Jobbers as place orders for them. None will be shipped without orders. Jobbers' stock orders received by March 20th will be shipped as fast as possible after April 1st. Care will be taken to make shipment at one time to all Jobbers in the same city. Separate supplements of each list will be shipped with Records to all Jobbers who request a supply. State quantity required of each kind.

15 French Records

17157	La Marseillaise	M. Baer
17827	La Muette de Portici, *Auber* (Duo)	M. Gluck et M. Ragneau
17830	Plaisir d'Amour, *Martini*	M. Gilibert
17832	Louise (Air du Père), *Charpentier*	M. Alibert
17839	Le Retour au Pays, *Spitzer*	M. Bérard
17840	Les Mémoires de l'Institutrice	Mme. Caudet
17841	La Fée Verte	M. Bérard
17842	Lakmé (Duncs), *Leo Delibes*	M. Gilibert
17846	Carmen (Duo de Micaëlla et de Don José), *Bizet*	Mme. Ida Vaudere et M. Gluck
17847	La Perichole (Lettre), *Offenbach*	Mme. Ida Vaudere
17848	Monsieur Beaucmpa (Tyrolienne), *Chaillier*	Mme. Rollini
17853	Don Juan (Sérénade), *Mozart*	M. Gilibert
17855	Les adieux de Suzon	M. Mercadier
17857	Xavière (Duo de la Grive), *Th. Dubois*	Mme. Ida Vaudere et M. Ragneau
17859	Le Petite Mariée (Couplet du Podestat), *Lecocq*	M. Ragneau
17860	Musique d'antichambre (Duo), *Bruet et Guyon*	Mme. Rollini et M. Maréchal

15 Holland-Dutch Records

18438	De Beurs, *Kokadoris*	Prof. Kokadoris
18442	Naar den Dam, *Phil. Loots*	Gerard Zalsman
18443	De gefopte Vogelaar, *Cath. van Rennes*	Alida Lutkeman
18444	De ontslagen Boef, *Spoenlof*	J. H. Speenhof
18445	Wat is Liefde, *R. Gans*	Walter van Son
18447	Leve de Militairen, *Paulus*	Dus Paulus
18448	Laterij, *Paulus*	Dus Paulus
18464	Wilhelmina van Nassauwe, *Phil. Loots*	Gerard Zalsman
18465	Het Liedje cun den Smid, *A. Loman*	Alida Lutkeman
18467	Mijne Moedertaal, *Brandts Buyz*	Walter van Son
18468	Dansen op het Huwelijkfeest, *Paulus*	Dus Paulus
18469	Pietsvermaak, *Paulus*	Dus Paulus
18470	Vlaggelied	H. Gros
18471	Wies Neerlandsch Bloed	H. Gros
18472	Wilhelmus van Nassouwe	H. Gros

Biography of Mr. Edison

An official biography of Thomas A. Edison is being written by Frank L. Dyer, his personal counsel, collaborating with Thomas C. Martin, editor of the *Electrical World*. It will appear in Harper's Magazine during part of 1908 and will later be published in book form. Mr. Edison has so often been misrepresented and misquoted in print, especially in the daily newspapers, that an official life or a personally endorsed transcript of what he has accomplished of scientific and commercial value, from his earliest days as a newsboy to his present-day eminence, was deemed necessary in justice to his well-earned fame and position in history. The biography will be treated chronologically and profusely illustrated, with a number of important chapters devoted to the Phonograph and its perfection.

A Defiant Infringer Quickly Disposed of

Judge Reed, of the United States Circuit Court, sitting at Dubuque, Ia., on January 14th, granted a restraining order enjoining Edward H. Martin, of Webster City, Ia., from interfering with the selling system of the National Phonograph Co. and from inciting Edison Jobbers and Dealers to sell him Edison goods in violation of their contracts. This case was one of the most flagrant that has yet been prosecuted by our legal department.

The facts of the case are as follows:

Martin bought several lots of goods during the year 1906 and the early part of 1907 from Jobbers and direct from the National Phonograph Company, and each time he, of course, signed the Dealers' agreement. In April, 1907, the National Phonograph Company was informed that he was not keeping on hand a sufficient number of Phonographs and wrote him a letter inquiring about the matter. Martin replied that he did not keep a line on hand, but got the goods from Fort Dodge (twenty miles away) as needed. To a further letter requiring him to put in the goods or have his name dropped from the list of Dealers, he made no reply, and thereafter on June 12, 1907, his name was dropped from the list of authorized Dealers, and he was notified that this had been done and that he was no longer entitled to Dealers' discounts.

Martin then cast about until he was able to locate some unscrupulous Jobbers and Dealers, whom he procured to sell him goods at Dealers' discounts, in violation of their contracts, which obligated them to sell to no one but authorized Dealers, and he then placed the goods so obtained on sale at cut prices and extensively advertised such sales.

When this condition of affairs was brought to the attention of the National Phonograph Company, a man was immediately sent to Webster City to obtain evidence against Martin. He arrived there on December 4th, and as soon as he had obtained the necessary evidence, the National Phonograph Company filed a bill in equity in the United States Circuit Court against Martin.

This bill and the evidence obtained in the form of affidavits were presented to Judge Reed of that Court, and when he thus learned of the flagrant character of Martin's conduct, he forthwith, on December 23d, granted a restraining order enjoining Martin and his employees from interfering with the selling system of the National Phonograph Company, and from inciting its Jobbers and Dealers to sell goods to him, an unauthorized dealer, in violation of their contracts, and from selling or dealing in any of its patented goods.

At the same time, Judge Reed gave Martin until January 2nd to file answering affidavits and set the case down for preliminary hearing on January 13th. Martin did not file any affidavits, nor did he appear at the time fixed for the hearing.

On January 14th, Frank L. Dyer, General Counsel of the National Phonograph Company, went to Dubuque, Iowa, where the United States Circuit Court was sitting, and argued the case in behalf of the National Phonograph Company. At the conclusion of the argument Judge Reed rendered an oral opinion, continuing the restraining order already granted.

The purchases made by Martin since he was placed on the Suspended List are now being investigated, and this investigation will probably result, within a short time, in the suspension of those from whom he obtained the goods. Of course, should Martin make any further effort to sell these goods, even at the full list price, or should he in any way interfere with our business system, he will in our opinion be in contempt of the injunction, and will be promptly proceeded against for so doing.

New Horn Meets Long Felt Want

The new horn is big, shapely and handsome. It sets the instrument off and gives to the reproduced sounds a clearness and sweetness not possible with other horns. The appeal it makes to the consumer is instantaneous. It looks the money and it gives the results. The horn is sold with the Phonograph as a part of it—one price for both. One set of motions and the whole transaction is completed.

The horn brings the Dealer a good profit. The price is fixed, just as the price of the Phonograph is fixed. No competitor can influence a sale by cutting the price on the horn and as the Edison horn is made for the purpose of insuring the best results from the Phonograph, no stock of horns is necessary.

The new equipment of the Edison puts the Phonograph selling proposition on the right basis. It means easier and quicker sales, full profits every time, no unfair competition and no accessory stock.

Have you ordered a stock of Lauder Records?

46 Edison Records Made Over

Below is printed a list of 46 Edison Records that have been made over by the same or new artists since the list of 158 made-over selections (Form 1166) was issued several months ago. It embraces such selections as have been made over to and including November 15th, 1907.

As the trade already knows, whenever circumstances render it necessary to make new moulds of selections, the work gets the advanced experience of our Recording Department and such new Records benefit in all the other improvements of the art. Such Records are in all respects equal to those of the monthly list. We believe that if the public knew of their existence they would sell quite as readily as the new Records.

It is our intention beginning with April to add certain of these made over selections to the monthly Advance Lists, Order Blanks, Supplements, etc. In the April printed matter we will insert such selections as have been made over in December and thereafter will work three months behind, believing that in this time Dealers, in the regular course of business, will have disposed of their stock of the older selections and be carrying only the new.

Folders including these made-over selections will later be issued for retail distribution.

Unless otherwise indicated they have been made over by the same artists or combinations.

EDISON MILITARY BAND.

8424	American Patrol	
	Formerly by Edison Concert Band	
16	Columbian Exposition March	
8261	Don't Be Cross Waltz	
	Formerly by Edison Concert Band	
32	Hop-Scotch March	
	Formerly by Edison Concert Band	
8213	In the Good Old Summer Time	
8243	Morning in Noah's Ark	
	Formerly by Edison Concert Band	
8287	New Colonial March	
8262	Peaceful Henry	
	Formerly by Edison Concert Band	
8337	Second Bell Cone, N. O. March	
	Formerly by Edison Concert Band	

EDISON CONCERT BAND.

8518	Ballet Music from Faust, Part 2	
8333	Boston Commandery March	
8221	Columbia, the Gem of the Ocean	
8201	Dixie Girl	
8105	God Save the King	
8432	Polacca Brillante	
8301	Selection from Martiana	

EDISON HUNGARIAN ORCHESTRA.

8502	Hungarian Dance No. 1	

INSTRUMENTAL SOLOS.

8450	Ballet Music from Mathias Sandorph (Clarinet)	Tosun
2613	Happy Days in Dixie (Banjo)	Osmun
	Formerly by Ruby Brooks	
8482	Minstrel Boy (Bugoist)	Mehaffey
8265	Schubert's Serenade ('Cello)	Kronold
7398	Sounds from Tyrol (Zither)	Wurmser
7185	Spring Song (Violin)	D'Almaine
7458	Then You'll Remember Me (Violin)	D'Almaine

8906	Dreamy Moments (Violin and Flute)	
	Formerly by Jaudas and Atz	
8404	Spring of Love (Violin and Flute)	Jaudas and Rose
	Formerly by Jaudas and Atz	
8509	Two of Us (Cornet duet)	Hazel and Bartow
	Formerly by Hazel and Seltzer	

VOCAL SOLOS.

7317	All Coons Look Alike to Me	Collins
8530	Bedelia	Murray
1023	Girl Wanted	Murray
	Formerly by S. H. Dudley	
8418	Hottentot Love Song	Jones
8287	I'll Be With You When the Roses Bloom Again	Potter
	Formerly by Harry MacDonough	
8267	I'm Wearing My Heart Away For You	Miller
	Formerly by James F. Boyd	
6324	Less Clored	Miller
	Formerly by Harry MacDonough	
8016	Ninety and Nine	Stanley
7940	Rocked in the Cradle of the Deep	Stanley
7242	Sing Me a Song of the South	Miller
	Formerly by Harry MacDonough	
8389	Somebody's Waiting For Me	Harlan
8014	Violets	Werrenrath
	Formerly by W. H. Thompson	
7070	When the Harvest Days Are Over	Harlan
8247	Where the Mocking Birds Were Singing	Werrenrath
	Formerly by James F. Harrison	

VOCAL DUETS.

8553	I'm Going to Leave	Collins and Harlan
8052	Robin and the Wren	Harlan and Belmont

TALKING RECORDS.

8050	Auction Sale of Household Goods	Spencer
	Formerly by Spencer and Girard	
8041	Hans Kraussmeyer and His Dog Schneider	
	Spencer and Steeker	
8401	Reuben Haskins of Skowhegan, Me.	Spencer

Foreign Selections Cut Out

The trade is hereby advised that we have no more moulds or masters of the following selections and we will discontinue furnishing them as soon as our stock is exhausted:

No. 12374	Lose mant'es Lieder (German)	Porten
No. 12403	Im tiefen Keller (German)	Biberti

H. M. Hollenius, President of the Texas Piano & Phonograph Co., [Edison Jobbers at Houston, Texas] recently entertained the employes of the company at his residence in Hyde Park, in order to fittingly mark the close of the most prosperous year in the history of the house. A fine musical program was arranged.—*Music Trade Review.*

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

NEW YORK: 10 FIFTH AVENUE.
LONDON: NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON
SYDNEY: NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 318 KENT STREET, SYDNEY, N. S. W.
MEXICO CITY: MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 127.
BUENOS AIRES: COMPANIA EDISON HISPANO-AMERICANA, TIAMONTE 53.
BERLIN: EDISON GESELLSCHAFT, M. B. H., SUD-UFER 21-25.
PARIS: COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DU PARADIS.

VOL. VI. February, 1908 No. 2

Playing Fair

The changes made last fall in the selling date for new Records and in permitting Jobbers to ship to Dealers on the day before, has worked admirably and appears to be greatly appreciated by the trade everywhere. Advancing the date to the 25th has met with the approval of all Jobbers and Dealers. It has enabled everyone to largely realize on the sales of Records in the same months as bought, the longer months especially affording a liberal time in which to promptly turn over purchases.

Permitting shipments to Dealers after 2 P. M. on the 25th has served to lessen the troubles of Jobbers, has put Dealers on a more even selling basis with Jobbers, and it has almost entirely eliminated the unequal competition between Jobbers and their own Dealers—a competition that has frequently existed between firms in the same city or town.

The most gratifying feature of the new shipping arrangement is the splendid manner in which the entire trade is complying with its requirements. It was with no little apprehension that we made this change. We felt very dubious about the advisability of permitting Dealers to have new Records in their possession for so long a time before the selling hour. All sorts of things were predicted by those not in sympathy with the plan. It was not possible, they said, to put several thousand Dealers on their honor and not be imposed upon.

But the unexpected has happened, or rather the expected has not happened. The plan has been in operation for three months and the violations have been few. Most of these have been due to a misunderstanding. Each complaint has been promptly investigated and treated according to its merits. As a whole, Edison Dealers have shown that they are loyal and are quite as willing to work for the good of the business as we are to have them. Their compliance is an eloquent expression of their feeling toward this company, for we believe that nothing but a desire to "play fair" with us could secure such an unanimous co-operation from them.

Lest some might forget, we are sending Jobbers a supply of notices like the February notice printed below, these to be enclosed with shipments of new Records or mailed with invoices for them:

NOTICE TO EDISON DEALERS.

In accordance with our notice to the trade, dated October 25, 1907, the 28th February Edison Records may be shipped to you on or after P. M. on January 26th. They must not, however, under any circumstances, be sold, exhibited or leave your possession before that day and hour, even though they reach you on the day before. This restriction is of the utmost importance and must not be violated.

NATIONAL PHONOGRAPH CO., ORANGE, N. J.

Must Sign an Agreement with Each Jobber

Dealers who have already signed the new Edison Agreement through one Jobber should send their copy of the Agreement to any other Jobber from whom they may desire to buy Edison goods. This will show that they are entitled to Dealers' discounts. They must, however, sign another copy of the Agreement through the new Jobber before the latter can fill orders. The necessity for the above procedure has not been generally understood by Dealers. If any Dealers have failed to execute a copy of the Agreement for their own use they should sign one and have it accepted by their Jobber. The latter will furnish copies or they will be mailed by our Sales Department upon request.

Pushing Foreign Records

The following letter was sent to all Jobbers under date of December 27th, for the purpose of arousing among Jobbers a greater interest in Foreign Records than has been manifested in the past. It is reprinted here because it is of interest to Dealers as well as Jobbers. It was accompanied by a copy of the new Foreign Record catalogue and a blank calling for certain information.

DEAR SIR: The enclosed advance copy of our new catalogue of Foreign Records is sent to you for two reasons: First, to enable you to re-arrange your stock, so as to bring it up to date. Second, to solicit your co-operation in increasing the sale of Foreign Records.

This new catalogue contains the following selections:

27	Hebrew	99	Italian
88	British	14	Japanese
40	Chinese	34	Norwegian
40	Cuban	8	Norwegian
18	Danish	65	Polish
86	French	6	S. A. and C. A. National
23	French-Canadian	61	Spanish (Hymns
109	German	25	Swedish
12	Greek	1	
12	Hungarian	921	

Your attention is directed to the "Foreword" on page 3.

While the sale of these Records is by no means small, it is not what it would be if given more attention by the entire trade. We are handicapped in advertising to foreign speaking people, because they complain that Jobbers and Dealers do not carry them in stock. They declare that their Jobbers do not carry an adequate stock of Foreign selections, and they lose sales because they cannot get orders filled in time.

* * * * *

One of the most frequently used arguments of a Jobber's salesman is that he is willing and anxious for business; that he is ready to carry the full list of Edison Records," meaning of course, the domestic list.

Now we see a similar argument on you and say, "It will pay you to carry the entire list of Edison Foreign selections." If it pays the Dealer to carry the domestic list so as not to lose sales, will it not pay you many times over to carry the Foreign list so as not to lose Edison Foreign and Foreign? Do you know of any better way to give your Dealers perfect service? With price protected goods like ours, service counts more than any other feature.

* * * * *

With the issuance of the new catalogue, we have reduced the total of our Foreign selections about 30 per cent., making it easier to carry the full list, and we intend adding in the future only such selections as seem to be demanded by the trade. We will also continue in the Foreign Catalogue the plan of cutting out slow-selling selections and keeping the total within reasonable limits.

Will you not give this matter the attention that we believe it deserves?

F. K. DOLBEER,
General Manager of Sales.

Two Jobbers have expressed the opinion that the lack of sequence in the numbers of the Foreign Records has a tendency to keep Jobbers from stocking the entire list. They point out that it is not possible to tell from time to time which series of numbers will be added to, and that therefore it is difficult to arrange shelves or bins in a systematic manner. They have asked that the numbers be changed to run in invoiced order as issued. It is not possible to change the present system of numbering our Records. They are being made in this country, London, Berlin, and Paris, and each place has been assigned certain numbers to be used for any masters they make. For instance, we are using here numbers in 19000 and 20000. London is using numbers in 13000; Berlin in 15000, and Paris in 17000.

In our opinion the following plan will be the best for Jobbers and Dealers to follow, especially where the entire list is carried in stock: Arrange shelves or bins in the numerical order shown in Trade Catalogue No. 1240, leaving room between any of them for additional selections. After the highest number at the end leave space, say, for 200 new titles. As new titles are issued, place them at the end in as near numerical order as possible. Then place an indicator (a colored cord or something similar) at the point in the regular stock, where the new numbers would go in if in the proper order. For instance, if new British selections should be issued as follow 13084 as indicator after this number would show that the later titles were placed at the end of the racks. By using trays for carrying Records in, it would be an easy matter once a year or once in eighteen months to re-arrange the trays to a close numerical order. This plan would not answer for domestic Records, but for the less active Foreign list it should answer every purpose.

A Doubtful "Endorsement"

A department in the *Success Magazine* for January, edited by Edwin Markham, contained a paragraph making what the casual reader would consider as a sweeping commendation of one style of talking machine. It was apparently a comparison between the Phonograph and a disc machine, the former being condemned and the latter approved. It was evident that Mr. Markham did not know one from the other, so we took the matter up with the editors of *Success*. The resulting correspondence elicited the admissions from *Success* that Mr. Markham did not know the difference, but had somewhere heard a high grade disc record and was simply commenting upon the general improvement made in talking machines in the past few years. The *Success* people also stated that Mr. Markham, instead of being especially friendly to disc machines, had just bought an Edison Phonograph for his personal use and was delighted with it.

Mr. Dealer:- If you haven't signed the new Agreement do it at once.

Printed Matter.

A copy of the new Numerical and Alphabetical Catalogue of Records, Form 1230, has just been mailed to all Dealers who signed the new Agreement. This catalogue contains all domestic and foreign selections listed to and including January, 1908, and will be current until July 1st. Jobbers will be supplied with a limited number of additional copies for their own use and also to furnish extra copies to Dealers who need more than the one mailed to them. Both Jobbers and Dealers should understand that this catalogue is for trade distribution only and should not be distributed to the public. The edition printed will make it impossible to supply more than a limited number of extra copies to Jobbers and it will be useless to send in orders for large quantities.

We have just mailed to the trade, a copy of an artistic colored hanger printed in eight colors. The original design for this hanger was made especially for us by Courtney Moore, whose sketches have won for him a national fame. He has drawn many covers and done much other illustrating for the better magazines and other publications. This sketch was made for us before the change in our outfit and will explain why a flower horn was used. Mr. Moore had a machine equipped with one of these horns before him when he did the work.

The copy of the Foreign Record Catalogue, Form 1230, that has just been mailed to the entire trade, includes all selections in foreign languages listed in the United States to and including January, 1908. The "Foreword" enclosed in this catalogue gives some interesting information about these Foreign Records as follows:

"During the last six months our catalogue of Edison Records in foreign languages or made abroad has undergone a complete revision. A large number of Records, for which the demand has been limited or for which the moulds have become defective or damaged, have been dropped entirely. New selections in Bohemian, Cuban, Danish, French, German, Hebrew, Italian, Mexican, Norwegian, Polish and Swedish have been added, and others have been made over by new artists or under new conditions. The entire catalogue is now thoroughly representative of the high standard of the Edison name and we commend it to all interested in foreign Records."

The letter to Jobbers about foreign Records reprinted on another page, gives the number of different selections in each language contained in this catalogue. Dealers should carefully inspect the copy being sent to them and arrange to push the sale of such Records as are in demand in their territory.

Beginning with the April issue the Record slow card, printed in two colors, will be printed on both card and paper, and Jobbers' standing orders will be filled with part of each kind. A number of Jobbers complained that part of their trade ordered only one or two of each new Record monthly and the packages or cases in which shipments were made were not large enough to take in the show cards and as the latter could not be folded they were inconvenient to get to Dealers. With part of the edition printed on paper it will be easy to supply the so-like Dealers.

Jobbers have been supplied with quantities of a new four-page folder in two colors, entitled, "When Three's Not a Crowd," Form 1185, a sample copy of which has just been mailed to the entire trade. We regard this folder as a useful medium for increasing business and hope that the trade will get a quantity for distribution in their territories.

Record Artists as Minstrels

Orange Lodge, No. 135, B. P. O. Elks, gave two minstrel performances at Orange on the nights of January 13th and 14th that were of considerable interest to the Phonograph trade, because among the prominent amusement makers were Arthur Collins, Byron G. Harlan, Steve Porter and Edward Meeker. Albert Benzler, also of the Edison recording staff, led the orchestra.

Record Exchange Proposition.

The matter of handling the Record exchange proposition is practically completed. There still remain a few cases where Dealers neglected to comply with the stipulations sent out, in failing to put their names on or inside of the cases, or omitting some feature necessary to the identification of the cases. There are, too, the usual number of disputed cases still to be adjusted. Wherever orders have been sent us equal to double the number of Records returned, credit has been given on our books. Some of these credits have not yet been entered because a sufficient quantity of Records have not yet been ordered. This exchange proposition has given the trade an opportunity to clean up its Record stocks and Dealers have themselves to blame if they do not start the new year with an up-to-date stock of Edison Records.

Got Square on the Opera

He is a genial, convivial soul—and how he does love music! Why, he loves his wife almost as well as he loves music. But he doesn't love the grand opera magnates—and that's why he got square with them.

"It's this way," explained an intimate friend. "Jim is a season subscriber for two seats at the opera. His wife generally goes, but Jim never. Oh, yes, he used to go. But you see, he's devoted to music and he's so emotional that at a performance he never could restrain himself from whistling and humming in time with the orchestra.

"Of course, you know, this wasn't what the people all around him paid for; and as repeated protests by them and by the management didn't work a cure, Jim was politely requested to keep away.

"He has got square, all right. How? Why, he bought a Phonograph and loaded her up with grand opera selections. Now on every opera night he lights a cigar, puts his feet up on the other chair, turns the crank, and has a musical evening just the same. Next scheme—and he whistles by the hour."—*New York Globe.*

Cannot Use Names "Edison" or "Edisonia"

A suit which may be of interest to our readers, recently decided in the United States Circuit Court at Philadelphia, has just been decided in Mr. Edison's favor. The defendant, one McCusker, carried on an amusement parlor under the name of "Edisonia," without Mr. Edison's consent or approval. An application for injunction was made, which was granted, as appears from the documents printed below. Other instances of similar practice have been brought to our attention in connection with which it is proposed to take corresponding measures to protect Mr. Edison's name.

IN THE
CIRCUIT COURT OF THE UNITED STATES
FOR THE EASTERN DISTRICT OF PENNSYLVANIA.

THOMAS A. EDISON, *Plaintiff,* v. JAMES MCCUSKER, *Defendant.* } In Equity. No. 16. Oct. Sess., 1907.

DECREE.

HOLLAND, J.

Plaintiff, Thomas A. Edison, having exhibited his bill of complaint in this cause, charging the defendant, James McCusker, with the unauthorized and unlicensed use of the word "EDISONIA" in connection with his business, and in disparagement of said plaintiff's rights therein; and said defendant having admitted plaintiff's rights therein and that said defendant has no right or license to use said names, or either of them, or any name resembling the word "EDISON" for the designation of his place of business or otherwise, and that said plaintiff is entitled to the relief prayed for in the bill of complaint; and said defendant having agreed that a decree should be entered and an injunction should issue directing and perpetually restraining him from any further use of the names "EDISON" and "EDISONIA" or their equivalents, for the designation of his place or business or otherwise as complained of in the bill of complaint:

It is by the Court ORDERED, ADJUDGED AND DECREED that said defendant, James McCusker, his attorneys, servants and agents, be and are hereby perpetually restrained and enjoined from using the names "EDISON" and "EDISONIA" or any equivalent thereof for the designation of his place or business or otherwise as complained of in the bill of complaint, or any further infringement of the rights of said plaintiff in the premises, and that said plaintiff recover from said defendant the costs of this suit to be taxed.

I agree to the entry of the above decree.

(Signed) JAMES MCCUSKER,
Defendant.

BY THE COURT.

Paid to Chas. N. Butler $27.61 in full settlement.

Attest: GEORGE BROOKER, Jr., *Deputy Clerk.*

IN THE
CIRCUIT COURT OF THE UNITED STATES
FOR THE EASTERN DISTRICT OF PENNSYLVANIA.

THOMAS A. EDISON, *Plaintiff,* v. JAMES MCCUSKER, *Defendant.* } In Equity. No. 16. Oct. Sess., 1907.

WRIT OF INJUNCTION.

UNITED STATES OF AMERICA, EASTERN DISTRICT OF PENNSYLVANIA. } ss.

The President of the United States,
To James McCusker, Greeting:—

Whereas, Thomas A. Edison lately exhibited his bill of complaint in the Circuit Court of the United States for the Eastern District of Pennsylvania, in Equity, against you, the said defendant, praying to be relieved touching the matter therein complained of, and especially that you, James McCusker, and all acting under you may be restrained from any further infringement of the rights of said plaintiff in the premises in such manner as required, in any way or manner contrary to law or equity.

We, therefore, in consideration thereof and also of the particular matters in said bill set forth, do strictly command and enjoin you, said James McCusker, your counsellors, attorneys, and all others acting under you, without delay, to desist and refrain from wholly and entirely desist and refrain from using the name "EDISON" or the name "EDISONIA" or any equivalent thereof for the designation of your place or business or otherwise as set out in said bill of complaint.

WITNESS, the Honorable Melville W. Fuller, Chief Justice of the United States, at the City of Philadelphia, Pennsylvania, this seventh day of January, A. D. 1908, and in the One Hundred and Thirty-second year of the Independence of the United States.

GEORGE BROOKER, Jr., *Deputy Clerk.*

Advertising Brings Customers

We have done two things. We have made a Phonograph so perfect that a hearing means a sale. We have advertised this Phonograph until it is known to everybody who can read.

You must do the rest. You must carry it in stock, believe in it, show it, talk it and exhibit its powers. Do not let a Phonograph customer get to your store before the Edison does. If you do, our advertising, so far as you store is concerned, is wasted.

Remove Marks from Cases

Un every case that we ship from the factory the words "From National Phonograph Company, Orange, N. J." appear in one corner. If Dealers and Jobbers use these cases for re-shipping, these words should be removed before the cases are delivered to the transportation company. Our Traffic Department is constantly in receipt of requests from the Agents of Transportation Companies throughout the country asking for disposition of shipments apparently made by us but which we find after long investigation originated from the store of one of our Jobbers or Dealers. The Agents naturally write us direct since our name appears in the corner as being the shippers of the cases. The trade will save us considerable trouble and correspondence by making a note of the above request and complying with it.

$13,500 Edison Business in a Town of 5000

A Western Edison Jobber a few days ago sent us a copy of a letter received by him from one of his Dealers. Omitting names, it read as follows:

"A hasty examination of our books shows we bought of you in 1907 $10,139 in Phonograph goods also $5,400 from the [naming another Jobber], making a total of $15,500 for the year. Will work to do better next year."

Our Jobber corrected the letter by stating that the exact amount of the purchase through him was $10,406.85. This Dealer is located in a town of less than 5,000 population.

Lost Money by Waiting

Here's an interesting letter about Edison goods. It was written to one of our salesmen by a salesman from one of our Jobbers, and, as it was not intended for publication, we are compelled to omit names of individuals and places.

You will excuse me for not answering sooner, when I tell you that we were nearly sold with business. Our Edison business is growing so fast that we can hardly keep pace with it. The Saturday just before Christmas (7) picked orders, and the following back Sunday morning, in two weeks and one day, our total Edison orders out on the road, I signed up the ——— and have two more prospects in ———. Why, it's the biggest kind of a proposition. Me, ——— and ——— will start out on a proposition that it had cost us thousands of dollars because we waited that year before we put in the Edison line.

Me, ——— says I've got to stay out all the time, and we have another regular man West, and before the year is out will probably put on two more, but I will say I never was as enthusiastic in my life over the prospects of business as right as I am now.

My last trip before Christmas was a eleven-day trip, and I sold a trifle over $2,100 in that time, not counting mail order repeat orders. To-day I mailed $400 worth right here in ——— for about 1,000 more. Mail Order In ——— for about 1,000 more. Mail Order In ——— I've got some dandy prospects all along the line. We are just beginning to realize what we have been missing; in fact, "Our eyes were open, but we were sound asleep" until we put in the Edisons.

Well, I don't want to bore you with a letter, but I will say I never was as enthusiastic in my life over the prospects of business as right as I am now.

Practical Gratitude

I wish to thank you for liberal exchange allowance, and I shall make my thanks practical and mutually profitable by using all, and more than the amount credited, in advertising Edison Phonographs and Records.—*W. D. Wilmot, Fall River, Mass.*

To show that he is doing as he said, Mr. Wilmot enclosed copies of some excellent newspaper advertising that is appearing in the papers of Fall River.

ONE MORE OPPORTUNITY

It was found to be impossible to check up the re-signed Dealers' Agreements in time to remove from our files and mailing lists the names of firms who have not re-signed. Consequently they will be continued a month longer. We wish that Jobbers would make one more effort to round up any of their Dealers who may not have signed and get their Agreements to us early in February. Dealers who want to continue handling Edison goods are urged to sign the new Agreement at once.

Catching the Crowd

We are going to tell you how [illegible] have a machine going out doors and [illegible] everything inside. We have a Triu[illegible] reproducer mounted on a cabinet, a tourin[illegible] horn through one door, a crane [illegible] grooved block screwed to store front, [illegible] an umbrella suspended by it and an 18-inch piece [illegible] rubber hose connecting with machine [illegible]. Our doors are double, so hole is bored [illegible] some remaining stationary.

During the holidays we attracted [illegible] her able attention. It is quite amusing to [illegible] people passing the store when a man is [illegible] pel, as nine out of ten are keeping pace [illegible] rap and "tumble" before they get by, when [illegible] Look up and grin to see if anyone is noticing.

We do not keep it going all the [illegible] as we are up the street a ways and this [illegible] a $5,000 town; hardly enough people going by to keep it going all hours. One afternoon there was a fire a few doors farther up on our street, so we hustled the machine into position and caught the crowd on the way back.

We can remember the time when we carried only about 50 Edison Records and one machine. Never thought of ordering a Triumph for stock. Now we frequently order two for stock. The beauty of the Triumph is when you sell one you make something. We can look back to people who bought a Standard, and we know now that we could have just as well sold a Triumph if we had one in stock. We now carry the complete catalogue of Domestic selections and have two rooms partitioned off in the rear of our store. In comparing our holiday trade with last year the Phonograph department is all that kept up to last year's volume. Piano and musical merchandise showed a falling off of over a third.—*Hiden, Billinger & Co., Waukegan, Ill.*



NOVEL HOLIDAY WINDOW DISPLAY BY FLINT & BRICKETT, SPRINGFIELD, MASS.

The above photograph shows a window display made during the holidays by Flint & Brickett, Edison Jobbers at Springfield, Mass. It shows a "Roman Knight" in full armor, standing in the center of a group of Edison Phonographs and pointing [illegible] one to a sign reading: "$5.00 puts one of these in your home." The "Knight" was about six feet three inches high and in his arms [illegible] a striking figure. "We had the sidewalk packed for three days and evenings to the extent that the police asked us to desist as we were blocking traffic," wrote Flint & Brickett. "People came way over from the other side of the street through the snow, and teamsters got off of their teams. Every one in the cars was talking about the man in Flint & Brickett's Phonograph window. What was he doing? There was no doubt that 50,000 people were held up, and they all know we sell Edison Phonographs. It was the talk of the town. Every one concedes it was the best piece of advertising ever done here."

A "Gem" Victory

We ask the indulgence of the Edison trade for the reference to competing goods in the letter printed herewith, but the letter would lose its point if the comparison was omitted. We get many letters of this kind, but seldom print any of them. This one is reproduced because it is above the ordinary. The name and address of the writer is purposely omitted.

DEAR SIRS:—Eighteen months ago I wrote to you for information about your Phonographs, and you sent me abundant literature, and referred ——————— of this city, to me. I wasn't worried into buying a machine either by that firm or your sales, much to my satisfaction.

In November of last year I read an advertisement of the "Gem," a *New Model*, and as a devotee of talking machines (I naturally interested me), we already had a machine (——which as you must know are very fond deservedly) popular. Still, my ideal was by no means reached by it. As you know, scratch and false volume is the chief drawback of the disc method of sound-reproduction. Anyway, that's my opinion in the matter.

So I got a Gem. My brother has a $50 disc machine —and it is undoubtedly very nice and also very loud— and when I told him of my purchase he said that I would be disappointed in a short time. Since then I have made a small collection of Records, three dozen, and of the following numbers:

Band—8088, 8205, 8120, 8110, 8084, 8121, 8020, 60, 79, 8026. Duets—8200, 8084, 8075, 8080, 8127, 8121, 8081, 7981, 8037, Piano—8071, 8080, 8084, (brilliant) 8210, Song, 8137, pianoforte—8077, 8080, 8076, 8078, Vocal—8136, 8137, 8040, 7988, violin—8040, 8076, Whistling—8040, 8035, Song, 8032, 'cello; 8205, xylophone—8040, 8076, 8082, 8075, French duets, 8085, vocal—8086, 8080, 8082, 8075, French —slow Waltz, Edison's Toreador's Song, Carmen. Grand —slow Waltz, Edison, Bessie Abbott.

Of course I have dozens of other makes (which were given to me) each demonstrating the superior tone of *your* Records by comparison.

Now this collection is small, but you will agree with me that each Record is well chosen, and thoroughly representative of your Records. Now for the object of this letter.

On Christmas I took machine and Records to the brother's house I mentioned. Naturally it was in direct competition with the *disc machine*.

The Edison was voted best for home use, because of its sweetness, purity of tone and distinctness.

Mark you, *for home use*—not that else is it intended for? Surely not to disturb neighbors—if they were I wouldn't have one. No, volume is not so much needed as the three qualifications above mentioned, and the Edison has the first two absolutely, and the last to a large extent—more so than any disc ever heard.

Louis J. Gerson Succeeds H. E. Marschalk

Henry E. Marschalk has withdrawn his interest and relinquished his management of the Musical Echo Company, Edison Jobbers of Philadelphia. Louis Jay Gerson, formerly assistant manager, has assumed the management, taking charge of the business January 1st. Mr. Gerson is very well known, having been identified with the talking machine industry for years. The President of the Musical Echo Company is F. W. Wentworth, of New York.

Going After Record Business

The letter given below is reprinted for the purpose of pointing out to the trade an excellent means of getting Edison business. It was sent out in the latter part of December by the Austin Music Co., of Dayton, O. As the letter indicates it was accompanied by a copy of the *Phonogram*. It was mailed to a special list of Phonograph owners.

DEAR CUSTOMER: In handing you the new Phonogram for January, I must sincerely wish you a Happy New Year, and a prosperous one at that. I also wish to thank you for your kind patronage during the year just ended, and hope I will be able to serve you and your entire family well during the coming year. You will always find, at my store a welcome for you.

I am this store to supply you in your wants for your Phonograph. This is a Phonograph store. I make this my business and study its detail, also keep in touch with all the latest and new Records, Records and supplies that come out. This is their main store and my store is for Phonographs and Records. If I wish to buy groceries I go to a grocery store. And if I want to buy shoes I go to a shoe store. The same can be applied to piano and sporting goods, and so on. For this buy Records I go to the Phonograph store. For this reason I can give you Records that are a distinct business to themselves, and you cannot get two things equally as well at one. In one line the dealer can buy more of his particular line than he could if he bought three or four lines, therefore giving the customer better prices, as he buys cheaper that a dealer who buys small lots.

However, we all know Edison Records sell for 35c all over the United States. And as I try to win your confidence by having the most complete line of Records you will find in the city and will extend to you courteous treatment at all times. If at any time you wish to call at our counter will you kindly let me know. I will consider it a favor and will be cheerfully attend to your wants. Business pleasures from business and nothing regrets. My private Edison room permits you to hear Records without being disturbed or annoyed.

Do you get the Phonogram each month? If not, send this valuable booklet each month to you. A copy of cost an expense to ourselves, but you get it? If not, kindly let me know and I will gladly, as you will find it very interesting. It has lots of helpful information that will get the full enjoyment out of your Phonograph, which you should get. It is very valuable. That is why I can do is to read this when it comes to hand. It will tell you all your wants about your machine. Also the other printed matter we enclose is helpful to you.

In reference to the new *January* Records, just out, I wish to call your attention to a few that are very good, and you should have one of them at least:

9222 In a Cook Store.
9221 Dreaming. This beautiful ballad is exceptionally pretty.
9252 Every Ship Will Find a Harbor. Sung by Harlan.

Try and make it a rule to buy at least one Record a month. Say this now as one of your New Year's pledges. That's only $12.00, and the enjoyment derived will cause home to smile.

The new Records are on sale the 25th of each month. On that evening we have a concert and play over these Records. So if the Phonogram doesn't reach you before you are that day it's the fault of the postoffice, but you can call at the store and get one as soon as come in.

Hoping this will be a prosperous and happy year for you, allow me to remain

In sending us a copy of a quarter-page advertisement that they have been running in their local papers for several months, The Century Co., Edison Dealers of Bridgeport, Conn., report that their business has increased over forty per cent. during this time.

Suggested "Copy" for Dealers' Advertisements

The following matter is printed for the purpose of furnishing Dealers with suitable "copy" for changing their advertisements in local newspapers or to encourage them in beginning such advertising.

PHONOGRAPH "COPY"

HEAR THE EDISON PHONOGRAPH

Have you a Phonograph? How long has it been since you have critically listened to one? Do you know how good the Edison Phonograph is to-day, how pure the tone, how satisfying the reproduction? If you have one, you know. If you have not one, you ought to know—it's easy to know. Come here and hear. Learn how inexpensive it is for a complete outfit, including records—and how favorable the terms. Then think of the pleasure you can give yourself, your family and your friends with the world's best music, it's most catchy songs and the monologues and dialogues of it's funniest comedians. And after doing all this you'll buy one—you simply can't help it.

THE EDISON PHONOGRAPH

The voice of the Phonograph is more versatile than even the human voice. It not only reproduces singing, but all music, no matter how rendered. It can reproduce the forty combined instruments of a band as well as it reproduces the singing voice. That is why the Edison Phonograph brings entertainment into every home where it goes. It is the most popular invention of the many which Mr. Edison has made, and is the best form of talking machine because it is the personal work of the inventor, and not an adaptation of his idea. Come in at once to our store and it will not be long before you have one in your home.

The utmost proof of the real superiority of the Edison Phonograph over other talking machines has been in the large number of sales.

Every American citizen knows Edison and his work and therefore feels convinced that the Phonograph, which is his pet invention, must be better than other forms of talking machines and sound producers— because Edison heads it.

The Phonograph may be a plaything and amuser, but it is nevertheless a scientific article and must be made with great care in a particular laboratory which knows just how to make every part just right.

The great success of the Edison Phonograph is due to the fact that it reproduces perfectly all sounds. Thus it has become the greatest amusement maker ever produced.

DANCE TO THE EDISON PHONOGRAPH

The dance music of the Edison Phonograph is irresistible. Its selections are clear, distinct, tasteful and in perfect time. It offers the most fascinating waltzes and spirited two-steps of the world's greatest composers as well as the popular dance music of the hour. It is a military band or a symphony orchestra at will, affording a delightful and widely varied program without expense or attention. The Phonograph represents the personal work of Mr. Edison, the inventor of the talking machine idea. Hear it at our store; you must compare it with others to fully appreciate its entertaining powers.

RECORD "COPY"

A NEW PLEASURE IN EACH NEW EDISON REGORD

It is the Record that is new—not the Phonograph. Each Month Recoded is as entertaining as any you ever heard when you heard it for the first time. The way to keep up your pleasure in the Edison Phonograph and get from it all the enjoyment you should, is to hear the new Records and pick out those you like. Let us help you make a selection.

NEW EDISON RECORDS

The delight with which you heard the first Record on your Edison Phonograph returns with every new Edison Record that you buy. Every month twenty-four new Records are added to those which are available for your enjoyment. They are on sale at our store on the 25th of the month. The new records for March are especially good. Come to our store and hear them. You will not leave the store without at least half a dozen to try on your Phonograph at home.

GET THESE NEW MARCH EDISON RECORDS FOR YOUR PHONOGRAPH

Keep in touch with the new songs and music. Enjoy the old favorites. Laugh at the country's best fun-makers. The best talent in the land is represented in this list of new Edison Records for March, on sale February 25th. Humorous selections predominate, but they are of a high order; just the sort of breezy entertainment the season suggests. Then there are songs, waltzes and marches enough to well round out the list. Go over these at our store and take home the ones you like. Then you will hear your Phonograph at its best.

THE BEST TALENT IN THE LAND MADE THESE MARCH EDISON RECORDS

Never forget that any musical instrument will grow stale unless it has new music. You may have an Edison Phonograph, and you may have forgotten how delightful it was when the Records were new. The way to renew that delight is to buy the new Records. You would get tired of a piano, a violin, an orchestra or a vocal quartette, unless it gave you new music from time to time. The Edison Phonograph is like other musical instruments: It will entertain you if you do not forget to keep in touch with the new music—the new records. Ask us for the March list, or hear them played at our store.

MARCH RECORDS

Keep your Phonograph always fresh by supplying it with the newest Records—it is what you hear in the Phonograph that makes it interesting, not the Phonograph itself. Hear the March Records as our store, and then order them.

Ready-Made Ads

A large number of Dealers have taken advantage of our offer to furnish electros of the illustrations in these ready-made, ads. We are sorry to say that all of them have not complied with our request to send us copies of papers or printed matter in which the electros were used. Dealers who have failed to do this will not receive any more of these electros. If Dealers will not comply with so simple a matter as sending the evidence that they have used electros already sent them, they cannot complain if we do not honor any further orders. These electros are sent out for the purpose of getting additional advertising, and we are entitled to the same evidence of their use that we would ask if we were doing the advertising ourselves. To new Dealers or to those Dealers who have had electros and have complied with the requirements for their use, we will be glad to send either or both of the electros in the ready-made ads shown in this issue. The order on the next page should be used or similar matter written in a letter.

February Advertising

The copy of our February Magazine advertisement, reprinted on page 20 of this issue, has been illustrated with a specially drawn sketch by Guernsey Moore, a well-known illustrator for magazines and other publications. This advertisement appeared in the Saturday Evening Post, Collier's, Associated Sunday Magazines, and about twenty of the magazines of largest circulation in the country. Our newspaper advertising has also gone on as originally planned. One of the large Phonograph ads appeared in nearly 145 newspapers published in the largest cities of the country on January 7th and 8th, being used in evening papers on the first date and in morning papers on the 8th. Another of the Record advertisements appeared on January 24th and 25th in the same list of papers. Another of the series of Phonograph ads will appear on February 11th and 12th, and another Record advertisement on February 24th and 25th. We believe that this advertising, together with all the advertising of other kinds that we are doing, has had much to do with maintaining the present volume of Edison business. Advertising is one of the features of our business in which there was no retrenchment nor will any attempt be made to cut it down in any particular. On the contrary, we are planning to increase its scope during the present year, giving the trade more and more assistance as these plans are worked out.

If there is any one class of young men who can appreciate an entertainer like the

EDISON



PHONOGRAPH

It is the college class. Think what it would mean to hear all the new popular songs in your own rooms, whenever you pleased, simply by turning them on.

Thos. Smith & Sons

SCHENECTADY, N. Y.

Electro in above ad is: Staple Column, No. 667. Double Column No. 668.

EDISON



There are many old songs, almost forgotten now except by older people, which can be restored by the Edison Phonograph.

Look over the catalogue and see how many of your favorites are to be had in Record form, and come into our store and hear some of them on the Edison Phonograph. You will never rest until you own one.

PHONOGRAPHS

GEORGE MASON,
12 State St. Boston, Mass.

Electro in above ad is: Staple column wide, No. 665. Double column wide: No. 666.

REQUEST FOR ELECTROS

NATIONAL PHONOGRAPH CO.
ADVERTISING DEPARTMENT, ORANGE, N. J.

DATE.....190....

Mail Electros No.....

We agree to use them in newspaper advertising and to send you copies of papers containing them before asking you for other electros. We intend running a.....inch advertisement.

Name.....

Street.....

City and State.....

We buy through.....

Busier Than Ever

Graves & Co. are busier than ever. They have recently received several carloads of goods. A carload of Edison Gold Moulded Records weighing 20,000 pounds, and a carload of 440 machines have recently arrived. They do an immense Edison trade. It was only a few years ago that F. W. Graves established this concern on a modest scale. The possibilities of the venture soon became apparent to him.

Several changes of location followed the quick demand for more room for the retail trade and increased stock. The last and most important move was to the present retail location opposite the Imperial Hotel in Washington street. Beautiful parlors were opened in this establishment and about this time the wholesale branch was added. This grew by leaps and bounds until the company found it necessary to erect their own building for the jobbing business in the northern part of the city near the customs house.

"It seems but yesterday that I started in a little store handling Edison machines," said Mr. Graves. "Although in reality it has been several years since I made the venture, yet I can scarcely realize that a business of such magnitude as we now control should grow in so short a time. The past season has been a brilliant and busy one with our house. We felt the recent stringency to a slight degree, but the holiday trade is magnificent. The Northwest has money and the people feel confident of the future, so do not hoard their dollars so closely as would be the case otherwise. Future prospects are of the best."—*Seattle, Wash., Correspondence to the Music Trades.*

SUSPENDED LIST, FEBRUARY 1, 1908

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—Thomas McGuire, 876 Main st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

COLORADO.

Boulder—Bentley & Craig.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Eggleston Bros., or Eggleston Music House, J. P. Eggleston, Prop.; also Danville, Ill.

Chicago—A. Gloss & Son, 727 W. North av.

Cookerville—Geo. Swinehart & Son.

Danville—Eggleston Bros., or Eggleston Music House, J. P. Eggleston, Prop.; also Champaign, Ill.

*Elgin—James W. Mill, 18 Spring st. and 166 Chicago st.

Kempton—C. E. Buts.

Ottawa—Edward Hayne.

Peoria—H. Mayer, 1307 S. Adams st.

Quincy—Giles Bros., 107 North 4th st.

J. F. Whittaker 618 Hampshire st.

*Robinson—A. D. Foreman, or A. D. Foreman & Son.

Wheaton—E. Irving.

INDIANA.

South Bend—Eugene Marsh, 126 Vistula ave. South Bend Book Bindery, Robert Lobolt, Prop., 203 North Michigan st.

IOWA.

Burlington—John P. Wales, 711 Jefferson st.

Cushing—Bullock & Lyman.

Independence—E. O. Parker, 110 E. Main st.

McClelland—J. W. Rounds & Co.

Mederville—John J. Carpenter.

Sioux City—Hattenbach Bros. Co.

A. V. Larimore, 518 Fifth st.

Stout Center—Ora Sargeant.

Whiting—The Cassady & Whiting Co.

KANSAS.

Clay Centre—E. M. Gowanlock.

Lawrence—Bell Bros.

Topeka—R. H. Morehouse, 510 E. 4th st.

Wichita—Frank R. Powell, 132 N. Main st.

KENTUCKY.

Louisville—Irvine Simons, 942 W. Market st. (formerly 643 W. Market st.).

MAINE.

Biddeford—W. H. Field.

Gardner—C. H. Cobb, 103 Water st.

Lewiston—J. W. Shaw.

Monmouth—G. H. Stetson.

Oldtown—H. M. Burnham.

Waterville—Frank Blanchard, 150 Main st.

MASSACHUSETTS.

Boston—Henry H. Savage, 166 Hanover st.

T. Singer, 40 Leverett st.

*Fitchburg—M. Stinert & Sons Co.; also Pittsfield, Mass.

Florence—William Oates, 87 Main st.

Franklin—H. P. Blackmar.

Great Barrington—Frank W. Wheeler, Main st.

Lawrence—Lord & Co., 314 Essex st.

E. O. Mosher, 452 Essex st.

Malden—A. T. Fuller.

Nantucket—Arthur M. Taylor.

New Bedford—H. B. DeWolff.

*Pittsfield—M. Steinert & Sons Co., 264 North st.; also Fitchburg, Mass.

Somerville—E. J. Winchester, 32 Summit ave.

Webster—Osborn, Gillette, or The Boston Jewelry Co., L. F. Maloney, Manager.

Worcester—Joseph Tubman, 44 Front st. Guy Furniture Co. 511 Main st.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Schwankovsky, Prop.

Bloomfield—Rothfuss Piano Co., (William Rothfuss and Geo. M. Rothfuss and Frank H. Jones).

Detroit—F. J. Schwankovsky.

*Manistee—Jos. Iles, and A. H. Iles Co., 311 River st.

Saginaw—Chas. W. Emendorfer.

James A. Salahan, 227 Genesee st.

Tierney Bros., 217 Genesee st.

SUSPENDED LIST CONTINUED.

MINNESOTA.

Willmar—Willmar Furniture Co., Rubie Block.

MISSOURI.

Ewing—Hal R. Hewit.

Exeter—Clifton Hardware Co.

Kansas City—The Willmann Co.

*Unerwin—Chas. Unerwin.

St. Louis—Knight Cycle Co., 1216 Olive st.

NEBRASKA.

David City—John Albright.

Lincoln—The Whitmore Co.

Omaha—The Whitmore Co.

Orchard—Albright & Co.

Red Cloud—Albright & Co., or E. P. Albright.

Sterling—Sterling Drug Co., W. G. Morrill, Prop., and W. G. Morrill, M. D.

NEW HAMPSHIRE.

Dover—H. C. Ingalls & Co., 444 Central ave.

Hillsboro Bridge—E. M. Barnes.

Manchester—A. E. Dumas.

Nashua—F. A. McMaster & Co.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 23-24 Arkansas ave.

Bayonne—J. Wiefer, 459 Avenue D.

Jersey City—W. L. Hofman, 161 Montgomery Street.

Long Branch—A. N. Alexander, 103 Broadway.

A. Nielsen, 109 Broadway.

Newark—R. L. Crowell, 249 New York City, R. Rosenthal, Prop. Springfield Mdw. and Spng. Goods Store, 71 Springfield ave.

D. Rodrigues, 211 Springfield ave.

Passaic—Charles Kelly, 26 N. Main st.

Paterson—Charles Kelly, 26 N. Main st.

Plainfield—S. W. Frucht, or M. Frucht; also New York City.

Hilton M. Layton.

West Hoboken—Emil Hollander, or The West Hoboken Music & Photo. Co., 169 Spring st.

NEW YORK.

Albany—G. Linde, 255 S. Pearl st.

G. A. Birdsall, 114 S. Pearl st.

Amsterdam—B. C. Hirshon, 23 Market st.

Bedford Park—Chas. Terrell.

Brooklyn—Nathan Abrahams, 602 Broadway.

Bergen Music Co., 1264 Knickerbocker ave.

W. Hinderwerth, Bushwick Phonograph Exchange, 1331 Myrtle ave.

Emil Smith, 444 Eleventh st., and 220 Summer ave.

*Potter Furniture & Carpet Co., 216 Grand st.

Hobart—Fred Marshall.

New York City—E. Spitzer, or American Phono Co., 37 Avenue A.

Automatic Zither Co., M. Cohen, Prop., 827 Second ave.

Bath Beach—1274 W. 11th st.

Bijou Dream, 261 Willis ave.

I. & S. Blitzstein, Knickerbocker Music Store, and Stork Music Store, 610 E. 138th st.

Bronx Phono. Co., or David Switky, 586 E. 147th st.

Eagle Phono. Co., or C. Lowenthal, 82 Nassau st.

Empire Phono. Co., 2 W. 14th st.

H. W. Frucht, or S. Frucht, 7 Barclay st.

J. Schwankovsky, also Plainfield, N. J.

O. Heidecker, 1 Murray st.

Hawthorne & Sheble, 297 Broadway; also Philadelphia, Pa.

Holcher Bros., 460, 461 and 491 West st.

N. Horn, 148 E. 58th st.

*Added since January 1st, 1908.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW YORK—Continued.

W. L. Isaacs, 134 Fulton st.

Italo-American Phono Co. (R. Gerard & Co.).

S. Lamburg & Co., 194 Broadway.

L. Mehlhynia, 302 Broadway.

Pierce & Cooley, 2287 Amsterdam ave.

Richmond Cycle Co., 74 W. 125th st.

P. M. Prangnell, 1 Broad st.

Wishbon Cycle Co., 2213 Seventh av.

Oneonta—C. B. Skinner Co., 263-267 Main St.

Rome—Charles Cuttle.

Saratoga—W. J. Taylor.

Saratoga Springs—Marvin A. Cote.

Watertown—E. S. Warwick & Co., 20 Public Square.

Wayland—John Gross, Fursel Block.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

NORTH DAKOTA.

Fargo—Ben Hart.

OKLAHOMA.

Oklahoma City—Armstrong, Byrd & Co.; also Shawnee.

Shawnee—Armstrong, Byrd & Co.; also Oklahoma City.

OHIO.

Ashtabula Harbor—Chas. W. Askew (Gregory, Askew & Co.).

Bellevue—H. S. Reuscr.

Brookville—E. S. Merritt.

Cincinnati—F. L. Andem.

Cleveland—Burns & Gesser.

Dayton—W. Stipp, 1045 W. Third st.

*Hicksville—W. Stipp, Jr., Co.

Springfield—F. W. Schaal.

Uhrichsville—F. A. Masurie.

PENNSYLVANIA.

Athens—J. T. Stidfeet, 409 Main st.

Bradford—C. G. Worden, 32 S. Washington st.

Lancaster—J. H. Swarr, 24 North Queen st.

Mt. Pleasant—Meredith Foster & Queen st.

New Castle—Will Harriand, 26 N. Long st.

Philadelphia—S. Cassidy, 2725 Emerald st.

Hawthorne & Sheble, 604 Carpenter st. Oxford and Mascher sts.; also New York City.

Krouse, 823 Arch st.

South Novelty Co., 17 South 9th st.

Pittsburg—Jos. Eisenberg, 616 Wylie ave.

Royersford—Wenrich Bros., 216 Main st.

Titusville—S. H. Du Bois, 218 Main st.

Cigar Store, 17 W. Central ave.

RHODE ISLAND.

Providence—P. H. Gainsbury, 59 Plainfield st. F. P. Moore.

Rockville Center—G. A. Cox.

TENNESSEE.

Alexandria—Clarence J. Baird Music Concern.

TEXAS.

Whitney—H. B. Randle & Co.

UTAH.

Salt Lake City—Daynes Romney Music Co., 28 East South 1st st.

VERMONT.

Barre—Averill Music Co. (H. L. Averill & Co.), 33 N. Main st.

VIRGINIA.

Norfolk—W. Retchenstein, 196 Church st.

WISCONSIN.

Ashland—J. F. Foot Co.

*Milwaukee—C. H. Stinchfield.

Watrousch—G. H. Stewart.



The EDISON PHONOGRAPH

Makes home the most entertaining spot on earth. You can give a dance with an Edison Phonograph, supply music at a reception, accompany a singer, entertain the children, break the ice at a party, while away pleasantly a few hours when you are alone.

Put it to the test. Go to the nearest Edison store and hear the new model with the big horn. Let the dealer play for you some of the NEW FEBRUARY RECORDS. (Out January 25th.)

If you already own an Edison remember that to get the fullest enjoyment out of it you must keep up with the new records.

Ask your dealer or write to us for the new catalogue of Edison Phonographs, THE PHONOGRAM, describing each Record in detail; the SUPPLEMENTAL CATALOGUE, listing the new February Records, and the COMPLETE CATALOGUE, listing all Edison Records now in existence. Records in all foreign languages.



NATIONAL PHONOGRAPH COMPANY, Lakeside Av., Orange, N. J. Thomas A. Edison

Advertisement in February Magazines

Edison Phonograph Monthly

VOL. VI. March, 1908 No. 3

Keeping At It

The man who attempts to say that business today is as good as it was six months ago fools no one but himself. The volume of every business has, in the past few months, undergone a shrinkage that in the aggregate is large, and that has varied considerably, according to the character of business. No one of sense will deny these facts and no good will be had by concealing them. The facts are like the proverbial spilled milk, they cannot be recalled. What caused the trouble is now of little moment, except to point out reefs to be avoided in the future. The chief concern of every business man should now be: What can I do to aid in building up the financial and industrial interests of our great country? Every man, with his eyes to the future, should resolve that he will strive to do his full share in restoring prosperity.

Such will be the effort of the National Phonograph Company and it solicits the co-operation of every Jobber and Dealer to the same end. In common with all other manufacturers we have not relished the reduced volume of business, but this reduction has not been anything like what some other lines have suffered. An offsetting gain has been the elimination of many items of expense that had crept in from time to time, and the re-organization of departments to a greater efficiency at less cost. From an organization and expense standpoint the depression has been advantageous, although we frankly admit that we would rather not have been compelled to reorganize and reduce. The same conditions have prevailed throughout the talking machine trade. All Jobbers and Dealers have eliminated every unnecessary expense and are now doing business on a solid and substantial foundation. They are in splendid shape for the future.

That the turning point was reached some time ago and that financial and industrial affairs are now showing a marked improvement are admitted everywhere. Our own business is showing a steady increase week after week, and the character of the orders sent in by Jobbers evidences a similar condition with the latter. The latter's orders, of course, are but a reflection of the state of business with Dealers. Considering that Phonographs and Records are classed as luxuries, (although many thousands seem to regard them as necessities), the talking machine trade is in splendid shape.

The trade can co-operate in making it better by not only putting forth the same efforts as they formerly did, but by increased effort. After all, ninety per cent of the people are as well off as they ever were. They have suffered no loss of positions or wages, and they are just as able as ever to buy Phonographs and Records. Dealers' advertising, circularizing, window displays, salesmanship and personal work will make sales almost as readily now as at any time in the past. The fact that we are doing no less advertising, are getting out just as much printed matter, and are keeping our salesmen on the road, show that we believe in keeping at the game the same as before, and our own work will accomplish the greatest results when the trade pushes business locally. Dealers should not relax in their efforts because of the feeling that it won't pay; they believed in pushing things a few months ago, and what has happened since has not been sufficient to make a material change. Don't seize upon a pretext to lay down. Keep on your feet and with head in air, eyes front and chest out, show the people of your cities and towns that you believe in your goods and are losing no opportunity to tell them so.

Keep Up Stocks

Conservatism in ordering Phonographs and Records is a trait to be commended in all Dealers, but to be conservative does not mean to let stocks run so low as to cause the loss of sales. Not to have a stock on hand sufficient to fill the demands of every customer is a lack of business judgment. Don't be that kind of a Dealer.

The New Edison Gold Moulded Records Jobbers' Advance List for May, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before April 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on April 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on April 25th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after April 20th, but must not be circulated among the public before April 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on April 24th, for delivery on the following day. Jobbers are required to place orders for May Records on or before March 10th. Dealers should place May orders with Jobbers before March 10th to insure prompt shipment when Jobbers stock is received.

9818 Down in a Coal Mine — **Edison Concert Band**

A Record descriptive of daily life in a coal mine. To music of an appropriate character, the miners assemble, greet each other, enter the cage and are conveyed into the mine; they are heard working with pick and shovel; they stand back for a blast, and as they return to work they sing "Down in a Coal Mine," a song very popular some thirty or more years ago. Composer, Otto Langey; publisher, Carl Fischer, New York.

9819 If Those Lips Could Only Speak — **Allen Waterous**

Living in a beautiful mansion, with unlimited wealth and surrounded by luxury, the singer gazes upon the framed portrait of his dead wife and laments her departure in the following words:

If those lips could only speak,
If those eyes could only see,
If those beautiful golden tresses
Were there in reality;

Could I only take your hand,
As I did when you took my name!
But it's only a beautiful picture
In a beautiful golden frame.

Allen Waterous, who, by the way, is a brother of the Mr. Waterous who has sung duets with his wife, and not the duet singer, as stated last month, makes a splendid Record of this composition. Orchestra accompaniment. Words and music by Charles Ridgwell and Will Goodwin.

9820 Chimmie and Maggie at "The Merry Widow" — **Ada Jones and Len Spencer**

Chimmie and Maggie have yielded to the New York craze and have been to see Lehár's operetta "The Merry Widow." The Record begins as they are leaving the theatre. The calls for carriages are heard and the boys are selling the sheet music in the lobby. Maggie is inclined to be sarcastic about the members of her sex whom they have just seen on the "stoige." She especially comments on the "Widow" thusly:

Little puffs of powder,
Little dabs of paint,
Makes the merry widow
Look like wot she ain't.

Jimmie's replies make Maggie somewhat jealous. He, in turn, is put out when she wants to find the man who wrote the famous waltz. The sketch is original and is not published.

9821 Love's Roundelay — **Anthony and Miller**

"The Merry Widow" has a rival in the Viennese operetta "A Waltz Dream." It was given its first presentation at the Broadway Theatre, New York, in January and has since steadily grown in popularity. Its music is very attractive. A number of its airs are of the kind that are widely sung and whistled. Chief among these is "Love's Roundelay," which is most charmingly sung for our Record by Messrs. Anthony and Miller, two of the best singers in the Edison galaxy. Orchestra accompaniment. Music, Oscar Straus; words, Joseph Herbert; publishers, Joseph W. Stern & Co., New York.

9822 Somebody That I Know and You Know Too — **Manuel Romain**

Fully equal to Mr. Romain's previous fine Records is this short love tale with its somewhat unusual title. As might be surmised, the individual known to both is the object of the singer's fondest admiration. Mr. Romain is a delightful singer of ballads of this kind. Orchestra accompaniment. Music, J. Fred Helf; words, Ed. Gardenier; publishers, Helf & Hager Co., New York.

9823 My Gal Irene — **Collins and Harlan**

Irene is a village belle and this song dwells upon her charms and her talent as a performer on the accordion. What the playwright would call the "plot" is given in the chorus as follows:

My Irene is the village queen,
She's the queen of the village green,
And when she plays on the a-cor-deen,
A sicker gal why you never seen,

Irene's fat and she Slapjohn gal,
Every never could reach Irene,
Every time she starts some a-cor-deen a-ticklin' in the feet,
Why-Cake plays entire village down.

The air fitted to the song is of the easy-to-learn kind—the kind that holds the attention of those fond of popular airs. Collins and Harlan's rendition of the song will make it a big seller in the May list. Orchestra accompaniment. Music and words, J. Hapgood Burr; publishers, Jerome H. Remick & Co., New York.

9824 Tipperary — **Stella Tobin**

A sentimental son of Erin's fair isle sings of his love for a "typical Tipperary miss." Every line is full of "blarney," just the language that a lovelorn Irishman would use in singing of his charmer. Perhaps the most attractive feature of the song is the clever way in which the well-known Tipperary air is worked into it. This is Miss Tobin's second selection for the Edison catalogue, and in our opinion is even better than her first one, No. 9758, in the February list. Orchestra accompaniment. Music and words, Leo Curley, James M. Fulton and J. Fred Helf; publishers, Helf & Hager Co., New York.

9825 La Papillote — **Edison Symphony Orchestra**

From a musical standpoint, this is one of the best things of the month. The melody of the composition is delightful and its interpretation by our Symphony Orchestra is of a most artistic character. Altogether the Record is a gem. Composer, R. Gruenwald; publishers, Oliver Ditson Co., Boston.

9826 When Sweet Marie Was Sweet Sixteen — **Frederic Rose**

One of the ever popular sentimental ballads, in which a tale of love is set to enticing musical strains. Its composer will be remembered as the writer of "Sweet Marie." The chorus:

When sweet Marie was sweet sixteen,
In fairyland of emotional years.

And I was king and she my queen,
When sweet Marie was sweet sixteen.

Although Mr. Rose has been singing for the Edison public but a short time, he has acquired a wide popularity and his ballads are regarded by many as equal to any ever put out by this company. Orchestra accompaniment. Music, Ernest R. Ball; words, Raymon Moore; publishers, M. Witmark & Son, New York.

9827 My Mother's Prayer — **Edison Mixed Quartette**

A sacred selection with solo by James F. Harrison, accompanied by the organ and chorus by the quartette of mixed voices. It is a Record fully up to the high standard of the department of sacred music in our catalogue. The hymn is a well-known favorite. The rendition is fine. Music, W. S. Weeden; words, J. W. Van de Venter; published in hymn books.

9828 Just One Word of Consolation — **Irving Gillette**

Mr. Gillette has not, in some time, sung for us a more attractive ballad than this. The song is well known and its range fits Mr. Gillette's voice to a nicety. The refrain:

Just one word of consolation,
Even in silent sympathy,
Often helps the sad to cheer,
When distress o'ershadows thee.

Even in silent meditation,
When the soul from earth would part,
Just one word of consolation
Inwardness soothes a breaking heart.

Orchestra accompaniment. Music, Tom Lemoinier; words, Frank B. Williams; publisher, Charles Harris, New York.

9829 Under Freedom's Flag March — **Edison Military Band**

A stirring march of a semi-patriotic character, rendered with precision by our Military Band. One of those march selections that win a lasting popularity. Composer, F. Nowowieski; publishers, Joseph W. Stern & Co., New York.

9830 Hannibal Hope — **Arthur Collins**

Hannibal is a moke who left his Nashville home to go with a circus show. The circus is billed for Nashville one day and the song tells how his girl Mandy Green is enthusiastically waiting for his advent. Hannibal plays the steam calliope, which according to Mandy's notion of music has the angels' golden harps played to a standstill. Introduced into the Record are the effects of Mandy and a crowd of spectators waiting for the circus parade. Mandy can hardly contain

herself. Her remarks about Hannibal get the spectators keyed up to great expectancy. Now comes the band. Then the horses are heard. The animals cry, laugh and roar. Mandy suddenly shouts "That's My Hannibal!" and the fearful music of the calliope fills the air. The effect is made all the more ludicrous by an exaggerated burlesque of the calliope. Orchestra accompaniment. Music, Lou Hirsch; words, John B. Lowitz; publishers, F. B. Haviland Publishing Co., New York.

9831 The Girl Who Threw Me Down — **Edward M. Favor and Chorus**

An already very popular ditty, sung by an artist whose experience on the comic opera stage has made him a master of the art of producing a loud and clearly enunciated Record. The song concerns the lover who couldn't stay away from "that old Long Island town," notwithstanding the "twenty-three's" and other similar things that his girl handed him. An additional feature of the Record is the quartette chorus. An "in-the-money" Record. Orchestra accompaniment. Music, Albert Gumble; words, Benj. Hapgood Burt; publishers, Jerome H. Remick & Co., New York.

9832 One! Two! Three! All Over — **Billy Murray**

A bit of fun that cannot fail to make a hit with the public. It comprises two verses with choruses appropriate to each. Verse one relates the story of the would-be pugilist who, in the first round, was struck by something hard. As he fell he heard, intermingled with the count of the referee, the singing of birds, the ringing of bells and the rustling of angels' wings. Verse two tells of the similar visions of the youth who went skyward after his cigar came in contact with a gasoline tank of his automobile. Orchestra accompaniment. Music, Safford Waters; words, Paul West; publishers, Helf & Hager Co., New York.

9833 Jigs and Reels — **Charles D'Almaine**

Another brisk violin solo of the following well-known jigs and reels: "Bannocks o' Barley Meal," "Haste to the Wedding," "Prince Charles," "Cosmopolite" and "Rory O'Moore."

9834 Hoo-oo, Aint You Coming Out To-Night? — **Byron G. Harlan**

This song will carry most men back to the days of their boyhood, when their playmates gathered at dusk in front of their homes and shrilly cried out the above title. Johnny wants to go out to play, but mother, as mothers ever did, thinks that it is too near bedtime and refuses permission. Then, to Johnny's further discomfiture, comes the cry "Hoo-oo, Aint You Coming Out To-Night?" And, indeed, are these tragedies of childhood. The "kid" call is by Miss Stella Tobin. This song will be one of the hits of the coming season. Orchestra accompaniment. Music and words, Herbert Ingraham; publisher, Shapiro, New York.

9835 Summertime — **Allen Waterous and Chorus**

The warm weather character of this song is aptly shown in the words of the chorus, as follows:

Summertime, summertime,
Sweet summertime, sunny weather,
How all the days, seem to be,
All the world in rhymes.

Summertime, summertime,
Of all the year, the dearest,
We will find, no peaches, cream and honeys,
In the summertime.

Its publishers declare with confidence that this will be one of the leading songs in the coming summer, and their past predictions have demonstrated that they know what they are talking about. Orchestra accompaniment. Music, Harry Von Tilzer; words, Jack Mahoney; publishers, Harry Von Tilzer Music Publishing Co., New York.

9836 Stuttering Dick — **Edward Meeker**

A funny song about the love-making of Dick Alexander Simpson, who stutters badly, with a damsel similarly afflicted. His efforts to propose and her struggles to accept are very ludicrous. The stammering chorus is funny. Mr. Meeker scored a great success with this song while acting as an end man at the minstrel performances of Orange Lodge of Elks, some weeks ago. Orchestra accompaniment. Words and music, Clifford J. Werner; publishers, Orange Music Store, Orange, N. J.

9837 When You Steal a Kiss or Two — **Albert Benzler**

This song was listed in April as a vocal selection, but its air was too attractive to pass without further consideration and it is here given as a bells solo. It is a good one, too. Composer, Kenneth S. Clark; publishers, M. Witmark & Sons, New York.

9838 Pass It Along to Father — **Ada Jones**

Another of the "father" songs in which poor old dad gets the worst of everything. Whatever the rest of the family don't want is passed "along to father." He has reached that stage in married life when "he takes what he gets and he's not much bother." For instance, while the rest of the family have duck at dinner he is given the wish-bone and the suggestion is offered that he can "wish for a change of luck." One of the best songs of its kind since "Everybody Works but Father." Orchestra accompaniment. Music, Harry Von Tilzer; words, Vincent Bryan; publishers, Harry Von Tilzer Music Publishing Co., New York.

9839 The Country Constable — **Edison Vaudeville Co.**

Scene, a country roadside. The constable (Mr. Porter) is discovered "detectivating." He is so disguised with false whiskers that Zeb (Mr. Harlan) does not recognise him until he takes them off. They lay in wait for speeding automobilists. The first one pays no attention to the constable's call. The second one stops, but a ten dollar bill changes the speed from ninety to eight miles an hour. A singing party comes along, asks some questions, get pert replies to stop another speeding red auto, but, with a crash and a squeeze of the siren horn, the machine goes its way, leaving Zeb to wonder what has become of his wagon. A funny number.

9840 Sidewalk Conversation — **Steve Porter**

In this Record Mr. Porter gives a clever imitation of the vaudeville artist whose partner has gone back on him and he is left to talk the parts of both Mac and Reilly. Mac has a high voice and Reilly a low one. They indulge in one of those exchanges of pleasantries at each other's expense so familiar on the vaudeville stage, and which much be followed every second to catch all the funny things said. The Record closes with singing by Edward Meeker. As good as anything Mr. Porter has made.

9841 A Wee Bit o' Scotch — **Edison Military Band**

Distinctively Scotch is this band selection, for woven into the melody are strains of "Annie Laurie," "Coming Through the Rye," "Charlie is My Darling," "The Campbells are Coming" and "Blue Bells of Scotland." The composition as a whole is striking and our Record does it full justice. Composer, J. Fred Helf; publishers, Helf & Hager Co. New York.

2 Selections Made Over

In accordance with the notice already sent to Jobbers, we list below two selections that have been made over by the same talent. The May printed matter prepared for retail use will contain these selections. Jobbers should replace their stock of the original Records of these numbers with the new ones.

8765 Alexander — **Billy Murray**

8379 Pretty Peggy (Bells) — Made Over by Same Artist — **Albert Benzler**

Made Over by Same Artist

Remove Packing Under Spring Barrel

Following is a copy of a notice sent to all Jobbers under date of February 3d:

TO ALL JOBBERS.

Please instruct your clerks, your salesmen and your Edison Dealers to always remove the piece of corrugated paper from underneath the spring-barrel of each Edison Phonograph, but the Gem, when unpacking it for use. Unless this is done the machine will not operate properly.

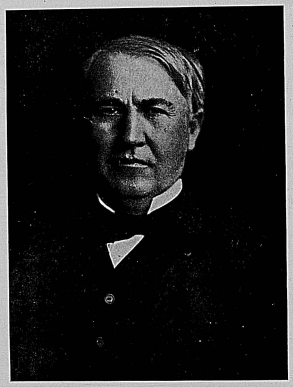
We are once more calling your attention to this matter because we find that frequently this packing is not removed as directed by the rug on each machine, which causes complaints that machines do not play the proper number of records.

NATIONAL PHONOGRAPH CO.

This notice should also have the attention of Dealers. In packing all Edison machines but the Gem we find it necessary to put a piece of corrugated paper in the bottom of the cabinet to support the main barrel and prevent the jars of travel from breaking the bolts which hold the mechanism in the cabinet. If this paper packing is not removed, as directed on the tag fastened to each machine, the spring barrel will not turn freely and the Phonograph will not operate properly. An investigation of a number of complaints that machines were not working right, resulted in finding that the paper packing had not been taken out and we believe that many similar cases still exist, without owners knowing the cause. Dealers who get complaints from customers that their machines are not working smoothly should ask if this packing has been removed and they should make it a duty to see that it is removed from every machine now in stock or hereafter received.

Lauder Records

The total of the advance orders for Lauder Records so far exceeded our expectations that we have been considerably delayed in making shipments to Jobbers. Dealers who do not get their orders filled as early as they expected will understand that Jobbers were not to blame. The advance orders, although unusually heavy, do not in our opinion represent the ultimate success of these Records. We are certain the later orders will be much greater as soon as the public have heard them. They are clever Records and deserve their success.



Thomas A. Edison

Dinner to Mr. Edison

Thomas A. Edison passed his sixty-first birthday on Tuesday, February 11, and in the evening of that day he was the guest of honor at an informal dinner given in celebration of the event at the Krueger Auditorium, Newark, N. J. His hosts were various officials and department heads of the National Phonograph Co., Edison Phonograph Works, Edison Manufacturing Co., Bates Manufacturing Co., Edison Portland Cement Co., and the Edison Storage Battery Co., men whom are brought in contact with him more or less frequently in their daily tasks. They were: R. A. Backman, W. G. Bee, F. A. Burnham, Jr., W. H. A. Cronkhite, D. A. Dadd, F. K. Dolbeer, N. C. Durand, W. E. Gilmore, J. E. Helm, A. M. Hird, A. C. Ireton, W. S. Mallory, L. C. McChesney, H. F. Miller, John V. Miller, W. H. Miller, J. H. Moran, A. T. Moore, H. I. Moyer, C. S. Osborne, Fred Ott, William Pelzer, E. H. Phillips, Edward S. Porter, O. A. Rogers, Walter Stevens, A. P. Waterman, Peter Weber, Alphonse Westee, C. H. Wilson, Albert Wurth and Charles Wurth. Messrs. Weber, Moore and Durand had charge of the arrangements. The dinner was of the most informal character and the entertainment that followed was marked by the same lack of formality. A number of songs were rendered by Harry Anthony and Edward Meeker. Two of the latter's selections were parodies on "Harrigan" and "I'm Afraid to Come Home in the Dark," in which Mr. Edison was made the subject of some comments that greatly amused all present because of their familiarity with them. No speeches were made. A number of late motion pictures were shown. Among them was a specially posed reproduction, in colors, of the "Old Couple" picture so familiar to the trade. The "old couple" were shown bringing in a Phonograph and setting it on a table. After a bit of by-play by the man and a display of eager expectancy by the woman, the machine was set in operation and the couple dropped into the pose shown in the regular picture. The reproduction made a great hit. The half-tone of Mr. Edison shown on the opposite page is made from one of his most recent photographs.

Edison Record Talent

This may be of interest to people who like to have the pictures of the Edison artists while the machine is playing. I have cut the photos out of all the *Phonograms* I had, and have pasted them on a board, and they are always handy to see the singers.—*Adolph Blumenthal, Standish, Mich.*

New Freight Rate on Horns

H. T. Leeming, Traffic Manager of the National Phonograph Co., appeared before the Western Classification Committee at the Homestead Hotel, Hot Springs, Va., on January 15th in behalf of our petition for a reduction on the classification of talking machine horns. He was the only representative present interested in this proposition. Our petition was favorably acted upon, and, effective about April 1st, the following change in the classification will be made:

Tin or sheet iron amplifying horns, first class nested; and one and one-half times first class, not nested. In car loads a third class rate will be charged, minimum weight of 16,000 pounds The classification on brass and nickel plated horns will remain the same as heretofore.

The advantage of the above change to the trade is that Jobbers and Dealers in making shipments to Dealers or customers will have to pay one and one-half time first class rate on shipments of a single horn as against double first class heretofore; and first class on shipments of two or more nested horns as against one and one-half times first class charged formerly.

It will be especially beneficial to Jobbers located west of the Mississippi River, as it will now enable them to compete favorably with Jobbers located east of the Mississippi.

Australia Reduces Duty on Phonographs

Australia has abolished the duty on Phonographs and Records. For several years, and until August 9, 1907, this duty was twenty per cent ad valorem. On and after that date this duty was increased to thirty-five per cent. This increase in duty brought forth a storm of protest from the users, dealers and jobbers, and also from the press, and efforts were immediately made to have the duty restored to the old rate, which resulted in a petition being presented to Parliament, praying for a reduction of the duty. The matter came up for discussion on Friday, December 6th, and on that date the duty on Phonographs and Records and accessories was entirely removed, these articles being put on the free list. This news proved very acceptable to all concerned, and, notwithstanding the fact that there was an enormous sale of Edison Phonographs in Australia, the removal of the duty (which naturally means a substantial reduction in the price of Phonographs and Records) will still further increase the sale of our goods in that territory.

The New York Case

The latest development in the litigation which for the past seven years has been pending against this Company, involving its right to do business in the State of New York, comes in the form of an opinion by Judge Hazel, of the United States Circuit Court. The immediate action in question was a motion to punish the Company for contempt of an injunction granted in March, 1906. At the time of the injunction we were advised by counsel that there were two patents involved in our products to which the New York Phonograph Company had territorial rights, giving to their contracts the interpretation placed upon them by the court, and which we, of course, accepted without question. The features of those two patents were therefore eliminated—and we warrant the assertion that but few of our friends ever noticed their disappearance—and on the advice of our attorneys we continued our business as before.

Last fall, more than a year after the injunction was granted, the New York Phonograph Company brought on their motion for contempt, and argued, as they had often done before, that they were the owners of exclusive agency contracts in Edison Phonographs and supplies for the State of New York, running probably in perpetuity, but at any rate for many years to come; and that no one could sell or use an Edison Phonograph or Record in that State without paying tribute to them. Our attorneys, on the other hand, argued that whatever rights the New York Company had were based absolutely on certain Edison patents, taken out in the early days of the North American Phonograph Company, and that since those patents had expired the rights under them had lapsed.

Judge Hazel holds that as to a few patents on the Phonograph, which have expired in this country by reason of the fact that corresponding earlier foreign patents have expired, the rights of the New York Company still exist; or in other words, that while such patents are public property as to everyone besides ourselves, we cannot use them.

The effect of the decision is to require us to omit a number of minor features, which we are now taking care of. The elimination of these features will not in any way affect the high character of our machines, but on the contrary will actually improve them, as we are now in position to make certain changes in design which we have had in contemplation for a long time. When the new models are examined, it will be found that our views on this point are fully confirmed.

On the whole, considering the persistent and untiring efforts of our adversaries to do us harm, and the proverbial uncertainty of litigation, we feel that the present situation is one for sincere congratulation, as it would seem to effectively put a quietus on the avowed determination of the New York Phonograph Company to control the business in the State of New York.

Pushing the Game

The March advertising for Edison Phonographs shows that we are not abating one jot in our determination to create business for Edison Jobbers and Dealers. On the last page of this issue we reproduce an advertisement that appeared, or will appear in a score of the magazines of greatest circulation in the United States. We also have a back cover in colors in the Saturday Evening Post for February 22, and a full page in colors in Colliers for February 29. The large advertisements in the newspaper series appeared in 145 leading newspapers on February 7 or 8 and February 24 or 25. Similar advertisements will appear in the same papers on March 12 or 13 and 28 or 29. If the trade would continue their local advertising and not let up in their other selling efforts, to the same extent as we are pushing the game, there would be the same increased demand for Edison goods as ever before. Go at the proposition, Mr. Dealer, just as if it was new, and put into it the same energy and thought that you did when you put in the line. More people know about and are interested in Edison Phonographs than ever before and many in your territory need only a little urging to buy. Try it and you will be surprised to find how much more business you can get out of your locality than you ever before thought possible.

Mexican Records

Some regret has been expressed because we cut out of our Foreign Record Catalogue certain Mexican selections that had become quite popular. This referred more especially to some of the band and orchestra Records. While most of the Mexican list was cut out of our regular catalogue, we can still furnish any of them to such Jobbers and Dealers as may have a demand for them. They are all being sold by our Foreign department and we can as readily fill domestic orders as before. We have no printed matter referring to them that we can supply in quantities, but will be glad to mail a complete list to any Dealer on request.

John F. Randolph

It is with the deepest regret that we announce the death, at his home in West Orange, N. J., on February 17, of John F. Randolph, Treasurer of the National Phonograph Co., and private secretary to Thomas A. Edison. His death was caused by a wound from a shot-gun, self-inflicted while temporarily insane. The sad affair shocked and grieved his employers and his business associates.

Mr. Randolph was born at Metuchen, New Jersey, October 22, 1865. His boyhood was spent at his native place, where he received the limited education afforded by the public schools. At the age of sixteen he entered the employ of Thomas A. Edison as an office boy. Mr. Edison then had his laboratory at Menlo Park, but a few miles from Mr. Randolph's birthplace. He continued in the service of Mr. Edison till the day of his death. He rose from one position to another, till he became the personal representative of Mr. Edison in most of his great enterprises. At his death his relations with Mr. Edison were the closest and of the most confidential character. No other man enjoyed Mr. Edison's confidence to the same extent, and the trust reposed in him was never broken in the slightest degree. He was at all times faithful and watchful of his chief's interests. The death of no other man in his service could have caused Mr. Edison as much grief as did that of Mr. Randolph. No other man was more highly esteemed.

Mr. Randolph was the private secretary of both Mr. and Mrs. Edison, even their household expenses being paid by him. He was Treasurer of the National Phonograph Company, Edison Phonograph Works, Edison Manufacturing Company, Bates Manufacturing Company, Edison Portland Cement Company, Edison Storage Battery Company and of several other lesser companies. He personally signed every check drawn by all of these companies and he performed an amount of work that would have been impossible for one who had not grown up with the several companies.

Mr. Randolph had witnessed the evolution of nearly all of Mr. Edison's most important inventions, including the Phonograph, dynamo, electric light, telephone, kinetoscope, storage battery, improvements to telegraphy, and many others not so prominent or not so successful commercially.

In 1887, when Mr. Edison built his present laboratory at West Orange and moved from Menlo Park to Llewellyn Park, Mr. Randolph followed him and lived there till his death. On June 29, 1893, he married Miss Anna E. Pierson, who survives him with two daughters, aged twelve years and ten years.

Mr. Randolph was unassuming and retiring to a fault. He could not be induced to join his fellow officers and employees in the various functions that occur in all large corporations. He was a member of practically no societies or organizations. He seemed to have no other ambition than to perform the duties devolving upon him by day, and be with his family by night. The respect in which he was held by all with whom he came in contact was no less complete than the high regard for him felt by Mr. Edison.

The funeral of Mr. Randolph was held at his late home, Valley Way, West Orange, February 19. It was attended by Mr. and Mrs. Edison and a large number of his former associates and employees of the companies with which he was connected. The pall bearers were R. A. Bachman, W. G. Bee, H. P. Miller, J. H. Moran, Fred Ott, Peter Weber, Alphonse Wester and C. H. Wilson, all business associates of the deceased. The services were conducted by the Rev. Robert S. Steen, pastor of the Hillside Presbyterian Church, Orange. The singing was by the Edison Male Quartette.

The interment was in Rosedale Cemetery, Orange. The entire Edison plant and also the Edison Laboratory were shut down at noon and kept closed the remainder of the day.

Most Old Dealers Have Re-signed

On February 1 we removed from our files and mailing lists the names of those Dealers who did not sign the new Agreement dated October 1, 1907. This operation showed that 80 per cent of our old Dealers had re-signed, a fact that speaks volumes for the stability of the Edison trade. This percentage was larger than had re-signed any previous Agreement. It is plain that as the years pass, there are fewer people taking on Edison goods in an experimental manner, and more of them making a success of it and continuing in the business. We believe that many have not re-signed because of negligence or oversight, and that when the work is finally checked up the unsigned number will not exceed 10 per cent. A special letter was sent to each unsigned Dealer on February 8, and a large number of replies have already been received. Another healthy sign about business is the fact that just so many new firms are becoming Edison Dealers as ever before. There seems to be no lack of confidence in Edison Phonographs and Records as a profitable business proposition.

Foreign Records

Our repeated references to foreign Records may weary some Dealers, but we would not talk or write about them so much if we did not believe that many Dealers fail to appreciate the money-making opportunity afforded by an intelligent handling of some of these Records. The foreign born population of this country is large. The average foreigner has a greater appreciation of music than Americans, and he is more delighted when he can hear it in his own language. With the possible exception of some parts of New England and the South, every Dealer is located in the center of some foreign born people. They may be German, French, Italian, Hungarian, Swedish, Danish, etc, but whatever language they speak, Dealers should find out what it is, put in a stock of the best Records in their tongues and then get some of them to call and hear them played. The sale of a machine or two in an Italian settlement, for instance, would soon be followed by others, and in a short time a substantial trade in Italian Records would be created. Jobbers who do not carry foreign selections would do so if there was a demand from Dealers, and they would help the latter to a selection of the best sellers. Many Dealers are now doing a nice business in foreign selections and many more would do equally well if they gave the subject the proper attention.

No Flower Horn Contemplated

The use of a flower horn in eerrain of our February advertisements and on a colored hanger of the same subject sent to the trade at the same time, has caused some Dealers to ask if it was our intention to get out a horn of this kind as an alternative to the present black horns. Nothing of the kind is contemplated. The horn shown in the illustration was used with no other thought than to work in some colors that would accord with the other colors in the sketch. We now appreciate that it would have been better not to have used the sketch in this form. In fact, in some later uses of the same sketch the horn was changed to accord with the present equipment.

Made-Over Records

Two more made-over Records are listed on page 5 of this issue. They are fully equal to any in the regular May list and Dealers can well afford to put in a stock and call the attention of their customers to them.

Edison Idelia Phonograph

A reproduction of the new Edison Idelia Phonograph, printed in four colors, was mailed to the entire trade on February 15. The print clearly brings out all the colors of the cabinet, the oxidized finish of the machine and the mahogany finish of the horn. Dealers are asked to put it up in their stores and call the attention of their patrons to the merits of the machine. In every community, however small, there are people who will buy a high-grade Phonograph when they would not consider one of ordinary cost. The Idelia is fully described in current catalogues.

Printed Matter

In printing the new order sheets with numbers of the foreign selections (from 12000 up) blank spaces were left at the end of each series of numbers for such numbers as might be listed later, the idea being that the trade would fill them in by hand when using the sheets for ordering. Since but few of the sheets are being used in this way, it would look as if the matter was not so understood. We prefer that Jobbers, any way, will use these sheets in ordering Records from us, and wish that they would fill in by hand such numbers as are not printed on the sheets.

A new edition of the new Foreign Record Catalogue, Form 1290, has just been issued. It contains all foreign selections listed for sale in the United States to and including March, 1908, except the Mexican and Cuban Records which we advised the trade some time ago would be eliminated from our catalogues, but carried in stock for such Jobbers as could find a demand for them. With the exception of a new cover and the omission of a few cut-out Records, this catalogue is practically the same as Form 1250, dated January, 1908.

The attention of the trade is directed to an error which appears in the new Alphabetical and Numerical Catalogue, Form 1240, on page 61. The German selection "Gruss an die Heimat," by Rost'sches Solo-Quartet, is listed under No. 15070. Its correct number is 15079. Dealers and Jobbers are asked to make note of this correction in the catalogues in their possession.

We are Edison Phonograph enthusiasts and handle them only. We believe in their superiority over any other machine on the market to-day. It is not difficult to make sales in competition with other machines, and let us say here that we are indebted to the National Phonographs Co. for their systematic advertising, which does so much for the dealer.—*Jones, Lloyd & Co., Richfield, Utah, per J. Lloyd.*

To the Trade. Change in Equipment

As soon after February 1st as circumstances will permit, we shall discontinue furnishing a chip brush as part of the regular Phonograph equipment and will substitute for it an oil can and a sample bottle of "3 in One" Oil.

This change will be effective when our present stock of each type of Phonograph is exhausted and the time may vary with each different type. No effort will be made to have shipments uniform in this respect—part may be equipped each way. Nor will any attempt be made to change the equipments of machines now in the hands of the trade.

NATIONAL PHONOGRAPH COMPANY.

The principal reason for the above change is to bring about the use of a standard brand of oil for use on Edison Phonographs—a brand that can be had everywhere. We have found that the use of various kinds of oil, without proper regard for quality, has caused many machines to gum up and work badly. Many Phonograph owners have gone on the plan that anything would do so long as it was oil. Any oil will not do. On the contrary, there are few kinds that are suitable. "3 in One" Oil is not the only good kind, but its present universal distribution makes it the best for our purpose. The sample we shall send out will be accompanied by a circular giving cost and stating that it can be had from all dealers. Heretofore if a dealer did not carry our regular Phonograph oil, his customer used any kind that came handy. "3 in One" Oil is especially well adapted to Phonograph work and we believe that its general use by the trade will be beneficial to all. It is sold in two sizes, retailing at ten cents and twenty-five cents a bottle. Its price to the trade will be: 10c. size (sold only in two dozen packages) per dozen, 80 cents; per gross, $9.00; 25c. size (sold only in one dozen packages) per dozen, $1.50; per gross, $17.50. It will probably be carried by all Jobbers.

Miss Jones is in Good Health

A report has apparently gained considerable circulation in the Middle West to the effect that Miss Ada Jones died recently. There is absolutely no foundation for the report. Miss Jones is in good health and is making Records for us each month. We have received a large number of letters from the admirers of her Records, asking for news on the subject and expressing the deepest regret should the report be true. The esteem in which Miss Jones is held cannot fail to please her, however much she may not relish the report about her health. Dealers are asked to deny the report when repeated in their hearing.

Mailing Supplements and Phonograms

As stated in the heading over the Advance List on page 2, Dealers are now permitted to deposit Supplements and *Phonograms* in mail boxes or local postoffices *after 5 P. M.* on the day preceding the selling date, for delivery on the selling day. This change was made at the request of Dealers who wanted to put mail matter into the hands of their patrons early on the morning of the selling date, something difficult to do under the old plan.

Personal

Mr. and Mrs. Thomas A. Edison and son Theodore, with Fred Ott, one of Mr. Edison's oldest employes, left on February 25 to spend two months at Mr. Edison's plantation at Fort Myers, Florida.

Edward L. Aiken, Assistant Superintendent of the factory of the National Phonograph Co., and Thomas J. Tighe, foreman of the moulding plant, sailed on the Lusitania on February 8 for London, where they will spend several weeks at the Record moulding plant connected with our London branch. They will introduce some new features of this department that have been successful at Orange.

F. K. Dolbeer, General Manager of Sales of the National Phonograph Co., and Mrs. Dolbeer will sail on March 7 to spend three weeks on the Bermuda Islands.

Record No. 12470, Cut-Out

The trade is advised that we have no more moulds or masters of No. 12470 "Sulla tomba che rinserra" (*Italian*), Mielino. As soon as our present stock of this selection is exhausted, we will place it on our cut-out list.

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

NEW YORK: 10 FIFTH AVENUE.
NATIONAL PHONOGRAPH CO., LTD., 50 CLERKENWELL ROAD, LONDON.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 249 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 117, MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 816, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., 103-UPPER 23/25, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 47 RUE DE PARADIS, PARIS.

VOL. VI. March, 1908 No. 3

Stick to Standard Goods

When is it advisable for a Dealer already carrying the standard lines of talking machines and records, to take up a new make of either? This is a question that Edison Dealers should give most careful consideration. The writer visited the store of one of our Western Dealers some weeks ago and was shown about the place. In addition to a complete stock of Edison goods and a line of standard disc goods, the Dealer had in stock a few machines and a few records of about every make that had been put on the market in the past ten years. Some of them were so old that their names are almost forgotten. Other had names that many people remember only too well and wish they never had known. They represented the greatest lot of talking machine junk imaginable. They represented a considerable money investment that never can be regained. And yet each brand in its turn had back of it claims that were designed to put the older companies out of business. They had been put on the market by companies with "ample" capital; they had been widely advertised; they had been pushed by a selling force and many dealers had been induced to put them in stock. Then the "ample" capital had run out, the advertising was cut down or discontinued, the salesmen were recalled and the trade "stuck" with the stocks on hand. In other cases, they were put out of business because they were infringing patents, but the result to the dealer was just the same. Hundreds of Edison Dealers will appreciate the truthfulness of these statements.

As a company, we do nothing to prevent our Dealers from selling as many different makes of talking machines and records as they may desire. We do not fear the competition of these companies of brief life. They deprive us of a small amount of business for the time being, but we become stronger than ever after they have gone their way. Our loss is nothing compared to the loss to Dealers who have put in their goods and cannot get rid of them. The subject is one, therefore, that we can discuss in good taste. The long established talking machine companies are spending enormous sums of money to create a demand for their goods and to uphold the trade. They do this not for a day, but year after year, the sums increasing with the years. They make their goods as stable as possible. Dealers who put them in stock know in advance that there will be a constantly increasing demand for them. The effort of these companies enable Dealers to build up a profitable business, without which the manufacturers of new machines would find no one to sell to. In fact, the latter trade upon the credulity of the Dealer in this respect. They count upon the efforts of the older companies bringing customers to Dealers' stores and hope to induce the latter to substitute their goods for those advertised. Fortunately for the established companies, even the arguments of Dealers do not in many cases swerve a prospective customer from getting the machine he wants.

The moral of all this is that every Dealer should carry the goods that are widely and steadily advertised, and back up the companies manufacturing them by refusing to consider other lines, no matter how alluring they may be offered. There will be no junk stock if this is done.

There was once an old merchant in Wales
Who complained of the slowness in sales.
Said a neighbor: "Be wise,
And your stock advertise."
Then his orders congested the mails.
—*Fame.*

Mr. Randolph's Successors

The positions in the various Edison companies left vacant by the death of John F. Randolph have been filled as follows: Alphonse Westee has been made Treasurer of the Edison Phonograph Works, National Phonograph Co., Edison Manufacturing Co. and the Bates Manufacturing Co. and some of the smaller companies, in addition to his former duties as Secretary of the same companies; Harry F. Miller has been appointed private secretary to Mr. Edison and Assistant Treasurer of the above companies.

Mr. Westee has been identified with the Edison interests from boyhood. For the past ten years he has successively filled many important positions in the various companies. Mr. Miller entered the employ of Mr. Edison when he built the laboratory at Orange in 1888, and in point of service is now one of the oldest in Mr. Edison's employ. For several years past he has been cashier of the Edison Phonograph Works, National Phonograph Co., Edison Manufacturing Co. and the Bates Manufacturing Co. The exigencies of business made it necessary for both Mr. Westee and Mr. Miller to enter upon their duties the day following Mr. Randolph's death. Walter Eckert, formerly Assistant Auditor, has been appointed Cashier vice Mr. Miller.

Thomas Alva Edison

Thomas Alva Edison was sixty-one years old yesterday. But if we were to measure his life by what he has accomplished, we would find him with two or three centuries to his credit. Take out of the world the things Edison has given to it and you take away things that have come to be necessities. There are, for instance, the numerous improvements in the telegraph apparatus, such as the quadruplex and sextuplex devices; the phonograph, based on a principle upon which all talking machines are constructed; the incandescent lighting system, the kinetoscope and even the simple megaphone. The world owes a vast debt to this wonderful man. He has had more patents issued to him than any other man, living or dead. He has now taken out nearly a thousand patents. He has done more than any other American for the advancement, comfort, ease and amusement of the human race.—*Utica (N. Y.) Observer, February 12, 1908.*

The Edison Phonograph has demonstrated to dealers that it pays, because it has demonstrated to users that it pleases. There is no limit to the business you can do with Edison Phonographs, because it is the most perfect talking machine, has the most accurate and distinct Records, and is the machine that comes nearest to expressing Edison's idea of what a Phonograph should be.

A New South Wales Opinion

P. W. Blake, an Edison Dealer at Albury, New South Wales, recently issued a circular to the prospective patrons in his vicinity, expressing his views about the Edison Phonograph in the following terms:

All who are acquainted with Edison's Phonograph, and the present day Gold Moulded Records, are of one opinion, that they are without doubt the best means for home entertainment procurable and the price is now so reasonable that they are within reach of all classes of the community.

The established prices of the machines are as follows * * *

There are a number of other Talking Machines on the market, such as the * * * I am familiar with most of them and have handled them in business and they have all, with the exception of the true Edison Phonograph proven to some degree unsatisfactory. The Edison Phonograph, which I have in my home, is one that delights my family and friends and I have always pleasure in introducing it to my visitors. It is an endless source of delight and merriment, reproducing perfectly the singing of the best artists of the world, the recitations of the best reciters, the concerted music of the best bands, the laughable jokes and funny stories that fertile brains the world over can produce. All this and more right at our own fireside.

Since I hold the responsibility of a home I can think of no purchase that has given me more genuine satisfaction and so much pleasure as my Phonograph.

The earlier results on the Phonograph had the effect of prejudicing me against them, and I know of many who feel the same way, to those and to all others I extend a cordial invitation to favour me with a visit at my Phonograph Department, attached to my business at the Book Bazaar and give me the pleasure of contributing to your enjoyment and proving the bona fides of all I say. You are always welcome, the department is removed from the bustle of the Bazaar and you will not feel in the way, nor in any way interfere with the general conduct of business.

The Difference

I had been in the Talking Machine business some fourteen years and am an Edison man from A to Z, and have always earned my daily bread, not by the sweat of my brow, but by the Edison Phonograph. I had an experience some few days ago, which struck me as being the limit.

A gentleman came into our place of business, not to buy a talking machine, neither does he own one, but to make inquiries about a man who used to work in the store. While talking to the proprietor, one of the clerks put on a disc Record, "Traumerei," a 'cello solo, afterwards putting on the same piece by the same man on the Edison' Phonograph. As soon as the Edison had finished, he told the clerk, "For God's sake never bring out the disc machine and try to sell it again."—*Letter from a Western Jobbing firm.*

Harry Lauder

When Harry Lauder, the famous singer of Scotch songs, first appeared in New York the *New York Journal* spoke of his singing and comicalities as follows:

Harry Lauder, the Scotch comedian who is advancing vaudeville at the New York Theatre, threatens to become as popular as the Scotch highball. He is the longest and at the same time one of the shortest headliners that we have helped across in many a tide. He is as long as an hour about his high-satarled job, and he is almost as short as the lowest waiter in Lew Field's employ. To say that he is beautiful would be to break our golden rule to tell the truth no matter whom it hurts. And so as near as we can get to a description of Mr. Lauder without being too flattering, is to say that he has Arthur Dunn's face and Francis Wilson's legs.

You may judge by this that he is not strangely beautiful. He is a comic picture in kilts. His bare legs are always turning a corner, but his shamelessly bare face keeps ever to the front, even if it has to do so by looking backward.

And now for the songs. Two riotously funny affairs, judging by Lauder's convulsive laughter, interfered with his really funny monologue when he broke into the lilt yesterday afternoon. Usually when a comedian laughs at himself, you're quite content to leave it all to him. Your shy smile fades away and hides itself under—well, whatever you happen to be wearing. But it's different with Lauder—or rather, it's different with you. Before you know it, you are laughing with him. You have taken your laugh out of cold storage and told it to spread itself through the house. You may have heard "Stop Your Tickling, Jock" before and thought it very silly, but now you know it is silly and rejoice in the discovery that you are equally silly.

Lauder's next song, "I'm the Saftest of the Family," was horribly funny, just as a half-witted lad is sometimes horribly funny. This Lauder lad was almost an imbecile. The bleareyed, twisted, mumbling boy, pulling his toy treasures from a deep pocket and telling the little story that went with each, was a job for the alienist, not for the critic. This bit was often unpleasant and its homely humor was sometimes very "strong," but it showed Lauder to be a character actor of uncommon cleverness and raised him far above the level of the ordinary comic singer. Here and there were real boyish touches, as, for instance, the reply of the lad when the angry old man whose "windy" he had broken caught him by the collar and asked why he was running away: "Wasn't I runnin' home for money to pay for it?"

"My Scotch Bluebell," as Lauder sang and danced it with a pretty, light-haired girl, was pure, light-hearted gayety. He pranced about with joy and pride in his fair possession, and the audience danced with him to the pretty music of the song.

Lauder then tried to get away, but after arguing the matter with the balcony and gallery, he finally rigged up in sailor clothes and "obliged" with "We Parted on the Shore." Here again his talk was better than the song. The song was really a running sea of conversation. "I've seen the sea so bad," he remarked, "that the captain couldn't stand on the bridge." And then lighting his pipe he added: "Ah! I've seen the captain so bad he couldn't stand on his feet."

Our list of Lauder Records includes all of these songs, and they are as funny as they are described.

Gives Music With His Stamps

(*From the Chicago Daily News.*)

Some of the most even-tempered postal patrons in Chicago belong to Wilmamac station of the Chicago postoffice. Bowmanville is the other name of the place.

The reason that the people of this station in the far northwestern section of the city are so good natured is that they have been soothed and charmed by the music that goes with every two-cent stamp and postal card that is sold in the place. A man buys a money order to the tune of some patriotic air, and is impelled to keep time with his feet while he is registering a letter.

Milton M. Potter is the genius and the superintendent of Winnamac. Inside the carriers' railing of the station is a Phonograph. Attached to the instrument's horn in which one could hide a bag of mail. Near by is a specially contrived rack that holds 200 Records. There is a medley in that rack that eclipses anything that ever came from a brass band or a full orchestra. From the newest productions in ragtime to the dearest old songs of the long ago, they are all stacked up in the case and any one of them may be found in the dark. From behind the wicket of the money-order department the superintendent scans a face as the owner fills out an application. From a nice discriminating sense that has been developed in the office, Uncle Sam's servant knows exactly what kind of music will best please the patron. While the writer is still scratching away on the bit of blank on the desk, the superintendent sticks his first two fingers in a record and extracts it from the rack. The next instant it is on the Phonograph, and about the time that the patron is separating himself from his money for the little blue strip that the postmaster makes out, he is hearing his favorite song or instrumental selection.

Postoffice inspectors have made scores of reports to the effect that Winnemac is one of the best-managed stations in Chicago.

The foregoing clipping from the Chicago *Daily News* was sent us by Mr. Potter with the following comment:

It attracted a good deal of attention and for several days and weeks after, I had compliments and congratulations showered upon me in profusion. Friends I had not seen for years, read it and called to see me and to hear the wonderful music and see the wonderful instrument that could produce it.

The following day after its appearance, a large delegation of representative citizens called to congratulate me and asked me to "make good." I did it to their entire satisfaction and after I had played a score or more favorite airs voted, unanimously, to endorse all the writer had said. The Phonograph I have is an Edison Home.

Easier to Keep Than to Break

Under date of January 15, F. K. Dolbeer, General Manager of Sales, sent a letter to all Dealers in Cleveland, Ohio, reading as follows:

We have been advised that some of our Dealers in your city are still selling Edison Phonographs with the old equipment, notwithstanding the fact that you have been notified that such action upon your part would be considered a violation of our Terms and Conditions of Sale as outlined in our Contract, copy of which you have signed.

We cannot believe that you would place yourself in a position to be suspended for a violation of this nature, and we would respectfully request, if you have been disposing of Edison Phonographs with anything other than the equipment supplied by our factory, that you discontinue this practice at once, or we will take such action as the case may warrant.

Hoping to have your assurance that you understand this matter very fully, we remain,

The replies as a whole were satisfactory, but two of them were especially interesting from our standpoint. They were:

I beg to assure you that I am not one of those Cleveland Dealers who have been selling Edison Phonographs with old equipment.

I bought new equipments for all Edison machines I had in stock as soon as I could procure them, and have never sold a machine without the new home equipment since the new contract went into effect.

I have been very particular to conform in every way to the strict letter of the contract in all respects.

It is my opinion that a Dealer who has no more principle than to violate any conditions of the Dealers' contract should be cut without delay.

For my part I am glad to have the protection and equity which the contract affords to every Dealer. With best wishes for "Edison" supremacy and continued prosperity, I am,

H. G. MERTON.

I have been selling the Edison line for six years and have not found it necessary to violate terms and conditions of agreement signed by me. It is easier to live up to the agreement than it is to break it.

We have not sold nor have had in stock since October 1, 1907, any horn other than Edison.

HOME GOLDEY,
Prop. Talking Machine Co.

It is as foolish to waste money in advertising a poor article as it is to lose money in not advertising a good one.

Machine Troubles

Having had a peculiar experience with a Home machine I herewith write you the way I corrected the trouble. This machine always had a peculiar tremble or tremlo tone which I looked long to find the cause of. It was in the governor disc, which had become untrue in the flat, and each revolution the felt pads on the friction device would cause a momentary stop or rather retarding which gave the tremlo effect. To correct this I removed the disc and sleeve and put in a jeweler's universal or bezel chuck and turned a new face with a slide rest and tool, after which I stoned the face with a slate pencil to make it smooth. When replaced and in use the tone of the machine is as perfect as it could be. I had looked the reproducer over many times for some defect, which afterwards I found in the governor disc. For the benefit of others who may have some such trouble will say to use a pointed piece of wood in testing for the trueness of the face.
—*F. R. Pancoast, Hastings, Mich.*

A Monster Newspaper Advertisement

The Knoxville Typewriter & Phonograph Co, of Knoxville, Tenn., broke all advertising records, (so far as we have any knowledge) on January 22d, when they used four full pages of the Knoxville *Sentinel* at one time, the entire space being devoted to exploiting talking machines. A unique feature was the printing of about 3,000 names of those who have purchased talking machines from the firm in the past four years, these being part of a total of over 5,000.

Form for Recital Invitation

The form given below is a reproduction of an invitation used by J. S. Sweet, an Edison Dealer at Galt, Ont., Canada, in announcing his monthly Phonograph recital. The necessary details as to time, etc., are filled in the blank spaces.

Galt,.....

Dear.....

You are cordially invited to be present at our Edison Phonograph Recital to be held at

.....

on.....at 8 p. m., when you will have an opportunity of hearing the.....issue of Edison Gold Moulded Records.

Yours respectfully,
J. S. SWEET.

Present this card at door for admission.

The back of the card is printed with blank spaces so that listeners may put down the numbers or names of such Records as they want.

Dealers, This is Worth Reading

The January issue of the *Hardware Dealers Magazine* contained an article written by B. P. Stone that was of unusual interest, and all that was said in it is quite as interesting to talking machine dealers as to those selling hardware or any other merchandise in competition with mail order or catalogue houses. The article in scathing terms first tells in detail how the catalogue houses succeed in getting a big business, a large part of it coming from under the very noses of local dealers. All of the reasons for their success are known to dealers themselves and need not be repeated here, even if we could spare the space for the purpose. The article then tells in equally plain words how dealers can fight the competition. Part of this refers quite as well to talking machines as to any other line and we reprint it, with the request that all Edison Dealers read it carefully:

THE WAY TO BEAT THE GAME.

You have viewed the situation with a great deal of dissatisfaction for a long time. You have talked it over with others many a time. Perhaps it has at times alarmed you and you have wondered where the thing was going to stop. It is not going to stop at all. If you want it stopped you will have to get out and put a stop to it yourself. It is all very well to talk the thing over in your conventions, and so on. It is all very well to say that the standard goods must be kept out of the hands of these people. But all this does not hit the situation where it affects you. Do you know how much money is going out of your own town to these same concerns? I will warrant that you will be both surprised and disgusted when you find out. This money belongs at home. It belongs in your town, where every dollar of it will pay a $100 worth of debts or make a hundred dollars' worth of purchases, if it is kept in circulation. The point is how? The answer is: Educate your trade. All the talking you merchants do among yourselves is so much time wasted. It never reaches the correct place. It is not criticism but education which will do the business. Do the thing the way the C. H. does it. Get after them and keep after them. Keep up the fight. It can not be done in a day, or a week, but must be a continuous process, for as soon as you let up a little the C. H. will be after them again. In fact they will keep after them, too, just as they are doing now. Do not try to reform the whole country at once, nor to put the C. H. out of business. Let other sections of the country fight their own battles. You will have enough to do, you and your fellow-merchants, to get the people of your own locality in line. Now for a definite plan.

EDUCATE YOUR PEOPLE.

The plan is strictly educational. It will do less than no good at all to call the C. H. a pirate and a menace. Nobody cares about the menace part of it. You must educate your people until they can see that there is an actual money saving in buying at home. Then you must add all the other arguments one by one. Keep at this and you can get back your trade and keep it. This cannot be done by you alone. You must have the support and assistance of every business and professional man in your community so far as you can get them together. Remember that this is not a campaign for the good of your business alone. It is to keep the money at home and all should join. In the first place you want the assistance of the local paper or papers. Just here let us ask a question. Have you in the past and are you now giving the right sort of support to the local paper? If not this is the time to commence. Get the paper into the game and give it the right sort of support, both in the way of advertising patronage and otherwise.

DO SOME GENEROUS ADVERTISING.

What you want to do now is to present to the village, town and farming population all the arguments you can muster in favor of home trade. Use, for this purpose, advertising in the local paper, advertising by circulars and personal appeal. Form a local association or club. This will make concerted action possible and will allow of a much greater spread of your activities as all can contribute toward the cost. Put a standing advertisement in the paper, bearing on this subject, and let it be issued in the name of the club. In addition to this let each one interested insert individual advertisements, but let all of them send on the same points. Let this be helped out by editorial comment, not once in a while, but in every issue of the paper. The publisher of your local paper will fall in with your plans readily enough, for he depends for success on the general prosperity of the community just as much as you do, and it is a pretty safe bet that he realizes that fact fully as well as you do and possibly a little better. There will be no difficulty about him you may be assured. Every man who owns a foot of real estate in your town should be with you, and will be if the case is properly put. The value of his holding depends on the prosperity of the town. Let one store or factory move out of town and it lessens the value of that holding appreciably. If the business of the community is not going to stay at home, some one will move out. If enough business goes abroad, all of you will move out. Where will the values of the real estate go then?

The same is true of the professional men. A town which is no good for business is no good for them. The same is the case with the clerk and the laborer. And if prices and service are equal the farmer would rather trade at home than go abroad, so it is simply a case of showing him that prices and service are a little better at home than abroad.

EXTEND YOUR DELIVERY SERVICE.

There is another point. It it easy for the farmer on a rural mail route to write a check and send away for what he wants. Make it just as easy for him to get the same stuff from you. Extend your delivery service. Anything which the C. H. can send by mail, you can send by mail just as well. Lay stress on that. Make it easy to buy from you and the trade will come your way. The comments of the local paper on the situation will have weight with all who read the paper. See that every one does read it. If there is a family in the district which is not a reader of one of the local papers, see to it that frequent sample copies are sent. An arrangement to this effect can easily be made. This gets your arguments into the hands of the people you want to reach. Follow this up with other matter, both that issued by the association and that issued by yourself. You will see by this time that advertising is the only way to do the thing you want done and so you must become an advertiser.

Now about the advertising. Don't have it written and prepared by the office boy or the porter. Get some one to do the job who makes a business of it. Remember that you are competing with those who understand the advertising game thoroughly, and get the best there is to be had. See what the catalogue house has done with their advertising and do not be afraid to follow suit. The other fellow offers bait and there is no reason why you should not do the same. An occasional big bargain will do the cause no harm and will bring in trade. Use all legitimate methods of getting your customers into town and into your store. And when you get them there do not waste time in reproaches or statements that there is a wrong done when goods are bought outside, but be diplomatic and simply show them that the goods are cheaper and better at home than abroad.

Is it clear fight or lie down. Which shall it be in your town? If the trade is worth having it is worth going after. Go after it if you want it. You are not called upon to fight the battle of the trade at large. All you are interested in is the trade which is legitimately yours. You can get it all if you will pull together with the other retailers and get all those vitally interested to help. It is up to you. Don't whine, but hustle.

An Edison Phonograph Now a Complete Instrument

Heretofore the sale of a Phonograph and the sale of horns have been two distinct transactions. This was because no Phonograph had a satisfactory horn. Now the Edison Phonograph has its own horn and swinging support. The horn is large, handsomely shaped and exactly adjusted to the instrument's needs. It sets the Phonograph off, attracts interest, and best of all, it pleases purchasers every time. The horn business has always been a drawback to the trade. It led to price-cutting which affected profits, necessitated carrying a large stock of horns and complicated selling methods generally. Now the customer gets the best and most suitable horn to be had, as a part of the Phonograph, pays the price for both in one transaction, and the Dealer makes a good profit on both.

What Dealers Say and Do

I have been doing a successful piano business for about eight years, always having instruments in stock. Recently I added your Phonographs and have not at *any time* been without Triumph, Home and Standard machines, Edison Records and record cabinets in stock; have demonstrated your Phonographs in public, in families and given many entertainments at my home, disposed of several thousand cards and catalogues, and feel that I did a fair amount of business during the brief season. I have given this business considerable thought and have planned to increase my sales for the next season. I am personally acquainted with men who started your goods in this small way and are now extensive Dealers.—*W. C. Doyle, Pittsburg, Pa.*

Last August, six months ago, I stocked the minimum quantity of Edison Records and Phonographs. Immediately I received a good patronage, notwithstanding that there was an old established Phonograph store in a better location than mine. Gradually my business has increased, (not even affected by another new store being opened in the same business) until I was compelled to move into a better location and nicer and larger store. This is due to the success of Edison goods which are always popular here. Will open my new Phonograph store February 12. Wishing you success in the continued sale of Edison goods. —*Louis E. Murray, Ogdensburg, N. Y.*

Charles W. Card, an Edison Dealer of Port Ewen, N. Y., sends an odd form of advertising. It is a tin cup with his advertisement of Edison goods on the inside. The idea is that the drinker from it cannot fail to read it. The advertisement is glazed over so that water does not effect it. Mr. Card places them at school houses, springs and wells along the highways, in railroad stations and other places where they will benefit him.

C. H. Breen & Co., Edison Dealers at Millheim, Pa., sent us a series of six post cards, each showing a pair of interesting youngsters in a different photographic pose in connection with an Edison Phonograph. The series is called "Our Three Friends."

The following is extracted from letter received from B. T. Parson, salesman in the employ of C. T. Hussey, Edison Dealer, Caribou, Me.:

"Since I was at the factory your salesman has been here and persuaded us to put in the complete line of domestic Records. It is the best business proposition in the Phonograph line that a man ever took hold of, for I know it has more than trebled our sales."

Sketch by Sheridan

The illustration in our March magazine advertising, reproduced on the last page, was drawn by John E. Sheridan, of New York, an artist who has made a more than ordinary success with his sketches showing types of college boys.

The Phonograph and Art

[From the Fort Worth (Texas) Telegram, February 6, 1908.]

In New York recently a number of prominent musicians, mostly composers, formed an organization to combat the spread of Phonograph music. Not that they objected to hearing it, but because they argued that the dissemination of phonographic Records deprives composers and singers of the true artistic appreciation and, what gets nearer the heart of the matter, money the composers might get for sales of sheet music and money the singers might get for tickets to theatres and concert halls where they sing.

It is a selfish and narrow view. Perhaps it applies to New York. Certainly it does not apply to the considerably large portion of the United States outside the borders of Manhattan.

A composer writes a song. Before it becomes popular and there is any demand for its sale it must be sung by a singer of repute before a good many audiences. If it is not a song, and is a piano composition, or one for an orchestra, it must be played, and often, before people take enough interest in it to create a market demand. Then, if the song or the composition is a hit, people want copies of it. Vesta Victoria sings "Waiting at the Church." It is not an artistic masterpiece, but the men like it and applaud. Straightway young women who can play the piano want copies of it to play on Sunday evening when their best young men call. The composer reaps a harvest from the sale of sheet copies and gradually, as other vaudeville singers present the song at different places in the remainder of the country, the demand for it spreads.

A Phonograph company hires the fascinating Vesta to sing her song into a brass horn and the records of it are put on sale almost immediately at every city of size in the country. Does the young man who calls on Sunday evening like to hear his best girl play it badly on the piano so much as he does the phonographic reproduction of the original? Whether he does or not is foreign to the real essence of the discussion. The best girl might play the tune on the piano every Sunday night for six months and it would not create the same demand to hear Vesta sing it as a single reproduction of her song on the Phonograph. No matter if the Phonograph plays the tune a hundred times the hearer wants to hear the original when she comes to town. The Phonograph makes a market for originals and originals pay composers royalties every time they appear. Is it much different whether the composers get the royalties from the singers or from the sheet music?

Supposing Vesta's song made a hit in New York, but the rest of the country heard nothing about it? And Vesta should suddenly jump from New York to Fort Worth for a single night. How many would go to hear her? A market for songs and all music has to be built up and the Phonograph is the best builder.

Jan Kubelik played in Fort Worth the other night to a house that downstairs was hardly half full. Had Kubelik's playing been made familiar by a year of phonographic records in the homes of Fort Worth, the opera house would not have held the people who would have wanted to hear him.

The Phonograph's manufacture of a market goes even further. It goes into the little towns and villages and hamlets, where the artists themselves never venture. And when the artists themselves come within reaching distance people travel from the towns, villages and hamlets to hear them.

Aside from the work the Phonograph does in familiarizing the masses with music they could never otherwise get, as a cold business proposition, it is a money-maker for the artists themselves.

Moving picture shows at a nickel might be imagined to have an effect on theatre receipts, but they do not. People pay a nickel to see a clever pantomime reproduced on a film and then, when they pay a dollar and a half to go to the theatre, they appreciate all the pantomime arts of the actors which they had never been taught to enjoy before. Shrewd actors recognize this and that is why we are seeing more pantomime on the stage every year, and less dependence on the effects attained by shouting lines and repeating jokes so that the audience may catch them.

To spite their chins the New York and Eastern musicians would bite off their noses. If they succeed in keeping their music from the Phonographs they will only succeed in getting themselves forgotten or ignored by the masses. And, of course, if they want that, they are welcome to it.

Two Letters and a Moral

The letters printed below are given in full because they show how a Phonograph in perfect condition can be made to work badly by a cause quite apart from the instrument itself. The moral it teaches is that a too careful examination cannot be made of everything connected with the machine when it operates badly. The letter was written by a man of more than usual intelligence and business capacity, and one not likely to overlook ordinary causes of Phonograph troubles.

THE COMPLAINT.

Minneapolis, February 10, 1908.

I bought a Standard in December, 1906, then a Home, and finally a Triumph No. 58766, and Records every month since. I had the reputation of having one of the best machines in the city, but the last three weeks it has "gone back" on me. I have had it twice to Mr. Hough's, but he says it is a puzzle to him. He thought at first that the mandrel had too much play, but that does not meet the difficulty. The machine runs finely, but all the Records, no matter, songs, bands, or solo instrumental, are harsh, flat, not up to key—make discords. For instance, B-21, at the high notes, about three-fourths from the commencement, and about one-fourth from the ending, it blasts so it is like a shriek, and would drive one from house and home; same with B-4, about one-fourth from the commencement, there is a fearful blast or rather shriek. It is not in the Records, for at Mr. Hough's they sound all right and as they should. It is not in the reproducers, for I have three, two of Model C, one Model B, for wax, and have borrowed two of C from Mr. Hough, and the discords are same when used on my machine, and O. K. when on Mr. Hough's.

I have regulated the feed nuts, and the gait from so would not run, to would give plenty of play, and to with no play, and feed nuts right, still the same discords, blasts and shrieks. Mr. Hough also has regulated, but still the same.

Instead of the Phonograph being a comfort and pleasure, it is harrowing to hear it, would drive one from home if played. It's a puzzle to Mr. Hough—says he never ran up against such a proposition.

Can you inform me what and where the trouble is? It is some minor defect that suppose can easily be remedied.

It went wrong all at once, and without my doing anything to it, for all I have done is to keep it well oiled. Tried it to see if any nuts loose, but all O. K. Please let me hear from you soon.

THE EXPLANATION.

Minneapolis, February 11, 1908.

Found out last night what was the trouble with my Triumph. Borrowed a Standard from Mr. Hough and found the same discords, etc. Then examined the horn and found there had some way got into it a piece of rubber hose, formerly used to connect reproducer and horn. When I forced it out, the Triumph was the same good machine it was before. Regret that I did not find out before writing you yesterday. Please pardon any trouble I may have caused you.

Stores of Four Edison Dealers



E. B. SILBERMAN 1641 Milwaukee Avenue, Chicago



THOMAS A. PURKISLOVE, Northampton, Mass.



CLARION MUSIC HOUSE, Clarion, Pa.



BARNHART & DE FOREST, Warren, Pa.

Ready Made Ads

Judging by the demand for electros and the number of papers that we receive containing them, these ready-made ads have struck a popular chord among Dealers. Either or both of the electros shown in the ads on pages 20 and 21, either single or double column, will be mailed to any Dealer who will comply with the simple provision that copies of papers containing them shall be sent to us. This must also be done by those who have already had electros, but have not yet sent us papers containing them. These electros can be had in no other way than direct from our Advertising Department. They will not be supplied to Jobbers for redistribution.

About Edison Jobbers

Charles C. Adams & Co., of Peoria, Ill., one of the largest music and piano houses in the State outside of Chicago, have become Jobbers of Edison Phonographs and Records. The *Peoria Journal* on February 7th contained the following reference to the fact:

BREAKS ALL RECORDS.

The biggest shipment of musical instruments ever received in Peoria reached here yesterday afternoon, consigned to the Charles C. Adams Company on South Adams street. There were 150 Edison Phonographs and 15,000 Records, all of which made a carload. The shipment was from the National Phonograph Company to the local firm, which is the western distributors of the Edison instruments.

A fire in the establishment of I. Davega, Jr., 125 West 125th street, New York, January 18, inflicted damage to stock to the amount of $5,000. It was fully insured, and since then the loss has been satisfactorily adjusted. The place has been redecorated and rearranged throughout, the wholesale talking machine department now being transferred to the basement, 20 x 85 feet, which is entirely occupied for this purpose. The retail department is on the second floor, with the sporting goods stock in the store off the street. Mr. Davega occupies the entire building, and reports business greatly improved.

The Standard Talking Machine Co., of Pittsburg, who secured the business of the Theo. F. Bentel Co., last March, have recently purchased and taken over the entire talker business of H. Kleber & Bro., piano dealers, who have been handling talking machines for the past fourteen years. They have also bought out the Keystone Musical & Specialty Co., 444 Sixth avenue, Pittsburg, and have greatly increased their record capacity.

The pleasure of the Edison Phonograph as an entertainer in the home cannot be guessed. You must try it to know.

EDISON



PHONOGRAPHS

You can hear an Edison Phonograph at our store with very little trouble, and you can buy one with very little outlay.

Ask to see the new model, hear some of the new Records, and find out what our easy-payment plan is.

John Palmer & Co.
Elizabeth, N. J.

Electro in above ad is: Single column wide, No. 671; Double column wide, No. 672.



For the Whole Family

EDISON

THE EDISON Phonograph is the greatest wonder work of the Wizard of Llewellyn Park. It is the genius of Edison that has made possible the interpretation of sound into Records, and then of Records into sound. All music with perfect clearness can be had with the Edison.

A. B. PIERSON
44 Wood Street, Sacramento, California

Electro in above ad is: Single column size, No. 673; Double column size, No. 674.

REQUEST FOR ELECTROS

NATIONAL PHONOGRAPH CO.
ADVERTISING DEPARTMENT, ORANGE, N. J.

DATE.....190.....

Mail Electros No.....

We agree to use them in newspaper advertising and to send you copies of papers containing them before asking you for other electros. We intend running a.....inch advertisement.

Name.....

Street.....

City and State.....

We buy through.....

SUSPENDED LIST, MARCH 1, 1908

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—Thomas McGuire, 875 Main st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

COLORADO.

Boulder—Bentley & Craig.
*Denver—Wagman & Bloomfield (The Phonograph Circulating Library), 1631 Champa st.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Eggleston Bros., or Eggleston Music House, J. P. Eggleston, Prop.; also Danville, Ill.
Chicago—A. Gloss & Son, 727 W. North av.
Cookville—Geo. Swinehart & Son.
Danville—Eggleston Bros., or Eggleston Music House, J. P. Eggleston, Prop.; also Champaign, Ill.
Elgin—James W. Mill, 18 Spring st and 166 Chicago st.
Kempton—C. H. Buts.
Ottawa—Edward Hayes.
Peoria—H. Meyer, 1307 S. Adams st.
Quincy—Gilts Bros., 107 North 4th st.
*J. F. Bronner, 527 Main st.
J. Whittaker 613 Hampshire st.
Robinson—A. D. Foreman, or A. D. Foreman & Son.
Wheaton—E. Irving.

INDIANA.

South Bend—Eugene Marsh, 126 Vistula ave.
South Bend Book Bindery, Robert Lebolt, Prop., 203 North Michigan st.

IOWA.

Burlington—John P. Weiss, 711 Jefferson st.
Cushing—Bullock & Lyman.
Independence—E. O. Parker, 110 E. Main st.
McClelland—J. W. Rounds & Co.
Mederville—John J. Carpenter.
Sioux City—Hattenbach Bros. Co.
A. V. Larimore, 618 Fifth st.
State Center—Ora Sargeant.
*Webster—D. H. Martin and Fred N. Martin.
Whitrop—The Cassady & Whiting Co.

KANSAS.

Clay Centre—E. M. Gowenlock.
Lawrence—Bell Bros.
Topeka—R. H. Morehouse, 510 E. 6th st.
Wichita—Frank R. Powell, 132 N. Main st.

KENTUCKY.

Louisville—Irvine Simons, 942 W. Market st. (formerly 543 W. Market st.).

MAINE.

Biddeford—W. H. Field.
Gardner—C. H. Cobb, 203 Water st.
Lewiston—J. W. Stone.
Monmouth—G. E. Stetson.
Oldtown—H. M. Burnham.
Waterville—Frank Blanchard, 150 Main st.
*M. Steinert & Sons Co., at all points.

MASSACHUSETTS.

Boston—Henry H. Savage, 166 Hanover st.
T. Singer, 69 Leverett st.
Fitchburg—M. Steinert & Sons Co.; also Pittsfield, Mass., and at all points.
Florence—William Oates, 87 Main st.
Franklin—E. P. Blackmar.
Great Barrington—Frank W. Wheeler, Main st.
Lawrence—Lord & Co., 314 Essex st.
E. G. Mosher, 420 Essex st.
Malden—A. T. Fuller.
Nantucket—Arthur M. Taylor.
New Bedford—H. D. DeWolff.
Pittsfield—M. Steinert & Sons Co.; 264 North st.; also Fitchburg, Mass., and at all points.
Somerville—E. J. Winchester, 32 Summit ave.
Woburn—Osborn Gillette, or The Boston Jewelry Co., L. F. Mahaney, Manager.
Worcester—Joseph Tukman, 44 Front st.
Guy Furniture Co., 521 Main st.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Schwankhaky, Prop.
*Bay City—J. M. Kopco, 1006 S. Madison st.
Detroit—J. J. Sczesnakowsky.
Manistee—Gus Iles, and A. H. Iles Co., 311 River st.
Saginaw—Geo. W. Emsenderfer.
Jesse V. Calahan, 217 Genesee st.
Verney Bros., 217 Genesee st.

MINNESOTA.

Willmar—Willmar Furniture Co., Ruble Block.

MISSOURI.

Ewing—Hal R. Ewalt.
Fairfax—Hinde Hardware Co.
Kansas City—The Wiltmann Co.
Osceola—C. H. Green.
St. Louis—Knight Cycle Co., 1215 Olive st.
*T. Bingwood Co., 1 Ringwood, or Central Phono. Co., or Franklin Phono. Co.

NEBRASKA.

David City—John Albright.
Lincoln—The Wittmans Co.
Omaha—The Wittmann Co.
Piano Player Co.
Red Cloud—Albright Bros. or L. P. Albright.
Sterling—Sterling Drug Co. W. G. Morrill, Prop., and W. G. Morrill, M. D.

NEW HAMPSHIRE.

Dover—H. C. Ingalls & Co., 444 Central ave.
Hillsboro Bridge—H. M. Barnes.
Manchester—A. B. Dumas.
Nashua—F. A. McMaster & Co.

SUSPENDED LIST CONTINUED.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 23-24 Arkansas ave.
Bayonne—J. Wigdor, 450 Avenue D.
Jersey City—W. L. Hoffman, 161 Montgomery street.
Long Branch—A. N. Alexander, 103 Broadway.
A. Nastasio, 101 Broadway.
Newark—R. L. Corwin; also New York City.
R. Rosenthal, Prop. Springfield Hdw. and Sptg. Goods Store, 71 Springfield ave.
D. Rainburn, 31 Springfield ave.
Passaic—I. Hurwitz.
Paterson—Chas. H. Kelly, 26 N. Main st.
Plainfield—S. W. Frucht, or R. Frucht; also New York City.
Elston M. Leonard.
West Hoboken—Emil Hollander, or The West Hoboken Bicycle & Phono. Co., 199 Spring st.

NEW YORK.

Albany—G. Linde, 356 S. Pearl st.
G. A. Birdsall, 114 S. Pearl st.
Amsterdam—D. C. Kirchner, 26 Market st.
Bedford Park—Geo. H. Tyrrell.
Brooklyn—Nathan Abrahams, 502 Broadway.
Wm. Albrecht, 324 Knickerbocker ave.
H. Hinderstein, Bushwick Phonograph Exchange, 1421 Myrtle ave.
E. Smith, 1224 Seventh st., and 230 Bedford ave.
Totten Furniture & Carpet Co., 216 Grand st.
*Haverstraw—P. E. Newmnn, Broadway.
Hobart—W. H. Marshall.
New York City—A. T. Armstrong, or American Phono Co., 106 Wall st.
Automatic Zither Co., M. Cohen, Prop., 58 Second ave.
Bern Bearwald, 278 W. 11th st.
Edward Bielfeld, 481 Willis ave.
I. Blumwelg, Birnsweig's Music Store, and Birn's Music Store, 519 E. 186th st.
Bronx Phono. Co., or David Switky, 506 Willis ave.
R. L. Corwin; also Newark, N. J.
Eagle Phono. Co., or C. Lowenthal, 88 Nassau st.
Empire Phono. Co., 3 W. 14th st.
S. W. Frucht, or R. Frucht, 7 Barclay st., or 58 Cortlandt st.; also Plainfield, N. J.
O. Hacker, 2 Murray st.
Hawthorne & Sheble, 237 Broadway; also Philadelphia, Pa.
Holzher Bros., 487, 491 and 491 West st.
N. Horn, 348 E. 58th st.
W. L. Isaacs, 114 Fulton st.
Italo-American Phono. Co. (R. Gerard & Co.)
O. Kellyman & Co., 194 Broadway.
Mollhagen, 102 Broadway.
Parker & Conley, 2267 Amsterdam ave.
Richmond Pease, 44 W. 125th st.
F. M. Prescott, 44 Broad st.
Winthrop Cycle Co., 2212 Seventh av.
Oneonta—G. B. Shearer Co., 259-261 Main St.
Rome—Charles Tuttle.
Saratoga—W. J. Totten.
Saratoga Springs—Marvin A. Cote.
Watertown—H. S. Wardwell & Co., 39 Public Square.
Wayland—John Gross, Pursel Block.

*Added since February 1st, 1908.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

NORTH DAKOTA.

Fargo—Ben Hart.

OHIO.

Ashtabula Harbor—Chas. W. Askew (Gregory, Askew & Co.).
Bellevue—H. E. Rouser.
Brookville—H. K. Merritt.
Cincinnati—I. L. Andem.
Coshocton—Burns & Gosser.
Dayton—W. B. Sapp, 1043 W. Third st.
Hicksville—W. R. Holden Co.
Springfield—D. & M. Vanderpool.
Uhrichsville—P. A. Masurio.

PENNSYLVANIA.

Athens—J. T. Bisford, 402 Main st.
Bradford—C. C. Griffen, 29 N. Washington st.
Lancaster—J. H. Progresser, 342 N. Queen st.
Mt. Pleasant—Benjamin Pasner.
New Castle—Will Hartland, 70 E. Long st.
Philadelphia—A. R. Cassidy, 2782 Emerald st.
*Wm. Lyon, 121 Queen st.
Thos. Goggin, 1214 Chestnut st.
Hawthorne & Sheble, 124 Chestnut st., or Oxford and Mascher sts.; also New York City.
A. Krouse, 932 Arch st.
*Geo. W. Lowden, or Geo. W. Lowden, Phonograph Studio of Music, 2616 Frankford ave.
Penn Novelty Co., 15 South 9th st.
Pittsburg—A. Lippard, 616 Wylie ave.
Reynersford—Granville B. Tyson, 213 Main st.
Titusville—H. H. Fortine, Prop. Exchange Cigar Store, 21 W. Central ave.

RHODE ISLAND.

Providence—H. H. Gainsburg, 59 Plainfield st.
*M. Steinert & Sons Co., Westminster st.; also Fitchburg, Pittsfield, Mass., and at all points.
Rockville Center—O. A. Clark.

TENNESSEE.

Alexandria—Clarence D. Baird Music Concern.

TEXAS.

Whitney—H. E. Randle & Co.

UTAH.

Salt Lake City—Daynes Romney Music Co., 25 East South 1st st.

VERMONT.

Barre—Averill Music Co. (H. L. Averill & Co.), 28 N. Main st.

VIRGINIA.

Norfolk—W. Reichenstein, 256 Church st.

WISCONSIN.

Ashland—J. P. Pool Co.
Milwaukee—J. C. Blatnik.
*Reedsburg—Fish & Greenwood.
Walworth—G. H. Stewart.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

The EDISON PHONOGRAPH



"For it's always fair weather when good fellows get together"

—particularly if that prince of good fellows, the Edison Phonograph, happens to be one of the crowd. Never was there a jollier companion or a more versatile entertainer. It's a whole show in itself. It sings all the new songs, has a wonderful repertoire of all sorts of good music and can tell a funny story with the best of them. You need never be lonely or blue, or lack for amusement if you have an Edison Phonograph for company.

Ask your dealer to show you the new Edison model with the big horn, or send for booklet describing it.

A Remarkable List of March Records

On sale at all Edison stores February 25th.

Seven New Records by Harry Lauder, the Famous Scotch Comedian

A New York manager paid Harry Lauder a fabulous salary to come over from England and sing to us. He has made a tremendous success; nobody else can sing comic songs in the Scotch dialect as Harry Lauder does. Harry Lauder has enriched the March list by making Records of seven of his best songs.

Five New Grand Opera Records

have been added to our already large list. Well-known selections from standard operas, sung by famous operatic stars.



Thomas A. Edison.

The Regular List of Twenty-four New Records

contains the usual quota, the best recent instrumental music and the best of the old music that you never get tired of.

Go to the nearest Edison store today and spend a delightful half-hour in hearing the new March Records.

Ask your dealer or write to us for

The Phonogram, describing each Record in the list; the Supplement Catalogue, listing the latest Two-Minute Records; the new Catalogue, listing all Edison Records now in existence.

Records in all foreign languages.

NATIONAL PHONOGRAPH COMPANY, Lakeside Ave., ORANGE, NEW JERSEY

Edison Phonograph Monthly

VOL. VI. April, 1908 No. 4

Business Outlook Bright

Business is coming back in a healthy manner; steadily, surely, and bearing with it the undoubted marks of general confidence. It is healthy because conservatism is still the strongest factor in the make-up of every order. There is no disposition anywhere to plunge; no desire to take unusual chances by putting in needlessly large stocks of goods. March orders were smaller than they were a year ago, but there were more of them. Instead of placing one order a month for a large quantity of machines and Records, some Jobbers will place three orders in the same time and the aggregate will be nearly the same. This practice, while not as desirable from the manufacturers' standpoint as the old one, is the best indication of a healthy business condition. That it will give way to the former order of things in a short time there is no doubt. The change will come with the strengthening of confidence.

With us orders have more than held their own during March. A satisfactory increase has been made over February and the outlook for April is still brighter. Orders for machines are still slow, but the demand for Records has been surprisingly large. The orders both for current stock and the advance list show but a slight difference over the same months of 1907.

Now that the trouble is largely over and business everywhere is on the mend, we cannot refrain from expressing our satisfaction at the splendid way in which Edison Jobbers and Dealers passed through the depression. Beyond a slowing up in orders and a smaller volume of business none have suffered greatly. The failures have been so small in number as to be hardly worth noticing, and most of the few Dealers who did stop business would have stopped sooner or later, no matter what the condition of trade might be.

The outlook for the future gets better every day. No one is overstocked, useless expenditures have been cut out and it needs but a little further improvement to get business back into its former state of activity.

More New Dealers Than Ever

One of the most gratifying features of the Edison business at the present time is the unusually large number of firms who are becoming Dealers in Edison Phonographs and Records. At no time in the history of the Phonograph have so many agreements been received from new Dealers. For several weeks the weekly average has been greater than at any time last year. The greater part of these come through Jobbers, but our salesmen are also having unusual success in interesting new firms, especially in towns where we heretofore have not been represented. During January, February and March the number of new Dealers created by the salesmen was decidedly in excess of the same months in 1907. Existing business conditions seem to have had the effect upon many firms of causing them to drop some of the lines they have been selling and take on others that offer better profits and have the additional advantage of novelty. It cannot be gainsaid that the introduction of the Phonograph into a Dealer's store awakens a new interest among his customers and not only gets business for the new line, but also aids in selling all others in the store. Much credit for the increase in Dealers must be given to our present extensive and widespread advertising. It is reaching everywhere and creating a demand that literally compels firms to see the advantages of putting in Edison goods.

An amusing incident happened a few days ago. Party had heard a prominent talking machine play a duet that he liked the swing of, and had figured out the title to be "Harry Warner." He wanted to hear the song on an Edison machine. I told him there was no such Record listed, but by further questioning, decided it must be "Arrah Wanna." We played it for him and struck it the first time. We sold him an Edison outfit and a small collection of Records. He said that if he wanted good music and be able to get all the words right, he must have an Edison—*Wadena Phono Co., Wadena, Minn.*

Advance List of New Edison Records for June, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before May 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on May 23d. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on May 25th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after May 20th, but must not be circulated among the public before May 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on May 23d, for delivery on the following Monday. Jobbers are required to place orders for June Records on or before April 10th. Dealers should place June orders with Jobbers before April 10th to insure prompt shipment when Jobbers stock is received.

9842 Thousand and One Nights Waltz — **Edison Concert Band**

One of the earliest and best known compositions of the famous "Waltz King." It may truly be styled a dance classic. It was originally from the operetta "Arabian Nights." Everyone who has ever danced will recognize the air as an old friend, even though they may not know its name or history. The work of the band is fine. Composer, Johann Strauss; publisher, Carl Fischer, New York.

9843 Good-Bye, Sweetheart, Good-Bye — **Alan Turner**

Ever since No. 9292, "In Happy Moments," by Alan Turner, was listed in July, 1906, we have had numerous letters from Phonograph owners, expressing admiration for his voice and asking when another Record by him might be expected. Mr. Turner has made over masters of selections previously catalogued, but this is the first opportunity we have had to include another of his Records in the monthly list. The ballad selected is one that displays his fine voice to perfection, and the Record will surely increase his popularity. Orchestra accompaniment. Music, Albert Von Tilzer; words, Arthur Lamb; publishers, The York Music Co., New York.

9844 When the Song of Love is Heard — **Ada Jones and Billy Murray**

Miss Jones and Mr. Murray have each acquired an added vogue with these duet selections, for each new Record of their making is more in demand than the previous one. The above is a comic song from "A Waltz Dream," the Viennese operetta that is becoming as well known as "The Merry Widow." The song portrays the feline love-making of the back-yard denizens. The chorus is more general in its meaning, a feature being the long kiss, neatly imitated by the violin. The air is catchy. The singers also intersperse a funny dialogue. Orchestra accompaniment. Music, Arthur Weld; words, Joseph Herbert; publishers, T. B. Harms Co., New York.

9845 Rag-time Don't Go With Me No More — **Arthur Collins**

A comic coon song, wherein Hannah expresses her deep aversion to rag-time songs and music and declares that hereafter she wants nothing but Wagner, Strauss or Verdi, Lohengrin or Trovatore. It has a rag-time accompaniment, with a phrase of "Pinafore" in the chorus. It is one of those songs of which Mr. Collins is the recognized leading exponent among Phonograph artists, and it is quite up to his reputation. Orchestra accompaniment. Music, John B. Lewis; words, Matt. Woodward; publishers, Helf & Hager Co., New York.

9846 Lollypops — **Albert Benzler**

A splendid xylophone solo, with a lively attractive air and played exceptionally well by the versatile Mr. Benzler. Its composer styles it a "musical confection." Orchestra accompaniment. Composer, J. B. Mullin; publishers, J. B. Mullin Music Co., New York.

9847 Just Some One — **Manuel Romain**

Words of more than usual merit, an air of singular piquancy and sweetness, and the singing of as delightful an artist as ever made an Edison Record, combine to make this selection

one of our most attractive ballad Records. Few people ever tire of songs like these, and to be able to sing them over again, as often and where one will, is one of the Phonograph's greatest charms. Orchestra accompaniment, with a violin obligato as an extra feature. Music and words, Will R. Anderson; publishers, M. Witmark & Sons, New York.

9848 Shall We Gather at the River? — **Edison Mixed Quartette**

Beyond a word of praise for the excellent manner in which our Mixed Quartette renders this widely known and universally admired sacred song, it is unnecessary to say anything. Few sacred selections have been sung more times since its music and words were written by the Rev. Robert Lowry. Unaccompanied. Published in hymn books.

9849 Somebody Loves You, Dear — **Harry Anthony**

Somebody loves you, dear,
Somebody loves you, dear,
And tho' the world divide us,
I'll love you 'till close to rest.

Somebody loves you, dear,
Call me and I shall hear,
Altho' the world divide us, remember
Somebody loves you, dear.

So runs the chorus of this delightful sentimental ballad. Mr. Anthony's singing is quite as charming as the words. Orchestra accompaniment. Music and words, Annie Andrus Hanley; publishers, M. Witmark & Sons, New York.

9850 When It's Moonlight on the Prairie — **Byron G. Harlan and Chorus**

This Record will gratify the oft-expressed wish of Mr. Harlan's legion of admirers that he sing something different from his usual repertoire. The song tells a pretty love story of the prairie. A quartette joins in singing the chorus, a feature that enhances the attractiveness of the Record. Orchestra accompaniment. Music, S. R. Henry; words, Robert F. Roden; publishers, Joseph W. Stern & Co., New York.

9851 Humoresque on "The Merry Widow Waltz" — **Edison Concert Band**

"What, more 'Merry Widow?" we can hear the Phonograph public exclaim, upon reading the title of this selection, but when that public once hears this Record played it will agree with us that the series would not be complete without it. It gives the famous waltz in four funny instrumental imitations, as follows: 1. As the little German street band plays it. 2. As played on the banjo, (a la Rag). 3. A street piano imitation. 4. Imitation of the amateur trombone artist. In the language of the street, "it's a scream." Every one will want it. Music, Lehar-Bellstedt; publishers, Helf & Hager Co., New York.

9852 Daddy's Little Tom Boy Girl — **Stella Tobin**

The motherless little girl pathetically complains to her father that the other girls call her "tom boy" and will not play with her. He replies in the chorus:

You will always be Daddy's best child,
You will always be that's best claim,
We were pals in the days of old, dear,
We'll be pals in the years to come.

For you've had no mother to pride you
To put your dear hair in a curl,
And there ain't another girlie in the world like you,
Daddy's little Tom Boy Girl.

The verse is written in common time and the chorus in march tempo. Orchestra accompaniment. Music, J. Fred Hager; words, Robert F. Roden; publishers, Helf & Hager Co., New York.

9853 Krausmeyer's Birthday Party — **Spencer and Mozarto**

Although humorous in itself this vaudeville sketch is more noteworthy for the clever instrumental selections by Mozarto, a well known vaudeville artist. These include a one-string violin playing an Hungarian Rhapsody, a one-string violin and an ocarina playing a selection from "Faust," and a clarinet duet. Mozarto actually plays all the instrumental features. In the violin and ocarina duet the ocarina is played by means of a rubber tube leading from his mouth to the ocarina, which is fastened to the violin. He plays the two clarinets at the same time, one in each side of his mouth. These facts will give added interest to the Record.

9854 I Said "Hello" She Said the Same, Then We Both Said "Good-bye" — **Bob Roberts**

A comic number of which three verses are given on our Record. The singer is placed in most perplexing embarrassment throughout the song, but gracefully extricates himself on each occasion by carrying out the title of the selection. Mr. Roberts' rendition is fully up to his high standard. Orchestra accompaniment. Words, Edward Rose; music, Max Silver; publisher; F. A. Mills, New York.

9855 Cecilia, With a Capital C — **Edward M. Favor**

"Not Bedelia, nor Cordelia, nor Ophelia, nor Amelia, but Cecilia, with a Capital C" is the way the Irish lover sings of his fair charmer. To save his voice he sang several songs to the Phonograph and sent them to Cecilia. They told of his love for her Irish ways and they created quite a sensation when she played them the following Sunday night before a gathering of friends. Mr. Favor is a postmaster of the art of singing Irish songs. Orchestra accompaniment. Music, Seymour Furth; words, E. P. Moran; publisher, Shapiro, New York.

9856 Nigger in the Barnyard — **Edison Military Band**

A selection that is brimful of darkey melody and dance music—quite typical of this light-hearted and music-loving race. Interpolated in the band music is the chorus:

When de sun rise he is de sorrels. — Dat's de time de dark's take wands'.
Down by de yellow corn. — When Uncle blows de horn.

It is one of those Records combining band music and singing, so popular in the past and of which we have not made one in some time. Composer, Charles Lovenberg; publisher, Carl Fischer, New York.

9857 Over the Mountain of Sorrow — **James F. Harrison**

It is some time since Mr. Harrison has made a solo Record for us. His rich baritone voice is heard to excellent advantage in this sacred selection, with its sweet melody and beautiful words of comfort and hope. Orchestra accompaniment. Music, George Lowell Tracy; words, Dexter Smith; publishers, Louis H. Ross & Co., Boston.

9858 Honey, Won't You Please Come Down? — **Collins and Harlan**

A colored Romeo is serenading his dusky Juliette, with the same shining moon, blinking bob-links, glimmering stars and rippling stream, characteristic of the Shakespeare version. It is a rag time appeal to Liza Brown to descend and hear the love-tale of the darkey swain. A typical Collins & Harlan coon duet. Everyone who has a Phonograph will know what this means. Orchestra accompaniment. Music and words, Dave Reed; publishers, M. Witmark & Sons, New York.

9859 All She Gets from the Iceman is Ice — **Ada Jones**

Another song that Vesta Victoria is singing with great success. Jane's divinity and affinity is the iceman. There is something about his business that effects his temperature, for he is as frigid as his ways. Between the first and second singing of the chorus, there is a funny bit of by-play. The iceman is heard driving up the street and stopping in front of the house. Jane cordially invites him in, but he is as cold as his reputation and his business, and replies: "Naw, I can't; dis is me busy day." Mr. Meeker impersonates the iceman. Orchestra accompaniment. Music, Alfred Solman; words, Arthur J. Lamb; publishers, Joseph W. Stern & Co., New York.

9860 The Lanky Yankee Boys in Blue — **Edward Meeker**

A march song that shows by its martial air and patriotic words that the spirit of '76 still lives. At the call of their country the Yankee boys leave their work and homes, and without regard for rank or wealth, go forth to meet the common foe. The music is of a lively marching character, with enthusiastic cheering, drums and bugle calls between the verses. Mr. Meeker improves with each new Record that he makes. Orchestra accompaniment. Music, Theodore Morse; words, Edward Madden; publishers, F. B. Haviland Publishing Co., New York.

9861 Yankee Girl Caprice — **Edison Symphony Orchestra**

To a composition written in caprice tempo, add an attractive arrangement of notes and a practically perfect orchestration and the resultant product is a Record of marked beauty. Composer, Theodore Moses-Tobani; publisher, Carl Fischer, New York.

9862 Big Chief Smoke — **Billy Murray**

The tale of an Indian whose chief occupation is smoking. His fondness for the weed is objected to by his squaw and brings on a family row. The squaw hits the chief's pipe a swipe. "No more he smokes the pipe of peace, he smokes a piece of pipe." The melody and orchestral effects are Indian like. The peculiar guttural grunt of the Indian is well featured. Sung in the musical comedy play "Lonesome Town." Orchestra accompaniment. Music, J. A. Raynes; words, C. William Kolb; publishers, M. Witmark & Sons, New York.

9863 Santiago Flynn — **Ada Jones and Len Spencer**

Santiago serenades Norah McCarty in true Spanish style. In broken Spanish he sings his love-story to the accompaniment of a mandolin. Norah has nothing for him but sneers and quips, till he tells her that, although born in Mexico, his father's name was Flynn. Then nothing in the house is too good for Santiago, and the priest in due time made them possible subjects for the divorce court. Toward the close of the Record, Miss Jones sings a verse from "Santiago Flynn," of which the music is by Theodore Morse, the words by Edward Madden and the publishers are F. B. Haviland Publishing Co., New York.

9864 The Laughing Spectator — **Steve Porter**

Did you ever go to a vaudeville performance when the jokes of the "sidewalk conversationalists" were greeted by one of those billy goat laughs from a spectator that is five minutes and the remainder of the house in an uproar? This Record is a life-like duplication of such a scene. Mr. Porter again talks the dual part of Mac and Reilly, Mr. Meeker does the laughing spectator and various members of our Recording Department staff add to the realism. In the incidental singing Mr. Porter is accompanied by the orchestra.

9865 Harry Lauder Medley — **Edison Military Band**

The tremendous popularity achieved by the Harry Lauder vocal Records will gain for this medley a wide and heavy sale. It introduces: "Tobermory" (Record No. 19272); "We Parted on the Shore" (Record No. 19276); "Stop Yer Ticklin' Jock" (Record No. 19279); "I Love a Lassie," (Record No. 19278); "The Safest o' the Family" (Record No. 19277); "She's My Daisy," (Record No. 19274).

5 Selections Made Over

We list below five selections that have been made over by the same talent. The June printed matter prepared for retail use will contain these selections. Dealers should replace their stock of the original Records of these numbers with the new ones.

14 **Bridal March from Lohengrin** — **Edison Concert Band**
1559 **Where is My Wandering Boy To-night?** — **Reed Miller**
Formerly by Harry MacDonough

7323 **Dare Devil March** — **Edison Military Band**
7722 **Dancing With Ma Baby** — **Edison Military Band**
7885 **American Eagle March** — **Edison Military Band**
Formerly by Edison Concert Band

New Plan for Supplying Trade Information

With a view to simplifying the matter of issuing trade information to Jobbers and Dealers, we have put into effect a plan of doing so by means of special bulletins, these to take the place of form letters and the present advices in the PHONOGRAPH MONTHLY. The plan provides for mailing specially printed bulletins direct to Jobbers in every case, and for using the pages of the PHONOGRAPH MONTHLY to furnish the same information to Dealers, following in the latter case the same bulletin form of notification. These bulletins may be issued from any one of several departments, but in each case it will be made clear which department they emanate from. Each department will have its own set of numbers, so that they may be filed separately, or those of one department may be kept and another thrown away if desired. To illustrate the plan: Suppose the sales department wants to advise the entire trade of a change in prices. It will issue "Sales Department Bulletin No. 1," print it especially for Jobbers and mail copies direct to the latter. The same matter will be printed in the PHONOGRAPH MONTHLY, bearing a sales department number. This number may differ from that of the Jobbers' bulletin, because more bulletins are sent to Jobbers than to Dealers. Jobbers are urged to keep separate files for the bulletins of each department. Dealers should carefully watch the pages of the PHONOGRAPH MONTHLY and keep a complete file for future reference.

Where, because of tariff conditions, etc., the same bulletin will not apply to Canadian Dealers, a special bulletin will be mailed direct to the latter. Where they do not receive a special bulletin, Canadian Dealers will understand that those printed in the PHONOGRAPH MONTHLY are also addressed to them.

Scotch Record Recital

In order to introduce to its retail trade the seven Lauder Records, the R. S. Williams & Sons' Co., of Toronto, gave a Scotch recital on February 29th. They made up the following programme of Scotch music and songs, which our readers will admit was an interesting idea:

19315—Blue Bells of Scotland.....Band
49th Highlanders Band
9325—Bonnie Banks o' Loch Lomond.....Soprano
Miss Maria Narrella
9470—Coming Thro' the Rye.....Piccolo
Frank C. Stanley
19173—Rob Roy *Macgregor*.....Comic
Harry Lauder
19174—She's *My* Daisy.....Comic
Harry Lauder
9454—Bonnie Jean.....Tenor
Byron G. Harlan
9020—Coming Thro' the Rye.....Humoresque
Edison Concert Band
19175—Tobermory.....Comic
Harry Lauder
19176—We Parted on the Shore.....Comic
Harry Lauder
9540—Love's Secret.....
Edison Venetian Trio
9772—Her Bright Smile Haunts Me Still.....
Edison Venetian Trio
9669—Sweet Spirit Hear *My* Prayer.....
Edison Venetian Trio
19178—I Love a Lassie.....Comic
Harry Lauder
19179—Stop Your Ticklin' Jock.....Comic
Harry Lauder
9254—Coming Thro' the Rye.....Soprano
Miss Maria Narrella
12877—Cock of the North.....Band
49th Highlanders Band
19177—The Safest o' the Family.....Comic
Harry Lauder
5021—God Save the King.....Baritone
Frank C. Stanley

Keep up your stock. Advertise. Circularize. Call on your customers personally. Don't let any business get away.

Another Decision Against Price-Cutting—This Time in Philadelphia

By hard experience persons who set out to cut prices on Edison Records have learned that they can only carry on their illegal operations until they have been discovered, and that when application is made to the courts, these illegal practices will be speedily stopped. Occasionally, however, someone imagines that he can sell Edison Records at cut prices, and that the courts will protect him in so doing, and, therefore, at intervals a price-cutting suit is fought through the courts until final hearing. This has happened only four or five times since our present selling system was inaugurated, and in every such case the decision has been in favor of our selling contracts, and the illegal sale of Records at cut prices has uniformly been enjoined.

Just recently a new case has been added to this list of contested cases, and this decision is precisely in line with former decisions of the Federal courts upon the subject. This is the decision of the New Jersey Patent Company and National Phonograph Company vs. Fred G. Schaefer, in the U. S. Circuit Court for the Eastern District of Pennsylvania. The decision in this case was rendered in February, 1908. Schaefer kept a small store in Philadelphia, and each month he succeeded in obtaining a number of Edison Records, which he sold at cut prices. He was not himself a Dealer, but he got a man by the name of Dyer to sign a Dealer's contract and buy a hundred or two Records each month at Dealer's prices, with money which he advanced to Dyer.

These practices were brought to the attention of the National Phonograph Company and suit was immediately brought against Schaefer, and a preliminary injunction was granted, enjoining him from selling Records at cut prices during the pendency of the suit. Schaefer, thinking he had a right to sell Edison Records at whatever price suited him, decided to contest the suit, and evidence was taken on each side, and the case was brought to final hearing and argued by Frank L. Dyer, General Counsel, with the result above mentioned. Now, Schaefer is not only prevented from the sale of Edison goods, but he is out his expenses in the suit, together with the costs of both parties. The effect of this decision will be to effectually prevent further price-cutting on Edison goods, and it will probably be the last case of this sort which will be contested for some time, as a contest of this kind costs quite a tidy little sum and its outcome can be clearly predicted from the start. Our selling contracts have been carefully drawn up in view of the decisions of the Federal courts, and have been uniformly sustained thereby, and any contest against their provisions will be highly unprofitable to the contestant. The opinion in the Schaefer case is as follows:

IN THE CIRCUIT COURT OF THE UNITED STATES
FOR THE EASTERN DISTRICT OF PENNSYLVANIA.

NEW JERSEY PATENT COMPANY and NATIONAL PHONOGRAPH COMPANY, *Complainants,* vs. FRED G. SCHAEFER, *Defendant.*	}	April Session, 1908, No. 7 In Equity.

FINAL HEARING.

FRANK L. DYER and CHAS. H. BUTLER for Complainants.

JOHN H. FOW for Defendant.

HOLLAND, J.

This is a suit to restrain the infringement of Letters Patent No. 782,131, and for an accounting. The Complainants are the New Jersey Patent Company, a corporation, which holds the legal title to the patent, subject to the assignment of the inventor and which holds the legal title to the patent, and the National Phonograph Company, another New Jersey corporation, which holds the exclusive right to manufacture, use and sell throughout the United States, the inventions covered by the said patent. The invention of the patent in question covers a composition comprising a metallic soap and a hard wax added thereto adapted for the manufacture of phonographic records. These records are manufactured and sold to jobbers and retail dealers under the trade name of "Edisonian Records," "Edison Standard Records," or "Edison Gold Moulded Records," and the Edison Phonograph Jobbers are required to enter into a selling agreement which provides, among other things, incorporated in a license which all jobbers and retailers are required to secure from the company. These licenses and agreements are the same for all, requiring every jobber, upon receipt of these records, at certain prices fixed by the company, to enter into the license and agreement which the company has with the jobber restricting his right to sell at retail for less than thirty-five cents apiece. The licensee is required to observe other conditions, and both the jobber and retail dealer stipulate, amongst other things, that:

"Upon the breach of said condition, said Blanks are revested in United States patents, and void under the condition that the license to use and vend them, implied from such sale, is dependent on the observance by the vendee of all the foregoing conditions; upon the breach of any of said conditions the license to use or vend said Phonographs, Records and Blanks immediately ceases, and the vendee, as to any use or vending, is an infringer of said patents, and may be proceeded against by suit for injunction or damages, or both."

Each record is encased in a box or carton, upon which is printed in prominent type, a notice that

"This record is sold by the National Phonograph Company upon the condition that it shall not be sold to dealers, jobbers or others for less than thirty-five cents. It shall not be sold or offered for sale by the original, or any subsequent purchaser (except by an authorized jobber to an authorized retail dealer) for less than thirty-five cents apiece.

"Upon any breach of said condition, the license to use and vend the record, implied from such sale, immediately terminates."

In his answer he avers that "the records sold by him and offered for sale, about which the complaint is made, were purchased from owners of phonographs, who, after having used the same, sold them to him, or exchanged them for other records." He was cross-examined by counsel for complainants, and testified, in substance, that he never aided or assisted any other person in the violation of any contract made with the complainants.

These statements are untrue, and his testimony at the final examination was directed in the support of these allegations. It subsequently developed that he had induced Dyer to procure a retail license, for the purpose of enabling him to secure new records at a price less than he could purchase them from jobbers or from the company, and that he did sell new records, obtained in this manner, at less than licensed retailers were permitted by the company to dispose of them to the public. The defendant admits that he purchased second-hand records of owners of phonographs and disposed of them at such figures as he could obtain therefor. This, however, we have no concern. The bill charges the defendant with an infringement of the patent, in that the defendant has sold these records in violation of the restrictions contained in their form of license and the agreement which they entered into when the licenses were secured, and the evidence in the case fully sustains the truth of these allegations. True, he acted through his representative, Dyer, in whose name the license was secured, but he is the responsible party. He disposed of the records of the complainant company to the public in violation of the price restrictions contained in their retail licenses. It is true that Dyer was not a party to the complainants, but his representative did. Dyer was a retail licensee who, in direct violation of the agreement, sold to defendant records at a price which made him an infringer, and the defendant secured his records from Dyer, with full knowledge of the facts, and thereby infringed the patent. In so doing, the defendants came the infringer himself. Where an infringement of a patent is brought about by consent of action between a defendant and complainants' licensees, all engaged directly and intentionally become joint infringers. Heaton, &c., Manufacturing Co. v. Eureka Specialty Co., 77 Fed. Rep. 288; Wells, &c., Co. v. Detroit, &c., Co., 149 Fed. Rep. 946. If they are empowered, under the patent law, to place such restrictions upon the sale of the inventions, the complainants are entitled to an order restraining the defendant and requiring him to account.

These contracts restraining the right of licensee to sell upon certain conditions have been before the courts in a number of instances, and the last in which my attention has been called was upon a jobbers' agreement to sell only at a certain price. The defendant sold the patented article at a price less than those specified in the jobber's agreement. The Circuit Court of the United States for the Eighth Circuit, in the case of National Phonograph Co. v. Menke, 158 Fed. Rep. 733, reversed the Circuit Court, and held that the agreements which the company had with the jobber restricting his right to sell at retail for less than thirty-five cents apiece. The licensee is required to observe other conditions, and both the jobber and retail dealer stipulate, amongst other things, that:

"Upon the breach of said condition, said Blanks are revested in United States patents, and void under the condition that the license to use and vend them, implied from such sale, is dependent on the observance by the vendee of all the foregoing conditions; upon the breach of any of said conditions the license to use or vend said Phonographs, Records and Blanks immediately ceases, and the vendee, as to any use or vending, is an infringer of said patents, and may be proceeded against by suit for injunction or damages, or both."

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Mr. Edison in Florida

Mr. and Mrs. Edison and son did not go to Florida on February 25th, as stated in the March issue of the PHONOGRAPH MONTHLY. All arrangements had been made to start on that date, but on February 23rd Mr. Edison went to New York to consult Dr. Arthur B. Duel, specialist in aural diseases, about some trouble in his ear that had affected his hearing more than usual. Dr. Duel advised an operation for mastoiditis, similar to one performed by him on Mr. Edison about two years ago. Mr. Edison went to the Manhattan Eye, Ear and Throat Hospital and the operation was performed the same day. It was entirely successful. Except for one day, when his temperature was somewhat alarming, Mr. Edison made a steady recovery. He returned to his home in Llewellyn Park, Orange, on March 10th, and left for his plantation at Fort Myers, Florida, on March 14th, accompanied by Mrs. Edison, Master Theodore Edison, Miss Margaret Gregory, of Montclair, and Mr. Edison's private physician, Dr. Page, of New York. They left Newark at 9:58 a. m. in a private Pullman car, "Pilgrim," which was attached to the Florida and West India Limited and which arrived at Jacksonville, Fla., 8.20 p. m. Sunday, continuing on to Lakeland, Fla., arriving at 9.40 Sunday night. On account of there being no through train service to Fort Myers, the car was placed in a quiet spot until Monday morning, when it was attached to train leaving Lakeland at 7.55 a. m., arriving on time at Fort Myers, Fla., 1.05 p. m. Mr. Edison stated just prior to his boarding the car that he felt first rate and he was in excellent spirits. The party was accompanied as far as Philadelphia by Mr. Edison's daughter, Madeline, Miss Lucy Bogue and J. V. Miller. The party will return in May.

Foreign Record Changes

The Trade is hereby advised that we have no more Records or masters of Record No. 18609, "Himno Nacional Mexicano" (Mexican), by Banda de Zapadores. Our entire stock of the above has been discarded. This selection has, however, been made over by the Banda de Policia, and is now listed under No. 20083 in our catalogue.

The Trade should also take note of the following cut-out: No. 19328, "Eine Szene auf der Alm" (German) by Resoch und Huber. This Record is defective, and since we cannot obtain additional masters or moulds, it will be dropped from our catalogues.

I heartily approve of the Dealers' agreement. I do not think the Phonograph has had its day. My outlook is better every day for Edison goods. The future never was so bright for Edison Phonographs and Records. Mark me down as an Edison worker, who will not deviate one penny from agreement.—*Eller Grove, Milford, Ind.*

Are you trying as hard now to get business as you did six months ago? No? Then go back to the old way. It's a mistake to let up at any time.

Trade Information for Dealers

Sales Dept. Bulletin No. 1—March 13th, 1908

FOR UNITED STATES DEALERS ONLY

Correspondence concerning this Bulletin should mention its number and be addressed to National Phonograph Co., Sales Department, Orange, N. J.

We append herewith price list for Edison Horn Crane parts:

	Dealers.	List.
Gem chain rod and chain	$ .11 net	$ .15
Gem upright rod	.11 "	.15
Standard, Home and Triumph chain rod and chain	.18 "	.25
Standard, Home and Triumph upright rod and thumb Screw	.36 "	.50
Standard, Home and Triumph base	.36 "	.50
Standard, Home and Triumph brace	.07 "	.10
Standard, Home and Triumph base holder and s	.11 "	.15

These prices are based on the Triumph style of horn crane, which has now been adopted for the Standard and Home also. Such prices will, however, apply to parts of the cranes heretofore used in the Standard and Home.

Prices for parts of the Idelia Horn Crane will be just double those of the Standard, Home and Triumph.

The above are all net prices, from which no discounts whatever are to be allowed.

Sales Dept. Bulletin No. 2—March 13th, 1908

FOR UNITED STATES DEALERS ONLY

Correspondence concerning this Bulletin should mention its number and be addressed to National Phonograph Co., Sales Department, Orange, N. J.

Beginning at once all Phonographs ordered with mahogany cabinets will be equipped with mahogany finish horns, instead of the regular black horns, as heretofore. This will change the prices of the complete outfit, and instead of quoting an extra price for the mahogany cabinet and horn (as heretofore), we will quote prices on the outfits complete, which will be as follows:

Gem Phonograph with mahogany cabinet and mahogany finish horn								$ 16.50 List
Standard	"	"	"	"	"	"	"	36.50
Home	"	"	"	"	"	"	"	47.50
Triumph	"	"	"	"	"	"	"	75.00
Balmoral	"	"	"	"	"	"	"	85.00
Conqueror	"	"	"	"	"	"	"	100.00
Alva	"	"	"	"	"	"	"	105.00

These prices are subject to the regular machine discounts. Should you have any machines mounted in mahogany cabinets in stock, they should be equipped with the mahogany finish horns, which can be purchased from us as extras, and then sold at the above list prices. This will leave in your possession to be sold as extras the black horns with which such machines were originally

Sales Dept. Bulletin No. 3—March 13th, 1908

FOR UNITED STATES AND CANADA DEALERS

Correspondence concerning this Bulletin should mention its number and be addressed to National Phonograph Co., Sales Department, Orange, N. J.

Made Over Selections

We list below five selections which have recently been made over by the same or new talent. Continuing the plan begun last month, we will print them as part of the June printed matter prepared for retail distribution.

14	Eridal March from Lohengrin	Edison Concert Band
1559	Where is My Wandering Boy To-night? Formerly by Harry MacDonough	Reed Miller
7323	Dare Devil March	Edison Military Band
7722	Dancing With Ma Baby	Edison Military Band
7885	American Eagle March Formerly by Edison Concert Band	Edison Military Band

If you are not ordering these Records regularly and do not exploit them among your patrons, you are overlooking an excellent opportunity to increase your Record business. These made-over selections are equal in every way to the new Records listed by us each month, and in reality should be considered as an addition to the twenty-four.

German Selections Re-listed

The trade is hereby advised that we have obtained new moulds for German Records No. 25100, "Die Kappelle," by the Meistersinger Quartette, and No. 15391, "O Susanna," by H. Grossman, and are now in a position to fill orders for both selections.

Orders cancelled in December last, because of our inability to fill them, due to defective moulds, should now be renewed, and Jobbers who have not ordered at any time should put in at least a small stock of each selection.

Sales Dept. Bulletin No. 4—March 17th, 1908

FOR UNITED STATES AND CANADA DEALERS

Correspondence concerning this Bulletin should mention its number and be addressed to National Phonograph Co., Sales Department, Orange, N. J.

It has been brought to our attention that, in anticipation of a continuation of the Record Exchange Propositions which have taken place during the past two years, certain Jobbers are already taking back Records from their Dealers and storing them, with the expectation of returning them to us whenever the next Exchange Proposition takes place.

If this policy is being pursued now, is, no doubt, has been in the past. Such methods are not only a direct violation of agreement, but are, and always were, directly and absolutely contrary to the interest and purpose for which our Record Exchange Propositions were adopted.

It may be that such conditions do not now, or never did, exist, but to prevent any controversy or misunderstanding arising later on, we consider it advisable to now notify you that there will be no further *Record Exchange Propositions* along the same lines, or of the same nature as those which have heretofore taken place.

Production Dept. Bulletin No. 1—March 20th, 1908

FOR UNITED STATES AND CANADA DEALERS

Correspondence concerning this bulletin should mention its number and be addressed to National Phonograph Co, Production Department, Orange, N. J.

We are now furnishing the same horn crane for all types of machines, with the exception of the Gem, it being understood that the Idelia crane has the oxidized finish.

The packages containing cranes are marked for the reason that the braces for the three different types vary. The brace for the Standard crane is a little longer than the brace for the Home, and the brace for the Triumph machine is longer than the brace for either the Home or Standard, this being necessary in order that they properly line up with the crane bases. The cabinet base of the Standard machine being wider than the base of the Home, the relative position of the crane base is not the same as on the Home, and the base moulding of the Triumph cabinet being wider, brings the horn crane base further away from the machine, thereby changing its relative position.

To take care of the different lengths of horns, the chain rod is to be adjusted in the usual way. When the crane is in proper adjustment, the suspension chain is in a perpendicular position. In future all envelopes containing the small parts of horn cranes will be illustrated, showing the proper position of horn and crane.

It is pleasant indeed to record the return to health of that notable inventor, Thomas A. Edison, of whom all Americans are proud. At the close of last month, after submitting to a delicate operation, the life of this grand old man, according to medical experts, was for a short time trembling in the balance, but thanks to splendid medical skill and excellent vitality Mr. Edison rallied from the shock successfully and has been steadily improving ever since. He is now out of all danger and has been removed from the hospital, a statement which will gladden the hearts of thousands of World readers in every land on earth who have grown to admire and love this splendid man and inventor, who has shed so much luster upon American inventive ability. May the span of life he long extended to Edison.—*Talking Machine World.*

The Alva a Wonder

At last we have *the* Phonograph, *"The Alva;"* it's great, and to say that it's the wonder of the twentieth century is expressing it very mildly. One and all of us join me in wishing a speedy return to good health of our dear friend, Mr. Edison, and to you all, continued success.—*Sol. Heller, 235 W. 102nd St., New York.*

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

NEW YORK: 10 FIFTH AVENUE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 360 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 117, MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, YIAMONTI 816, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., SUD-EPEN 34-35, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 67 RUE DE PARADIS, PARIS.

VOL. VI. April, 1908 No. 4

April Advertising Spells Optimism

Here is the list of weekly and monthly publications in which the advertisements of Edison Phonographs and Edison Records appeared, either in the latter part of March or in the April issues: Collier's Weekly, Saturday Evening Post, Associated Sunday Magazines, Youth's Companion, Puck, American Magazine, Cosmopolitan, Everybody's, McClure's, Munsey's, Review of Reviews, Ladies' Home Journal, Woman's Home Companion, Ladies' World, Argosy, Red Book, Metropolitan, Pacific Magazine, Sunset Magazine, World To-Day, National Magazine, and Ainslee's.

The two large advertisements in the regular newspapers appeared in 145 daily papers on March 12th or 13th and March 24th or 25th. Similar advertisements will appear in the same papers on April 14th or 15th and April 24th or 25th.

We shall have a full page advertisement in colors on the fourth cover of the Easter number of Collier's Weekly on April 11th. It has been designed by Will Bradley, one of the foremost men in his line in this country. Mr. Bradley has charge of the designing and typographical work of Collier's Weekly and is probably the highest salaried man occupying a position of this kind. He has designed our advertisement to harmonize with the front cover, which will also be done by him. Both pages will be printed in four colors. Dealers should get a copy of this issue and let the Edison advertisement occupy a prominent place in their stores or show windows.

Don't all of this advertising, costing many thousands of dollars every month, show that we have even greater faith than ever in the future of Edison Phonographs and Records? Do you suppose that we would keep on advertising like this if we didn't feel certain that it will pay big dividends in the near future? We know that just now it is not making as many retail sales as it would if there were less men out of work and more money available for luxuries. We feel assured, however, that it is as active as ever in creating in thousands of homes a desire to own an Edison Phonograph and that the desire will be gratified as soon as the means are at hand. In other words, it is making just as many sales as ever and only the formality is lacking of making the payments and carrying home the goods.

In continuing our advertising plans as made last fall, we will have no lost ground to regain, no vain regrets for lack of faith. We will be in the position of the victorious general who won because he did not let up at any point of his campaign, even though at times it seemed easier to do so.

We wouldn't want to give the trade the impression that our advertising is not making present sales, for it is not only making sales, but it is a strong factor in the present status of our business, which we believe is in much better shape than nineteen out of twenty other lines throughout the country. It is in such shape that it needs but little to make its volume equal to anything in its history.

Off to Mexico

Walter Stevens, manager of the Foreign Department of the National Phonograph Co., left on March 16th for a visit to the Mexican office of his department at Avenida Oriente No. 117, Mexico City. He will be absent about six weeks. He was accompanied by his wife and daughter. Rafael Cabanas, formerly in charge of the Mexico City office, but who has been in New York for some months past, returned to Mexico at the same time. Mr. Cabanas will shortly sever his connection with the company and become a Jobber in Edison Phonographs and Records in Mexico City. George J. Werner and Frederick Burt, of the New York City Recording Department, sailed from New York on March 19th on the steamer Monterey, of the Ward line. They went by boat to Vera Cruz and from there by rail to Mexico City. With the assistance of Mr. Stevens and Mr. Cabanas, they will make another series of Mexican selections to supplement those already in the Edison catalogues.

Lauder Records Grow More Popular Daily

No series of Records, other than the monthly list, ever put out by the National Phonograph Co., has achieved such a success as the seven Lauder Records issued in the latter part of February. Jobbers generally recognized their attractiveness and placed orders that in the aggregate far exceeded our expectations. The judgment of the Jobbers, however, fell short of meeting the demand. The Records did not get fairly before the public until March 1st, and since then the original orders of Jobbers have been entirely sold out and many of them have sent in rush orders for quantities larger than their first orders. Even this cannot be said to represent their ultimate sale, for they will get more popular as time passes and their fame gets into the smaller and more distant places. It will pay every Jobber and Dealer to carefully watch his stock of these selections and keep ordered ahead. At present we are working the moulds to the limit and expect to do so for some time. Consequently it will be a case of first orders in, first filled.

Advertising and Sales

It is not half so hard to get trade as it is to retain it.

What an advertisement sets forth the advertiser should bring forth.

Don't jar the "funny bone" too much. Business is a serious matter.

Every advertising man who lives up to his profession is an advance agent of optimism.

A customer dissatisfied, either in his purchase or by the service rendered, can be marked non-returnable.—*Printers' Ink.*

Interesting But Visionary

Everyone is familiar with the legend "with phonographs," which appears on the title pages of books. Some day the legend may be expanded to read: "With photographs and phonograms," or, perchance, one may come upon the phrase "with phonograms" alone. In other words, there seems to be very little to hinder an enterprising author or publisher from issuing, along with a book, a set of phonographic records, which, by means of sound, may serve to illustrate far more forcibly than photographs ever can, sometimes, the subject matter of the book. When "phonograph" supplements become tolerably common, your booklover will have, as a necessary adjunct to his library, a Phonograph, by means of which he may use the phonographic records of a book while he reads the volume. Coming to page 13, for instance, he may find a star in some important paragraph, and against the star at the bottom of the page he may come upon a note, "See" or hear "phonographic record No. 17." It will be a matter of a minute or so to adjust "record No. 1" upon the machine and turn on the power.

Of course, if "phonograms" with books ever become popular some genius, possibly Edison himself, will find a cheaper means of making the records lasting, and gradually, like the growth of the bicycle, and apparently that of the automobile, they will become cheaper and cheaper, so that an author or publisher who does not furnish "phonograms" with his books will be hopelessly out of the book market.—*Newark, (N. J.) Sunday Call.*

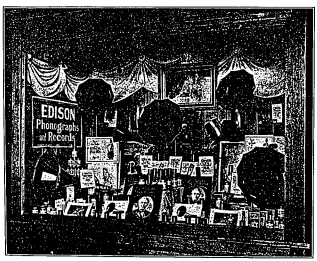
Edison Phonograph as a Public Instructor

Recently a lecture was given in one of our public school halls on "The Makers of Wisconsin History." Among other important personages mentioned were the authors of song—"Silver Threads Among the Gold"—Record No. 9162 and—"Sweet Bye-and-Bye"—Record No. 2021, both men being natives of our State. To better illustrate the subjects, the speaker, who happens to be a friend of mine, kindly requested the loan of my Edison Phonograph and at the proper moment while he was referring to the above authors and their work I turned on the Record and caused the words of the song to be thrown on the screen so that the audience could easily follow the lines as they were being played. It instantly took the "house" by storm, coming as it did a complete surprise and something that was not on the programme. So prolonged and insistent was the applause that I was obliged to repeat the Records again and again. The Edison Phonograph certainly did cover itself with glory that evening. I understand that these two Records have since become a part of the regular equipment of the lecture course and are being played wherever practicable.—*W. P. W., Milwaukee, Wis.*

Window Dressing

Are you one of the Edison Dealers who takes advantage of the splendid opportunity to advertise your business by constantly keeping an attractive display in your show window and changing it from time to time?

If you are, then we want to congratulate you upon your enterprise and progressiveness. You doubtless have your own ideas about attractive window displays and do not need assistance from us, although you may get some additional ideas from this department.



WINDOW DRESSING EXHIBIT No. 1.

If you have given window display but little attention, then we want to enroll you as a student of our window dressing department and urge you to give it serious consideration. As a means for increasing your business it is as good as any other form of advertising that you can use. In fact, if you do not dress your show window invitingly, all other means you may employ to advertise will suffer. Many a sale has been lost because the prospective purchaser was repelled by the unattractive appearance of the entrance and show window of a Dealer's store.

Every month, for a time at least, we are going to print in the PHONOGRAPH MONTHLY a photograph of an attractive window display, with some comments on it that will aid Dealers in duplicating it so far as the size of their window and stock of goods will permit. The displays will be simple in character, care being taken to use only such stock and material as can be had in almost any Dealer's store. Nor will any displays be made that will require unusual or difficult carpentry.

Before dressing a window, the Dealer should see that the glass is clean and bright and that dirt and dust are removed from the space back of the glass. No window display can ever be attractive unless cleanliness prevails. Every article placed in the window must be dusted, and care taken to keep out dust after the window has been dressed.

The display illustrated this month was made in a window ten feet wide and six feet deep. The opening is six feet high. Other than the Phonographs, Records, etc., there are used in the display five boxes 1 x 1 x 3 feet in size, open at the top (see Fig. *A*), about twenty-five yards of white cheesecloth and about half that quantity of green cheesecloth. The boxes and cheesecloths are the only articles involving expense, and they may be used over each month.

Having carefully cleaned the glass and display space, tack up green cheesecloth lengthwise and with an occasional fold, so as to give a draped effect (see illustration). Do not tack it smoothly like wall paper. Next tack up a festoon of white cheesecloth at the top of the green cloth, to get the effect shown in the picture. The rosettes are made by gathering up the cloth at regular intervals and fastening it with pins. Lay white cloth on the floor, getting the same loose effect as shown on the sides. Tuck in the ends neatly

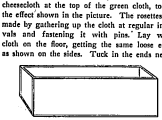


FIG. A.

where they meet the sides. Use one of the back folds as an entrance and dress the window so that the features near this entrance can be arranged last and while standing on the store floor. Be careful not to walk on the white cloth with dirty shoes.

Five of the boxes referred to above are used in this display. Two stand on end, one in each corner at the rear of the window. Two are placed across the back, one on top of the other, so as to make the height two feet. The fifth is placed at right angles with the front and close to the two in the rear. All are covered with white cloth. The display is now a matter of arrangement, according to the picture. The machines should be placed in position first, except the one nearest to the entrance, which should be left till the last. Begin the placing of Records, catalogues, signs, etc., at the farthest point and work back toward the entrance. Look at the work once in a while from the front to be sure that the balance is right.

Dealers who want to duplicate these displays but do not have all of the material are asked to do the best they can with what material they have and make application to us for the missing articles, stating what they do not now have and giving the name of the Jobber through whom shipment may be made. Or shipment will be made by express at the expense of the Dealer when so requested. It may not always be possible to supply everything shown in the displays, but we will send all that we have. Some of the matter can be supplied by Jobbers without writing to us. All correspondence referring to window dressing must be addressed to Advertising Department, Orange, N. J.

We will be glad to have the names of Dealers who follow this display, with photographs of such displays where convenient.

A Compact Record Stock

I send a photograph of my Record Stock, the feature of which is the small floor space and the unusual capacity for the space occupied. The floor space is 5 feet 4 inches by 10 feet 4 inches and the Record capacity 1,829; height of Record shelves, 6 feet 5 inches. Cost of counter and shelving in cash, $4.50. I did my own work. Your paste-board fillers, or what you pack Records in to ship by freight, are used in my shelving in full size sections with wire inserted to hold them in place. It works fine. However, the convenience, compact feature, extreme cheapness, etc., etc., would make a hit with many merchants where space cuts a figure. Shelving so cheap would be a great inducement for carrying a full stock of Records where Dealers have only been carrying part of them and have been bothered by not having them in an economical arrangement. The wholesale house could furnish these paste-board fillers made special for this work.—*Chas. Bowden, Lake City, Ia.*



H. L. D'Entremont, an Edison Dealer at Peabody, Mass., in advising us of the removal of his business to 1856 Lowell Street, writes:

I have placed a horn over the top of the window and pointing directly toward the square, and we can always attract attention by playing a few Records on the Phonograph inside, and it is a profitable advertisement, as I sold three Phonographs in two days last week. Edison's inventions are well represented here, as directly across from my store is Thomas Renzi, also selling Phonographs, and the Olympic Theatre with moving pictures is also across the street. This section of the street is being called "Amusement Row" now.

Phonograph on the Wellman Expedition

A year ago, just before the Wellman Expedition left on its trip in search of the North Pole, President Gilmore, of the National Phonograph Co., presented Major H. B. Hersey, the well-known meteorological expert and balloonist, with an Edison Home Phonograph and a supply of Edison Records. In the latter part of July, Major Hersey wrote to Mr. Gilmore concerning the pleasure that the Phonograph afforded to the members of the expedition and enclosed a photograph showing a party of the explorers enjoying a concert by the Phonograph. Through some mistake the letter and photograph failed to reach Orange. We have just succeeded in getting another copy of the letter and a duplicate of the photograph. The letter is as follows:



THE PHONOGRAPH IN THE ARCTIC CIRCLE

CAMP WELLMAN,
DANE'S ISLAND, SPITZBERGEN,
July 25, 1907.

I want to tell you how the Phonograph works up here in the Arctic close to 80° north latitude. We unpacked it soon after arriving here and found it to be in perfect condition. The Records came through the rough trip without injury. Dr. Fowler, our surgeon, was appointed "master of ceremonies," and soon had the Records rolling out the sweet song that carried us back in spirit to the homes and friends we left far away.

And you have no idea what a treat it is up here in this land of eternal ice and snow to listen to this music. Nearly every night, if we may say night when the sun shines 24 hours in the day, we have the instrument at work, and we seem never to tire of it. Two or three times a week we take the outfit over to "Pike House," where our Norwegian workmen sleep, and give them a serenade. They enjoy this keenly. The other evening we took a photograph of their quarters with the Phonograph working. The expression on their faces is so good that I am going to send you a copy of it.

In closing I will add that the Phonograph and Records have given splendid satisfaction in every way.

H. B. HERSEY,
Executive Officer.

The System Suits Him

P. H. Idol, Edison Dealer at Beaver, Utah, in writing about signing our new Dealer's Agreement, said in part:

Regardine that part of your letter concerning continuing selling the Edison machine, will say I do not see any reason why I should not, provided our business relations continue as pleasant in the future as they have been in the past and you keep me posted with the latest literature published by you and at the earliest possible moment. Since I came into this territory a little more than one year ago the other agents have gone to parts unknown to me. The country hereabouts is thickly settled, but of course you are aware that I have sold more than 200 Edison machines and a large quantity of Edison Records and very few of any other makes of machines. I might state for your information that the reason why the business all went to you was because you kept me posted with your latest publications; and you maintain a uniform price with us all. These two things suit me and are worthy of the consideration of every Dealer who has the ability to sell goods at all. Of course, a good salesman can sell any machine made, but your business methods are a great help to any salesman.

Hanger for Dealers' Stores

Almost every Edison Dealer has, at one time or another, been asked by customers to do something contrary to the provisions of the Dealers' agreement and been compelled to enter into a long explanation as to the reasons why they could not comply. To save Dealers the trouble of making explanations and show that they are not to blame for the restrictions, we have printed a supply of hangers like the above and shipped a small quantity to each Jobber, who in turn will furnish one to each Dealer on request. It is Form 1292. It is 22x28 inches in size and printed in blue ink on white paper. Dealers having trouble with customers are urged to get one of these hangers and put it up in their stores.

As a Protection to the Public and the Trade, Edison Dealers are Positively Forbidden:

1. To sell Edison Phonographs and Records at less than the prices given in our catalogues.
2. To sell Edison Phonographs without horn or in any other way than shown in our regular catalogues.
3. To offer Edison Phonographs and Records as prizes of any kind.
4. To allow rebates or commission of any kind on sales of Edison goods.
5. To accept other goods in part payment for Edison goods.
6. To make advertising contracts in exchange for Edison Phonographs or Records.
7. To offer for sale as second-hand articles, Edison goods that have been used, or shopworn or damaged.
8. To sell, play or exhibit Edison Records on advance lists before 8 a. m. on the selling date fixed by this Company.
9. To exchange Edison Records on ANY basis.
10. To sell any other than genuine Edison repair and supply parts for use on Edison Phonographs.

Violation of any of these provisions renders a Dealer liable to suspension and loss of his right to sell Edison Phonographs and Records.

Thomas A. Edison

NATIONAL PHONOGRAPH CO.
ORANGE, NEW JERSEY

I am glad to say that we are doing much more business in selling the Edison Phonograph now than before, on account of its new equipments. Last Saturday two brothers (attorneys) came into my store, asking me to show them some styles of Edison Phonographs. They at once fell in love with the Edison Gem, telling me that they liked the Gem on account of its horn and stand. After trying some of the March Records for them, they each bought an Edison Gem Phonograph and one dozen Records. Therefore I think this new equipment is a very good idea, as I have no trouble whatsoever in selling an Edison Phonograph.—*A. Abelowitz, 152 St. Mark's Place, N. Y.*

"Follow-up" Letters

C. W. Graves, Edison Dealer at Logansport, Ind., uses with much success, in "following-up" prospective customers, the two letters printed below, the second following the first after a short interval:

FIRST LETTER.

DEAR SIR: I am enclosing you printed matter relative to the most wonderful invention and the most charming home entertainer the world has ever known.

The Edison Phonograph is the original and the only perfect talking machine—invented, perfected and manufactured by Thomas A. Edison, the most wonderful inventor the world has ever known. You may have been disgusted with some imitation phonograph—you surely will not be disappointed with the Edison Phonograph and the Edison Gold Moulded Records.

There are no disagreeable noises in the Edison Records. You can understand them. Their volume and brilliant quality of tone is especially adapted to parlor use. This is a distinct feature of the Edison Records. Neither the sound box nor the record fib—the tones which you are drawn out by a mechanical surface noises. You cannot afford to be without an Edison Phonograph in your home. Most valuable as an educator and indispensable as a versatile entertainer. The most reasonable priced machine and the only pure life-like reproducer of the human voice.

With the Edison you can make perfect records of your friend's voice—of grandpa's—or the baby's. Why not have phonographs of their voices as well as of their faces to remember them by when they are gone?

Let us demonstrate to you how badly you need "Edison Music" in your home.

It will be a real pleasure to us, and to you, if you will call and hear the wonderful Edison Phonograph of today.

Do yourself, your family, your friends, and us a favor and let us hear from you soon regarding the Edison Phonograph.

Edison Standard Phonograph, Horn and Stand and your choice of 12 Records for $20.50. Payments made easy.

SECOND LETTER.

DEAR SIR: We trust you have not abandoned the idea of putting a Phonograph in your home. As we have already written you, no printed matter can adequately tell what this instrument is or what it will do.

We want to show you. We want you to call, select the music you like and hear it played or sung. We want you to compare the Edison Phonograph, with its Records, with the noises—is short, get acquainted with it.

Until you do you cannot decide whether you want it or not with fairness to yourself or to the Phonograph. This is a home proposition; it delights every member of the family; it plays and sings while dancing.

Terms to suit you, all cash or little-done settlement. It never becomes a bore; say more than the theatre does, because the bill continuously changes. New Records, including all of the songs, band and orchestra selections are always obtainable, and every new Record makes the Phonograph better.

We do believe you fully appreciate the possibilities of this instrument, and it is to prove that it is more than the most enthusiastic descriptions of it would indicate that we are asking you to call.

Very truly yours,

Another Dealer's Invitation

Louisburg, N. C., March 2nd, 1908.

You and your family are most cordially invited to call at our store on the 11, 12, 13 and 14th of March and each evening from seven-thirty to eleven to participate in a free concert given by us to our friends and patrons

Edison Phonograph

With the largest horn made and several hundred of the very best selections of music turned out. Come and have a good time, bring your friends.

J. W. HOLLINGSWORTH.

Ready Made Ads

Whether or not Dealers use the ready made ads that we are running in these columns is of little moment, so long as they do *some kind* of advertising. It does not follow that these specimens represent the best advertising that can be done. Many Dealers can write advertisements that will get better results in their own localities than any of these, and no one who can do so should hesitate to write and print his own copy. Next to doing some kind of advertising it is important to change the matter with each insertion. If you cannot write an advertisement of your own, these ready made ads will help you.

Dealers may have an electro of either or both of the illustrations in these ads on request. They must, however, agree to send our Advertising Department copies of the papers containing them. If they have had electros of previous ads they must send us papers showing them or no attention will be paid to new requests. Dealers who prefer to use an electro of the Phonograph, or a combination of the Edison portrait and signature, or any other electro carried in regular stock by us, may have it mailed by stating type of machine or otherwise designating electro wanted. Requests for electros must be addressed to Advertising Department, Orange, N. J.

The Customer is the One You are Trying to Please

He wasn't pleased with the old Edison Phonograph Horn. He isn't pleased with the horns of other machines. Neither is he pleased with the idea of buying a horn in addition to the machine, or pleased with the results after he gets one.

This is why we brought out a new Edison Horn with crane to support it and have included this equipment in the price of the Phonograph.

The customer gets a better horn than he could buy from a horn stock, gets better results with it, because it is made especially for the Phonograph, and is pleased over his purchase.

You benefit from his satisfaction and you benefit in other ways. You sell a Phonograph and a horn with one set of motions, you make a liberal profit on both and you are relieved of the expense of carrying a stock of horns.

The Edison Phonograph, with its new equipment is the best talking machine proposition on the market.



No single thing furnishes so much entertainment to a family, especially where there are children and young folks, as an Edison Phonograph. It supplies all kinds of amusement at little expense; it keeps you up to date with every kind of music; it gives you a means of entertaining your friends.

W. E. WILSON
No. 44 Canada Street
Richmond, Va.

☞Electros in above ad is: Single column wide No. 673. Double column wide, 674.



At less per week than the price of a cheap theatre ticket you can put the Edison Phonograph into your home. And it's a lot more comfortable and a lot more enjoyable to hear good music in the easy chair at your own fireside than it is to hear it in a hard, uncomfortable seat at the theatre.

F. K. SMITH & CO.
No. 57 Henry Street
Columbus, Ohio

☞Electros in above ad is: Single column wide No. 677. Double column wide, No. 678.

REQUEST FOR ELECTROS

NATIONAL PHONOGRAPH CO.
ADVERTISING DEPARTMENT, ORANGE, N. J.

DATE.....190....

Mail Electros No.....

We agree to use them in newspaper advertising and to send you copies of papers containing them before asking you for other electros. We intend running a.....inch advertisement.

Name.....

Street.....

City and State.....

We buy through.....

SUSPENDED LIST, APRIL 1, 1908

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

*Chico—J. L. Crick, 324 Broadway.
Petaluma—Thomas McGuire, 875 Main st.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

COLORADO.

Boulder—Bentley & Craig.
Denver—Wagman & Bloomfield (The Phonograph Circulating Library), 1621 Champa st.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Eggleston Bros., or Eggleston Music House, by P. Beguhn, Prop.; also Danville, Ill.
Chicago—A. Gloss & Son, 727 W. North av.
Cookeville—Geo. Swinehart & Son.
Danville—Eggleston Bros. or Eggleston Music House, by Eggleston, Prop.; also Champaign, Ill.
*Niles—Ninth Grey.
Elgin—James W. Mill, 18 Spring st and 166 Chicago st.
Kempton—C. H. Bute.
Ottawa—Edward Hayne.
Peoria—H. Meyer, 1107 S. Adams st.
Quincy—Giles Bros., 107 North 4th st.
J. P. Bremer, 627 Main st.
J. P. Whittaker & Son, Successors.
Robinson—A. D. Foreman, or A. D. Foreman & Son.
Wheaton—B. Irving.

INDIANA.

South Bend—Eugene Marsh, 126 Vistula ave.
South Bend Book Bindery, Robert Leboit, Prop., 203 North Michigan st.

IOWA.

Burlington—John P. Weiss, 711 Jefferson st.
Cushing—Bullock & Lyman.
Independence—E. O. Parker, 110 E. Main st.
*Indianola—L. C. Barnett.
McClelland—J. W. Rounds & Co.
Mederville—John J. Carpenter.
Sioux City—Mattenbach Bros. Co.
A. V. Larimore, 618 Fifth st.
State Center—Ora Sargeant.
Webster—E. H. Martin and Fred N. Martin.
Whiting—The Cassidy & Whiting Co.

KANSAS.

Clay Center—E. M. Gowenlock.
Lawrence—Bell Bros.
Topeka—R. H. Morehouse, 510 E. 4th st.
Wichita—Frank R. Powell, 132 N. Main st.

KENTUCKY.

Louisville—Irvine Simons, 943 W. Market st. (formerly 948 W. Market st.).

MAINE.

Biddeford—W. H. Field.
Gardner—C. H. Cobb, 293 Water st.
Lewiston—J. W. Skene.
Monmouth—G. H. Stetson.
Oldtown—H. M. Burnham.
Waterville—Frank Blanchard, 150 Main st.
M. Steinert & Sons Co., at all points.

MASSACHUSETTS.

Boston—Henry H. Savage, 146 Hanover st.
T. Singer, 66 Leverett st.
Fitchburg—M. Steinert & Sons Co.; also Pittsfield, Mass., and at all points.
Florence—William Oates, 37 Main st.
Franklin—E. P. Bleckmar.
Great Barrington—Frank W. Wheeler, Main st.
Lawrence—Lord & Co., 314 Essex st.
R. O. Mosher, 420 Essex st.
Malden—A. T. Fuller.
Nantucket—Arthur M. Taylor.
New Bedford—H. B. DeWolf.
Pittsfield—M. Steinert & Sons Co.; 254 North st.; also Fitchburg, Mass., and at all points.
Somerville—E. J. Winchester, 23 Summit ave.
Woburn—Osborn Gillette, or The Boston Jewelry Co., L. F. Maloney, Manager.
Worcester—Joseph Tukman, 44 Front st.
Guy Furniture Co., 521 Main st.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Schwankosky, Prop.
Bay City—J. M. Kopec, 1006 S. Madison st.
Detroit—F. J. Schwankovsky.
Manistee—Jens Ilse, and A. H. Ilse Co., 311 River st.
Saginaw—Geo. W. Emendorfer.
James V. Calahan, 217 Genesee st.
Tierney Bros., 317 Genesee st.

MINNESOTA.

*Morristown—Wm. Zimmerman.
Willmar—Willmar Furniture Co., Ruble Block.

MISSOURI.

Ewing—Hal R. Ewalt.
Fairfax—Hinde Hardware Co.
Kansas City—The Wittmann Co.
Osceola—C. H. Green.
St. Louis—Knight Cycle Co., 1215 Olive st.
F. Ringwood and J. Ringwood, or Central Phono. Co., or Franklin Phono. Co.

NEBRASKA.

David City—John Albright.
Lincoln—The Wittmann Co.
Omaha—The Wittmann Co.
Piano Player Co.
Red Cloud—Albright Bros. or L. P. Albright.
Sterling—Sterling Prog. Co., W. G. Morrill, Prop., and W. G. Morrill, M. D.

NEW HAMPSHIRE.

Dover—H. C. Ingalls & Co., 444 Central ave.
Hillsboro Bridge—E. M. Barnes.
Manchester—A. B. Dumas.
Nashua—F. A. McMaster & Co.

SUSPENDED LIST CONTINUED.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 32-34 Arkansas ave.
Bayonne—J. Wigdor, 450 Avenue D.
Jersey City—W. L. Hoffman, 151 Montgomery street.
Long Branch—A. N. Alexander, 103 Broadway.
A. Nastasio, 103 Broadway.
Newark—A. L. Corwin; also New York City, Brooklyn, Prop. Springfield How, and State Goods Store, 71 Springfield ave.
D. Reinhorn, 91 Springfield ave.
Passaic—I. Hurwitz.
Paterson—Chas. H. Kelly, 25 N. Main st.
Plainfield—S. W. Frucht, or R. Frucht; also New York City.
Edward Leonard.
West Hoboken—Emil Hollander, or The West Hoboken Bicycle & Phono. Co., 116 Spring st.

NEW YORK.

Albany—G. Linde, 253 S. Pearl st.
A. Birdsall, 114 S. Pearl st.
Amsterdam—D. C. Kirchner, 26 Market st.
Bedford Park—Geo. H. Tyrrell.
Brooklyn—Nathan Abrahams, 602 Broadway.
Wm. Allbrecht, 294 Knickerbocker ave.
H. Hindermann, Bushwick Phonograph Exchange, 1421 Myrtle ave.
Emil Hmlik, 624 Eleventh st., and 220 Graham ave.
Tolten Furniture & Carpet Co., 216 Grand st.
Haverstraw—T. Newman, Broadway.
Hobart—F. H. Marshall.
New York City—Albert E. Armstrong, or American Phono Co., 1267 Broadway.
Automatic Slicer Co., M. Cohan, Prop., 58 Second ave.
Bern Bearwald, 378 W. 11th st.
Edward Bielfeld, 481 Willis ave.
Max Blumenfeld, Flatbush Music Store, and Bird's Music Store, 470 E. 138th st.
Bronx Phono. Co., or David Switzky, 406 Willis ave.
B. L. Corwin; also Newark, N. J.
Eagle Phono. Co., or C. Lowenthal, 93 Bowery.
Empire Phono. Co., 3 W. 14th st.
E. W. Frucht, or R. Frucht, 7 Barclay st., or 48 Cortlandt st., also Plainfield, N. J.
G. Hacker, 2 Murray st.
Hargrave & Shein, 227 Broadway; also Plainfield, N. J.
Holober Bros., 350, 421 and 491 West st.
H. Horn, 242 E. 125th st.
W. L. Isaacs, 114 Fulton st.
Italo-American Phono. Co. (R. Gerard & Co.).
S. Lemberg & Co., 194 Broadway.
J. McGlynne, 293 Broadway.
Parker & Cooley, 2087 Amsterdam ave.
Richmond Pease, 44 W. 125d st.
E. M. Prescott, 44 Broad st.
Winthrop Cycle Co., 2213 Seventh av.
Oneonta—G. B. Shearer Co., 259-261 Main St.
Rome—Charles Tuttle.
Saratoga Springs—Marvin A. Cote.
Watertown—H. S. Wardwell & Co., 39 Public Square.
Wayland—John Gross, Pursel Block.

*Added since March 1st, 1908.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

NORTH DAKOTA.

Fargo—Ben Hart.

OHIO.

Ashtabula Harbor—Chas. W. Askew (Gregory, Askew & Co.).
Bellevue—H. E. Rouser.
Brookville—H. K. Merritt.
Cincinnati—J. L. Anden.
Coshocton—Burns & Gonser.
Dayton—W. E. Sapp, 1042 W. Third st.
Hickaville—W. R. Holden Co.
Springfield—D. & M. Vanderpool.
Uhrichsville—F. A. Mazurie.

PENNSYLVANIA.

Athens—J. T. Stafford, 405 Main st.
Bradford—C. C. Griffen, 29 N. Washington st.
Lancaster—J. H. Urayenser, 249 N. Queen st.
*Lock Haven—Floyd Gallery, 24 W. Swoope, Prop., 131 Main st.
Mt. Pleasant—Benjamin Fonner.
New Castle—Will Hartland, 70 E. Long st.
Philadelphia—A. L. Chesley, 2782 Emerald st.
Wm. Dyer, Jr. & Co., 1026 Chestnut st.
Thomas Gunsen, 1008 Carpenter st.
Hawthorne & Sheble, 824 Chestnut st., or Oxford and Mascher sts.; also New York City.
A. Krouse, 332 Arch st.
Geo. W. Lowden Co., W. Lowden, Prop., Pioneer Studio of Music, 2616 Frankford ave.
Penn Novelty Co., 15 South 9th st.
Pittsburg—A. Lippard, 616 Wylie ave.
Reynsford—Granville B. Tyson, 315 Main st.
Titusville—E. H. Fortner, Prop. Exchange Cigar Store, 21 W. Central ave.

RHODE ISLAND.

Providence—R. H. Gainsbury, 59 Plainfield st.
F. F. Moore.
M. Steinert & Sons Co., Westminster st. also Fitchburg, Pittsfield, Mass., and at all points.
Rockville Center—O. A. Clark.

TENNESSEE.

Alexandria—Clarence A. Baird Music Concern.

TEXAS.

Whitney—H. E. Randle & Co.

UTAH.

Salt Lake City—Daynes Romney Music Co., 76 East South 1st st.

VERMONT.

Barre—Averill Music Co. (H. L. Averill & Co.), 28 N. Main st.

VIRGINIA.

Norfolk—W. Reichenstein, 256 Church st.

WISCONSIN.

Ashland—F. Pool Co.
Milwaukee—J. C. Bleiteck.
Reedsburg—Fish & Greenwood.
Walworth—G. H. Stewart.

The EDISON PHONOGRAPH



SOME music never grows old, particularly if it recalls pleasant memories. The Edison Phonograph can reproduce for you the marches, ballads and airs that stirred you in the old days, just as well as it can sing the song that is the current hit in the metropolis, doing it with a clearness, a fidelity and a beauty and volume of sound that is not to be found in any similar instrument.

The Edison Phonograph is all things to all men at all times. Simply by changing a Record it may be a brass band at one moment and a violin virtuoso the next, a singer of ragtime or of grand opera, a funny vaudeville team or a quartette singing a sentimental ballad.

If you haven't heard the Phonograph lately, you'll be surprised at the wonderful improvement in the new model Edison with the big horn. Ask your dealer to show it to you or send to us for booklet describing it.

On March 25th go to the nearest Edison Store and hear the April Records

The April list of twenty-four new Records is made up of the choicest bits of vocal and instrumental music recently produced together with a sprinkling of things not new but good. These Records have been made by the best procurable talent with a skill and artistic finish that assure you rare pleasure in listening to them. And if you hear the April Records you'll buy—there's no doubt of that.



Ask your dealer or write to us for THE PHONOGRAM, describing each Record in detail; THE SUPPLEMENTAL CATALOGUE, listing the new April Records; THE COMPLETE CATALOGUE, listing all Edison Records in existence. Records in all foreign languages.

NATIONAL PHONOGRAPH COMPANY, 24 Lakeside Ave., Orange, N. J.

APRIL MAGAZINE ADVERTISEMENT

Edison Phonograph Monthly

VOL. VI. May, 1908 No. 5

Loosen Up

If we should ask every Edison Jobber and Dealer to raise his right hand to the question: "Are you to-day making the same effort to get business that you did six months ago?" we doubt if one in a hundred would put up his hand. Fully nine-tenths would frankly admit that they were not doing so and would defend their position with the claim that business did not warrant their making the effort or spending the money. This is one of the great drawbacks of quiet times. When everything is booming and everybody is doing a big business, every firm of any life advertises, circularizes and adopts every known method for getting business. The more they have the more they want. Their efforts add to the work of printers, salesmen, solicitors and scores of people in other lines. Those in other lines then come back and buy Phonographs and Records. It's a case of "tickle me and I'll tickle you."

But let something happen to business generally and everybody instinctively lets up in his efforts. Advertising of all kinds is cut down, salesmen are withdrawn and retrenchment becomes the cry. Many times this is done before a firm's business shows any signs of being affected and apparently only in obedience to a cry of "wolf." Clerks get the germ and use it as an excuse for relaxed efforts. The natural result of such a state of affairs is to make business poorer and times harder. The tickling game once stopped, the volume of everyone's business suffers. Those who have ready money hold on to it like grim death, fearful that it will not return if once spent.

Business to-day needs nothing but a loosening up on all sides. Edison Jobbers and Dealers can do their part by patronizing the printer, the newspaper publisher, by putting men on the road and doing all the things they did six months ago. It may seem unprofitable for a short time, but the printer will put more men at work, the newspaper publisher will extend his efforts, the families of salesmen will have more money to spend and before long the wheels of business will hum as merrily as ever. Put your shoulder to the great business wheel and do your part in making it go round. Don't lie down, crying: "It's no use." That is not the part of the up-to-date American business man.

An Absurd Claim

Our attention has been called to the fact that the traveling salesmen from a competing company are making the statement that the reason for the difference in price between their Records and ours, is due to the fact that we are compelled to pay them a heavy royalty.

This statement is so absurd on the face of it, that we have never paid any attention to the matter, but in order that the trade may be fully posted on the situation, we need only say that the report is absolutely false and without any foundation, and that the difference in price between the Edison Records and those supplied by our competitors, is due to the care with which our Records are made, the special quality of materials used, and the high character of labor employed, all of which make it necessary for us to obtain a higher price for our goods.

Orders for No. 8591 Held Up

We have no more moulds or masters at present of Record No. 8591, "Come Ye Disconsolate," mandolin solo, by Samuel Siegel. It is expected that we will be able to secure Mr. Siegel some time during the month to make over this selection, and that we will again be in a position to fill orders about the middle of June. In the meantime we ask the indulgence of Jobbers who have orders on file for this selection.

Now is the time to sell Phonographs to people going to the country for the summer. They cannot take their piano and as they want music even in summer, what better substitute can they get than an Edison Phonograph.

Advance List of New Edison Records for July, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before June 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on June 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on June 25th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after June 20th, but must not be circulated among the public before June 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on June 24th, for delivery on the following day. Jobbers are required to place orders for July Records on or before May 10th. Dealers should place July orders with Jobbers before May 10th to insure prompt shipment when Jobber's stock is received.

9866 Polish Dance, No. 1 — **Edison Concert Band**

A famous composition by a famous composer and known the world over. Our Record gives a true interpretation of the grace, gay abandon and fire of this national dance of Poland. It is played in mazurka tempo. Composer, X. Scharwenka; publisher, Carl Fischer, New York.

9867 Needles and Pins — **Edward M. Favor**

In three verses and three choruses the old saying, "Needles and pins, when a man marries his troubles begins," is made the subject of a funny travesty on married life, beginning with the little hen-pecked man who wrote "No Wedding Bells for Me," and ending with Yankee fathers who sell their daughters to the highest bidder among the dukes and counts and earls. Each chorus includes a phrase from the "Bridal Chorus." Orchestra accompaniment. Music, J. Fred Helf; words, Edward Moran; publishers, Helf & Hager Co., New York.

9868 Tell Me the Old, Old Story — **Anthony and Harrison**

Few gospel hymns are better known or more popular than this selection by W. H. Doane. Many hymns have been written by Mr. Doane, but it is doubtful if any of them have more admirers than "Tell Me the Old, Old Story." The words were written by Miss Kate Hankey. The singers are accompanied by the orchestra.

9869 Cupid's Wedding March — **Albert Benzler**

A bells solo of one of the songs featured in "Playing the Ponies." It is a charming, simple melody, particularly well adapted for a bells solo. The arrangement includes a phrase from the Bridal March from "Lohengrin," effectively played on the chimes. Composer, Theodore Morse; publisher, F. B. Haviland, New York.

9870 O'Brien Has No Place to Go — **Edward Meeker**

O'Brien is the father of three pretty daughters of marriageable age. Each has a "steady," and not infrequently they all call at the same time. Then Nellie goes to Dad with this plea:

Don't go into the front room, Dad,
Nancy's in there with a sailor.
Daddy, dear, won't you stay out here,
Rose has her friend in the parlor.

Don't go into the kitchen, dad,
I'll be out there with my beau,
Since each of his girls has a steady young man,
here, O'Brien has no place to go.

But one night O'Brien came home tight and did the turning act of the proverbial worm. When things had quieted down the three young men were on the street, much the worse for "Daddy's" persuasive methods and O'Brien had changed the title of the song. Orchestra accompaniment. Music, George Evans; words, Stanley Murphy; publisher, Jerome H. Remick & Co., New York.

9871 Whistling and Singing Farmer Boys — **Harlan and Belmont**

An amusing combination of whistling and singing, together with a lively and realistic rural scene between the farmer and his "boys." The chorus is the well-known song about the farmer who had a dog named "Bingo." The Record is one of unusual attractiveness and certain to be popular. Mr. Belmont's whistling is clever, as usual. Orchestra accompaniment. Words, Joe Fulton; arrangement is special and not published.

9872 Smarty — **Ada Jones**

What grown-up cannot look back to his or her childhood days and recall the chorus of this song as follows:

Smarty, Smarty, Smarty, thought you had a pony,
Don't forget what the teacher taught
You'll be sorry if you are caught,
You pets' to tell your mother.

Just see if you don't care,
You're reading but a smarty cat,
So there, there, there.

Miss Jones cleverly adds to the realism of the song by singing it in the childish accents of a five-year-old. Orchestra accompaniment. Music, Albert Von Tilzer; words, Jack Norworth; publishers, York Music Co, New York.

9873 Fawn Eyes — **Edison Symphony Orchestra**

A new selection by the composer of "Lola," (our Record No. 9417). It is graceful in theme and has all of those characteristics familiar to admirers of recent popular Indian songs. Composer, Charles L. Johnson; publishers, Charles L. Johnson & Co., Kansas City, Mo.

***9874 Parson Jones' Three Reasons** — **Arthur Collins**

Parson Jones is about to leave his congregation. In consequence of a notice given out the week before, the church is crowded to hear his three reasons for leaving. They are given in the chorus:

Firstly, these ain't no love in this congregation,
Secondly, God a Mighty knows I've been here;
Thirdly, I've got a better offer to accept.
Ain't had a cent of salary in a year.

And thirdly, I done accepted a call
As chaplain of the pen'tentiary,
And I go to prepare a place for you all.

The parson also makes an address between the first and second verses. Orchestra accompaniment. Music and words, Arthur Longbrake, (writer of "Brother Noah Gave Out Checks for Rain," our Record No. 9642); publisher, Joe Morris, Philadelphia.

9875 When We Are M-A-Double-R-I-E-D — **Ada Jones and Billy Murray**

This unique spelling duet is one of the successful songs in "The Talk of New York," in which it is sung by Nella Bergen and Jack Gardenier. The love passages between the happy pair as sung in the chorus are particularly original. A witty dialogue follows the first chorus. Music and words, George M. Cohan; publisher, F. A. Mills, New York.

9876 Queen of the Earth — **Alan Turner**

An old standard song very much admired by vocalists who cater to audiences that enjoy music of the higher grade. Mr. Turner's rendition is that of the true artist. Orchestra accompaniment; music, Ciro Pinsuti; writer of words unknown; publishers, Oliver Ditson Co., Boston.

9877 Whistling—Intermezzo — **Edison Military Band**

An intermezzo full of bright and catchy melody, introducing a chorus of whistlers, who assist in emphasizing the principal theme. The whistling feature is a decided novelty in band Records. It will make the selection a pleasing and popular number. Composer, Leon Copeland; publishers, L. J. Sovelle, Milwaukee, Wis.

9878 You Have Changed the Winter in My Heart to Glad Spring-Time — **Manuel Romain**

The title of this song leaves little to tell concerning its character or its sentiment, just as the fact that it is sung by Mr. Romain leaves nothing to say about its attractiveness as a ballad Record. After listening to the Edison Records made by Mr. Romain it is not hard to see why he was so popular as a member of Dockstader's Minstrels. Orchestra accompaniment. Music and words, Jean Havez; publishers, Helf & Hager Co., New York.

9879 When the Roll is Called Up Yonder — **Edison Mixed Quartette**

Another well known sacred hymn reverently and splendidly rendered by our Mixed Quartette. Messrs. Anthony and Harrison sing the verses as a duet and the quartette join in the refrain. This makes a new combination of duet and mixed quartette. Orchestra accompaniment. Music and words, J. M. Black; published in hymn books.

9880 I Was a Hero, Too — **Billy Murray**

Sam Bernard's big success in the musical comedy "Nearly a Hero." It defines in witty verse and chorus just when a man is really a hero. One of the occasions was when he was compelled to eat a mince pie made by his wife. The song tells of several other times, all combining to make the Record desirable from the comedy standpoint. You get every word, too, when Mr. Murray sings. Orchestra accompaniment. Music, Egbert Van Alstyne; words, Harry Williams; publishers, Jerome H. Remick & Co., New York.

9881 Medley of Irish Jigs — **John Kimmble**

An accordion solo of a number of well known Irish jig airs. The large and steady sale of Mr. Kimmble's Records shows how popular the accordion is throughout the country. This selection is made with a piano accompaniment as usual, bands and orchestra accompaniments serving to confuse the peculiar melody of the accordion. Original and not published.

9882 Topeka — **Frederick H. Potter and Chorus**

A spirited song descriptive of Indian life on the plains and telling of the love of an Indian brave for his little maid Topeka. The chorus:

*This selection will be illustrated on cover of the July *Phonogram*.

My own Topeka, I've come to seek her,
What'll he harness and hope and polish,
You're the queen of my heart.

If you'll become, dear,
My own Topeka, my sunflower bride.

Indian yells, tom-toms, bells and the quartette chorus are other features of this selection. Orchestra accompaniment. Music, Henry W. Jones; words, James O'Dea; publishers, Jerome H. Remick & Co., New York.

Collins and Harlan

9883 Nothing Hardly Ever Bothers Me

A jolly coon duet, full of mirth and laughter. This happy dusky couple never borrowed trouble and considered life "one big jubilee." Their motto was "Be cheerful while you may." When they died they expected to be dead quite a while, so while they lived they were going to laugh and smile. The music is of a typical rag-time character. Orchestra accompaniment. Music, Albert Von Tilzer; words, Jack Norworth; publishers, York Music Co., New York.

Allen Waterous

9884 If I Had a Thousand Lives to Live

A new song of high merit, full of deep sentiment and splendid melody. Rendered with true feeling and artistic finish. It will appeal to lovers of the better class of songs. The chorus:

If I had a thousand lives to live,
I'd give each one to you!
If I had a thousand hearts to give,
I'd give each one to you!

A thousand sorrows I would bear,
For one as fair, so true,
If I had a thousand lives to live,
I'd give each one for you!

Orchestra accompaniment. Music, Alfred Solman; words, Sylvester Maguire; publishers, Joseph W. Stern & Co., New York.

Edison Symphony Orchestra

9885 The Rose of Mexico Waltz

A typical Spanish waltz, fascinating in its dreamy rhythm. The principal theme is each time played by the mandolin, its dulcet tones adding to the charm of the Record. Composer, John J. Dunn; publishers, T. B. Harms & Co., New York.

Bob Roberts

9886 Common Sense

Another song hit by the writers of "He's a Cousin of Mine," (our Record No. 9422). Jim Green was a Tennessee coon, who was credited with being the bravest man in town. One day the circus came to town and Jim was offered one hundred dollars to lead the lion around. Jim declined, declaring that one hundred dollars wouldn't be of much use to him after his death. His chief reason for declining was because he had too much common sense. Jim thought it would be fine to go to war and fight. But when the battle field Jim could not be found. He sent the captain a note, however, stating that a soldier's life was too much like flirting with the undertaker to suit him, so his common sense compelled him to refuse to become a target for the enemy. Orchestra accompaniment. Music and words, Chris. Smith and John Larkins; publishers, Thompson Music Co., New York.

Ada Jones and Len Spencer

9887 The Frisky Farmer and the Modest Manicure

A vaudeville sketch which opens with a scene in a barber shop. The fun begins there: After the Irishman (who is slightly under the influence) has been tonsorily and electrically treated, the frisky farmer enters. He is at once taken in charge by the modest mercenary manicure, who proceeds to trim his nails and likewise his purse. The dialogue between the farmer and the manicure is extremely witty and the sketch concludes with Miss Jones singing "The Modest Manicure," a song from "The Hurdy Gurdy Girl." Orchestra accompaniment.

Steve Porter

9888 "He" and "She" in Vaudeville

"He" and "She" are two Irish characters in vaudeville. They are married and their stunt is to stand before the audience and abuse each other. Mr. Porter enacts both parts. "He" begins with a song to the effect that he is the bravest man in town. "She" butts in and asks

"What know ithing dit you ever did?"
"I prevented you toon dying an old maid, didn't I?"

Then follows an exchange of complimentary remarks of which these are samples:

Her. Silver mated, darlin', I know a man that would give tin thousand dollars to see you.
She. Who is he?
Her. A blind man.
She. Mebbe I'm not good lookin', but I dress out o' sight.
Her. Well, that's the proper place to dress. Say, I'm goin' to celebrate my birthday tomorrow.
She. Is it true you've been married a pretty nice fifty.
Her. Well, it seems that long.

Her. Say, you promised to give me a quarter of your salary every week.
She. Well, what did I give you?
Her. Twenty-five cents.
She. Well, that's a quarter ain't it?
Her. Everyone knows that you married me for money.
She. Well, it was the only way I could get it.
She. Is that so!

The sketch is original for our Record and not published.

Edison Military Band

9889 Cubs on Parade March

A new and spirited march, full of stirring strains and military dash. It is dedicated to the Chicago National League Baseball team. Like these champions, it is a sure winner. Composer, H. R. Hempel; publisher, Tomas F. Deather, Chicago.

Advance List of Edison Grand Opera Records Supplement Number 10, July, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before June 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on June 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on June 25th. Supplements will be shipped with Records *when ordered*. These may be distributed to Dealers after June 20th, but must not be circulated among the public before June 25th. Jobbers are required to place orders for these Grand Opera Records on or before May 10th. Dealers should place Grand Opera orders with Jobbers before May 10th, to insure prompt shipment when Jobber's stock is received.

B. 65 Eri tu, ("And would'st thou") "Un Ballo in Maschera" *Verdi*

By ANTONIO SCOTTI, Baritone. Sung in Italian, Orchestra Accompaniment

Verdi's opera "Un Ballo in Maschera"—"The Masked Ball" scored one of the big successes of *Ricardo*, Earl of Warwick and Governor of Boston, *for Amelia*, wife of his secretary *Renato*. Conspirators plot to take the life of *Ricardo*, and when *Renato* discovers that the Governor is in love with *Amelia*, he—*Renato*—joins them and is chosen as the one to assassinate *Ricardo*. The final scene is a masked ball. The love between *Ricardo* and *Amelia* being an innocent one, the *Rebato* penetrates the disguise of *Ricardo* and stabs him to death. The present record is sung by *Renato*, near the beginning of the third act. He has accused his wife *Amelia* of infidelity and this aria, the text of which begins: "And would'st thou thus have sullied a soul so pure, in whose chasteness my spirit delighted!" It is an appealing, dramatic moment of the opera.

B. 66 Stride la vampa, ("Fiece flames were raging") "Il Trovatore" *Verdi*

By MME. JACOBY, Contralto. Sung in Italian, Orchestra Accompaniment

The story and music of "Il Trovatore" are too familiar to need any particular introduction, so there remains but to be pointed out the dramatic circumstances attending this canzone. It occurs as the second number of the second act, coming immediately after the familiar "Anvil Chorus". The scene is that of a gypsy camp in the mountains of Biscaya. *Azucena* sings this song to the gypsies obviously in order to paint the gloom of the gypsy's life, but in reality it is a flames are raging, loud clamor fills the air, mad crowds rush forward, eager for horrors." The melody of this canzone is one of the best beloved in the entire score, its frank tunefulness not having lost its charm with years.

B. 67 Sono un poeta, ("I am a poet") "La Boheme" *Puccini*

By FLORENCIO CONSTANTINO, Tenor. Sung in Italian, Orchestra Accompaniment

Rodolfo, a poor poet, lives in an attic in the Latin Quarter. With him, as with his three friends, *Schaunard*, *Marcello* and *Colline*, life is gay and care free so long as there is a coin in the purse; and when there is none, then the task of living becomes wearisome and cruel. Into his attic there comes to *Rodolfo*, the youthful *Mimi*, a fellow lodger, and she begs for a light for her candle. She is faint and swoons, dropping her candlestick and key. *Rodolfo* revives her and she goes on her way, with her candle lighted; but she returns in an instant to look for her key, and then a draught from the open door blows out both her own candle and *Rodolfo's*. In forth a little cry of surprise, and he finds that her hand is frozen, and holds it to restore it to warmth. It is then that Rodolfo confides to *Mimi* that he is a poet, living by means of his fancy's thoughts. The composer Puccini has taken this opportunity of writing one of the finest lyric bits to be found in the entire opera.

B. 68 Ihr habet mich willkommen, ("Ye bid me welcome")
"Der Trompeter von Sackingen" *Nessler*

By OTTO GORTZ, Baritone. Sung in German, Orchestra Accompaniment

Victor Nessler's opera "Der Trompeter von Sackingen" is a work that has enjoyed an enormous success in Germany. It is still frequently produced there; and in other countries the work is known by its favorite songs. The present song is one of these numbers. The English

text begins: "And so ye bid me welcome! A stranger here am I! Restless, inconstant, ever from North to South I fly." And then it proceeds: "What vainly I have sought for, tho' every place I've scanned, at last my sight encounters in this enchanting land." The music is frankly melodious, rising at its close to a moment of climax which voices the mood of the wanderer who has found his goal.

B. 112 Il fior che avevi a me to dato, ("The flower you gave to me") "Carmen" *Bizet*

By ANGIOLO PINTUCCI, Tenor. Sung in Italian, Orchestra Accompaniment

When first the fickle *Carmen* spies the soldier *Don Jose*, she begins to coquet with him and finally plucks a flower from her hair and throws it in his face, while she scampers away. *Don Jose* picks up the flower and tucks it away in the bosom of his military coat. It follows afterward that *Carmen* cajoles him to aid in her escape, while on his way to prison; then the two meet again in an inn, and here she dances for him, and makes him a slave to her charms. He is recalled to the sense of duty by the trumpet signal of his regiment, and he prepares to leave. In rage, that he can have thoughts other than of her, *Carmen* bids him go, and jeers at his declaration of love. He protests, and taking the faded flower from its hiding place in his uniform, he sings is romance, which is one of Bizet's most lyric inspirations.

Trade Information for Dealers

Sales Dept. Bulletin No. 5—April 13th, 1908

FOR UNITED STATES AND CANADA DEALERS

Correspondence concerning this Bulletin should mention its number and be addressed to National Phonograph Co., *Sales Department*, Orange, N. J.

We list below one selection which has recently been made over. Continuing the plan already begun, we will print this selection as part of the July printed matter prepared for retail distribution.

8800 Ballet Music from Coppelia Edison Concert Band

Did you follow our advice last month and order a stock of these made-over selections? If not, don't you think they are worth some consideration, at least?

Sales Dept. Bulletin No. 6—April 22, 1908

FOR UNITED STATES AND CANADA DEALERS

Correspondence concerning this Bulletin should mention its number and be addressed to National Phonograph Co., Sales Department, Orange, N. J.

Dealers are hereby advised that inasmuch as we have no more moulds or masters of them, the following selections will be considered as cut-outs after our present stock is exhausted.

12093	El Cafe de Puerto Rico (Spanish)	Vargas
12155	Yo quiero un besito (Spanish)	Vargas
12184	Yas Cigarreras, De Madrid a Paris (Spanish)	Vargas
12407	Martha, nimm zum frohen Bunde (German)	Walter and Hofmann

Texas Sentiment

"When its moonlight, Mary darling, 'neath the old grape-arbor shade."

I've just been playing this on my Edison Phonograph, and the words and the music keep ringing in my ears.

When all the world seems dark and dreary and all affairs seem sad and weary, and my mind's all topsy-turvy, I find there is nothing—nothing mechanical at least—that brings sweet solace to my tired and weary soul like a few choice selections on the Edison Phonograph; something catchy by Bob Roberts or Billy Murray or something snappy or otherwise by Ada Jones, or a sentimental song by Manuel Romain.

I want to re-echo what Thomas A. Edison, its inventor, said: "I want to see a Phonograph in every home." It's a great machine and I am glad he invented it; why life without it would be as desolate as a home without happiness— or its home newspaper.—*From the "Midnight Musings" of the editor of the Belton, Texas, Evening News.*

Advance List of New German, Polish and Swedish Selections

The Records named below will be ready for shipment from Orange between June 1st and 10th. Samples of any or all of them will be shipped May 1st to such Jobbers as place orders for them. None will be shipped without orders. Jobbers' stock orders received by May 20th will be shipped as fast as possible after June 1st. Care will be taken to make shipment at one time to all Jobbers in the same city. Separate supplement of each list will be shipped with Records to all Jobbers who request a supply. State quantity required of each kind.

10 German Records

15189	Edelweiss, *Peuchet*	Robert Leonhardt
	Mit Orchesterbegleitung	
15664	Ich bete an die Macht der Liebe, *Bertmanski*	Nebe-Quartett
	Mit Orchesterbegleitung	
15669	Lotte, du süsse Maus, *Morse*	Max Steidl
	Couplet mit Orchesterbegleitung	
15670	Goldfahlied, aus "Geisha," *Sidney-Jones*	Hofopernsängerin Gertrud Runge
	Mit Orchesterbegleitung	
15673	Mädel gib acht! Walzerlied, *Blume*	Opernsänger Paul Biegler
	Mit Orchesterbegleitung	
15676	Wenn ich ein Kannibale wär! *Meinhold*	Gustav Schönwald
	Couplet mit Orchesterbegleitung	
15693	Piccolo-Duett aus "Walzertraum," *O. Strauss*	Adelheid Rubens und Max Steidl
	Mit Orchesterbegleitung	
15695	Aennchen von Tharau, *Silcher*	Opernsänger Carl Nebe
	Mit Begleitung der Billus'schen Klavier-Orgel	
15698	Zieh hinaus beim Morgengrau'n, Quartett, *Dregert*	Nebe-Quartett
15699	Lehmanns Hochzeitfeier, Humoreske, *Original*	Martin und Paul Bendix

6 Polish Records

15679	Arja z opery "Janek," *Zelenskiego*	Henryk Drzewiecki
15681	Rozmova pijaka z kaieczyem,	Anton Ferner
15682	Arja z opery "Rajskie Jaluszki," *Offenbach*	Wincenty Rapacki
15684	"Ja czekam cie," *Steinberg*	Wiktorya Kawecka
15685	Pieugnanie Wotana, *Wagner*	Dr. v. Zawilowski
15686	Jaskowa dola, *Wieniawaski*	Ignacy Dygas

16 Swedish Selections

20500	Ett vittnesmål,	Herr Nergårds-Lasse
20501	En Helsingehistoria,	Fru Dr. Blumenthal
20502	Pojkar ha'vi smått om Bond-tur, Comisk Sång,	Herr Bondesson
20503	De å synd om människorny, Comisk Sång,	Herr Noree
20504	Lefle Karl Johann, Comisk Sång,	Herr Noree
20505	Aldrig en Fris, Quartett,	Bellmann Chor
20506	Guhben och Sancte Per, Drag Spel och Sång	Herr C. Bureklind
20507	I, skogen,	Fru Maily Högberg
20508	Grypandvet,	Frk. Leijmann
20509	Soldatgossen,	Herr Gentzel
20510	Ljungby horn,	Herr O. Edberg
20511	Vina i folkton,	Frk. Larsén
20512	Romans ur Mignon,	Fru Hellström-Oscár
20513	Natmarschen,	Herr O. Edberg och G. Wennman
20514	Serenade,	Herr Kållstrôm
20515	Canlos sång,	Herr Nyblom

Stock Up and Advertise

Our advertising campaigns are designed not only to cover the whole field of magazine readers but by special advertising in local newspapers to stir up a wide universal interest in all parts of the country. This great publicity will result in a greater demand than ever before for Edison Phonographs and Records. Every Edison Dealer must get the advantage of this, but the man who reaps the greatest profit from it will be the man who carries a good stock. The "I want what I want when I want it," spirit is always in evidence among buyers of Edison Phonographs. If another Dealer has the machine desired, the purchaser will seldom wait until the first has stocked up. The small Dealer can never be expected to carry a full stock of Records or a large number of Phonographs; but if he studies his customers' tastes he will seldom go wrong in ordering from the monthly list.

No Dealer should imagine that because we spend an enormous amount of money in advertising and advertising literature, he is relieved from doing any for himself. He should supplement what we do with advertisements in his home papers, fitted to local conditions. If he is in a district given up to agriculture, he should make special efforts to make sales to farmers. He should remember that farmers cannot always come to town as readily as other people, and consequently may not hear and buy new Records as often as they would if they were close to the Dealer's store, and able to hear them played over. One of our Dealers makes a monthly list of visitors to his store, and when he finds Phonograph owners who have not been in, he takes the Records to their homes, and rarely fails to make sales.

It's a peculiarity about the Phonograph, and a peculiarity that is a money making one, that people who do not buy new Records and use their machines often, are inclined to regard it as an unprofitable investment. It is like having a horse in the stable eating his head off in idleness. Most people object to this state of things and Phonograph owners seldom like their machines long idle. There is a deal of sentiment rallied about the old songs and, although this may be genuine, it is the new ones that are in demand, and it is not often that anyone is content with a few Records. Human vanity plays some part in the matter of Record collecting. One Phonograph owner does not like to feel that his collection is numerically far inferior to that of a friend, and the tactful Dealer by recommending Records that he knows to be good will often make large sales, where the man who is not enterprising and does not study his customer will sell very little. It pays Dealers to know all they can about the Records they sell, and to know, makes the selling a hundred per cent. easier.

Among the Jobbers

The Pittsburg Phonograph Co., of 937 and 939 Liberty avenue, Pittsburg, was completely burned out on the night of April 9th, causing a loss of from $80,000 to $85,000, covered by insurance. The company occupied the two lower floors of the building and had a storage room on the fourth floor. The blaze started on the third floor, which was occupied by the Hamburg Furniture Company. The loss on the building is fixed at $15,000. The Pittsburg Phonograph Company have secured temporary quarters, have put in a stock of goods and are already filling the orders of their Dealers.

The Utica Cycle Co, Jobbers of Edison Phonographs and Records in Utica, N. Y., have purchased the property at 11 and 13 Columbia street, and will erect a modern four-story building 55x112 feet. The site will be completely cleared and the work of erecting the new block will be started about May 1, with the expectation that it will be finished about October 1. The front and side walls of the building will be of Indiana limestone, which will give it a most attractive appearance. On the ground floor there will be two stores having a frontage of about 26 feet, with an entrance to the upper floors in the center. The Cycle Co. will use the store No. 13 as an office and salesrooms, the second and third floors as stock rooms and the fourth floor as a shop and repair department. The Utica Cycle Co. began business in 1895. The firm consists of M. J. and W. F. Carroll.

Grinnell Bros, Edison Jobbers at Detroit, Mich., have removed to their new store on Woodward avenue. The occasion was celebrated informally and it is expected that the formal opening will take place later in the spring. The removal marks an epoch in the business history of Grinnell Bros., who started in 1882 in a small way. In a little over twenty-five years the firm has grown to be one of the largest in the middle west. The new building contains seven floors. Fourteen rooms have been set aside on the basement floor for showing Phonographs and talking machines. The floor also has a capacity for 200,000 Records. For some time to come

Grinnell Bros. will have two stores on Woodward avenue, and besides their establishments in Detroit, the firm have seventeen branch stores in the largest cities of Michigan and one branch at Madison, Wis.

The corporate name of the Clayton Music Co., Edison Jobbers at Salt Lake City, has been changed to the Clayton-Daynes Music Co. In all other respects the business is unchanged.

R. C. Bollinger, Music House of Fort Smith, Arkansas, are new Edison Jobbers. A large part of their initial order for approximately $12,000 worth of Phonographs and Records has already gone forward. The firm is one of the largest and oldest established in their section of the country, having been actively engaged in the sale of high grade musical goods since 1878. For some years they have had remarkable success as Edison dealers and Mr. Bollinger has been of the opinion that they could repeat their success in the jobbing field. W. H. Petrie, late of Lyon & Healy, Chicago, is to have full charge of the talking machine department, and altogether it looks as if the Bollinger Music House are to be very important factors in the distribution of Edison goods.

New Equipment an Achievement

When you sell the new Edison Phonograph, you sell a complete instrument. The new horn and swinging crane have eliminated the necessity of additional purchases on the part of buyers. You are relieved of the expense and trouble of carrying horns and pleasing a buyer with what you have in stock.

The customer gets a better horn, a handsomer horn, and a horn more suited to the Phonograph, for less money than he or she would otherwise spend. You are assured a profit on the horn as well as on the Phonograph, as one cannot be sold without the other, and the price of both cannot be cut by anybody. The Edison Phonograph was never so attractive a proposition as it is now.

Idelia Reproducers and Recorders

The following prices have been fixed for the Edison Reproducers and Recorders, when made with oxidized bronze finish, as used on the Idelia Phonograph: Reproducer, $6.00; Recorder, $4.00. Both prices are subject to regular machine discounts.

London Office Removed

Most of the departments of the National Phonograph Company, Limited, London, have been moved from the Clerkenwell Road address to the Edison Works at Willesden. Work on the offices has been pushed with all possible speed, and much has been accomplished. Considerable work, however, still remains before the various departments can settle down into the regular routine. The offices, when the further improvements are completed, will be everything that can be desired. The Recording Department will remain for the present at 103-105 St. John street, the old address, until suitable premises can be secured in the West End, where a city office will also be maintained in place of the Clerkenwell Road address. By centralizing practically the whole of the work at Willesden, the company will save time in many ways, much to the advantage of its trade. Present trade conditions in Great Britain are satisfactory, all things considered, and the future holds out good prospects of a considerable all-round trade increase in both machines and Records.

Personal

F. K. Dolbeer, General Manager of Sales and Credit Manager, spent three weeks during April on a trip through the South. He visited nearly all of the Jobbers in the Gulf States.

W. E. Gilmore, President of the National Phonograph Company, with his family, went to Virginia Hot Springs, on April 15th for a two weeks' stay.

Mr. and Mrs. Thomas A. Edison and party have returned from their vacation at Mr. Edison's plantation, Fort Myers, Florida. Mr. Edison has almost entirely recovered from the effects of his recent operation.

Binder for Phonograph Monthly

Do you file all numbers of the EDISON PHONOGRAPH MONTHLY as issued? If so, do you have any trouble in finding them readily when wanted? Inasmuch as we have practically discontinued the mailing of separate form letters covering changes in prices, etc., to Dealers, and further since we will in future print all notifications of this kind in the PHONOGRAPH MONTHLY, it is important that you keep all issues in some convenient manner for easy reference. Although Dealers in general are not aware of the fact, we are furnishing a neat binder, which will contain twelve issues, at 50c. If your Jobber does not carry them in stock, we will fill your order direct, post paid, upon receipt of the above amount.

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

NEW YORK: 10 FIFTH AVENUE.
NATIONAL PHONOGRAPH CO., LTD., VICTORIA ROAD, WILLESDEN, LONDON.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 330 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 117, MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 816, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., SUD-UFER 38/39, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 47 RUE DE PARADIS, PARIS.

VOL. VI. May, 1908 No. 5

Tray System and Larger Record Stocks

There are two features connected with the business of selling Edison Records about which few Dealers disagree, namely: Keeping Records according to some approved system and carrying the full list of American selections. In some of the smaller places it may not be profitable to carry every selection in the Edison catalogue, but no matter how small a Dealer's stock of Records may be, there is no question about the wisdom of keeping the stock in a systematic manner—in such a way as to know just what titles are in stock, and be able to find any one of them at a moment's notice. Making proper allowance for the merits of all other systems of carrying Records, none seem to possess as many advantages as the one known generally as the tray system, originally devised by Victor H. Rapke and now used in probably four-fifths of the large stores carrying Edison Records. This system keeps Records clean and compact. It makes an attractive display and with it Records are always found quickly. No matter how small or how large a Dealer's stock may be, it is easy to find any Record wanted. We have no interest in the sale of anything that enters into the tray system. Our interest lies in selling more Records, and we know that Dealers who carry Record stocks in a systematic manner sell more goods than those who do not, and the better the system the larger the sale. Therefore we favor the tray system.

Hundreds of Dealers are to-day pointing with much pride to the fact that they carry every Edison Record in the domestic catalogue. They make it a feature of their advertising, they announce it in their circulars and they glow with satisfaction when they say to customers: "Name any Edison Record you want and we can produce it in an instant." But they don't carry the full line for the pleasure it gives them. They carry it solely because of the greater profit. It is nothing but good business. We can point to scores of Dealers who were persuaded somewhat against their judgment to put in the full line, but who to-day frankly admit that it was the best move they ever made. Hundreds of Dealers still labor under the mistaken idea that their towns are too small to make the full list profitable. Dealers in towns of but 500 population have made it a success. Even where the full list is not possible, it is an unquestioned fact that the greater the number of titles carried the larger the profit earned. The Dealer who carries 200 different titles would do better with a total of 400; and one with 400 could double the number with a proportionate increase in profit. The subject is one worthy the thoughtful attention of all Dealers who are carrying a limited Record stock without a proper system.

French Records Popular

The National Phonograph Company's list of French Records has proven to be in great demand among the French Canadians employed in the mills in Maine and other border States.—*American Exporter.*

An Original Business

"Canned Music Our Specialty," is the original designation given their business by the Musical Echo, James L. Andrews, Manager, Edison Dealers at Bradford, Pa.

Printed Matter

Copies of the April edition of the Record Catalogue (American selections) Form No. 1300 have just been mailed to all Dealers. Shipments were made to Jobbers as early as March 1st and all Jobbers now have a supply on hand. The only difference between this and the previous edition is the addition of the Records for January, February, March and April—a difference not sufficient to affect the usefulness of such copies of the December edition as Dealers may have on hand. They should be used up before getting a supply of the later edition.

A limited edition has been printed of a four-page folder advertising the Edison Idelia Phonograph. The new machine is shown on the inside pages, printed in four colors. A description is given on page four. In cities or towns where there are a number of wealthy people, Dealers should get a few of these circulars and mail them to such individuals, accompanied by a specially written letter on the subject. Many people can be induced to buy a Phonograph of this kind who otherwise would not consider doing so. The Idelia is a handsome machine and well worth the attention of the trade.

We have in stock a small quantity of three-color prints of our oil painting, "The Phonograph," and will take pleasure in filling Jobbers' orders for a limited supply while they last. The size of the print itself is 6xg inches, on paper 9x12 inches in size. Dealers will undoubtedly find use for two or three in connection with any window display they might make.

In announcing last month, the appearance of a new hanger, Form 1292, "As a Protection to the Public," etc., we should have stated that the posters in question would be packed with the May monthly printed matter sent to Jobbers, which would in most cases reach them before the 15th of April. If your Jobber delayed filling your order for a copy, it was probably due to the late arrival of his supply. At any rate, he has a quantity of them now. If you have not done so, secure a copy at once and display it in a conspicuous position in your store, as proof to your customers that certain restrictions are placed by us on the sale of Edison goods.

Copies of a new edition of the Accessories Catalogue has just been mailed to the entire trade. It is Form No. 1519. It contains the list prices on a number of articles not found in the machine catalogues. Dealers should keep the copy mailed them, so as to have it handy for easy reference.

May Advertising

The full page magazine advertisement shown on the last inside page of this issue appeared in the latter part of April in the following periodicals, comprising the best and most widely circulated publications of their kind in this country: Ainslee's, Associated Sunday Magazine, Collier's Weekly, Cosmopolitan, Delineator, Everybody's, Ladies' Home Journal, Ladies' World, McClure's, Munsey's, Outlook, Pearson's, Puck, Saturday Evening Post, Success, Sunset, Woman's Home Companion, World's Work and Youth's Companion.

The back cover in the Easter number of Collier's Weekly, dated April 11th, referred to last month, was a beauty. We looked for something very attractive, but the printed page far exceeded our expectations. Our advertisement was designed by Will Bradley, of Collier's, to harmonize with the front cover and we are inclined to think that we had the more attractive page of the two.

The newspaper advertising went on as usual, the two large advertisements appearing on April 8th and 25th, in the same list of prominent daily papers as before.

The illustration in the May magazine advertisement is from a sketch by J. J. Gould, of Philadelphia. It is the first of a new series, each one of which has been drawn to illustrate an idea in connection with the Edison Phonograph. Each will be an interesting picture aside from its use for advertising purposes.

One Year After

Just one year ago this month we made our bow as Jobbers of Phonographs and talking machines. Our only regret is that we did not start in this great business long before.

Our success has seemed wonderful to us, and we know that our service and treatment has been satisfactory to the trade, or we could not have built up a business in one short year, which is now the largest of its kind in this section of the country.

We know that your efforts have helped us to do this, and we want to thank you most sincerely for contributing so generously to our success, and trust that during the coming year we may receive even a larger share of your business.—*Letter to Trade from Ross P. Curtice Co., Lincoln, Neb.*

Copyright Legislation

When asked recently for an opinion concerning the proposed compromise copyright bill before Congress, Frank L. Dyer, general counsel for the National Phonograph Co., who has followed all the copyright developments with great interest, and who spoke at the hearings, said:

"The National Phonograph Co. have signed no agreement providing for a two-cent royalty. The agreement to which you refer does not appear to include any talking-machine manufacturer.

"It was suggested by Senator Smoot at the close of the copyright hearings in Washington, on March 28, that the conflicting interests, if possible, should agree on some mutual agreement, and it was the understanding that the conferences for this purpose should be held in New York.

"Admitting that copyright protection can constitutionally extend to talking-machine records, and that the public interests require new legislation on this point, my client, the National Phonograph Co., is willing to agree to any fair and reasonable arrangement. I am convinced, however, that the scheme is neither constitutional nor expedient. Masters of this sort, involving enormous commercial interests, cannot be disposed of hurriedly, but should have serious consideration in order that the rights of all parties may be protected.

"I am willing at any time to meet the responsible interests which favor the new legislation, and to discuss the matter fully with them with a view of reaching some mutual understanding, but I certainly cannot permit my company to be prejudiced in any way by any so-called 'compromise' to which it is not a party, and which appears to have been made by persons having no

Shelving from Record Boxes

F. M. Atwood, Edison Jobber at Memphis, Tenn., recently wrote to the *Talking Machine World* as follows: "I have lately increased the capacity of my Edison Record bins from 12,000 to 22,700. The new part I consider to be both novel and original. It is what I call sectional shelving and can be run to any height or any length and is made entirely of lumber taken from the Edison 300 Record packing cases. They are first knocked entirely apart except the ends which are cut into pieces to form the height or distance between each shelf, leaving the cleats on to give strength. The shelf is then nailed on the top of two of the ends also piece on the back. They hold six records deep and ten wide. Of course, the width may be divided to suit the Jobber or Dealer. I use no partitions in them, but use gum labels over each number. They could also be used in connection with tray system. These shelves are set one on top of the other and the lower sections are held in place by quarter-inch iron rod run through a hole at each end. The base should be made about 6 inches wider to project in front and 12 inches high. This projection of the base is very convenient to step on in getting Records from the top shelves. I have stained the front of this a dark green and it makes a very nice appearance. In conclusion, will say that my wholesale business so far this month is more than double what it was the entire month of March last year.

The New Phonogram.

In accordance with our practice in the past we reprint below the terms upon which PHONOGRAMS may be had by the trade, this information being chiefly of value to firms who have become Dealers in the past six months:

DELIVERED WITH GOODS.

Blank, per 1,000 copies	$2.50
Imprinted, 500 copies, per 100	1.50
Imprinted, 1,000 copies	2.75

No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ .20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.00
Fifty copies to one address, per year	2.00

Unless they have open accounts on our books, Dealers ordering PHONOGRAMS sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

PHONOGRAMS must be sold by the Jobber to his Dealers at the prices quoted above; any reduction of these prices will be considered as a violation of contract. The Jobber who gives PHONOGRAMS away is offering a special inducement to Dealers to trade with him, and may obtain thereby an unfair advantage over the Jobber who charges, in the same way as he would if he cut prices.

An Imposter

Franklin E. Bomberger went to York City, Pa., a short time ago and, representing himself as an agent of the National Phonograph Co., secured a lease of a prominent store for the purpose of handling a line of Phonographs and Records. His actions, however, aroused suspicion, and the officers of the National Phonograph Co., at Orange, were communicated with. They informed those interested that Mr. Bomberger was an imposter and asked that he be arrested. Bomberger, however, fled the city. A few days ago, however, he was captured in Lancaster and is now in the county jail in York awaiting a hearing. He is charged with improperly securing a signature to a lease for a room and with falsely representing himself as an agent for the National Phonograph Co. in making a lease for a Bell telephone.

Will Tell Story by Phonograph

If what I tell you here below is of interest to you, the PHONOGRAPH MONTHLY can have it for what it is worth. In 1857 a band of Sioux Indians massacred all the settlers at Spirit Lake, Iowa, 42 in all, and carried into captivity three white women and one little girl, 13 years old. In memory of this event the State of Iowa erected a monument on the grounds of the massacre and Spirit Lake has become one of the great summer resorts of the Northwest. The little girl that was taken captive fifty-one years ago is now the only survivor of the Spirit Lake massacre and during the outing season she returns to her father's log cabin on the banks of the lake in which her father, mother and little brothers and sisters were murdered by the Indians. Every one of the thousands of tourists who come to the lake go to the log cabin and ask the woman, now Mrs. Abbie Gardner Sharp, to tell them the story of the massacre. This she has told so many times that her nervous system has been wrecked by the continual strain. I went to see the old lady last week and induced her to repeat the story to my Edison Phonograph, which she did very distinctly. She immediately ordered a Phonograph and will use it in the old log cabin to tell of this harrowing event of her girlhood. Here in Spencer, where the Records were made, a constant stream of people have poured into my residence all day long to hear the Phonograph story of the Indian massacre.—*H. S. Jones, Edison Dealer at Spencer, Iowa.*

The Same But Different

"In offering an Edison Phonograph to the public on instalments," said an Edison Jobber recently, "We never quote the total price, as for instance, 'This Edison Phonograph and six Records, $40.00,' but placard the machine or quote as follows: 'This Edison Phonograph and six Records, $3.00 down and $1.50 weekly, for 25 weeks.' It never seems so high to a customer when the price is given in this way. Then, too, it enables us to get a better price for instalment sales than for cash."

This is something worth imitating by other Jobbers and Dealers.

You Get the Benefit

It isn't enough that we make the best Phonograph that can be constructed. It isn't enough that you know that the Edison is the best. It is necessary that the user, the Phonograph buyer, should know. That is why we advertise. This trade will go by your store if you do not encourage it to come in.

The Edison Won

A little incident occurred here recently which we thought you might like to hear as it is rather complimentary to your Phonograph. One of the moving picture halls in this city is using a —— —— to sing the illustrated songs, and also for music during the performance. We went to him at the request of many of our friends and Edison enthusiasts, and asked him if we might furnish the music for him for a time on ar Edison machine. He said that the Edison would not fill the room, but if we wanted to try it, he would allow us to do so, and would play both machines, and let the people decide which was the best. The majority decided for the Edison. The good point, however, is that it created a great deal of talk, and was the best advertisement we have had since we have been in business. As a result we have had an exceptionally good sale on Phonographs. We sold every Phonograph we had in stock, and were compelled to bring down a Phonograph from home to play Records. We have placed an order for more Phonographs, and will probably receive them to-day. Among the Phonographs sold in the last week, was one to another picture parlor in this city. We wish to say that The National Phonograph Co. is the most satisfactory firm we have ever dealt with. We are putting out a great many Phonographs in this vicinity.—*Shaw Bros., Aledo, Ill.*

Pertinent Points for Dealers

Quit thinking about what this or that competitor of yours can seemingly do so much better than you.

Stop fearing the retail mail order houses, and this or that store so much "bigger" than yours.

Work your own field. Use all your own tools. No matter how little you are you can win.

Determine what territory you can reasonably hope to draw trade from. Set out to make everyone in that territory know you and your store.

Admit that you cannot advertise on the scale of the big fellow. Don't try to do so. Do less, but make that distinctive.—*Talking Machine World.*

A great deal of favorable comment is heard regarding the extensive advertising in the local dailies by the National Phonograph Co. Not only is large space being used, but the text is forceful and convincing and presents in simple but strong manner the advantages of owning a phonograph. A systematic campaign such as the Edison people are making along these lines cannot but enable Edison dealers to make sales to many people whom they have not hitherto found it possible to interest.—*Chicago Correspondence of the Talking Machine World.*

Our Buenos Aires Branch

Printed below are reproductions of photographs showing the exterior of the building occupied by the Compania Edison Hispano-Americana, Victmonte 515, Buenos Aires, branch of the National Phonograph Co., in this city; also of a part of the retail department. The branch is in charge of T. J. Kennedy, who is shown standing in the right hand door, under the company sign. This company is making excellent headway in extending the sale of Edison Phonographs and Records, and in fact all Edison products, in South American countries. Jobbers and Dealers are rapidly being established and a large volume of business has been created. South America is regarded as being a great future field for Edison Phonographs and Records, the name of Edison being held in the highest esteem in those countries.



EXTERIOR OF BUENOS AIRES BRANCH



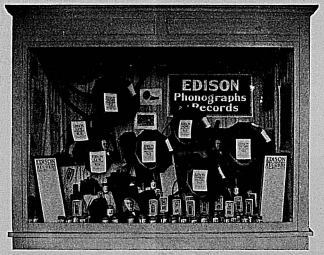
INTERIOR VIEW RETAIL DEPARTMENT

Window Dressing

The second photograph in the window dressing series is given below. The display was arranged in the same 6x10 window as that of last month and the same materials are used. The EDISON boxes have again been used as platforms upon which to place the Phonographs, and the Records, catalogues, signs, etc., are such as may be found in the store of the average Dealer. At a glance one forms the impression that there is too much in the window and yet it is this feature that gives it additional advertising value. It is striking enough to get the attention of the passer-by and cause him to stop and look it over in detail. When he does this, the mission of a window display has been accomplished.

The sides of this window are again draped with white cheesecloth and the same material is loosely placed on the floor. The boxes are also covered with cheesecloth. They are placed diagonally in the window, the horns of the machines pointing to the right hand corner. The Records festooned in the left corner in back are threaded on pieces of stout cord.

We shall be glad to have good photographs of displays made by Dealers. They must not, however, show glass reflections, for such photographs do not make good half tones.



WINDOW DRESSING EXHIBIT No. 2

A Good Reading Notice

E. O. Little, Edison Dealer at Auburn, Ind., sends the following reading notice advertisement, which he says has been widely commented on and has brought him much business:

THE NEW CITY HALL.

A committee of Councilmen will leave in a few days on a tour of inspection of city halls in cities the size of Auburn. They will make quite an extensive trip and expect to find a hall suited to the needs of Auburn. Incidentally while looking up city halls they will see if they can find a better or more complete line of Phonographs, Jewelry, etc., than that carried by E. O. Little, the Little Jeweler.

Have you a Phonograph? How long has it been since you have added (almost) to your list of records? Do you know how the Edison Phonograph is to-day, how pure the tone, how satisfying the reproduction? If you have one, you know. If you have not one, you ought to know—for easy to know. Come here and hear. Learn how inexpensive it is for a complete outfit, including records—and how favorable the terms. Then think of the pleasure you can give yourself, your family and your friends. Then think of the many evenings you can spend with the monologues and dialogues of the funniest comedians. And after doing all this you'll buy one—you simply can't help it.

Ed. sells Phonographs on easy payments and it will pay you to investigate his. One dollar per week proposition.

It is offered as a pattern for other Dealers.

A Good Store and Complete Stock

Under another cover I am sending you a picture of my Phonograph department, which perhaps will be of interest. The fixtures are black mission finish, and the drapery is red silk. The tops of tables, etc., are of red. We use jet black wrapping paper with the red



twine and the sticker to match. We keep the full list of Edison Records in the box trays, all labeled with numbers. I have found the den which the picture shows a great Record seller, and since the picture was taken it has been much improved with cushions, pictures, draperies, etc.—*E. G. Bassett, Bristol, Conn.*

Ready-Made Ads

Until we began printing ready-made ads in these columns and instituted our present system of compelling Dealers to send us papers showing that they had used the electros sent them, we did not realize the extent to which Dealers were advertising Edison goods. It is evident that Dealers are more and more alive to the advantages of doing local advertising and otherwise benefit from the national advertising being done by us. Hundreds of Dealers have taken advantage of our offer to send electros of the illustrations in these ready-made ads and have used with excellent results. These electros are furnished with the simple stipulation that Dealers getting them shall send copies of papers in which they are used. Some Dealers have refused to do this and have waxed sarcastic at our expense, but we regard the request as fair and shall continue the system. Furnishing these electros costs us a large sum of money in the aggregate and the least that Dealers can do is to show that they have used them. We will furnish electros of the illustration in the two ads on the next page, either single or double column, upon request. Order by number.



WHOLESALE PHONOGRAPH DEPARTMENT OF THE DENVER DRY GOODS COMPANY



EDISON
PHONOGRAPHS

DON'T let the young folks get into the habit of seeking amusement outside of their own homes. It's so easy to give them the best sort of amusement—clean, hearty, wholesome fun—in their own homes by means of an Edison Phonograph. It sings the songs they like to hear, gives them the monologues of clever comedians, plays the music they are fond of and renders waltzes and two-steps that set their feet a-tripping.

YOUMANS & CO.
409 Pearl Street
Duluth, Minn.

☞Electro in above ad is: Single column wide No. 679. Double column wide, 680.

EDISON



PHONOGRAPHS

YOU needn't be barred from the fun of having an Edison Phonograph in your home simply because you can't afford to pay for it all at once. We'll be glad to fix it so that by paying a small amount down you can have the Phonograph delivered and begin to enjoy it at once, paying the rest in instalments that will be less than it costs you for an evening's entertainment at the theatre.

M. J. MONTAGUE
49 Alden Street
Toledo, O.

☞Electro in above ad is: Single column wide No. 681. Double column wide, No. 682.

REQUEST FOR ELECTROS

National Phonograph Co.
advertising department, orange, n. j.

Date.....190....

Mail Electros No.....

We agree to use them in newspaper advertising and to send you copies of papers containing them before asking you for other electros. We intend running a..... inch advertisement.

Name.....

Street.....

City and State.....

We buy through.....

SUSPENDED LIST, MAY 1, 1908

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Chico—J. L. Crick, 224 Broadway.
Petaluma—Thomas McGuire, 876 Main st.
*San Luis Obispo—J. Dormer.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

COLORADO.

Boulder—Bentley & Craig.
Denver—Wagner & Hirshfield (The Phonograph Circulating Library), 1631 Champa st.

CONNECTICUT.

*Chapinville—Geo. S. House.

GEORGIA.

Acworth—Webb & Awtrey.
*Enatown—Red Cross Pharmacy.
Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Eagleton Bros., or Eggleston Music House, J. F. Eggles on, Prop.; also Danville, Ill.
Chicago—A. Gloss & Son, 727 W. North av.
Cookville—Cookville Music Co.
Danville—Eagleton Bros., or Eggleston Music House, J. F. Eggleston, Prop.; also Champaign, Ill.
Elgin—James W. Mill, 18 Spring st and 168 Chicago st.
*Galesburg—C. E. Johnson Co.
*Geneseo—C. B. Hale.
Ottawa—Roberts & Hayne.
Peoria—H. Meyer, 1307 S. Adams st.
Quincy—Gilbert Bros., 107 North 4th st.
J. F. Brenner, 617 Main st.
Rockford—Wells & Hampshire st.
Rohlmer—Wm. Foreman, or A. D. Foreman & Son.
Wheaton—E. Irving.

INDIANA.

South Bend—Eugene Marsh, 126 Vistula ave.
South Bend Book Bindery, Robert Lebolt, Prop., 209 North Michigan st.

IOWA.

Burlington—John P. Wales, 711 Jefferson st.
Clinton—Victor Music House.
Cushing—Bullock & Lyman.
Davenport—A. Wolf.
Independence—W. D. Parker, 116 B. Main st.
*Keokuk—W. H. Davis, Surgical Supply Co., 17 4th st.
Indianola—L. G. Barnett.
*McClelland—C. W. Reynolds & Co.
Muscatine—Jos. Strasheim.
*Rockliffe—W. P. Brockley.
Sioux City—Hattenbach Bros. Co.
A. V. Latimore, 518 Fifth st.
State Center—Ora Sargeant.
Webster—E. H. Martin and Fred N. Martin.
Whiting—The Cassady & Whiting Co.

KANSAS.

Clay Center—E. M. Gowenlock.
Lawrence—Dell Rhoda.
Topeka—H. M. Strathouse, 510 E. 4th st.
Wichita—Frank R. Powell, 122 N. Main st.

KENTUCKY.

Louisville—Irvine Simons, 943 W. Market st. (formerly 944 W. Market st.).

MAINE.

Biddeford—W. H. Field.
Gardner—C. H. Cobb, 293 Water st.
Lewiston—J. W. Bikens.
Monmouth—G. H. Stetson.
Oldtown—H. M. Burnham.
Waterville—Frank Blanchard, 160 Main st.
M. Steinert & Sons Co., at all points.

MASSACHUSETTS.

Boston—Henry H. Savage, 166 Hanover st.
N. Shaw, 50 Leverett st.
Fitchburg—M. Steinert & Sons Co.; also Pittsfield, Mass., and at all points.
Florence—William Oates, 87 Main st.
Franklin—E. P. Blackman.
Great Barrington—Frank W. Wheeler, Main st.
Lawrence—Lord & Co., 314 Essex st.
E. O. Mosher, 430 Essex st.
Malden—A. T. Fuller.
Nantucket—Arthur M. Taylor.
New Bedford—H. B. DeWolf.
Pittsfield—M. Steinert & Sons Co.; 264 North st.; also Fitchburg, Mass., and at all points.
Somerville—E. J. Winchester, 89 Summit ave.
Woburn—Osborn Gillette, or The Boston Jewelry Co., L. F. Mahoney, Manager.
Worcester—Joseph Tukman, 44 Front st.
Guy Furniture Co., 421 Main st.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Schwendecke, Prop.
Bay City—J. M. Lopez, 1005 S. Madison st.
Beaver City—Beaver City Bank.
Manistee—Chas. Ilse and A. H. Ilse Co., 311 River st.
Saginaw—Geo. W. Crowfoot.
James V. Calahan, 217 Genesee st.
Verney Bros., 717 Genesee st.
*Union City—Jay Hartman.

MINNESOTA.

*Minneapolis—T. M. Roberts Co.-op. Supply Co., 717 Nicollet ave.
Morristown—Wm. Zimmerman.
Willmar—Willmar Furniture Co., Ruble Block.

MISSOURI.

Ewing—Hal B. Ewalt.
Fairfax—Hinde Hardware Co.
Kansas City—The Whitmann Co.
Oscoola—C. H. Green.
St. Louis—Knight Cycle Co., 1216 Olive st.
*Howard Co., Inc., and the Red Dud Co., 310 Franklin ave.
F. Ringwood and J. Ringwood, or Central Phono. Co., or Franklin Phono. Co.

NEBRASKA.

David City—John Albright.
*Elmwood—W. L. Warner.
Lincoln—The Whitmann Co.
Omaha—The Whitmann Co.
Piano Player Co.
Red Cloud—Albright Bros. or L. P. Albright.
Sterling—Sterling Drug Co., or O. Morrill, Prop., and W. G. Morrill, M. D.

NEW HAMPSHIRE.

Dover—H. C. Ingalls & Co., 444 Central ave.
Hillsboro Bridge—E. M. Barnes.
Manchester—A. E. Dumas.
Nashua—F. A. McMaster & Co.

SUSPENDED LIST CONTINUED.

NEW JERSEY.

Atlantic City—Sam'l D. Wolf, 32-34 Arkansas ave.
Bayonne—J. Wirgior, 460 Avenue D.
Jersey City—W. L. Hoffman, 183 Montgomery street.
Long Branch—A. N. Alexander, 108 Broadway.
A. Montanio, 103 Broadway.
Newark—S. L. Cornish; also New York City, R. Rosenthal, Prop. Springfield Hdw. and Sptg. Goods Store, 71 Springfield ave.
M. Reinhorn, 91 Springfield ave.
Passaic—Chas. Hoffman.
Paterson—Chas. H. Kelly, 26 N. Main st.
Plainfield—S. W. Frucht; or R. Frucht; also New York City.
Elston M. Leonard.
West Hoboken—Emil Hollander, or The West Hoboken Bicycle & Phono. Co., 169 Spring st.

NEW YORK.

Albany—G. Linde, 163 S. Pearl st.
C. A. Birdsall, 113 S. Pearl st.
Amsterdam—Chas. Hoffman, 24 Market st.
Bedford Park—Geo. H. Tyrrell.
Brooklyn—Walther Abrahams, 602 Broadway.
Wm. Albrecht, 394 Knickerbocker ave.
H. Hindermann, Bushwick Phonograph Parlors, 1431 Myrtle ave.
Emil Heller, 918 Eleventh st., and 230 Summit ave.
Tolton Furniture & Carpet Co., 216 Grand st.
*Buffalo—Buffalo Phono. Co., 16 Seneca st.
Simon Farber, 978 William st.
Wm. Hengerer Co., 427 Main st., Lovejoy st.
*Dolgeville—Dolgeville Mfg. Co.
Haverstraw—P. D. Newman, Broadway.
Hobart—H. Marshall.
New York City—A. W. Armstrong, or American Phono. Co., 104 Wall st.
Automatic Piano Co., M. Cohen, Prop., 1 Union Square.
Ben Bamberger, 373 to 377 11th st.
Edward Bleifeld, 481 Willis ave.
Bronx Phono. Co., or David Switky, 508 Willis ave.
R. Rosenthal; also Newark, N. J.
Eagle Phono. Co., or C. Lowenthal, 28 Nassau st.
Empire Phono. Co., 3 W. 14th st.
*Equity Furniture Co., Edward V. Kraus, 1776 to 1782 2d ave.
S. W. Frucht, or M. Frucht, 7 Barclay st.
Geo. W. Lowden, 1 Exchange Place, N. J.
O. Hacker.
Hawthorne & Sheble, 297 Broadway; also Philadelphia, Pa.
Holober Bros., 859, 931 and 491 West st.
M. Hoos, 148 E. 125th st.
Victor-American Phono. Co. (H. Gerard & Co.)
*Edward V. Kraus, 607-611 Ninth ave.
S. Lemburg & Co., 194 Broadway.
J. McMillynne, 303 Broadway.
Pitkin & Brother, 1 Rockefeller ave. Prince & Co., 11 E. 125th st.
D. W. Prescott, 44 Broad st.
Whitney Cycle Co., 2212 Seventh av.
Oneonta—C. B. Shearer Co., 259-261 Main St.
*Putnam Valley—Victor J. Mallory.
*Rochester—George Lantz, 286 Bernard st.
Rome—Geo. H. Tyrrell.
*A. S. Noonan, 110 E. Dominick st.
Saratoga Springs—Marvin A. Cote.
Watertown—H. B. Wardwell & Co., 29 Public Square.
Wayland—John Gross, Pursel Block.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

NORTH DAKOTA.

Fargo—Don Hart.

OHIO.

Ashtabula Harbor—Chas. W. Askew (Gregory, Askew & Co.).
Bellevue—H. E. Rosser.
Brookville—M. K. Merritt.
Cincinnati—J. L. Anders.
Coshocton—Burns & Gosser.
Harrison—W. Knapp, 1345 W. Third st.
*Greenville—Conor H. Westerfield, 5th and Broadway.
Hicksville—W. S. Holden Co.
Springfield—D. & M. Vandergool.
Uhrichsville—P. A. Masurie.
*Wilmington—Raymond Hale, or American Woolen Mills Co.

PENNSYLVANIA.

Athens—J. Y. Stalford, 405 Main st.
Bradford—C. A. Griffen, 29 Washington st.
Lancaster—J. H. Fraprarey, 249 N. Queen st.
Lock Haven—Floyd Gallery, H. W. Swope, Prop., 121 Main st.
*Mauch Chunk—Kushner Bros., Prop. Kushner's Phono. Parlors, 78 Susquehanna st.
Mt. Pleasant—Benjamin Pesner.
New Castle—Will Hartland, 70 E. Long st.
Philadelphia—A. R. Cassidy, 2783 Emerald st.
Wm. Dyer, 321 Queen st.
Thomas Gunson, 2003 Carpenter st.
Harry Hale, 1 Bobbins, 21 Chestnut st., or Orpheum Theater, 48th and Market sts.; also New York City.
A. Krouse, 832 Arch st.
Geo. W. Lowden, or Geo. W. Lowden, Wanamaker Store or Music, 2016 Penn Square.
Penn Novelty Co., 12 South 8th st.
Pittsburg—A. Lippard, 616 Wylie ave.
Royersford—Granville B. Yerk, 216 Main st.
Titusville—Titusville Supply Co., Exchange Cigar Store, 21 W. Central ave.

RHODE ISLAND.

Providence—E. H. Gainsbury, 59 Plainfield st.
F. P. Moore.
M. Steinert & Sons Co., Westminster st. also Fitchburg, Pittsfield, Mass., and at all points.
Rockville Center—D. A. Clark.

TENNESSEE.

Alexandria—Clarence M. Baird Music Concern.

TEXAS.

Whitney—H. E. Randle & Co.

UTAH.

Salt Lake City—Daynes Romney Music Co., 25 East South 1st st.

VERMONT.

Barre—Averill Music Co. (H. L. Averill & Co.), 29 N. Main st.

VIRGINIA.

*Covington—Covington Furniture Co., 213 Main ave.
Norfolk—W. Reichenstein, 296 Church st.

WASHINGTON.

Seattle—Cline's Piano Co., 1205 2nd ave.

WISCONSIN.

Ashland—J. F. Vosburgh.
Ettrawood—C. Cleveland.
Herchburg—Fish & Greenwood.
Watwerth—G. H. Stewart.

*Added since April 1st, 1908.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.



"One touch of harmony makes the whole world kin."

THE Phonograph would never have become the great popular entertainer it is but for Edison. He made it desirable by making it good; he made it popular by making it inexpensive.

The EDISON PHONOGRAPH

has brought within reach of all, entertainment which formerly only people of means could afford. It has even displaced more expensive amusements in homes where expense is not considered.

THE NEW RECORDS FOR MAY

are the work of artists of reputation. Each is perfect of its kind and many of your kind are included. You can hear them at any Edison store April 25th. Get of your dealer, or of us, THE SUPPLEMENTAL CATALOGUE, listing all the new May Records, THE PHONOGRAM, describing each Record in detail, and the COMPLETE CATALOGUE, which lists all Records now obtainable for the Phonograph.



NATIONAL PHONOGRAPH CO., Lakeside Avenue, Orange, N. J.

MAY MAGAZINE ADVERTISEMENT

Edison Phonograph Monthly

VOL. VI. June, 1908 No. 6

Summer Business

The Edison Dealer must begin now to talk up the Edison as the world's leading summer-time entertainer. No form of summer amusement is better than sitting on the porch or lawn and listening to the bright, snappy song hits from the new musical plays, or to charming band pieces played with real military dash and swing by the Edison Military Band. Did you ever hear an Edison on a summer's night across the lawn or over a stretch of water? Great! Here is an opportunity to paint a word-picture that will make your customers hungry for an Edison Phonograph, and don't forget the possibilities of the Edison for furnishing the finest two-steps and waltzes for summer dances.

How about the people who are going away for the summer? They will be in a position to take life much easier perhaps than at home, so must have more music to fill idle hours. They will not take their pianos along. Why not an Edison? It is so easy to carry one from place to place, and they can have the new Records mailed to them if they wish. Look through your city directory and pick out the names of persons who will likely go away for the summer. Suggest by letter or personal call that they take a Phonograph with them. Tell them all about how easy it will be to have the new Records mailed to them. This will land you a few sales.

How about your vacationists—business men and women who go away for visits of ten days or more? Some of them will take Edison Phonographs if you only bring it to their attention. Get up a list of business people who go away on vacations and go after them the same as you do after families who go for the summer. One letter could be gotten up that would do to send both classes—something like the following:

Dear Mr. Smith:

Going away this summer?

You will certainly want to take an Edison Phonograph with you.

It's so easy to carry as a hand-satchel. And there'll be no dull moments on your vacation.

You can pick out a selected assortment of good Records, and should you want others, we will gladly mail them to you.

When you get back you will have the Edison as a delightful reminder of your vacation, and a source of fun for us and of the distant and best entertainment in the world. Ask any Edison owner.

Have you heard the new type of Phonograph, which embodies Thomas A. Edison's latest ideas, including the big horn that gives a perfectly natural and musical tone?

Did you know that the new-process Edison Records will wear for years and be as good as the day you got them?

And, best of all, did you know we will sell a complete, up-to-date Edison "Gem" Phonograph for $12.50 or a "Standard" for $18.00 on terms as low as $1.00 a month?

Come in and hear a few of the new Records. It's a pleasure to play them whether you think of buying a Phonograph or not.

Yours very truly,

T. A. WILLIAMS & CO.

No doubt you can improve greatly on the above letter. However, it gives a good idea of what should be used. Put vacation talk into your newspaper advertisements. Remember, the quieter the places they go on vacations the more enjoyable an Edison will be. Whatever you do, don't let any present owners of machines slip away without taking their Phonographs and a lot of new Records along. When you mail out your next Supplements put in a type-written circular on this subject.

Here is another thought: why not interest the summer hotels and boarding houses in Edisons? Could anybody use one to any better advantage? Furthermore, think of what fine Record customers they would make. Their guests would enjoy the concerts, and dances could be arranged for any evening without the expense of a regular orchestra to furnish the music.

Are there any moving picture shows in your section? Any new ones starting up this season? They need Edison Phonographs for attracting people at the front and for the illustrated songs that are a feature of the programs of most of the shows of this class. Did you ever try giving free Phonograph concerts at lawn party fetes and other church entertainments during the summer? There are many such, and you can get some fine advertising by taking advantage of such occasions.

Advance List of New Edison Records for August, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before July 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on July 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on July 25th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after July 20th, but must not be circulated among the public before July 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on July 24th, for delivery on the following day. Jobbers are required to place orders for August Records on or before June 10th. Dealers should place August orders with Jobbers before June 10th to insure prompt shipment when Jobber's stock is received.

9890 Sweet Sixteen March — **Edison Military Band**

Kerry Mills' latest march and one of his best. To many this is the only recommendation needed. "Sweet Sixteen" has an infectious military air running through it and has inspired the Edison Military Band to give one of their most spirited performances. A fine out-of-doors Record for summer nights. Music, Kerry Mills; publisher, F. A. Mills, New York.

9891 Only an Old Fashioned Cottage — **Manuel Romain**

A sentimental home ballad of very decided heart-interest. Mr. Romain has endeared himself to Phonograph owners everywhere by his charming rendition of songs of this type. The national reputation he first won as a minstrel tenor has been fully equalled by the great following he has built up as an Edison artist. The sub-title of the song is, "But it's all the World to Me." The words and air are so fascinating that they will hold one's interest from beginning to end. Orchestra accompaniment; music, Alfred Solman; words, J. Hayden-Clarendon; publishers, Jos. W. Stern & Co., New York.

9892 It Always Comes With the Summer — **Dorothy Kingsley**

A new Edison singer makes her debut in this dainty summer song and makes good too. While it is different in style from both, still there is much in this song to recall two other famous successes by the same composer, "The Bird on Nellie's Hat" (our Record 9450) and "When the Snowbirds Cross the Valley" (our Record 9459). Orchestra accompaniment; music, Alfred Solman; words, Arthur J. Lamb; publishers, J. W. Stern & Co., New York.

9893 Lady Binnie and the Shores of Lake Erie — **William Craig**

A new Edison artist, William Craig, the violinist, of Glenburnie, Scotland, is presented with this Record. Mr. Craig was especially engaged to give us a series of the celebrated Scotch dances, Strathspey and Reel. His first selection offers an opportunity for some dexterous bowing and shows him to be a violinist of very unusual ability. Piano accompaniment. Original and not published.

9894 I Want to be Loved Like a Lending Lady — **Ada Jones**

The comic song success that Marie Dressler has used to delight thousands in "The Girl Behind the Counter." Mandy Lee's beau hugged too much like a bear to suit her high ideals. What she most wanted was to be wooed and won in the tender passionate way of her favorite stage heroes. Ada Jones is entirely at home in this selection. Orchestra accompaniment; music, Herman Avery Wade; words, Paul West; publishers, J. W. Stern & Co., New York.

9895 Yankee Doodle Comes to Town — **Billy Murray**

General U. S. Grant used to say he only knew two tunes; one was Yankee Doodle and the other wasn't. Here is a "Yankee Doodle" song that is a sure enough "dandy." It is being featured in the latest Geo. Cohan show, "The Yankee Prince." We think this George Cohan-Billy Murray number is due to repeat the success of "Yankee Doodle Boy" (our Record 8900) and "You're a Grand Old Flag" (our Record 9256). Orchestra accompaniment; music and words, Geo. M. Cohan; publishers, Cohan & Harris Pub. Co., New York.

9896 By the Old Oaken Bucket, Louise — **Frederic Rose**

One of those songs, distinctly popular in flavor, that the public seem never to tire of. It recites "Love's old, sweet story" in a setting that is very familiar to most:

Let us wander over yonder, where in childhood,
I first told you love's story old, my dear Louise,
Down the hillside past the millside, through the wildwood,
To the little rustic bench beneath the trees.
Can't you see the moonlight gleaming on the well, dear,
And the bucket hanging low, ready for a drink,
And to know 'twas love, tonight he's dwelt, dear,
Those happy days let's live them o'er again.

By the old oaken bucket, Louise,
While the moon shot its light thro' the trees,
There I drank from your eyes, 'neath the soft summer skies,
That sweet story old, and yet never told.
In the cozy mossy dell, dear Louise,
By the old oaken bucket we'll rest well, on my knees,
And I swear I'll never, love to you, cease to be,
By the old oaken bucket, dear Louise.

Mr. Rose sings the entire selection in capital voice and the effect of an exceedingly pretty refrain is augmented by an accompaniment of bells and violin. Orchestra accompaniment; music, Harry L. Davis; words, Earle C. Jones; publishers, J. W. Stern & Co., New York.

9897 Forest Whispers — **Edison Symphony Orchestra**

This is the kind of selection in which the Edison Symphony Orchestra most delights. The music can best be described as softly sweet with a perfect blending of remarkably lifelike bird whistling and some clever bells solo work. We do not know of an instance in which music and title have fitted one another better, for the effect of this piece, as played by the Symphony Orchestra, is about as soothing as a trip through a picturesque stretch of woods in mid-summer. Music, F. H. Losey; publisher, Carl Fischer, New York.

9898 Mother Hasn't Spoke to Father Since — **Arthur Collins**

It seems Father had a letter in his pocket from some other lady whom Mother at once took to be an Affinity. She also found a hair upon his coat. That would seem to be about the limit. But no, Dad did not stop at simply causing her jealousy. He left the window up one stormy night with the thermometer 20 below. The bed filled with snow and when Father awoke to find his feet icy cold his first thought was to raise their temperature by a hot application of Mother's back. Mother made it warm for him all right when she came to and "Mother Hasn't Spoke to Father Since." Two verses and three choruses. Orchestra accompaniment; music, Jean Schwartz; words, Wm. Jerome; publishers, Shapiro, New York.

9899 The Home Over There — **Edison Mixed Quartette**

No lover of sacred music will willingly miss the chance to add this beloved hymn to his collection. As it is sung by the Edison Mixed Quartette, unaccompanied, the full effect of its noble words and music, which have been an inspiration and an incentive to countless thousands, is obtained. Music, Tullius C. O'Kane; words, Rev. D. W. C. Huntington.

9900 Let Me Hear the Songs My Mother Used to Sing — **Byron G. Harlan**

This attractive ballad contains a very pretty bit of sentiment, the scene portrayed being that of boyhood's happy home graced by the songs and gentle care of a sainted mother. The words:

I can see the shady mountain by a bright and sparkling stream,
Where a boy I used to wander all the day.
Memory brings the picture back, and seems to delight to brightly gleam
In the dear old days that long have pass'd away.
When the shadows fell at evening in our happy little home,
I would listen with a heart that knew no care.

For I always found her waiting when at evening I'd come—
Mother's face and mother's songs were always there.
Refrain:
Let me hear the songs I heard in days of childhood,
Let me feel again the joys they used to bring;
Far away tonight I'm lonely for their music,
Let me hear the songs my mother used to sing.

Harlan sings it with a world of feeling. Indeed his manner strongly recalls that great seller by himself, "Always in the Way," (our Record 8901.) Orchestra accompaniment; music, Edward Gabriel; words, Janet Gordon; publishers, McKinley Music Company, New York.

9901 Blue Violets — **Edison Concert Band**

A really excellent concert number—one of the earlier and best known compositions of Rich. Eilenberg, the celebrated European composer. Its leading features are a showy introduction, a brilliant clarinet cadenza and a mazurka movement of unusual grace and beauty. Music, Rich. Eilenberg; publisher, Carl Fischer, New York.

9902 When the Autumn Moon is Creeping Thro' the Woodlands — **Will Oakland**

This Record introduces a new Edison artist, Will Oakland. He has a counter-tenor voice of bell-like sweetness, which is heard to excellent advantage in this pretty, romantic ballad:

I can see in fancy far away, the sunny meadow bowls,
And the cottage with the ivy 'round the door;
Once again with you I linger, dear, in a light and sunny mood,
Where we used to while away the golden hours.
Oh, we were happy then together and my first true love was yours,
Would you have me now forget those happy days?
They will linger in my memory, dear, as long as life endures,
And there can be a thousand different ways.

Chorus:
When the Autumn moon is creeping thro' the woodlands,
When the golden leaves bedeck the meadows o'er,
By your side I'll wander,
Waiting by the old oak tree.
When the Autumn moon is creeping thro' the woodlands,
sweet Lenore.

Many of our Edison friends have expressed a desire to hear a good counter-tenor or falsetto singer, and Mr. Oakland can rest assured of a flattering reception. Orchestra accompaniment; music, Alfred Solman; words, Monroe H. Rosenfeld; publishers, J. W. Stern & Co., New York.

9903 A, B, C's of the U. S. A. — **Ada Jones and Billy Murray**

Alphabet songs are the "latest." It remained for George M. Cohan to top all such successes with this unique Alphabetic Duet. It is easily one of the brightest things in "The Yankee

Prince," the newest Cohan show. The breezy musical dialogue as given by Ada Jones and Billy Murray will be pronounced O. K. from A to Z. Orchestra accompaniment; music, and words by Geo. M. Cohan; publishers, Cohan & Harris, New York.

9904 I'm Savin' Up My Money for a Rainy Day — **Edward Meeker**

A genuine comic rag-time song that recalls the well known "All In, Down and Out" (our Record 9492). Like his selfish predecessor this coon believed firmly in holding on to a dollar every time he got his hands on one, only his stinginess carried him to much greater extremes, which are told about in the song. The chorus has a musical swing. Orchestra accompaniment; music, Percy Wenrich; words, C. P. McDonald; publishers, McKinley Music Company, New York.

9905 "Dialogue"—Flute and Clarinet — **Edison Symphony Orchestra**

Something decidedly new: an animated musical conversation between a flute and a clarinet with the orchestra "butting in" between times. A clever idea, which was originated by a well known European composer. The questions and answers are clearly defined and easily understood. A highly interesting and amusing Record. Music, J. V. Hamm; publisher, Carl Fischer, New York.

9906 All For Love of You — **Harry Anthony**

A love song by the composer of the most popular ballad of the day, "Love Me and the World is Mine" (our Record 9371). Few songs have been waited for more eagerly than "All for Love of You," but we feel that it will fully measure up to expectations, as it's the same style of sentimental ballad as its famous predecessor and gives Mr. Anthony equally as good a chance to display his sweet high-tenor notes. First verse and refrain:

The world to me seems born anew,
Since fate, love, guided you my way;
My life is but a golden dream of you,
Ah! I would that dream might last for aye.
All for love of you, dear love,
What for beyond I never know—
Till to! your beauteous vision brought the light
And set a fire, dear, all for love of you.

All for love of you, dear love,
All for love of you!
I'd gladly leave e'en death's dark isle
If I but thought I could serve you there.
Dismal would though the earth might be,
Bloom of all beauty, too,
Could I but know that you, dear, as here's to me,
And I'd live all for love of you,
All for love of you.

Orchestra accompaniment; music, Ernest R. Ball; words, Dave Reed; publishers, M. Witmark & Sons, New York.

9907 A High Old Time in Dixie — **Collins and Harlan**

We feel perfectly safe in guaranteeing a great demand for this dandy negro duet by those two past-masters, Collins and Harlan. It's in the same class as "Nigger Loves His Possum" (our Record 9256) and "Bake Dat Chicken Pie" (our Record 9259). Rastus and his Mandy have been north and are "Gwine Back to Dixie." A farewell committee of friends wait on them at the station and there are great doings. As the train pulls out the clang of the engine bell and the toot of the whistle are mingled with cheering and affectionate good-byes. Orchestra accompaniment; music, George Schleiffarth; words, Ben Lowen; publishers, Albright Music Co., New York.

9908 For the Red, White and Blue — **James F. Harrison**

An inspiring song of our new navy, dedicated to "Fighting Bob" Evans. Patriotic devotion to Old Glory is reflected in every line and there is a swing to the melodic that makes you mark time. Mr. Harrison sings it with an enthusiasm that amounts almost to a patriotic hurrah in the chorus. Orchestra accompaniment; music and words, Monroe H. Rosenfeld; publisher, The Powers Clearing House, New York.

9909 The Kerry Mills Barn Dance — **Edison Symphony Orchestra**

The barn dance is on the top wave of popularity this summer. Kerry Mills, of "Georgia Camp Meeting" fame, has given us a typical barn dance number that is sure to be accepted at once as the standard for this class of music. The music is perfectly timed for the steps of the dance and the orchestration is above criticism. Music, Kerry Mills; publisher, F. A. Mills, New York.

9910 I'm the Man — **Bob Roberts**

Everybody knows what a great success "That's Gratitude" (our Record 9864) has been. The words and music of this song are by the same composers. Of course, Bob Roberts had to sing this as well as their earlier effort. Notice particularly the self-conceited and self-sympathetic way in which he says, "I'm the Man." That alone is worth the price of the Record. The words of the two verses and choruses are so clever we give one of each below:

Who held the Nation's honor high at old Manila Bay?
I'm the man.
And in the scrap at San Juan Hill, who was it saved the day?
I'm the man.
Who faced the hail of shot and shell that came with each attack,
Who saw the comrades all around him falling in their tracks,
Who was the battle scars to-day, three ballots in his back?
I'm the man.

I'm the man, the very self-same man,
That wore a soldier's uniform, and marched behind the band.
We've got good fighters left us yet,
We've got Generals, sure, don't forget,
But who can beat them on a bet?
I'm the man.

Orchestra accompaniment; music, Sheppard Camp; words, George A. Norton; publishers, F. B. Haviland Co., New York.

9911 Fun at the Music Counter — **Jones and Spencer**

A laugh-making burlesque on familiar scenes at a sheet-music counter. The fun results from the saleslady taking the literal meaning of the titles of songs asked for by customers. An Irishman calls for "Won't You Come Out To-night, Mary Ann" and she considers he is asking for a date. Somebody asks for "The Songs My Mother Used to Sing." "What songs walker, also a German, Irishman, Rube, Tough and several other customers get in on the fun, which is fast and furious, and concludes with "Much Obliged to You" sung by the saleslady. Original vaudeville sketch not published.

***9912 Finnegan's Flat** — **Steve Porter**

A laughable descriptive sketch which tells of how Mike and Mary Ann did their best to observe the Day of Rest in their flat. Their plans were opposed by their musical neighbors. There was a crying infant, an amateur cornetist, a couple of pianos in the hands of the O'Brien and Guggenheimer kids, a near-professional trombonist, taking a fall out of the "Merry Widow Waltz," and a German Saengerbund—the grand finale being a united effort to tormentors. There are vivid sounds of a free-for-all fight and Mike returns get in on the with a black, black eye. She asks who did it, is told the "Dutchman," and begins to call him fearful names, but Mike cautions her, "Don't spake that way o' the dead." The sketch is original and is not published.

9913 "Smarty" Medley — **Edison Military Band**

A highly effective medley arrangement of three recent song hits; "Smarty," the dainty child-song in which Ada Jones scored last month (our Record 9872), "Summertime," the tuneful Von Tilzer number (our Record 9852), and "I Was a Hero, Too," another of the July successes, sung by Billy Murray (our Record 9880). Nothing in the way of a band piece meets with wider popular favor than a good medley, played with characteristic finish by the Edison Military Band. A Record of this description, that combines several up-to-date hits, represents extra value for the cost. Arrangement is special for our Record and not published.

2 Selections Made Over.

We list below two selections that have been made over by the same talent. The August printed matter prepared for dealers we will contain these selections. Jobbers should replace their stock of the original Records of these numbers with the new ones.

7597 Over the Waves Waltz — **Jos Belmont**

8838 Jovial Joe — **Edison Military Band**

Formerly by Edison Concert Band

* This selection will be illustrated on the cover of the August *Phonogram*.

Grand Opera in Summer

Had it occurred to you that Edison owners can listen to Grand Opera all summer when their friends in the great opera centers have to make out on the memory of last seasons' performances? There's a thought well worth acting on. Patrons of the Metropolitan and Manhattan Opera Houses in New York City must wait until next fall before the great Scotti, Constantino, Aboni, Campanari, Rappold, and the many other Edison opera stars can be heard again. The great singers are now away enjoying well-earned vacations, but the Edison Grand Opera Records mean opera all summer—on the porch—beneath the trees—in vacation haunts. Edison owners can hear at their pleasure all the music that New Yorkers raved over and spent hundreds of thousands of dollars to hear the past season. Put this thought before the more musical of your customers.

One Dealer's Success

There is one point about the Edison Phonograph that sticks out with the distinctness of a sore thumb, and that is, there is nothing to compare with it as a profitable side-line. We receive hundreds of letters like the one printed below. Many of them state that while the Dealer took the Edison on as a side-line at first, it soon became his leader.

A. H. Curry, Corpus Christi, Texas.

Kodaks & Supplies, Phonographs & Records.

"At the time of placing my initial order for Edison Phonographs and Records, two years ago, the net worth of my business was less than $700. To-day it is worth $8,000, and is on a secure foundation. I have handled the Edison for two years, which is not bad, considering the size of my town and the limited amount of capital on which I started. I now carry stock all of the American and Standard Records, and can at all times give my customers just what they want."

The ten Bryan Records are going to help you do a fine summer business. See pages 6 and 7.

Ten Edison Records by William Jennings Bryan

WE take great pleasure in announcing ten Edison Records by William Jennings Bryan. They were made by the "Great Commoner" in the library of his home in Lincoln, Nebraska, one of our recording expects going there for the purpose. They are among the plainest and most natural Records we have ever turned out. No one who has ever heard Mr. Bryan speak will fail to recognize all of the wonderful charm of voice and manner for which he is famous.

Mr. Bryan needs no introduction. His prominence as the two-time and prospective third-time Democratic candidate for President, together with his remarkable gifts as an orator, have made him known everywhere, while his upright, Christian character and fearless exposition of his political beliefs stamp him as one of the foremost Americans of history.

The Records are composed of telling passages chosen by Mr. Bryan from his favorite orations. Hearing one of these tabloid addresses produces the same effect as a long speech from almost anyone else, so carefully has Mr. Bryan chosen his remarks.

In soliciting trade on these Records, Jobbers and Dealers should not fail to make it plain that the Records are made by Mr. Bryan himself and that they will appeal very strongly to women as well as men, as women always flock in large numbers to hear Mr. Bryan whenever he makes a public speech.

The Bryan Record should go a long way towards offsetting the present trade dullness. We shall not be surprised if they outsell any set of Records we have ever issued, owing to Mr. Bryan's prominence in the current Presidential campaign.

THE Bryan Records will be shipped from Orange to all Jobbers in the United States and Canada as soon after June 1st as possible, and they will be reshipped to Dealers as soon as received. They may be placed on sale at once. Dealers will ship Supplements to such Dealers as place orders for these Records. State number required. Dealers should at once place orders with Jobbers to insure prompt shipment when Jobber's stock is received.

TEN RECORDS BY WILLIAM JENNINGS BRYAN

9914 Swollen Fortunes

This is a subject of national interest that is likely to figure prominently in the coming Presidential campaign. Mr. Bryan favors active enforcement of the "Equal rights to all, special privileges to none" clause of the Bill of Rights, in order to secure a more equal distribution of the country's wealth. The reasons he advances for his views form a veritable gem of political logic. They are sure to cause wide discussion when Mr. Bryan takes the "stump" actively later on.

9915 The Labor Question

In a thoroughly characteristic way Mr. Bryan upholds the fairness of the eight-hour day and arbitration of labor disputes. With equal vehemence he attacks government by injunction, which, he states, amounts to a practical denial of the laboring man's right to trial by jury. These are all live topics of the day and the Record will appeal particularly to the laboring classes. Every paragraph is a carefully rounded period freighted with vivid meaning.

9916 The Railroad Question

"Where does Bryan stand on the Railroad Question?" is being asked on all sides. He has been so widely, and in most cases, erroneously, quoted since his recent Madison Square Garden speech that the whole country has been waiting for an authoritative answer to their question. This Record comes as his personal word on this important subject. It is certain to be greatly in demand.

9917 The Trust Question

A brilliant exposition of the Bryan idea of trusts and trust evils, delivered with all of that rare enthusiasm with which the speaker is gifted. You may or may not share his political views, but must admit that none has ever shown a better mastery of the greatest problems of the day. He says: "Private monopolies can not be regulated by the government. We have tried that and the result was the monopolies regulated the government instead of being regulated by the government." He advocates extermination as the only practical remedy and brings the full measure of his persuasive eloquence into play to drive the point home.

9918 The Tariff Question

"During the civil war," says Mr. Bryan, "the tariff was raised to carry on the war. It was continued after the war to allow our infant industries to stand on their feet. But it was not long until the 'infant industries' were standing not only on their own feet, but all over the feet of other people." A telling shot on the tariff. It is one of many delivered in his most vigorous style, for the tariff has always been a favorite subject with Mr. Bryan.

9919 Popular Election of Senators

Never is the commanding power of Bryan's eloquent logic shown off so favorably as when he strikes at some great legislative evil. He describes the popular election of Senators as "The most popular reform of the day." What follows is of the deepest interest, for it gives us a splendid example of his wonderful grasp of public questions and his untiring zeal in getting at the bottom of existing evils. This Record will appeal to all alike for, as Mr. Bryan points out, it is not a party question.

9920 Imperialism

This is a subject on which Mr. Bryan never fails to delight his hearers. Territorial expansion will never want for a "fiery foe" so long as he is in the lists. "Our experiment in Colonialism has brought us not profit but loss," he says, and piles argument upon argument to show that he is in the right. He believes the retention of the Philippine Islands to be contrary to all American precedent and to the republican form of our government, which derives its power from the consent of the governed. The climax of his address comes with an impassioned demand that the Filipinos be given their independence and allowed to work out their own destiny.

9921 Guaranty of Bank Deposits

Here is a subject that is brimming with interest because it outlines the much-discussed Bryan remedy for the banking troubles through which the country has just passed. "The Government demands protection on its own deposits," says he. "Why should not private individuals have equal protection?" This Record also treats of a live political issue and the Record will undoubtedly be very popular.

9922 An Ideal Republic

Perhaps no American of to-day can equal Mr. Bryan in the difficult dual art of conceiving ideal conditions and finding suitable languages for describing them. This Record gives him the same kind of opportunity as his speech on "Immortality," and seldom has he drawn on the wonderful store-house of his imagination with such fine effect. "Behold a Republic," he exclaims, "where every citizen is a sovereign, but none cares to wear a crown; whose flag is love while others' is only fear." His peroration is very fine and concludes with these words, "A Republic, whose history, like the path of the just, is as the shining light that shineth more and more unto the perfect day."

9923 Immortality

This Record consists of selections from Mr. Bryan's best known lyceum lecture, "The Prince of Peace." Mrs. Bryan likes it best of all his addresses. We do not recall having heard a more affecting description of supreme faith in a "life beyond." Mr. Bryan is evidently as profound a thinker upon such questions as upon those affecting the country's political welfare. There are passages in "Immortality" that have rarely been excelled for beauty of thought and expression. It shows the speaker at the height of his oratorical powers, and, as an example of fervent American oratory, can only be classed with Ingersoll's "At the Tomb of Napoleon."

Newsy Notes

Rose P. Curtice Co., Edison Jobbers of Lincoln, Neb, are getting out a house organ, which they call "The Curtice Phonometer." The first issue is highly creditable and contains much interesting news matter. The Phonometer will be mailed free to Dealers in Phonographs, pianos, small instruments, and sheet-music in the section tributary to Lincoln.

Lawrence McGreal, Edison Jobber of Milwaukee, Wis., has moved to his handsome new quarters at 172-176 Third street. Saturday, April 25th, was formal opening day and 10,000 visitors including Mayor Rose and the city officials, called to inspect the beautiful store. Each visitor received rose and carnation souvenirs of the occasion. Mr. McGreal was also the recipient of a large number of floral offerings from Milwaukee's leading business men. A feature of the new establishment is eight sound-proof Record Parlors. These are octagonal in shape and are finished in mahogany and French bevel plate glass. The equipment of the entire store is of correspondingly high grade. Every improved feature for the conduct of the wholesale and retail Phonograph business on a large scale is to be found on the four floors of the building, which makes one of the handsomest talking-machine establishments in the country. Mr. McGreal has been in business in Milwaukee since 1902 and has quickly become recognized as one of the foremost business men of the city.

Charles E. Robertson, formerly a successful Edison Dealer at 4223 Lancaster Avenue, Philadelphia, has discontinued business at his old stand in order to take charge of the retail department of Louis Buehn & Brother, 45 North 9th Street, Philadelphia.

The Milner Music Company, 25-27 West 6th Street, Cincinnati, Ohio, have bought out the Edison Jobbing Agency of L. E. McGreal of that city, and will succeed that firm as wholesale representatives of the Edison goods. The Milner Music Company are widely known as successful dealers in pianos, Edison Phonographs and musical merchandise. Joseph Milner, President, and Raymond Strief, Secretary and Treasurer, are excellent types of bustling, modern music tradesmen and there is no doubt that they will make a fine record as Edison Jobbers.

Louis Buehn & Brother, Edison Jobbers at Philadelphia, suffered about $1,200 water damage from a fire on the fourth floor of their building May 2nd. There was no interruption of regular business.

It is seldom that a lot of new Foreign Records sell as rapidly as have the 10 German, 16 Swedish and 6 Polish Records announced in last month's PHONOGRAPH MONTHLY. They are being ordered out in unusually large numbers by Jobbers who look for a wide demand. They are better than any previous Records in those languages. Jobbers' shipments will go forward between June 1st and 10th.

Jobbers should see to it that their Dealers get the benefit of the reduced freight rate on horns. Nested horns in shipments of two or more now take first-class rate, as against 1½ times first-class previous to May 1st. Single horn shipments take 1½ times first-class, instead of the old double first-class.

The five new Grand Opera Records for July will probably prove to be the most popular we have ever issued. Jobbers' orders are even heavier than expected. Dealers who have not already ordered, should do so at once, or Jobbers may not be in a position to supply them in time for opening day, which is June 25th.

The fifteen French and fifteen Holland-Dutch Edison Records that went on sale April 1st are having a very gratifying sale. Are there any French or Holland-Dutch people on your list of Phonograph owners? They will be greatly pleased with these excellent Records. Are there not a number of families of these nationalities in your city who would be glad to invest in an Edison if they knew they could get their native music by the best native singers?

A few of the three-color prints of our famous oil painting, "The Phonograph," are left. Jobbers who speak quickly can get them for their Dealers' use. No charge.

We shall be very glad to hear from Dealers who have made a success by putting in the complete line of Domestic Records, also from those who are building up a good trade on the Foreign Records. Address the Advertising Department.

Truth in Advertising

The more truth you put into your advertising the stronger it will be. A promise made must be kept, because no business can move be sustained by dishonest methods. The confidence of people may not be abused without a reaction. Once lost it is never regained. Some misstatement is made and it will take a generation to kill that lie.—*Talking Machine World.*

Tolstoy Uses the Phonograph

The millions that admire and love Tolstoy will learn with interest that that wonderful old gentleman, now eighty years of age, has just begun using an Edison Phonograph as a labor saving device.

Tolstoy learned from Stephen Bonsal that many newspaper reporters used Phonographs. Bonsal told the story to Tolstoy, while visiting the grand old Russian, and the latter was deeply interested.

Subsequently Arthur Brisbane, of the *New York Evening Journal*, who had bought seven of the Edison Phonographs at different times for his own use, sent to the Edison Business Phonograph Company an order to ship a Phonograph with full equipment of cylinders, etc., to Mr. Tolstoy in Russia, as a present from the Hearst newspapers.

The order reached the hands of Thomas A. Edison, who insisted that he himself would send the Phonograph to Tolstoy.

Tolstoy got the Phonograph, and is using it, as may be seen from the letter received by Mr. Brisbane some time since from Vladimir Tchertkoff, Mr. Tolstoy's literary agent and intimate friend.

Dear Sir:—My friend, Leo Tolstoy, has requested me to inform you that he has at last received the Phonograph so kindly sent him. He thanks you most cordially for your kind attention and begs you to transmit to Mr. Edison his sincere thanks for his generous present.

He does not usually care about new inventions of a complicated mechanical kind, seeing that their practical application is as yet mostly confined to the needs and fancies of the wealthy and used for purposes of more successful oppression and exploitation. But in this particular case he is *exceedingly* glad of the possibility granted to him of dictating into this wonderful instrument answers to the numerous letters he receives and has to deal with after his day's literary work, when he naturally feels tired from writing and desires quiet and solitude.

I may add that incidentally this instrument will be the means of conserving his voice for those who are not able to converse personally with him, and for future generations, which will undoubtedly afford great pleasure to many and many.

I have just come from Tsenaya Poliana, where, together with another friend, I have fixed up the apparatus sufficiently well to take and reproduce his dictation and reading. But in order to put everything in perfect order and give his daughter, who is his amanuensis, the necessary instructions for keeping the machine in good working order, I have engaged a mechanic in Moscow who will in a few days run down to Tsenaya for this purpose.

I will in a short time send you and Mr. Edison a copy of all my publications of Tolstoy's and kindred writings in English, issued under the forms of "The Free Age Press," and beg you and Mr. Edison to accept them as a very slight token of my deep feeling of gratitude to you for your kind consideration towards one whose life work we esteem in common.

Yours very sincerely,
VLADIMIR TCHERTKOFF,
Editor of "The Free Age Press."

The *New York Journal*, commenting on the incident in its editorial columns, says:

"The use of the Phonograph is perfectly simple, but it is intensely interesting to know that Mr. Tolstoy, in his old age, is still young enough to utilize this modern invention to simplify the task of communicating thought to the rest of the world.

How beautifully and simply mankind's problems are solved when human beings co-operate to help one another, instead of combining to fight one another!

Here you have the mechanical genius of an Edison serving marvelously the literary genius and the high conscience of a Tolstoy. The fine combination of two kinds of human genius benefits the entire world. Thomas A. Edison represents America and its kind of talent. Just about as Tolstoy represents Russia and its mental strivings."

Subsequently to the receipt of the above-mentioned letter by Mr. Brisbane, Mr. Edison received the following from Tolstoy himself:

Tsanaya Poliana, Toula, Russia.

Dear Mr. Edison:—

My friend Tchertkoff has already, at my request, written to thank you for the Phonograph you have so kindly given me. But owing to a misunderstanding the letter was posted to you without having previously been handed to me to be signed as I had intended to do.

Not wishing to appear discourteous, I am now sending you these lines in order to repeat how grateful I feel to you for your amiable attention. I am using your Phonograph for answering letters and as I gradually get more accustomed to its manipulation, I find it more and more helpful.

Hoping you have recovered from the illness you have, I hear, been suffering from, I am

Yours very sincerely,
LEO TOLSTOY.

March 1st, 1908.

The new binders that we are getting out to hold twelve copies of the PHONOGRAPH MONTHLY are proving just what a great many Dealers wanted to preserve their copies of the MONTHLY. Order through Jobbers, or if yours does not have them, we will send one direct, postpaid, for fifty cents.

Trade Information for Dealers

Sales Dept. Bulletin No. 7—April 27, 1908

FOR UNITED STATES AND CANADIAN DEALERS

Correspondence concerning this Bulletin should mention its number and be addressed to the National Phonograph Co., *Sales Department*, Orange, N. J.

Beginning at once, all orders for reproducing points only will be filled with reproducing points assembled in the arms, and no orders whatever will be filled for reproducing points separate from the arms.

The list price for reproducing points assembled to arms will be the same as heretofore charged for reproducing points only, and Dealers' discounts will remain the same as heretofore.

This change is made because in a great many instances where we ship the reproducing points and arms separately, they are not properly assembled by outside parties.

Sales Dept. Bulletin No. 8—April 30, 1908

FOR UNITED STATES AND CANADIAN DEALERS

Correspondence concerning this Bulletin should mention its number and be addressed to the National Phonograph Co., *Sales Department*, Orange, N. J.

Dealers are hereby advised that inasmuch as we have no more moulds or masters of them, the following selections will be considered as "cut-outs" after our present stock is exhausted.

12087	Sal á tu Ventana (Spanish)	Vargas
12204	Guarda esta flor (Spanish)	Vargas

Sales Dept. Bulletin No. 9—May 2, 1908

FOR UNITED STATES AND CANADIAN DEALERS.

Correspondence concerning this Bulletin should mention its number and be addressed to the National Phonograph Co., *Sales Department*, Orange, N. J.

This Bulletin is issued to clear up a misunderstanding that exists with part of the trade concerning the allowance of 25 cents each on horns, whether ordered with machines or as extras. This matter was covered by our letter to Dealers dated February 25, 1908.

The allowance can only be made on lots of 5 of any one kind or even multiples of 5, that is 10, 15, 20, etc.

It cannot be allowed where we are put to an extra expense for re-crating. If an order calls for 12 horns of one kind, the allowance will be made on 10 only.

Nor can it be allowed when 5 or its multiples is made up of two or more kinds. For instance, no allowance can be made on an order for 2 Gems, 3 Standards and 1 Home.

An order for 7 Gems, 9 Standards, 6 Homes and 3 Triumphs would get the allowance on 5 Gems, 5 Standards, 5 Homes and no Triumphs, a total of 15 out of 25 machines ordered.

We are able to make the allowance on even lots of 5 of one kind because the horns are shipped to us in crates of 5 or multiples thereof and we are not compelled to re-pack them.

If you are still in doubt on any feature of this allowance, please write the Sales Department at once.

Sales Dept. Bulletin No. 10—May 6, 1908

FOR UNITED STATES AND CANADIAN DEALERS.

Correspondence concerning this Bulletin should mention its number and be addressed to the National Phonograph Co., *Sales Department*, Orange, N. J.

Hereafter all orders for feed nuts will be filled with the feed nut riveted to the feed nut spring, and no orders whatever will be filled for either feed nuts or feed nut springs separately.

The list prices for the Standard and Gem feed nut combined will be 25 cents, and for the Home

25 cents, these prices being the same as heretofore charged for feed nuts only. The list price of the Triumph feed nut and spring combined will be 50 cents, this being 20 cents less than heretofore charged for the 2 nuts only. Discounts to Dealers will remain the same as heretofore.

This change is made because in a great many instances, feed nuts and feed nut springs are not properly assembled when shipped separately.

Sales Dept. Bulletin No. 11—May 8, 1908.

FOR UNITED STATES AND CANADIAN DEALERS.

Correspondence concerning this Bulletin should mention its number and be addressed to the National Phonograph Co., *Sales Department*, Orange, N. J.

We list below two selections which have recently been made over. Continuing the plan already begun, we will print these selections as part of the August printed matter prepared for retail distribution.

7597	Over the Waves Waltz	Joe Belmont
8838	Jovial Joe	Edison Military Band

(Formerly by the Edison Concert Band.)

The quality of these Records is equal in every way to our new monthly lists and the selections themselves have always been consistent sellers. It's "up to you" to order a quantity of them for shipment with August Records.

Legal and Agreement Depts. Bulletin No. 1—May 20, 1908

TRADE INFORMATION FOR UNITED STATES AND CANADIAN DEALERS.

Correspondence concerning this bulletin should mention its number and be addressed to the National Phonograph Company, *Legal Department*, 10 Fifth Avenue, New York, N. Y.

We desire to caution all Dealers against disposing of Edison Phonographs or Records in bulk, to any individual or concern at prices or under conditions contrary to those governing the sales of Edison goods by Dealers. Sales by Dealers in bulk to unauthorized Dealers are strictly prohibited.

We will take immediate action against any Dealer disregarding this notice.

Real Wolf Howls

"Have you heard the wolves howl at the Lyric Theatre?" That is the way they are advertising "The Wolf," a play of the Canadian woods, in New York City. In the climax of the third act, when the hero and villain fight in the dark, a pack of wolves send forth their shrill cries. The effect is so realistic that the audience are said to hold their breath, expecting the animals to rush upon the stage. And it's all done by a Phonograph behind the scenes. When the play was first put on a gang of stage hands did the wolf-howling act, but the author decided it lacked the proper realism. He determined to get the real thing. So an expedition was made to the Bronx Zoo and the cries of seven hungry, full-grown wolves were recorded just before feeding time. Their appetites were specially whetted for the occasion, and in order to increase one mother wolf's howls her baby was taken from her and placed outside the cage. This explains the question that one meets on every hand in New York, "Have you heard the wolves howl at the Lyric?"

A Dealer's Circular

A very clever advertising circular has been received from the Klar & Kress Jewelry Company, Hillsboro, Ill. There are four pages, 12 x 18, printed in red and black, with a good-sized cut of the four Edison leaders—Gem, Standard, Home and Triumph. A full description accompanies each and a special installment offer. Klar & Kress Company are another instance of a jewelry store that have found the Edison Phonographs and Records very profitable in themselves and a means of drawing a desirable class of jewelry customers to their store. We will venture the guess that this firm are having no trouble whatever because of competition by mail order houses, and would commend their methods to other firms who are out for their share of the local trade.

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

NEW YORK: 10 FIFTH AVENUE.
NATIONAL PHONOGRAPH CO., LTD., VICTORIA ROAD, WILLESDEN, LONDON.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 320 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 117, MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 518, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., SUD-UFER 24-25, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

VOL. VI. June, 1908 No. 6

What's the Use?

We have seen a clever drawing of a forlorn-looking little boy wiping tears from his eyes. It's a dandy sketch and would stand on its own merits. But its value is doubled by this title, printed in four lines:

What's the use of livin'?
All the dogs bark at me—
All the cats spit at me—
And I've just been chased by a turtle.

Foolish childhood! Period of imaginary ills and misfortunes. Yes, but how about you with your grown-up wisdom? Have YOU any more nerve in facing your grown-up problems than the youngster has in facing his little ones?

What are you doing to get more business nowadays? Are you going after it with newspaper advertising, and window displays, and Edison demonstrations every day? Are you mailing out your monthly Supplements of the new Edison Records? Are you talking to your customers as strongly as ever about the advantages of owning an Edison Phonograph? Or if they already own one are you telling them about those fine new Records? Are you offering them Edisons on time payments to make it easier for them to buy? In a word—are you hustling as hard for sales as ever you did in your life, or are you being chased by the hard times "turtle"?

Of one thing you can rest assured—the goods are going to move out of your store no faster than the turtle moves—and the dollars are coming into your cash drawer no faster than the turtle moves if you sit back and say, "What's the use?"

There's all the use in the world. Ralph Emerson, who has said so many of the most practical and sensible things ever said by anybody, tells us that the true American hustles most when things seem to be breaking worst for him. Not that business is worse now than ever, for it isn't. Things are a little dull, but we want to point out that the Dealer in Edison Phonographs and Records can do an absolutely normal business—can even improve on the ordinary business of fairly busy times by a little aggressive hustling.

How shall he go about it? First of all, by advertising in the local newspaper. Newspaper advertising at this time will pay far better than when business is humming and everybody is advertising. If you have your ad in the paper along with those of two or three other Dealers you divide the attention of the reader between you. If your ad has only one other to compete with you get a larger share of the reader's notice. If yours is the only one you get it all. That's a pleasant thought!

Now, let us suppose a condition that actually does exist everywhere all the time. Suppose a dozen people in your town are going to buy Phonographs within the next few days. In the ordinary course of things we will say you would land three of the sales. What effect will a little advertising have? In all probability three or four more of the buyers seeing your announcement of a complete new stock of Machines and Records will be led to make their purchases of you instead of from some one of your competitors. It doesn't matter at all to the average buyer which particular store his outfit comes from and seeing your announcement at the right moment decides him in your favor. So you sell a machine and Records to each and add some new Record customers to your list.

Dealers will find this rule works out every time and every satisfied customer gotten in this way means sales to that customer's friends.

You have no idea how many people there are who are ready to buy Edison Phonographs, but hold back simply because they are not asked by some home Dealer to buy. In order to appreciate the impression that is being made by our advertising, which reaches 25,000,000 people regularly month after month, you must do a little advertising yourself, reminding your part of the public that the latest type of Edison Phonograph and all the new Records are right at their doors.

While others are saying to themselves "What's the use?" and letting the cobwebs grow on their stock and in their doors, is the time for you to make a noise like "the biggest Edison Dealer in your section." You will find the ready-made ads that we supply free of all charge a very great help in doing this.

Personal

W. E. Gilmore, President of the National Phonograph Company, has returned from a three weeks' vacation spent with his family at Virginia Hot Springs.

Walter Stevens, Foreign Manager, is back at his desk after a seven weeks' business trip to Mexico. George J. Werner and Frederick Burt, experts from the Recording Department, accompanied him for the purpose of making 300 new Mexican Records. All the latest mechanical accessories in use at the main laboratory were carried along and as the foremost Mexican singers and instrumentalists have been engaged to make the Records, the trade can look for something extra when they come out.

F. K. Dolbeer, General Manager of Sales and Credits, is away on a trip to the Pacific Coast. He hopes to visit Edison Jobbers throughout the West and Northwest. Returning he will reach Denver, Colo., in time for the annual convention of the National Association of Credit Men, at that city, June 23rd to 26th.

H. T. Leeming, Traffic Manager, addressed the Trans-Continental Traffic Bureau, at Chicago, on May 18th, on several matters of interest to the trade, one of the principal ones being the restoration of the commodity rate of $2.09 a hundred on Phonographs and Records to the North Pacific coast. It was owing to his representation that the rate was secured some time ago, but it was cancelled May 9th.

How Many Records?

There are 2,710 Records listed in the three Edison Record Catalogs up to and including the Records for June, 1908. There are 1,649 Domestic, 996 Foreign, and 65 Grand Opera. The Domestic list is about equally divided between vocal and instrumental selections. There are 596 Vocal Solos, 161 Vocal Duets and 53 Vocal Quartets, 327 Band and 83 Orchestra Records. In the Foreign Catalog 19 languages are represented, viz.: Bohemian, British, Chinese, Cuban, Danish, French, French-Canadian, German, Hebrew, Holland-Dutch, Hungarian, Italian, Japanese, Mexican, Polish, S. A. Bands, Spanish and Swedish. The Grand Opera Records are sung in five different languages and are divided: French 4, German 21, Latin 2, Italian 36, Spanish 2.

Our New Power Plant

The work of erecting new concrete buildings for the National Phonograph Company and the entire Edison interest at Orange, N. J., has been going on steadily for some time past. It is now about finished and the long line of white walls spread out over more than eighteen acres of ground presents an appearance not unlike that of some great fortress. One of the last buildings to be completed was the new boiler house. This is 32x69 feet and is a model in design and equipment. Three Climax tubular boilers have recently been put in—two of 750 H. P. and one of 500 H. P. This makes seven boilers altogether, with a total capacity of 3,400 H. P. In the engine house, which adjoins the boiler house, a new 1,500 H. P. Allis-Chalmers vertical cross compound Corliss engine has just been installed. A special feature of this remarkable piece of machinery is a three-wire generator, which produces 4,000 amperes of 250 volts in one side and 125 in the other. The entire engine which weighs in the neighborhood of 100 tons, rests upon a foundation of solid concrete. Added to the previous equipment of one Allis, one French and one Arrington and Sims engine, this brings the capacity of the power plant up to 2,800 H. P. and places it in the front rank of the world's great manufactories. Power is here generated for the entire Edison interests, which take up fourteen acres of floor space and include the Edison Phonograph Works, the National Phonograph Record Works, Edison Laboratory, Edison Kinetoscope and Film Works, Edison Storage Battery Plant, Bates Numbering Machine Works and the office buildings, electric light, elevator and pumping systems.

Attractive Stores

"I send a flashlight photo of an end of my store, showing part of my Edison stock. The plate did not take it all in, but enough is shown to give a good idea of arrangement, etc. I believe the long horn, shown standing, is the



largest in use in this State. It is seven and a half feet long and has been used often for giving concerts from the balcony at the front of my place. It may interest you to know I am overhauling for a customer Home Machine No. 703, which is pretty old, as you can judge from the number."—*George Smith, West Newcastle, N. S. W., Australia.*

We have previously published correspondence from Martin & Company, of Young, N. S. W., Australia, telling of their fine success in handling the Edison goods. Below is a view of an exhibit made by them at a local fair. It is reproduced as a striking sample of how they do things in the Antipodes. Was anybody under the impression that they are behind the times on the other side of the world?



The illustration of the warerooms of the Macon Phonograph Company, of Macon, Georgia, which is printed below, shows a very neat arrangement of Phonographs and Records without too much crowding. Their Record stock looks especially good. They are great believers in "a place for every Record and every Record in its place."



Rough on Rats

"Such a peculiar remark was passed in my store to-day that I could not resist the temptation to pass it on," writes the Garland City Music Store, Ashland, Wis.

"Some three months ago I sold an Edison Standard Phonograph on the easy payment plan to a man here. He came in night before last and said he was unable to pay any more on the machine. I told him in that case the Phonograph would have to be returned, according to the terms of his contract, as he had not paid for it. He replied: 'All right. My wife doesn't like it anyway, as it scares the baby.'

"His wife accompanied him when he brought the machine in to-day. I asked her what the trouble was. She said it scared the baby; that every time a Record was put on the baby would cry. I asked her if she did not think that in time the baby would learn to love the music. The baby is a girl and is only five months old, and I thought if given a fair chance, we might make good with her. But the mother said: 'I don't think so, as baby cries every time she hears it, but I will say this for the Phonograph, it certainly did scare all the rats away from the house, and the house was over-run with them before we got it.'

"We read many different testimonials about the good qualities of the Edison from enthusiastic owners, but this brings out a point that I do not think anyone has touched on before."

"P. S. Forgot to mention that after his wife said the above, the gentleman turned to one of my clerks and said that as soon as he could get a divorce he would be the owner of a new Phonograph."

There are a whole lot of people in your town who want put off owning an Edison Phonograph another day if you tell them about the Bryan Records. Do it now.

Ready for Your Scissors

Below are a set of three advertisements and three readers for newspaper use. They may be of help to the Dealer who is too busy to write his own ads. The ads will be made more effective by the use of an illustration, such as those we furnish free in the Ready-Made Ad Department.

GOING ON A VACATION?

Take an Edison Phonograph with you.

It's the most wonderful entertainer in all the world, because it's all the world's best entertainers in *one*.

It's a Band if you like, an Orchestra, a Grand Opera Singer, a Vaudeville Team, a Singer of the latest popular songs, a Violin, Banjo, Cornet, Xylophone—in a word, everybody and everything you care to listen to on any occasion.

So light and easy to take along with, too.

It will be the jolliest summer trip you ever took with the jolliest companion, if you take an Edison.

Edisons at $12.50 and $25.00, on easy payments of $1.00 a week.

Come hear the new Records just received.

[*Firm name and address here.*]

IS EVERYBODY HAPPY?

The Edison Phonograph equals a $1,000-a-week Grand Opera or Vaudeville Artist, and yet *One Dollar a Week* soon makes it yours.

You can listen in your own home to the real voices of Scotti, Ahott, Constantino, and many more of the highest-priced Grand Opera stars.

You can hear the magnificent Edison Symphony Orchestra play "The Merry Widow Waltz."

You can laugh till your sides ache at the funny cracks in the "Georgia Minstrels" by the Edison Minstrel Company.

You can listen to the catchy air of the latest Broadway song-hit sung by one of the celebrated Edison artists.

All this and much more for only $1.00 a week.

Come in and let us play a few of the latest Records and explain the easy payments.

[*Firm name and address here.*]

A MAN 72 YEARS OLD SAYS:

"A few tunes on the Edison Phonograph every morning are all the medicine I ever take."

Maybe you would need less medicine if you took good cheer in large doses from this wonderful Home Entertainer, which is all the musical instruments of the world rolled into one.

A dandy Edison Phonograph, all complete, sells at $12.50, and others at $25.00 and $35.00.

Easy $1.00 a week payments.

Records that wear forever only 35 cents each.

Come in and hear the newest Edison with the big horn.

FOR READING NOTICES

The following are intended to be run in the newspapers as straight news matter. Give your paper an order for some regular display advertising and ask them to run the following as free notices. You will thus get double value for your money, for a notice like these is very effective in arousing interest and gives the impression that a store is the leader in its line.

THE HAPPIEST HOME.

Opinions differ as to just what is needed to constitute the ideal happy home, but everybody agrees that music is one of the most important things. Can you think of a single happy home where they do not have music in some form? Music promotes happiness because it improves the tempers and dispositions of the worst of us. Especially in summer, when it is possible to sit on the porch or lawn and listen to the charming music of an up-to-date Edison Phonograph. The Edison is by turns a band, an orchestra, a soloist, a comic talker, or anything you can call for in the realm of music or entertainment. A great many are being sent to local homes by ....., the popular Phonograph Dealers.

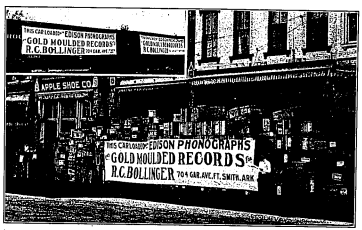
VACATION DAYS HERE.

Now is the time when the vacationist and summer boarder is studying advertisements in the papers and railroad time-tables, deciding where to go for a breathing spell. We want a place where there's boating and bowling and fishing and driving, dancing and tennis, hammocks and croquet, and by all means one where there is good music. The way to be sure of getting the music you want when you want it is to take along some handy music-maker like the Edison Phonograph. ..... are Edison headquarters and they have any quantity of Records that are just the thing for vacation purposes.

SICK PEOPLE TAKE MUSIC.

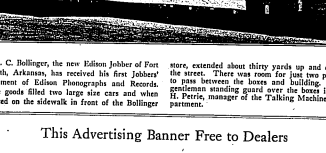
A great many doctors prescribe music for sick people. It is claimed that music soothes the nerves and puts the patient in a calm and peaceful frame of mind that is most favorable in promoting recovery. Here is a great chance for ..... of ..... to sell Edison Phonographs. Doctors may disagree about the kind of music a patient needs, but an Edison will fit any doctor's prescription, as it's all the musical instruments of the world combined in *one*.

R. C. Bollinger's Large First Shipment



R. C. Bollinger, the new Edison Jobber of Fort Smith, Arkansas, has received his first Jobbers' shipment of Edison Phonographs and Records. The goods filled two large size cars and when placed on the sidewalk in front of the Bollinger store, extended about thirty yards up and down the street. There was room for just two people to pass between the boxes and building. The gentleman standing guard over the boxes is W. H. Perrie, manager of the Talking Machine Department.

This Advertising Banner Free to Dealers



An advertising banner, like the above reduced fac-simile, is to be sent to Edison Dealers through their Jobbers about July 1st. Size, 10 feet long by 3 feet deep; printed in four rich colors on white muslin; edges turned and stitched; fixed ready for hanging at the store front or in the window. If you failed to order one of these handsome banners on the order blank which was sent out in last month's PHONOGRAPH MONTHLY, and want one to use as suggested, fill the blank out now and send it in. If the blank has been misplaced, write at once to National Phonograph Company, Advertising Department, Orange, N. J. There is no charge whatever for the banners.

Jobbers' Convention

The annual convention of the National Association of Talking Machine Jobbers will take place at the Hotel Chalfonte, Atlantic City, N. J., July 6th and 7th.

The committee of arrangements in charge of the details of the convention are J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., New York City; C. V. Henkel, president Douglas Phonograph Co., New York City, and Louis Buehn, of Louis Buehn & Bro., Philadelphia, Pa.

A large room at the hotel has been placed at the disposal of the members as a meeting room, as well as another room for the accommodation of committees. A material reduction in the hotel rates has also been given.

It is suggested that in order to get the benefit of reduced rates, members of the association or representatives of manufacturers will mention that they are to attend the convention as delegates and ask accommodations based on special rates offered the association.

A better opportunity could hardly be offered to Jobbers and members of the trade in general to take a pleasure vacation and at the same time attend an important convention. In selecting the days—July 6 and 7—it was with the idea that most everybody would arrive on the 5d or early on the morning of the 4th, thus getting the benefit of Saturday, the 4th, and Sunday, the 5th, without taking two days from business.

It is quite likely that most every jobber will take some vacation himself and provide one for the family, and with this idea in view, the committee urge Atlantic City as first choice. Jobbers will find plenty of opportunity to make use of their trip for business visits while the family are enjoying the pleasure of the seashore. It is very likely that the leading manufacturers of talking machines and supplies will be well represented, and it will be a very good opportunity to bring jobber and manufacturer together on anything, such as new goods, improvements and plans for the fall business.

Dealers who would like to make this trip should take advantage of the reduced hotel rates and railroad fare, which the committee will be very glad to offer them. The second day's session being to a very large extent an open one, it may be that some of the live dealers would like an opportunity to bring up subjects from the dealers' standpoint. A letter addressed to any member of the committee will receive prompt attention, for it is proposed to make this convention a record breaker in attendance. Members of the association should come prepared to give their ideas on any subject they would like considered.

While the Traffic Association have not yet committed themselves regarding the application for reduced railroad rates, it is likely that they will grant the same and take action at their next meeting, which will be held in the near future. A circular letter will be addressed to members of the association and the jobbing trade in general, giving such details as are considered necessary, and in any cases where the jobber receives this letter and is not a member, it should be a notice for him to immediately send in his application for membership.

It may be that some of the jobbers do not understand the benefits of membership, and it is therefore well to explain that one of the most important features is the system of credit reports, which are very valuable to jobbers who have outstanding accounts. For example, one case may be mentioned where an account, amounting to over $100, had been charged by a jobber to profit and loss about two years, and through the system of credit information he learned that another member had succeeded in finding the debtor and obtaining a settlement. This resulted in the second jobber getting busy, with the result that he made a settlement of $50, which therefore went to the credit of profit and loss. This is only one of many cases, and this feature of membership alone is worth several times the annual dues, which are but $25.

It is very much easier for manufacturers and jobbers to get together on any subject if the former can feel that the National Association includes practically every jobber. Various single ideas are brought into one perfected thought, and improvements result. Many changes and desirable improvements that have been made by the leading manufacturers were the result of suggestions made through the association. It will therefore be understood that every new member adds to the strength and improvement of the organization. The dealer is also benefited, for if he has any subject that he would like taken up he can ask his jobber to do so through the association. Communications on the subject addressed to the secretary would receive attention.

Everyone interested in the advancement and improvement of the talking machine industry should support the National Association of Talking Machine Jobbers, for they are working in a good cause. There should be fully 40 or 50 new members before the convention. Applications should be sent to the secretary, Perry B. Whitsit, 213 South High street, Columbus, O.

A Live Question

Do you make it a point to keep in close touch with the people to whom you sell Edisons? When a month or two elapses without selling them any Records do you find out why? There may be some trifling reason that can be at once adjusted. Sometimes through carelessness or accident something will happen to put a Phonograph out of commission. One of your employees could put it in running order in a few minutes and make the customer a regular buyer again.

The temptation to sidetrack a Phonograph if it slips a cog is just as strong in your customer as is your temptation to forget him if he doesn't call for a month or two. It's like throwing good money away to neglect owners of Phonographs.

Window Dressing

Our model window this month is simple and very easy to reproduce. The walls are hung in the white cheese cloth used last month. It is gathered at frequent intervals all the way around to give a slight wave effect. Floor and boxes are covered with the same material; which is tufted on the floor. Three of the 12x12x5 ft. boxes stand on end at the back with boards across their tops to support Phonographs and Records. Three more of the boxes are laid flat, the middle upright box standing on the centre one. The four leading types of machines—Gem, Standard, Home and Triumph—are shown set up complete with price cards in their horns. The Gem rests on four Record boxes. The machines on the floor without horns are a Standard and a Home. Cards advertising the Idelia are placed between them. Most Dealers have in stock all the material needed to duplicate this window trim. Price cards like those shown can be secured of Jobbers, also the steel signs containing the picture of Mr. Edison, and the Idelia window cards. The lists of new Records are the ones next Dealers regularly, and it's a very simple matter to get suitable frames for them. The cheese cloth is very inexpensive and can be made to last some time if care is used to keep it clean. Always have the window perfectly clean before you start to dress it and the glass clear so that everything may be plainly seen. Remember the customer judges your store by the window, and if it is not attractive he may never feel any curiosity to know what the interior looks like. Your window can be made one of the best possible advertisements of your business, and it is an advertisement that costs you practically nothing at all.



Wu Ting Fang Visits Mr. Edison

Wu Ting Fang, Chinese Minister to the United States, spent the morning of May 21st with Mr. Edison in his laboratory at Orange, N. J. The distinguished foreigner is greatly interested in the Edison Phonograph and other matters on which Mr. Edison is engaged and enjoyed his visit immensely. He started back to New York in an automobile, which conformed to the Far-Eastern opinion of "Devil Wagons" by breaking down in Newark. Newspaper reporters at once besieged him, and between seeing to the repairs of the machine and standing the reporters off he spent a very busy half-hour. One reporter succeeded in breaking through the Oriental reserve and secured the following for his paper:

"I was very interested in what I saw to-day. The Edison works are indeed wonderful, and Mr. Edison, he is wonderful, too. No wonder you Americans call him the—the—the——"

Wu became confused over the deficiency of his memory, and had his skin not been a dull yellow a blush might have been seen.

"The electrical wizard," interpolated the reporter.

"Yes, yes," went on the executive representative of the Chinese Empire. "He has done a great deal for his country and for the world."

Effects of Trade Depression

In these times of business depression it is encouraging to find that many regard the present outlook most hopefully. A striking example of hopefulness in the Talking Machine Trade is the following article by J. Newcomb Blackman in the May *Talking Machine World*:

"It is generally conceded that all business has been affected by the general depression, which started with the financial panic last October, and has been felt throughout the country since that time. The country before this period was considered at the height of prosperity, from what appeared on the surface. During the present depression the "light" has been "turned on," and it will be well for manufacturers, jobbers and dealers of talking machines and supplies to carefully note what it reveals.

You will have no trouble in finding people in our line who condemn the talking machine business at the present time, but their opinion is probably based entirely on the fact that sales are not as large as they were a year ago. Most things are judged by comparison and the present condition of the talking machine industry is no exception to this rule. Let us, therefore, compare the effect of the business depression on the talking machine industry with other lines of, not only luxury, but business in general.

In what line of business will you find the statement that sales are larger than they were a year ago? It is not likely that you can name one case. In this respect we will say that the comparison is about the same, although you will find that as compared to other articles of luxury the talking machine business has not shown as large a decrease in sales and has certainly more than held its own. Don't overlook the fact, however, that the word sale does not always mean profit. How many sales at the present time made in other lines of luxury, or even what might be termed staple lines, are bringing the same profit?

Is it not true that most articles sold throughout the country in general business are regulated very largely by the law of supply and demand, and that prices fluctuate accordingly? Will you not therefore find that in most lines of business the manufacturer, jobber and dealer is not only selling less goods, but selling them at lower prices than he anticipated or expected would be necessary when they were purchased? It will be very easy for you to figure the damage this does, not only through the dwindling of profit, but by the depreciation of the value of stock on hand. We will compare this condition with what we find in the talking machine industry based 'of course' on goods sold under price restrictions. We find that sales are less, but we do not find that values have depreciated. The dealer still gets full price for machines and records, so that although he must suffer a little temporarily by the loss in sales he makes the same percentage of profit, and stock on hand has not depreciated in value on account of the business depression.

This condition illustrates the value of restricted prices and every jobber and dealer at the present time, to be fair, should first compare the talking machine business with other lines in general before attempting to criticise the former. If he does this, and will make a fair comparison, I think he will agree that the talking machine business has more than held its own in sales and stands in a class by itself in regard to values being maintained. It is not a bad thing to be in the talking machine business during a business depression, if you handle lines that are sold under restricted prices, and the present test should be recognized as a valuable guide to the future policy of manufacturers, jobbers and dealers.

You will note by my remarks that I am a strong advocate of the policy of the leading talking machine companies in insisting upon a maintenance of prices from the time the goods leave the factory until they are paid for by the retail purchasers at the full list price. This naturally requires a firm stand on the part of the manufacturer in order to enforce conditions that will insure the jobber and dealer maintaining prices and preventing unfair competition. Suppose most of us jobbers and dealers were not surrounded by this cloak of protection at the present time and during the last few months.

Have you considered what might have resulted and what good cause you would have had for complaint, not only on sales, but with the methods employed in this business? Certain dealers who have been unable to meet their accounts as promptly as jobbers would expect, would have been forced to dispose of their stock at prices that would ruin the trade in that vicinity. A dishonest dealer could have auctioned his stock off and disappeared thus, not only hurting values in that territory, but causing the jobber a certain loss. This class of dealer is now held in check, for it is generally known by auctioneers that they have not the same liberty in selling talking machines under the hammer that they find in other lines.

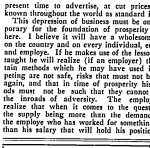
This may have kept many a dealer in the straight path and the jobber's pocketbook in a better condition than had the situation been otherwise. The dealer who has, to a certain extent, been attacked with what might be termed "cold feet," I claim, is benefited because he is unable to quit so easily at cut prices, and at the same time injure others in the trade, for he will probably "stick to the ship" and "weather the storm." There are cases where dealers will not be able to do this, but these are handled in such a diplomatic way by the manufacturer that failures, so far, have not resulted in injuring the maintenance of prices. With jobbers the situation is practically the same. Many who handle talking machines as a side line and are not sufficiently interested financially would not hesitate to turn their stock into money in ways injurious to the business in general. The manufacturers themselves are forced to maintain the policy which they have inaugurated, although I have no doubt that they would have plenty of opportunity to keep busy now if they were to accept ruinous propositions from cut price merchants, who would like an opportunity at the

present time to advertise, at cut prices, goods known throughout the world as standard in price.

This depression of business must be only temporary for the foundation of prosperity is still here. I believe it will have a wholesome effect on the country and on every individual, employer and employe. If he makes use of the lesson it has taught he will realize (if an employer) that certain methods which he may have used in conpeting are not safe, risks that must not be taken again, and that in time of prosperity his methods must not be such that they cannot stand the inroads of adversity. The employe will realize that when it comes to the question of the supply being more than the demand, it is the employe who has worked for something more than his salary that will hold his position, and will be considered a part of the organization who has contributed to the building, and will therefore remain a part of the structure.

During the summer the manufacturer will make use of the present slackening of business and prepare to stimulate the business with improvements that will make the talking machine industry as desirable as ever. The jobber who maintains a suitable stock of goods will hold what trade he has and probably draw trade from others, who have not had the required amount of optimism to keep them alive. The dealer who maintains a suitable stock and puts in all his spare time in getting in touch with everyone in his territory, will be known and remembered in the fall when, I believe, everything will again have assumed a good momentum."

THE EDISON BUSINESS PHONOGRAPH



TRADE MARK

Thomas A. Edison

Dealers Wanted

After three years perfecting the Business Phonograph and securing electric motors for all electric currents, we are prepared to appoint dealers in every locality to sell the appliances at a liberal discount. Write for circulars and terms of agreement TO-DAY.

EDISON BUSINESS PHONOGRAPH CO.
250 Lakeside Avenue
ORANGE, NEW JERSEY

REQUEST FOR ELECTROS

NATIONAL PHONOGRAPH CO.
ADVERTISING DEPARTMENT, ORANGE, N. J.

DATE.....190.....

Mail Electros No.....

We agree to use them in newspaper advertising and to send you copies of papers containing them before asking you for other electros. We intend running a..... inch advertisement.

Name.....

Street.....

City and State.....

We buy through.....

New Ready-Made Ads

Here are two more Ready-Made Ads that we furnish free for Edison Dealers' use in newspaper advertising. Hundreds of live Dealers all over the country are asking for these electros and using them regularly in their local papers with fine results. The thing that pleases us most, next to seeing them advertise, is that they often write up some copy of their own to go with the cuts we send in preference to using the talk we print in the Ready-Made Ads. This shows that they are going in to win. They are thinking the matter out for themselves, and the result is they know just about what to say in their ads to attract customers. The electro cut that we furnish include the illustration and the word "Edison" or "Edison Phonograph," as the case may be. Dealers then add reading matter to take up whatever space they wish. The original drawings from which our electros are made are the work of the best New York artists and are quite costly, but we figure that they are not any too good for the goods they advertise and as long as they help Edison Dealers to get results in their advertising as they have been doing, that part is all right.

We will send you either or both of the electro illustrations shown on this page in single or double column width, prepaying postage, so that they will cost you nothing. All you need do to get them is to agree to use them in your paper and send us copies of the newspapers containing your ads for our files.



EDISON PHONOGRAPHS

Don't make the mistake of thinking that every talking machine is a Phonograph.

The Edison Phonograph is the only one invented by Thomas A. Edison. It gives clearer and better renditions of music than any other form of sound-reproducing machine. Hear the new model at our store.

R. W. FOSTER
197 North 18th Street
New York City

☞Electro in above ad is: Single column wide No. 681. Double column wide, No. 684.

☞Electro in ad below is: Single column wide No. 685. Double column wide, 686.



EDISON PHONOGRAPHS

AT home, in the evening, with an Edison Phonograph to make things lively—what better combination can be imagined? Stop and think of this, father of a family, on your way home, and then stop in and hear the Edison Phonograph and have one sent home. A very small preliminary payment will make it yours.

L. W. MACK
14 Cosmopole Street, Scranton, Pa.



The EDISON PHONOGRAPH

represents not only the original sound-reproducing idea invented by Mr. Edison, but it also represents every improvement Mr. Edison has been able to make in his original invention.

It is now the product of the Edison Phonograph Works and Laboratories, and is backed by it for years and years with the resources of nearly a million dollars.

Every Edison Phonograph sold by the Jobber is guaranteed by him to be in accordance in each and every respect to the standard described and represented by him, and by the making of the sound test he is required to give the Edison Phonograph and Edison Records an opportunity to demonstrate their superiority.

THE TWENTY-FOUR NEW RECORDS FOR JUNE

are made up of some of the current song records and some of the best dance music. Ask your dealer to play them for you. If he cannot do so, write to us. They can be had at any Edison store on May 15th. You'll be sure to want some of them in your Phonograph.



Write for booklet describing the Edison Phonograph and Records. It will save explanations and useless argument.

NEWSPAPER ADVERTISING.

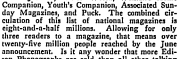
The advertisement of which this is a reduction occupied 56 inches, on May 11th, in a list of 146 leading daily papers throughout the United States. Their combined circulation is 3,107,145, so that it would be safe to say that the advertisement was read in a large majority of homes that can afford Phonographs. In addition to this we also ran a double-page advertisement in the twenty-fifth anniversary edition of the *New York World*, Sunday, May 10th. This was a 200-page paper and had a wide distribution, covering a very large part of the country. It was a costly bit of publicity, in fact, the costliest single talking machine advertisement ever inserted in a newspaper. Dealers everywhere are bound to profit by our extensive advertising, but the ones that profit most are those who go in for local newspaper advertising themselves.

Have you gotten one of the new hangers, "As a Protection to the Public," from your Jobber? If you have not, by all means do so at once and hang it in a conspicuous place where your customers can read it as an answer to their requests that you make this, that and the other special concession on Edison Phonographs and Records. It will save explanations and useless argument.

Have you been wishing something would happen to help business? Something has happened—the ten Bryan Records, with a big percentage of the country's population is the best argument you can offer for an Edison Phonograph.

MAGAZINE ADVERTISING.

This is a fac-simile reproduction of our full-page advertisement in the following list of twenty national monthly and weekly periodicals: American Magazine, Argosy, Everybody's, McClure's, Metropolitan, Munsey, National, Pacific Monthly, Red Book, Review of Reviews, Outlook, World Today, Saturday Evening Post (back cover). It also occupied a half page in Collier's Weekly and quarter-pages in Ladies' Home Journal, Ladies' World, Woman's Home Companion, Youth's Companion, Associated Sunday Magazines, and Puck. The combined circulation of this list of national magazines is eight-and-a-half millions. Allowing for only three readers to a magazine, that means over twenty-five million people reached by the June announcement. Is it any wonder that more Edison Phonographs are sold than all other talking machines combined when this advertising is kept up month after month throughout the year? The Dealer that does not follow our lead in going after business in a sincere, aggressive manner, cannot complain if competitors get the lion's share of sales. Read this copy of the PHONOGRAPH MONTHLY through for advertising suggestions.



The EDISON PHONOGRAPH

MR. EDISON would like to see an Edison Phonograph in every American home because he knows that there is in this, his favorite invention, more

sound, healthy amusement

than can be had in any other way for so little money. After all, what is it that we want in the way of entertainment? We go to the theatre to hear songs and dialogues; to the dance hall for music and motion; to the concert hall or grand opera to hear good singing, when we can get them all, at far less expense and trouble, in our own homes with the Edison Phonograph.

See and hear the new Edison model with the big horn at the nearest Edison store, or send for a complete catalogue describing it.



REMEMBER EDISON stands for the Edison Business Phonograph and that EDISON stands for the Edison Phonograph and that EDISON stands for the Edison Phonograph and that EDISON stands for the Edison Phonograph. Write us for full particulars.

WE INSURE GOOD LITTLE DEALERS as well as Edison Phonograph Jobbers. Write us for full particulars.

National Phonograph Co., 72 Lakeside Avenue, Orange, N. J.

SUSPENDED LIST, JUNE 1, 1908

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Chico—J. L. Crick, 234 Broadway.
*Crescent City—Peter Duffy.
Petaluma—Thomas McGuire, 875 Main st.
San Luis Obispo—A. Dormer.

CANADA.

Ottawa, Ont.—Ketchum & Co., Sparks and Bank sts.

COLORADO.

Boulder—Bentley & Craig.
Denver—Wagman & Bloomfield (The Phonograph Circulating Library), 1631 Champa st.

CONNECTICUT.

Chepiseville—Geo. S. House.

GEORGIA.

Acworth—Webb & Awtrey.
Stanton—Red Cross Pharmacy.
Valdosta—H. K. McLendon, 109 West Central ave.

ILLINOIS.

Champaign—Eggleston Bros., or Eggleston Music House, J. F. Eggleston, Prop.; also Danville, Ill.
Chicago—A. Gloss & Son, 727 W. North av.
Cockrell—Geo. Swinehart & Son.
Danville—Eggleston Bros., or Eggleston Music House, J. F. Eggleston, Prop.; also Champaign, Ill.
Elgin—Gibson & Mills, 18 Spring st. and 166 Chicago st.
Galesburg—C. F. Johnson Co.
Kampsville—C. Buhe.
Ottawa—Edward Harris.
Peoria—Geo. Ehret, 1307 S. Adams st.
Quincy—Hilbert Bros., 527 North 4th st.
J. F. Brenner, 620 Main st.
J. F. Whittaker, 618 Hampshire st.
Robinson—A. D. Foreman, or A. D. Foreman & Son.
*Rock Island—Totten Music House.
Wheaton—B. Irving.

INDIANA.

South Bend—Eugene Marsh, 126 Vistula ave.
South Bend Book Bindery, Robert Lebolt, Prop., 224 North Michigan st.

IOWA.

Burlington—John F. Weiss, 711 Jefferson st.
Clinton—Totten Music House.
Cushing—Bullock & Lyman.
Danbury—J. W. Orpen.
Independence—B. O. Parker, 116 E. Main st.
Keokuk—Ehret & Son.
Hookuk—W. H. Davis Surgical Supply Co., 17 4th st.
Mcclellan—J. W. Rounds & Co.
Mederville—John J. Carpenter.
Hansing—W. Brockley.
Sioux City—Eilenbach Bros. Co.
Geo. W. Lansing, 1117 4th st.
State Center—Ora Sargeant.
Webster City—E. H. Martin and Fred N. Martin.
Whiting—The Cassady & Whiting Co.

KANSAS.

Clay Centre—E. M. Gowanlock.
Lawrence—Hall Bros.
Topeka—H. E. Morehouse, 610 E. 4th st.
Wichita—Frank R. Powell, 132 N. Main st.

KENTUCKY.

Louisville—Irvine Simons, 842 W. Market st. (formerly 548 W. Market st.).

MAINE.

Biddeford—W. H. Field.
Gardiner—C. H. Cobb, 233 Water st.
Lewiston—J. W. Skene.
Mosmouth—G. H. Stetson.
Oldtown—E. M. Burnham.
Waterville—Frank Blanchard, 150 Main st.
M. Steinert & Sons Co., at all points.

MASSACHUSETTS.

Boston—Henry H. Savage, 146 Hanover st.
C. Singer, 69 Leverett st.
Fitchburg—M. Steinert & Sons Co.; also Pittsfield, Mass., and all points.
Florence—William Oakes, 87 Main st.
Franklin—E. P. Blackmar.
Great Barrington—Frank W. Wheeler, Main st.
Lawrence—A. A. Co., 314 Essex st.
H. C. Mosher & Sons.
Malden—A. T. Fuller.
Nantucket—Arthur M. Taylor.
New Bedford—H. B. DeWolf.
Pittsfield—M. Steinert & Sons Co.; 254 North st.; also Fitchburg, Mass., and at all points.
Somerville—E. J. Winchester, 32 Summit ave.
Woburn—Carlton Gillette, at The Boston Jewelry Co., L. F. Maloney, Manager.
Worcester—Joseph Tuhmas, 17 Front st.
Guy Furniture Co., 621 Main st.

MICHIGAN.

Ann Arbor—Ann Arbor Music Co., F. J. Drinkwatervoisky, Prop.
Bay City—Wm. Nolan, 1606 S. Madison st.
Detroit—F. J. Drinkwatervoisky.
Manistee—Gus Rud & H. Ilse Co., 311 River st.
Saginaw—Geo. W. Smendorfer.
James V. Calahan, 217 Genesee st.
Tierney Bros., 317 Genesee st.
Union City—Jay Hartman.

MINNESOTA.

Minneapolis—T. M. Roberts Co-op. Supply Co., 717 Nicollet ave.
Morristown—Wm. Zimmerman.
Willmar—Willmar Furniture Co., Ruble Block.

MISSOURI.

Ewing—Hal R. Ewalt.
Kansas City—Blackmore Co.
Keene—Dr. J. Whitmann Co.
Osceola—C. H. Green.
St. Louis—Kinlock Phono. Circle Co., 1216 Olive st.
Edward L. Reeve, and the Red Bud Floral Co., 210 Franklin st.
F. Ringwood and J. Ringwood, or Central Phono. Co. or Franklin Phono. Co.

NEBRASKA.

David City—John Albright.
Elwood—W. M. Warner.
Lincoln—The Wittmann Co.
Omaha—The Wittmann Co.
Geo. W. Lansing.
Red Cloud—Albright Bros. or L. P. Albright.
Sterling—Sterling Drug Co., W. O. Morrill, Prop., and W. G. Morrill, M. D.

NEW HAMPSHIRE.

Dover—E. C. Ingalls & Co., 444 Central ave.
Exeter—Dan Dodge, 82 Lincoln st.
Hillsboro Bridge—M. Barnes.
Manchester—A. H. Dumas.
Nashua—F. A. McMaster & Co.

SUSPENDED LIST—CONTINUED.

NEW JERSEY.

Atlantic City—Isaac D. Wolf, 32-34 Arkansas ave.
Bayonne—C. Wigdor, 420 Avenue D.
Jersey City—W. L. Hoffman, 151 Montgomery street.
Long Branch—A. N. Alexander, 103 Broadway.
Newark—R. L. Corwin; also New York City, R. Rosenthal, Prop. Springfield New and Second Hand Store, Springfield ave.
D. Silverstein, 22 Springfield ave.
*Newton—A. Borkowitz, 99 Spring st.
*Passaic—I. Hurwitz.
Paterson—Chas. H. Kelly, 26 N. Main st.
Plainfield—S. W. Fricht; or R. Fricht; also New York City.
Silver M. Lockfeld.
*Westfield—Harry Borkowitz, 146 Broad st.
West Hoboken—Emil Hollander, or The West Hoboken Bicycle & Phono. Co., 169 Spring st.

NEW YORK.

Albany—G. Lamb, 124 N. Pearl st.
G. A. Shultz, 1 Hudson ave.
Amsterdam—Jos. Kirchner, 28 Market st.
Bedford Park—Co. H. Tyrrell.
Brooklyn—Nathan Abrahams, 502 Broadway.
Wm. Albrecht, 104 Knickerbocker ave.
H. Bindermann and George Hindermann, Bindermann Phonograph Exchange, 1421 Myrtle ave.
Emil Smith, 634 Eleventh st., and 220 Smith ave.
Totten Furniture & Carpet Co., 216 Grand st.
Buffalo—Curtice Bros. Co., 16 Seneca st.
Simon Fleber, 872 William st.
Herman Ac ves Bannhardt, 1214 Loveley st.
*Coboes—John H. Smith, 188 Remsen st.
Dolgeville—Clarence Richmond.
Haverstraw—J. H. Newman, Broadway.
Hudson—Wm. Miller.
New York—Alexander Armstrong, or American Phono Co., 104 Wall st.
Automatic Either Co., M. Cohen, Prop., 98 Second ave.
Bensinger Co., 372 W. 11th st.
Edison Shop, 473-481 Willis ave.
Bronx Phono. Co., or David Switky, 506 Willis ave.
B. L. Corwin; also Newark, N. J.
Eagle Phono Co., or C. Lowenthal, 83 Nassau st.
Emerson Phono. Co., 2 W. 14th st.
Empire Furniture Co., Edward V. Kraus, Prop., 705 3d ave.
S. W. Fricht, or Fricht, 7 Barclay st., or 58 Cortlandt st., also Plainfield, N. J.
H. Gerber, 2 Murray st.
Harmonic Hall Whole, 297 Broadway; also Philadelphia, Pa.
Hebrew Bros., 325, 421 and 431 West st
N. Horn, 148 E. 125th st.
W. L. Isaacs, 114 Fulton st.
Italo-American Phono. Co. (H. Gerard Sachs).
Edward V. Kraus, 607-611 Ninth ave.
S. Lamburg & Co., 194 Broadway.
J. McSlyrine, 393 Broadway.
Parker & Cooley, 2387 Amsterdam ave.
Richmond Phono. Co., 1358 st.
Rosenthal Bros., 2 Canal st.
*P. A. Rosenthal, 291 5th ave.
Winthrop Cycle Co., 2213 Seventh av.
Oneonta—O. B. Shearer Co., 359-361 Main St.
Putnam Valley—Edgar P. Mallory.
*Ripley—Henry Burton, 613 Main st.
Rochester—Alexander Bros., 25 Clinton st.
Rome—A. S. Nenner, 109 E. Dominick st.
Charles Tuttle.
Saratoga Springs—Sperry A. Nole.
Watertown—H. S. Wardwell & Co., 59 Public Square.
Wayland—John Gross, Pursel Block.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

NORTH DAKOTA.

Fargo—Ben Hart.

OHIO.

Ashtabula Harbor—Chas. W. Askew (Gregory, Askew & Co.).
Bellevue—J. Geyer.
Brookville—H. M. Pettit.
Cincinnati—J. A. Anderson.
Coshocton—Burns & Gosser.
Dayton—W. E. Sapp, 1942 W. Third st.
Greenville—Omer E. Westerfield, 5th and Main sts.
Hicksville—W. S. Holden Co.
Springfield—D. & M. Vandergool.
Uhrichsville—P. A. Maguire.
Wilmington—Raymond Hale, or American Woolen Mills Co.

PENNSYLVANIA.

Altoona—T. Stalford, 406 Main st.
Bradford—L. S. Gritten, 29 N. Washington st
Lancaster—J. G. Gasser, 249 N. Queen st
Lock Haven—Floyd Gilbert, 24 W. Swope, Prop., 121 Main st.
Mt. Pleasant—Benjamin Posner.
New Castle—Will Hartland, 10 E. Long st.
Philadelphia—A. H. Cassidy, 3783 Emerald st
Chas. Dunbar, 1953 Carpenter st.
Thomas Dunn, 1952 Hawthorne & Shields, 604 Chestnut st., or Oxford and Mascher sts.; also New York City.
A. F. Gowen, 232 Arch st.
Gutekunst Bros., or Geo. W. Lawden, Prop. Pioneer Studio of Music, 2614 Frankford ave.
Penn Novelty Co., 16 South 9th st.
Pittsburg—A. Lippard, 616 Wylie ave.
Reevesville—Granville B. Tyson, 316 Main st
Titusville—Edison Phono. Exchange Cigar Store, 107 W. Central ave.

RHODE ISLAND.

Providence—E. H. Gainsbury, 59 Plainfield st.
F. S. Moore.
M. Steinert & Sons Co., 327 Westminster and also Pitchburg and Pittsfield, Mass., and at 46 points.
Rockville Centre—G. A. Clark.

TENNESSEE.

Alexandria—Clarence D. Baird Music Concern.
*Chattanooga—Ed. Marlor, 11 E. 7th st.

TEXAS.

Whitney—H. E. Randle & Co.

UTAH.

Salt Lake City—Daynes Romney Music Co 25 East South 1st st.

VERMONT.

Barre—Averill Music Co. (H. L. Averill & Co.), 28 N. Main st.

VIRGINIA.

Covington—Covington Furniture Co., 213 Maple ave.
Norfolk—W. Reichenstein, 266 Church st.

WASHINGTON.

Seattle—Cline's Piano Co., 1205 2nd ave.

WISCONSIN.

Ashland—J. F. Pool Co.
Milwaukee—J. C. Hattrick.
Hershberg—Plat & Greenwood.
Walworth—O. H. Stewart.

*Added since May 1st, 1908.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Edison Phonograph Monthly

VOL. VI. July, 1908 No. 7

Our Aim

THE EDISON PHONOGRAPH MONTHLY is not a smart or "slick" publication. At least not in the sense in which those terms are generally used.

We are doing our best to get out a serious, practical, matter-of-fact trade journal that will *help Edison Dealers sell goods.*

It shall be our ambition to make the PHONOGRAPH MONTHLY more readable—more helpful each succeeding month.

The most we ask of you is that you make use of all the practical suggestions you find for improving your business. The least we expect of you is that you read your copy through each month.

Isn't that a fair deal?

Don't Play Records too Fast

We cannot make this caution strong enough. It is absolutely necessary to run an Edison Phonograph at a speed of exactly 160 revolutions per minute to get perfect results. All master Records, from which Edison Records are made, are recorded at this speed. They must be reproduced at this speed—no more, no less.

Every Phonograph is adjusted to run at 160 revolutions a minute when it leaves the factory. If by accident or carelessness, the governor should become displaced on the pinion shaft or the speed-adjusting screw underneath the top plate turned so as to change the speed, it can be easily adjusted. Raise the top on the Standard or Home and turn the speed-adjusting screw to the right to make the cylinder run more slowly or to the left to make it run faster. The way to judge the speed is to have the Phonograph fully wound up and running at full speed with Reproducer arm down as for reproducing. The Reproducer arm should travel from one of the circular rings on the back rod to the other in exactly one minute. The circular rings are 1 6-10 inches apart. When the Reproducer arm travels this distance it indicates 160 revolutions.

Foreigns Pay Him

We want every Edison Dealer to read the following letter. The good thing about it is there is some German or French or other foreign customer of yours waiting to be "shown" just as Mr. Haupt's friend was. You ought to go after this trade the same as he is doing:

"A friend of mine whom I had not seen for some time paid me an unexpected visit. He had just returned from Germany where he had heard a number of German Records which he supposed were never made in this country. He especially mentioned one Record, 'O Susanna.' I did not answer him but took the Record and put it on the machine. He was so delighted with it that he immediately gave me an order for an Edison Triumph Phonograph, a cabinet, and a great many Records, most of which were German. His purchase amounted to $297.50. He never before had any thought of buying a machine until he heard 'O Susanna.' Now he is so interested in the machine that he regrets that he had passed so many years without an Edison Phonograph."
—Star Phonograph Co., B. Haupt, Prop., 1034 Broadway, Brooklyn, N. Y.

A Question

Are you one of the Edison Dealers who invite Phonograph owners to come to their stores one night each month to hear the new Edison Records played?

"INITIATIVE," WRITES ELBERT HUBBARD, "MEANS DOING A THING WITHOUT BEING TOLD. THE NEXT BEST THING IS DOING IT WHEN YOU ARE TOLD ONCE." THE DEALER WHO DOES HALF THE THINGS HE IS TOLD IN *THE PHONOGRAPH MONTHLY* TO DO IS GOING TO WIN, BUT THE DEALER WHO DOES THREE-FOURTHS IS GOING TO BEAT HIM TO IT.

Advance List of New Edison Records for September, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before August 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on August 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on August 25th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after August 20th, but must not be circulated among the public before August 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on August 24th, for delivery on the following day. Jobbers are required to place orders for September Records on or before July 10th. Dealers should place September orders with Jobbers before July 10th to insure prompt shipment when Jobber's stock is received.

9924 Mexican Kisses — **Edison Concert Band**

Here is a most delightful concert number that has much in common with the ravishingly sweet "Habanera," the Spanish national dance. It is built upon a melody that is as dreamy and rhythmic as any old-world danseuse of old Spain could wish for. As usual with Spanish and Mexican dance music, castenets are introduced with fine effect to emphasize the dance tempo. Composer, Charles J. Roberts; publisher, Carl Fischer, New York.

9925 Let Me Crown You Queen of May with Orange Blossoms — **Manuel Romain**

A picturesque love ballad that vividly recalls Record 9928, "When It's Moonlight, Mary Darling, 'Neath the Old Grape Arbor Shade." The music is by the same composer and serves equally well to bring out all the latent sweetness of Romain's fine tenor voice. To hear this Record is to wish to own it. Orchestra accompaniment; music, J. Fred Helf; words, Bartley Costello; publishers, Helf & Hager Co., New York.

***9926 Take Me Out to the Ball Game** — **Edward Meeker**

The love-ball hit of the season—a home run at least. Katie Casey is a true-blue, dyed-in-the-wool base-ball "fan," and can give her big brothers pointers on "rooting" for the home team. She'd rather munch peanuts on the bleacheries than caramels at a matinee—which is saying a good deal for a girl. Meeker must have taken Katie to a game or two, judging from the interest he takes in singing about her. The tune is a jolly, infectious one and you get every word. Orchestra accompaniment; music, Albert Von Tilzer; words, Jack Norworth; publishers, York Music Co., New York.

9927 Dancing in the Barn — **Edison Military Band**

A new interpretation of an old-time favorite greatly in demand for the reigning barn dance, which seems to have come to stay. The Band has succeeded in making a remarkably good Record, loud and clear in tone with the rhythm perfectly marked. Publishers, Thompson & Odell, Boston, Mass.

9928 Hugo — **Ada Jones**

Here is more proof that Ada Jones' versatility has no limit. This charming entertainer can sing an Irish song "to beat the Dutch," and then turn right around and sing Dutch to beat the Irish. That may seem like a very difficult feat, but there will be no room for doubt after hearing "Hugo," which is her latest Dutch dialect song. A winning combination of genuine comedy with a pleasing waltz tune that suggests the most musical of Vesta Victoria's English comedy songs. Orchestra accompaniment; music, Ted Snyder; words, Edgar T. Farran; publishers, Ted Snyder Co., New York.

9929 Sim and Sam, the Musical Coons — **Len Spencer and Mozarto**

A racy vaudeville sketch. Sam and Sim are a pair of vivacious coons who get back at one another with a lot of witty ragtime repartee leading up to some clever musical stunts. The latter are done by Mozarto, the European vaudeville performer, who was tempted to visit America by the large salaries paid here to artists in his line. He plays about every type of

* This selection will be illustrated on cover of September Phonogram.

instrument, his strong point being taking them two-at-a-time. We are treated to a saxaphone duet, "Sycamore Tree"; to "Suwanee River" on a one-string violin and ocarina, and to a clarinet duet, "Jamaica Two-Step." Mozarto being the sole performer in all three duets. As good as it's novel. Not published.

9930 Childhood — **Byron G. Harlan**

Byron Harlan's child-songs are classics in their way. Many owners of Edison Phonographs give them a place ahead of all other Records. And no wonder, for who could turn a deaf ear to such rare gems of song as "Why Don't They Play with Me?" "Daddy's Little Girl," "Will I Find My Mamma There?" "Little Boy in Blue," "Hello, Central, Give Me Heaven" and "School Days." In "Childhood" Kerry Mills gives us his idea of a song written in the popular waltz time. The fascinating refrain is accompanied with bells. Simply charming and charmingly simple. Words and music, Kerry Mills; publisher, F. A. Mills, New York.

9931 Dance of the Clowns — **Edison Symphony Orchestra**

A realistic descriptive number that portrays the frolicsome glee of a whole company of clowns belonging to "the greatest show on earth." Apparently they have been given a free rein to do as they like and have the entire ring of the circus all to themselves. The entire selection is played in a lively quick-step to keep time with the make-believe quips and pranks of the sportive merrymakers, the oboe and bassoon having solo parts that are decidedly bright and tuneful. Composer, Geo. J. Trinkhaus; publishers, Theo. Bendix Music Co., New York.

9932 Mother's Lullaby — **Matt Keefe and George Stricklett**

A plaintive slumber song with yodle—the first in a long while. The song is by Stricklett and the yodle by Matt Keefe, a new Edison artist. Mr. Keefe is also the composer and has worked in many of those peculiar and strikingly pretty yodling effects that have made his fame in vaudeville. Orchestra accompaniment; music and words, Matt Keefe; not published.

9933 I've Taken Quite a Fancy to You — **Ada Jones and Billy Murray**

Nothing that these clever duetists have done together rivals their spicy love-duets. "Kiss, Kiss, Kiss" (Record 9681) was the starting point of their success in this field. Later we were treated to "Smile, Smile, Smile" (Record 9724) and later still, to "When the Bird of Love is Heard" (Record 9844). Their latest is a distinctly amorous flirting-song, which offers both singers a number of spirited solo parts and a swinging chorus, in which their voices blend delightfully. Orchestra accompaniment; music, Theodore Morse; words, Edward Madden; publishers, F. B. Haviland Publishing Co., New York.

9934 Cohan's Rag Babe — **Arthur Collins**

Still another of the bright musical things from "The Yankee Prince." A jolly, rollicking number that is as joyfully raggy as the "raggedy man." It tells a story of a new two-step that's coming to town (and of course George Cohan would be expected to know about a new two-step ahead of anybody else). If you want a lightning-fast Cohan ragtime number, served up in style by Arthur Collins, don't omit this Record from your list. Orchestra accompaniment; words and music, George M. Cohan; publishers, Cohan & Harris Publishing Co., New York.

9935 Society Swing Two-Step — **Edison Military Band**

A catchy two-step played in dance tempo that will at once take a conspicuous place in the repertoire of the leading dance orchestras. The composer was also responsible for the fashionable "College Life Two-step." The Edison Military Band gives a finished, even performance with ample volume for dancing. Music, Henry Frantzen; publishers, F. B. Haviland Publishing Co., New York.

9936 Somebody Lied — **Bob Roberts**

Bob Roberts has a great opportunity here in one of the best comic coon songs heard in months. Both words and melody are away above the average. The story the coon tells on himself is that somebody (presumably a phrenologist) felt his head in his pickaninny days and said he'd be a President at least—and of course "somebody lied." Later in life he was at work in a livery stable and somebody ordered him to curry a mule, saying, "Don't be afraid of her hind legs, she's gentle as can be." Once again "somebody lied," this time with disastrous effects. Orchestra accompaniment; music and words, Jeff T. Branen and Evans Lloyd; publisher, Will Rossiter, Chicago.

9937 Throw Out the Life Line — **Edison Mixed Quartette**

No hymn in the entire Gospel Hymn Book is more universally beloved than this one. It is probably more used than any other in church revival work. The Edison Mixed Quartette has given it an original interpretation that will reveal new beauties not yet thought of by its tens of thousands of admirers, the soprano and tenor singing the verse and the quartette the refrain. This affords a most unusual example of contrast in form and plan—one singing most many church choirs will undoubtedly copy. Music and words, Rev. E. S. Ufford.

9938 Starlight Maid — **Billy Murray and Chorus**

The brilliant feature-song of "The Auto Race," this season's spectacular production at the

New York Hippodrome. This song has probably won more encores at the world's largest theatre than any ever offered there. Billy Murray sings the solo part and a male quartette assists in the captivating chorus, accompanied by a bells obligato. Orchestra accompaniment; music and words, Manuel Klein; publishers, M. Witmark & Son, New York.

9939 Beau Brummell — **Albert Benzler**

An Edison owner asks, "Can we have too many of the Benzler bells solos?" The answer is a decided "no," especially if we could always have a favorite selection like the ever-charming "Beau Brummell"; but unfortunately there are not many such. The arrangement, in gavotte tempo, lends itself nicely to bells work, and chimes are introduced with just sufficient prominence to bring out the full harmonic contents. Music, Theo. Bendix; publishers, Oliver Ditson Co., Boston, Mass.

9940 Oh, Glory! — **Murry K. Hi**

Murry K. Hill's cleverest comic song-success that has been heard and O. K'd all around the big vaudeville circuits. The singer has a droll method which is all his own, although he has been widely imitated. He has only made one other Record, "In the Good Old Steamboat Days" (9629). The thousands of Phonograph owners, who have this, will hardly wait to read the announcement of a new and even better one by this ever-popular vaudeville artist before determining to own it. The words picture several highly amusing situations and Hill works in a couple of his odd introductions on two of the verses that if anything are more comic than the lines of the song. Orchestra accompaniment; words and music, Murry K. Hill.

9941 Down in Jungle Town — **Collins and Harlan**

We were all ready and waiting for another Collins and Harlan Jungle Song ever since they gave us "In Monkey Land" (Record 9700). It certainly had a "more" to it, and a delight be added, its popularity shows no signs of waning. "In Jungle Town" is by the same composers and they call it the legitimate successor to their earlier effort. We wish to stamp our cordial O. K. on their opinion, but think Collins and Harlan deserve a world of credit for the splendid manner in which they have brought out all its good points. The tune is teething and the chorus goes with a double-swing, helped considerably by a xylophone accompaniment. Orchestra accompaniment; music, Theodore Morse; words, Edward Madden; publishers, F. B. Haviland Publishing Co., New York.

9942 Flanagan's Shopping Tour — **Steve Porter**

This is probably the most comical experience our friend Flanagan ever had. It seems Mrs. F. was sick and Flanagan, like the good fellow that he is, offers to do her shopping. She sends him out to tackle the bargain counters at the department stores. He has a long shopping list and isn't very clear in his own mind as to what it wanted. The sales-girls (mean things) take advantage of him at every turn. For instance, he asks innocently if they have the thinnest thing in shirt waists. The answer is, "We have, but she's out to dinner." This is kept up through eight different departments, each situation being funnier than its predecessor. The act concludes with a rousing comic song. The sketch is original and is not published.

9943 Schottische Medley — **John Kimmble**

Have you heard a Kimmble accordion solo? No? Then don't fail to ask your Dealer to put this Record on for you. The accordion used by Kimmble has no relation to the ordinary concertina type of instrument. You will be astonished at its sweet tone and variety of musical expression, while the volume is sufficient to fill a large-size concert hall. This selection is a potpourri of popular melodies played in schottische tempo. It is well suited to the barn dance. Piano accompaniment; not published.

9944 Your Picture Says, "Remember" tho' Your Letter Says, "Forget" — **Frederic Rose**

This month's sentimental ballad represents the united efforts of A. J. Lamb, who wrote the words of "The Heart You Lost in Maryland You'll Find in Tennessee" (Record 9282), and S. R. Henry, who composed the music of "Down in the Old Cherry Orchard" (Record 9723). The first will be recalled as Rose's great success on our March list, while the latter was the song selected by him for his first Edison Record. This touchingly pretty ballad may therefore be fairly said to have been made to order for the singer and to fit him "like a glove." Orchestra accompaniment; music, S. R. Henry; words, A. J. Lamb; publishers, J. W. Stern & Co., New York.

9945 Tony and Rosetta — **Ada Jones and Len Spencer**

Ada Jones and Len Spencer in their element. As Tony and Rosetta they run a "dago" fruit stand and make a fair start to riches. The competition for laughs is very keen between their fast and witty repartee and that of their customers. These include an Irish cop, a Jew, a boodleist, and Danny, Rosetta's second-best friend. The mandolin, harmonica, popping corks, fizzing soda and steaming peanut roaster provide incidental music, and Rosetta (Ada Jones) tops it all off with a great dialect song, "It's My Brud." The sketch is original and is not published.

9946 Every Mother's Son There Sang "The Wearing of the Green" — **Edward M. Favor**

Truly Irish and truly comic. The events of McVeigh's birthday celebration are graphically

pictured in lines that abound in real Irish wit. All the neighbors had assembled on the parlor floor of the McVeigh tenement and proceeded to make an Irish night of it, by partaking of the cup that cheers and singing "The Wearing of the Green." Then followed a genuine Irish scrap, resulting from Dan McCann trying to dance the "Merry Widow Waltz" with the wife of Murphy's bonnet. A copper "blew in" on the scene in time to pinch the whole "shebang," so the rest of the evening was spent in jail. Three verses and three choruses. Orchestra accompaniment; music, Joe Hollander; words, Ed. Rogers; publisher, Shapiro, New York.

9947 The Top Notch March — **Edison Military Band**

All that the name implies—a new march and a sure enough live one. One hears so many so-called marches that are simply a jumble of old worn-out tunes "oft heard before" that a snappy, original number such as this one is as refreshing as a cool shower after a hot day. Note particularly the haunting melody in the trio, and the stirring military flavor which gives the Edison Military Band an opening for some of their wonderful ensemble work. Music, Charles Arthur; publisher, Carl Fischer, New York.

2 Selections Made Over

We list below two selections that have been made over by the same talent. The September printed matter prepared for retail use will contain these selections. Jobbers should replace their stock of the original Records of these numbers with the new ones.

2216 The Old Oaken Bucket — **Edison Male Quartette**
8270 Santa Claus Song — **Geo. P. Watson**

Home Made Records

Get the owners of Edison Phonographs started on making their own Records at home. It's easy to do and will pay you big. Voice photography is more novel—more fascinating than ordinary photography and far less trouble. Baby prattle recorded now will prove the most delightful music in the world in later years. And the recorded words of relatives and friends will be a priceless possession when they are far away. Such talking points make an irresistible argument with Edison owners.

Be the first to push home-made Records in your town. It will pay you big because you sell the Record Blanks at a good profit and charge for shaving them off. You also sell the recording horns and (to owners of Gem and Standard machines) the Recorders. Don't lose a sale because a customer objects to buying the recording horn. Sell it if you can, but failing in this, show them how to make one of card board.

The minute you announce that you can supply the equipment for making Records at home and are prepared to shave the blanks, it is bound to add greatly to your prestige. It will attract Edison owners to your store who have been going elsewhere for their regular Records. It will also influence the prospective buyer of a machine to get an Edison, as it is the only type on which Records can be made at home.

We are going to give liberal space in the *Phonogram* to home record-making from now on. That will help you.

Write at once to the National Phonograph Company for a catalogue of accessories and any further information.

An Idea

One Edison Dealer makes it a rule to print the full lists of new Edison Records in his newspaper advertisements. He features this double line in bold face type:

Call and hear the new Records
Whether you own a Phonograph or not.

A very clever scheme, for it not only reminds Phonograph owners that the new Records are out, but invites the public in to hear them. Use the idea in your advertisements.

They Are "With Us"

We have looked over the Edison bill-boards and find them well located and nicely put up.

They are certainly fine and an expensive piece of work. But without a doubt, like all GOOD advertising, they will pay well.

We are spending considerable this year for advertising Edison Phonographs in local newspapers, sign boards and mailing advertising matter direct. Last, but not least, we endeavor to sell every customer a quiet running, carefully adjusted machine, and a good selection of Records, which secures a satisfied customer—the best advertisement procurable—free of cost. We are with you to strengthen the Edison business.—*Olinger & Warwel, No. Manchester, Ind.*

Appellate Division of New York Supreme Court Decides Davega Case in Favor of the National Phonograph Co.

The decision of Judge Keogh, in the Davega suit in favor of the New York Phonograph Company, was reversed on June 5th, by a unanimous decision of the Appellate Division of the Supreme Court of New York. As several hundred suits brought against New York jobbers and dealers of the National Phonograph Company by the New York Phonograph Company are substantially terminated by this decision in the Davega suit, which was selected practically as a test case, it is of exceptional interest to New York Jobbers and Dealers. The decision is a document of very considerable length and while its importance would merit its reproduction here in full, lack of space restricts this article to a brief statement of the material points decided and a few extracts from the more important portions of the decision.

Judge Miller, in writing the opinion, concurred in by all the Judges of the Appellate Division, treats the case in two branches; first, deciding that on the merits of the controversy the decision in the court below should have been against the New York Phonograph Company, and secondly, directing a dismissal of the bill of complaint on the ground that the suit was really a patent case, which should have been tried in the Federal Courts and of which the State Courts have no jurisdiction.

On the question of the merits, the decision is in substance as follows: On June 28th, 1888, the North American Phonograph Company, under an agreement with Mr. Edison, acquired the exclusive right to exploit and introduce the Phonograph commercially throughout the United States and Canada. This was a license agreement under certain inventions patented prior to that time, which patents would expire, by the termination of the seventeen-year period for which they were granted, not later than 1907. By a subsequent agreement of August 1, 1888, Mr. Edison undertook to assign to the North American Company his Phonograph inventions made within a period of fifteen years thereafter, on condition that the North American Company should pay his expenses for experimental work, and for obtaining the patents.

The North American Company granted an exclusive license to the New York Phonograph Company, the plaintiff, and its predecessors, to sell Phonographs and appliances within the State of New York, up to March 26th, 1905, and so long thereafter as it should have exclusive rights to grant, under its contract with Mr. Edison. This contract was one between the North American Company and the New York Phonograph Company, and its predecessors. Mr. Edison was not a party to it.

In the year 1894, the North American Phonograph Company became insolvent and a receiver was appointed, and in February, 1896, its assets were sold to Mr. Edison, who was the sole bidder and the largest creditor. The North American Company, after its insolvency, paid no part of the expenses incurred by Mr. Edison in making his subsequent experiments and in securing his patents, and therefore, under the terms of its agreement with him, acquired no right to such inventions. The decision of the trial Court, which granted an injunction restraining the defendant, Davega, from selling Phonographs and phonographic appliances, within the State of New York, up to August, 1921, was based upon the theory that the rights of the New York Phonograph Company continued during the life of a patent of Mr. Edison, granted in August, 1904, and applied for on August 1, 1903, the last day of the fifteen years during which Mr. Edison was to make inventions for the North American Phonograph Company, assuming that the above conditions were complied with. No one pretends that the patent in question was used by the National Phonograph Company, or by any one else, but the patent was practically selected as a *measure of time*, during which the original rights of the New York Company were supposed to be in force, and not, as is ordinarily the case with patents, to define the scope or extent of a right. But as the North American Company, subsequent to the receivership in 1896, paid none of the expenses relating to the making of inventions and the taking out of patents, the Court held that it was not entitled to an assignment of that invention and hence its rights could not possibly be dependent thereon; and for this reason, the decision of the Court below was reversed.

On the question of jurisdiction, the contention of the New York Phonograph Company was that this was not a patent suit, because the validity of patents or the violation of patent rights was not presented for decision, but the Court found that an infringement suit does not necessarily involve the validity of a patent, that the rights which the New York Phonograph Company asserted arose, if at all, under the patent laws of the United States and that the construction of the patent laws, as well as the construction of the patents themselves were involved and announced its determination upon the subject of jurisdiction as follows:

"This conclusion seems inevitable that whatever rights the plaintiff has as against the defendant (Davega, the jobber) or his vendor (the National Phonograph Company) are patent, not contract rights. If so, any suit to enforce those rights arises under the laws of the United States, and the Courts of this State cannot take jurisdiction of it."

The decision furthermore disposes summarily of the principal contention of the New York Phonograph Company that the rights secured from the North American Company were derived from a general selling contract and not from a license under patents, in the following language:

"I do not discuss the point argued by the plaintiff that the term of said contract was fixed not by the life of the patents owned or controlled by the licensor, or which it might become entitled to under its contract with Mr. Edison, or that *position is obviously untenable.* The parties understood when said contract was made that all of the patents then in force would expire before or during the year 1908 and the continuance of the contract beyond that time depended on the making of subsequent inventions by said Edison, which said licensor should become entitled to as aforesaid."

Another contention which lies at the foundation of the claims made by the New York Phonograph Company was that the National Phonograph Company, which acquired a part of the assets of the North American Phonograph Company is the successor of that company and as such is bound to perform all its agreements for the future. On this subject the Court says:

"The respondent's position is that the National Phonograph Company is the successor of the North American Phonograph Company; *but that position is untenable (N. Y. Bank Note Co. v. Hamilton B. M. Co.,* 190 N. Y., 280.) The National Company purchased through Mr. Edison the assets of the North American Company at receiver's sale pursuant to a judicial decree. There was nothing in that decree which required the purchaser to assume the obligations of the old insolvent company, and the purchaser at a judicial sale of the assets of an insolvent corporation does not assume the latter's obligations.

* * * * * * * * * * * *

"If it be the law that the purchaser at a receiver's sale of the assets of an insolvent corporation assumes its obligations even under executory contracts, no responsible person could safely bid at such a sale *but as already shown that is not the law.*"

Throughout this litigation numerous unfounded accusations have been made against Mr. Edison in relation to his conduct toward the North American Company. As a matter of fact it was through Mr. Edison's efforts that the North American Company remained in business as long as it did; and instead of endeavoring to wreck it, as he has been accused of doing, he made many personal sacrifices to sustain it. We are pleased to note the following passages in this decision which indicate how unfounded were the charges made against Mr. Edison:

"There is a finding 'that such acts' (*referring to acts set forth in previous findings*) 'were done pursuant to a scheme or plan and as an expedient and device to unlawfully invade the said exclusive territory of this plaintiff.' But so far as that may refer to the appointment of a receiver of the North American Phonograph Company, the sale of its assets and the purchase thereof by the National Phonograph Company, *there is no evidence to support it.* It is undisputed that when the North American Phonograph Company was insolvent, a receivership was necessary and Mr. Edison or a company organized by him had as much right to purchase the assets as anybody had. *In fact, his purchase was probably fortunate for the creditors.*"

* * * * * * * * * * * *

"I am not saying that Mr. Edison could wreck the North American Phonograph Company for the purpose of acquiring its assets and destroying the value of the plaintiff's contract without being answerable in damages therefor, but I am not willing to put a strained construction upon words wrong, but which must be read in the learned counsel for the respondent on that subject, *there is no proof whatever to the record to warrant it.*"

We regard the decision in the Appellate Division as of great importance, and believe that it must substantially end the campaign which for years has been directed against our Jobbers and Dealers by the New York Phonograph Company.

Jobbers' Convention

Everything is in readiness for the annual convention of the National Association of Talking Machine Jobbers at Atlantic City, N. J., July 6 and 7. The committee of arrangements reports that there will be a fine attendance and many Dealers will also make the trip, as it offers an unusual opportunity for combining business and pleasure. Atlantic City is the nation's playground about the time set for the convention, and hotel accommodations should be engaged in advance. The Hotel Chalfonte will be headquarters. The committee also recommends the Raleigh Hotel, which is near at hand, and suggests that everyone attending the convention ask for the special hotel rates that they have arranged for.

Prices for Gold Plating the Idelia

The Sales Department, in response to a request from the trade, recently quoted a list price of $13.50 for the Idelia Phonograph *gold plated* instead of oxidized, subject to the regular Jobbers' and Dealers' discounts. This makes the additional price of gold plating $2.50. If a gold-plated Idelia is ordered with repeating attachment, no extra charge will be made for gold plating. Only the regular charge for the repeating attachment, $12.50, will be made.

Sales Department Bulletin No. 12. June 20th, 1908.

FOR UNITED STATES AND CANADA DEALERS.

Correspondence concerning this Bulletin should mention its number and be addressed to the National Phonograph Company, *Sales Department,* Orange, N. J.

Dealers are hereby advised that inasmuch as we have no more moulds or masters of them, the following selections will be considered as "cutouts" after our present stock is exhausted:

12074	La Marcha de Cadiz (Spanish) Vargas
12876	Blue Bells of Scotland (French-Canadian) 48th Highlanders' Band

WHY NOT BECOME A DEALER IN EDISON BUSINESS PHONOGRAPHS? OTHER DEALERS ARE FINDING IT HIGHLY PROFITABLE. FOR FULL INFORMATION WRITE TO *EDISON BUSINESS PHONOGRAPH CO., ORANGE, N. J.*

How to Unpack and Set Up Edison Phonographs

There is a right way to unpack Edison Phonographs and Records that is so far ahead of the multifarious wrong ways that we are going to explain it fully for the benefit of Edison Dealers who do not have it in use.

Edison Phonographs reach the Dealer in the same shape as when they leave the Edison Phonograph Works at Orange, N. J., as the Jobber re-ships them just as they are received. This means they are in perfect condition, and all that's needed is a little care to get them out whole.

The box should be placed on a bench, or on another box, top-side up. If you are a six-footer, the store counter may not be too high for the purpose. Now draw the nails out with a NAIL-PULLER. We write this with capitals because it's by far the most important part of the operation. If you do not have a nail-puller, by all means get one. Ninety-nine per cent of all damaged goods found in our shipping boxes comes from indiscriminate, strong-arm use of hatchet or hammer and chisel in opening them up.

The latter is just about as effective a way of opening up Phonograph goods as an axe is on a can of tomatoes. Your little ten-cent can opener does the trick in thirty seconds and saves the can, saves the contents, saves your good humor for the day. And you know how the axe scheme works. Well, the Phonograph is not far below the top of its box, and it won't take much of a stab from hatchet or chisel to open up a gaping hole in its cover. Get the nail-puller and save all of those good boxes that will come in fine to sell or to set things on in your window trims.

When the box top comes off a good thick layer of excellent padding is found. Take this out and a couple of stout strips will be seen extending across, to help hold the Phonograph firmly and prevent slipping around. The way to get these



out is to turn the box over on its side and get busy with your nail-puller, as shown above.

After the strips are out look out for a parcel containing the horn crane in four parts. The Phonograph is found tightly wrapped in tough, heavy wrapping paper. Remove this and at each end is a catch lever. Pull these out and the cover can be lifted off. The Reproducer will be found tied securely. Lift the lid on which the mechanism rests until the supporting link at the left end catches to hold it in position. Now remove the straw-board blocking that is underneath the spring barrel. [See illustration below.]



It is put there to hold the mechanism firmly in position and prevent its being jostled in shipping. It is surprising how many Dealers send the Phonographs out without removing the padding or telling their customers about it. The result is the machine refuses to go.

A package will be found inside the case containing winding crank, horn connection, oil can and sample bottle of oil, and set of instructions. With machines higher-priced than the Standard a Reproducer is also included. Follow the directions to the letter when you are ready to set the Phonograph up and start it playing.

An envelope will be found in with the horn crane parts containing diagrams and instructions on adjusting the horn. There is one thing in which great care must be exercised—and that is the position of the horn. Connect the horn with the Reproducer and set the Reproducer at the centre of the Record cylinder. Now make the chain rod of such length that when the horn is swung from the end the chain will hang perfectly straight, or perpendicular as seen from the end of the machine. If the chain slants toward the Phonograph it pushes against the Reproducer so as to cause friction and slow up the movement of the carriage. If it slants the opposite way, it pulls the Reproducer away from the Record and weakens the tone.

Use the same care in opening up your Records, only more of it, for the Records are much more fragile and apt to break. Use the nail-puller and use it carefully. In handling a

Record, insert two fingers in taking it out of carton and putting it back, also in removing it from the Phonograph cylinder after it is played. Put it into the carton straight. Don't put it in on a slant, knocking against the edge of the box.

Some Dealers, who know as much as we do about opening up their goods, may suggest that all this sounds like A. B. C's to them. The answer is, "Can any Dealer know too much about the A. B. C's of the business?"

Push the Bryan Records

What are you doing on the William J. Bryan Records?

The question is suggested by the fact that the Bryan Records will help you to do a much larger summer business if you push them properly. Many Edison Dealers began advertising the Bryan Records in their newspapers when they were first announced. They had public interest worked up to a high pitch when they received the Records and put them on sale.

There are very few Dealers who are not making especially strong efforts to sell the Bryan Records to Phonograph owners. That's right. It's the easiest thing you know, getting almost anybody to pay 35 cents to own one of Bryan's speeches delivered by Bryan himself. Be sure all of your Edison owners know about them and you can depend upon them to do the rest.

You ought by all means, to advertise in local newspapers. Make use of the advertisements that were printed on the circular we mailed you. And see that your paper runs some reading notices for you free of charge. We gave you a few good ones with the advertisements. Ask the editor to write an editorial. Many of them have done so. Editors of democratic papers would like nothing better.

Fix up your window like the sample window shown in this issue of the PHONOGRAPH MONTHLY. You will see that we have made the most of Bryan's prominence in the Presidential campaign in introducing the platform idea. This makes the window a capital eye-catcher and above all it is perfectly simple for you to copy.

The window display ought to be made at the same time your newspaper advertising is running so that the two will pull together.

Have you mailed out to your Phonograph owners your special Bryan supplements that came with the Records? That should be done by all means. You should also put the supplements in the hands of non-owners who may thus be interested in purchasing Phonographs. You ought to be ashamed to look your Phonograph business in the face if you fail to sell a lot of machines on the strength of the Bryan Records.

Another thing—don't make the mistake to think that men are your only possibilities. Far from it. Women flock to hear Bryan whenever he speaks. It takes a large "men only" sign to keep them away, and even then they do not stay away through choice. The few women who are not interested in politics in the heat of a Presidential election will still be delighted with his orations on Immortality and An Ideal Republic—no indeed, you cannot afford to overlook the ladies.

It wouldn't be a bad idea to have some hand bills printed up, to be left at front doors and posted in conspicuous places. The same reading matter given for the advertisements would answer nicely.

A typewritten letter to be mailed, sealed, to a list of men would give you good results. Something like the following:

DEAR MR. JONES:

If William Jennings Bryan offered to deliver his favorite orations in your home, you would consider you had a very great privilege, would you not?

Well, we make you an offer that practically amounts to the same thing.

Bryan has just made Records of his ten best speeches for the Edison Phonograph, and hearing them is like hearing the living man.

The Records are composed of telling passages chosen by Bryan from his favorite orations. He discusses leading issues of the Presidential campaign, and you can hear first-hand just what his views are, if you own a genuine Edison Phonograph.

Will you not call at our store and hear a few of the Bryan Records?

It will not obligate you in any way. We want you to hear the Records whether you have any idea of securing a Phonograph or not.

Remember, we sell genuine Edison we will sell you one for $12.50 or $25.00, on terms as low as $1.00 a week. The Records are only 35 cents each.

Do not fail to call.

Yours very truly,
SMITH & CO.

All of the above mentioned forms of advertising will pay you. Adopt as many as you can.

The Phonograph Sells Sheet Music

A music dealer writes that the Edison Phonograph helps him immensely in the sale of sheet music. A great many others have made the same report. Here is a hint to sheet music dealers. Why not have an Edison Phonograph in the sheet music section for demonstrating your music?

There is an Edison Record of most of your music, and it would help the sale of both vocal and instrumental pieces. Then, too, many of your sheet music customers may be interested in an Edison Phonograph by hearing how well it plays and sings their favorites. Try it.

Edison Phonograph Monthly

Published for the Man Who Sells Edison Phonographs and Records by The National Phonograph Co., Orange, N. J.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

NEW YORK: 10 FIFTH AVENUE.
NATIONAL PHONOGRAPH CO., LTD., VICTORIA ROAD, WILLESDEN, LONDON.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 326 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 117, MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 818, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., SUD-UFER 24-25, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

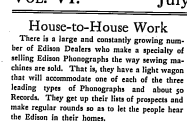
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House-to-House Work

There is a large and constantly growing number of Edison Dealers who make a specialty of selling Edison Phonographs the way sewing machines are sold. That is, they have a light wagon that will accommodate one of each of the three leading types of Phonographs and about 50 Records. They get up their lists of prospects and make regular rounds so as to let the people hear the Edison in their homes.

This is certainly a very effective way of going after business, especially in small towns where a Dealer has trade scattered through the country district. Combine this policy with an offer of the Edison on the weekly payment plan and it will certainly land many sales that could not be made in any other way.

A rig similar to the one shown below would be just right. This is owned by M. J. Learn, of Cuba, N. Y.



So Can You

The *Talking Machine World* says: "The Milner Musical Co., of Cincinnati, will entertain the big Democratic club of that city, in a few days, by giving a concert, using an Edison Phonograph and ten Bryan Records."

Edison Jobber Honored

C. A. Grinnell, head of the firm of Grinnell Bros., Detroit, Mich., has been elected president of the National Association of Piano Dealers for the year 1908-09.

This Really Happened

A Dealer's salesman was playing an Edison Phonograph for the benefit (?) of a customer. The Phonograph was going at a fierce clip that ought to have gotten him arrested for exceeding the speed limit if he had been driving an automobile instead. The customer quickly left (without buying of course) and the salesman's attention was called to the mistake. Imagine the surprise that resulted when he replied, "Oh, that was all right. I was hittin' her up to get through in a hurry."

Are YOU studying your customers' likes and playing the Records you think will please them most so as to make them feel they simply must own an Edison Phonograph? Are you going about it as if you really enjoyed it as much as anybody? Or are you "Hittin' her up to get through in a hurry?"

ANOTHER WAY INSTALLMENT SALES FIGURE AHEAD: THE PROFIT ON RECORDS SOLD TO INSTALLMENT BUYERS OF PHONOGRAPHS WHEN THEY CALL TO MAKE PAYMENTS, TAKES CARE A HUNDRED FOLD OF THE INTEREST ON THE MONEY OUTSTANDING.

William E. Gilmore to go Abroad

William E. Gilmore, President and General Manager of the National Phonograph Company and the several other Edison interests, will leave July 7th for Europe on a year's vacation. His family will accompany him. During his absence the executive management of the Edison Manufacturing Co., National Phonograph Co., Bates Manufacturing Co., and Edison Business Phonograph Co. will be vested in an Executive Committee composed of Frank L. Dyer, Chairman; P. Weber, C. H. Wilson, A. Weaste, F. K. Dolbeer and L. C. McChesney. The committee will meet regularly once a week or oftener if necessary. The report that Mr. Gilmore had resigned from the management of the Edison interests is without foundation. Both Mr. Edison and Mr. Gilmore authorize the statement that Mr. Gilmore has not resigned and has no intention of doing so.

Selling Record Blanks

Below is a letter from an Edison Dealer that shows how easy it is to interest Phonograph owners in making their own Records at home.

"I will give you a little experience we had. A number of friends met at our home a few nights ago, and as several were leaving us, I requested all present to talk, sing or whistle into the Phonograph, and to announce their names. There were fourteen in the party and all did as requested when we found we had about a third of the blank left. One of the ladies completed it by singing a verse of a song. It was quite a success, and makes a nice souvenir.

"On the strength of the Record, we sold a number of blanks."—*G. F. Wimek, Pottsville, Ore.*

Praise for Bryan Records

(Taken from Letters.)

Have just received word of your latest achievement and feel that congratulations are in order. The Bryan Records will be beyond doubt the greatest sellers your list can show.—*S. M. Field & Bro., Little Rock, Ark.*

We are more than pleased to state that we are receiving telegraph orders for Bryan Records. We feel there will be a larger demand for these than for any other set.—*Schmelzer Arms Co., Kansas City, Mo.*

We are glad to hear you are getting out Records by our distinguished citizen and certainly believe they will be a tonic to the present trade dullness. We believe repeat orders will be much larger even than initial orders.—*H. E. Sidles Phonograph Co., Lincoln, Neb.*

Over the Counter

(The Dealer in EDISON PHONOGRAPHS, who reads these Counter Conversations regularly every month is going to get a mighty good line on the kind of talk that sells EDISON PHONOGRAPHS and RECORDS.)

CUSTOMER: "What kind of talking machines do you sell?"

SALESMAN: "We sell the genuine EDISON PHONOGRAPH. But I hate to hear it called a talking machine. It's considerably more than a talking machine. It's the greatest musical instrument in the world.

The EDISON PHONOGRAPH is the one that was invented by Thomas A. Edison and bears his trade-mark signature. Edison has been working on it ever since and has gotten it so good that it will repeat the music of a band or orchestra or the human voice so truly to life that there is no difference from the original.

Mr. Edison called his invention the PHONOGRAPH from the two Greek words, "Phonos" and "Graphe" which mean a sound-writer. You can see that the Phonograph is the standard talking machine of the world from the fact that the word Phonograph has become a part of the English language. You will find it in all of the modern dictionaries.

Dealers call ordinary talking machines Phonographs but Edison's is the only one that can use the word PHONOGRAPH on the instrument.

Broadly speaking the EDISON PHONOGRAPH is the best Phonograph because it is the original and genuine. It's Mr. Edison's favorite of all his great inventions. And it is made by his own companies working under his supervision. He is at the factories every day to see that everything is carried out according to his own ideals. Of course it is no miracle that Mr. Edison and his own companies can turn out a better instrument than any of the imitations.

There are a great many imitations, and many of the companies making them only stay in business a year or two before they fail and go out of business. The Edison has gained in sales every year since it was first put on the market. More Ediisons are sold to-day than all others combined. Could you ask for any better argument than that?

It is the ambition of Mr. Edison's life to see an Edison Phonograph in every American home and they are already in more than a million. Yes sir, a million and there are only about eighteen million homes in this country. Think of that."

(To be continued next month.)

Foreign Records Sell

The Foreign Record business of a prominent Edison Jobber has doubled twice within the past sixty days! This is of great interest to Edison Dealers because it means that the Foreign Record business of a number of Edison Dealers has gained in the same proportion.

How did it happen?

In just the way that the PHONOGRAPH MONTHLY has repeatedly pointed out as a sure winner. The Jobber stocked the full line of Foreign Records, urged his Dealers to go after their foreign trade, and many were wise enough to take the hint.

On February 10th the Jobber put in a stock of 1,700 Foreigns. Previously he had been handling his orders for Foreign Records as specials, and by this method sales had averaged about 150 Records a month. From the date of putting in the full line to April 22nd—a little over sixty days—the jobbing firm had re-ordered 1,800 Foreign Records and found it necessary to increase their regular Foreign stock from 1,700 to 2,000.

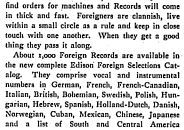
The point is right here: there is nothing in the success of this jobbing concern's Dealers that any Edison Dealer cannot duplicate. There is a ready-made demand for the Foreign Records in every community. The way to make the most of it is to first stock the Records and then make it known that you have done so.

The public is not going to run after any dealer on any article, for the public has many uses for its hard-earned dollar and isn't over anxious to spend it on anything. A dealer couldn't sell clothing—he couldn't sell groceries, shoes, pianos, jewelry or anything else if he did not first get the goods on his floors and then make it known. No; your customers are never going to force you to put the Foreign Records in—not in a thousand years. Foreign customers would be the last to think of such a thing. You do the thinking for them. They are not the recipients of many such special propositions as you have to offer in the songs and instrumental music of their native land. When they get your suggestion that they can hear in their own homes their favorite national songs, dances and concert numbers by leading native artists, it will strike them as a very happy thought.

The proper way to start in is to look around you to find what nationalities of foreigners are best represented and order your Records accordingly. Any Jobber who carries a full stock of Foreign Records can help you on selection, and it would be a good idea to take this part up with some of your foreign-speaking acquaintances. When the Records arrive, have some of the people you are seeking to reach, come in and hear them. Just make a sale or two and you will find orders for machines and Records will come in thick and fast. Foreigners are clannish, live within a small circle as a rule and keep in close touch with one another. When they get a good thing they pass it along.

About 1,000 Foreign Records are available in the new complete Edison Foreign Selections Catalog. They comprise vocal and instrumental numbers in German, French, French-Canadian, Italian, British, Bohemian, Swedish, Polish, Hungarian, Hebrew, Spanish, Holland-Dutch, Danish, Norwegian, Cuban, Mexican, Chinese, Japanese and a list of South and Central America National Hymns. The vocal Records were made by the foremost native talent, not by foreign-speaking Americans. They are faultlessly recorded and are perfect in accent and enunciation.

Write to your Jobber to-day for the Foreign Record Catalog and get a line on your Foreign prospects while the catalog is on the way.



A SECTION OF THE STORE OF ALONZO WILKES, AMSTERDAM, N. Y.

Mr. Wilkes uses the Tray System for keeping his Records and his racks have a capacity of 10,000 Records.

Jobbers' Advertising

We have received samples of attractive circular matter gotten out on the Bryan Records by the following Edison Jobbers: Schmelzer Arms Co., Kansas City, Mo.; The Ball-Fintze Co., Cincinnati, O.; Harger & Blish, Dubuque, Iowa; R. C. Bollinger, Fort Smith, Ark.; W. J. Dyer & Bro., St. Paul, Minn.

Ready for Your Scissors

Here are three timely advertisements and three reading notices to run in your local newspaper. Order the display ads. and see that your paper runs the readers free as news matter.

(Advertisements.)

HAVE A TIME ON THE FOURTH

Get the family together. Call in a few friends. Start up your genuine *Edison Phonograph* with "Yankee Doodle," "Dixie," "Stars and Stripes Forever," and "Star Spangled Banner"—all played with true military dash by the famous Edison Military Band.

Next give them "Lincoln's Speech at Gettysburg," and the patriotic poem, "Our National Airs" with incidental band and orchestra music.

Then the inspiring vocal duet, "The Battle Cry of Freedom."

What a program!

Genuine Edison Phonographs, $12.50 and $22.00—$1-a-week payments. Edison Records, 35 cents each.

At such a price and terms can your home afford to longer do without the world's greatest entertainer?

(Dealer's name and address.)

BRYAN SPEAKS TO-DAY.

William J. Bryan delivers choice passages from his best orations at our store to-day.

The Great Commoner has made Edison Records of his ten best speeches. When you hear these Records on a

Genuine Edison Phonograph

you hear his actual voice. Bryan decided the perfected Edison would do his oratorical gifts full justice.

You are cordially requested to come in and hear Bryan speak on

The Trusts	Imperialism
The Railroads	The Bank Laws
The Labor Question	Election of Senators
The Tariff	Swollen Fortunes

A Genuine Edison Phonograph, $12.50, or $25.00 at $1.00 a week. Records, 35 cents each.

(Dealer's name and address.)

GOING TO GO?

Don't go on your vacation without an Edison Phonograph.

It costs so little, is so light and easy to carry around, and it will give you a whole world of the jolliest pleasure.

There won't be a dull moment on your trip with your Edison singing all the popular song hits, playing the band pieces heard in the park concerts—delivering William J. Bryan's great speeches (by Bryan himself).

The Genuine Edison at $12.50 and $25.00 on $1.00-a-week payments.

Come and hear the new Records.

(Dealer's name and address.)

(Reading Notices)

WM. J. BRYAN IN TOWN

William Jennings Bryan, the "Peerless One," is in our midst in the person of Thomas A. Edison's Phonograph. Bryan decided that Mr. Edison's perfected machine would do full justice to his oratorical powers in reproduction, so he delivered extracts from ten speeches into the horn of an Edison. The wax Records did their duty, catching every word just as he spoke it.

Now the Edison Company are unable to cope with the demand all over the country for the duplicate Bryan Records. Bryan himself is being heard in thousands of homes upon all the burning political questions.

———— of ———— street, are giving free demonstrations of the Bryan Records at their store daily and are entertaining large and enthusiastic audiences.

(The following reader calls for the window trim shown on page 15.)

A SIGHT WORTH SEEING

Have you seen the Fourth of July show window of ———— ———— street? Dont miss it. It's a sight worth seeing. They certainly hit on the most original idea for a patriotic window that has been seen.

Thomas A. Edison's Phonograph is made the centre of the picture which we would take pleasure in describing fully if it were not certain that seeing will be much more enjoyable than hearing of it.

HAPPY VACATIONISTS

The woods are full of 'em, as the saying goes. If you wish to be an up-to-date vacationist you must make your plans so that there'll be no dull moments on the trip. A great many of our citizens have been won over by the suggestion of ———— at ———— street that they take an Edison Phonograph along. Probably there never was a summer when so many Phonographs were to be heard in the country at summer homes and in camps. Fishing parties find them just right for an evening's entertainment before turning in, and house parties depend upon the Edison to furnish dance music for their nightly soirees. Then there are the speeches by Wm. J. Bryan that everybody is talking about. If Mr. Business man wants to set the political pot boiling for a few minutes he settles himself comfortably in a hammock and summons up the Great Commoner to repeat his views on the political issues of the presidential campaign—nothing like it.

Questions and Answers

We have opened this department in order to print, each month, questions asked us in letters from Dealers and Phonograph owners about the regulation of their machines, together with our answers. This information will serve to clear up many important points on which you should be posted so as to keep your own Phonographs in perfect running order, and also give your customers valuable advice.

A. C. B., Bridgeport, Okla.—My Edison Standard Phonograph gave perfect satisfaction until recently. It trembles and at times plays so low it can scarcely be heard. We have cleaned it carefully, but this only helps for a few seconds. The Reproducer weight seems to get caught and won't let go, and then quivers until hardly intelligible. [This is probably due to the Reproducer weights not being in proper balance. Take the Speaker from the Speaker Arm and hold it in front of you, with the weight hanging toward you. If one side of the weight hangs lower than the other, or if it does not balance perfectly, the hinge screw on which the weight hangs has probably become bent. You should take the weight in your hand and give it a slight twist to straighten the hinge and cause the weight to hang in proper balance.

When the Speaker and a Record are placed on the machine the weight should hang parallel to the surface of the Record; and when reproducing, the little pin in the weight should rest in the centre of the wire loop. You should also apply a tiny drop of oil to the speaker weight hinge screw and clean out the other joints of the Reproducer with a soft cloth.

The tremble might also be due to the fact that the Feed Nut does not fully engage with the threads of the Feed Screw. The tension of the Feed Nut spring should be such that when the Speaker Arm is let down on the straight edge, you can tap it with your finger and it will not bound upward. On the other hand, the tension should be strong enough to make sure that the threads of the Feed Nut engage fully with the threads of the Feed Screw, so they will not slip out at any time when the machine is running.

The reason the Speaker does not give satisfactory results is that the point is either dragging behind or dropping ahead of the groove in the Record. The object of our suggestions is to enable you to adjust your Speaker so as to overcome the tendency of the sapphire point to leave the groove in the Record.]

As the Phonograph Monthly goes to press, it is plain that the W. J. Bryan Records are causing a great sensation all over the country. Jobbers' orders are for in excess of our strongest expectations. Many Jobbers have three and four separate orders in. Do not wait until you are sold out before reordering. Your Jobber may not be able to fill your order if you do.

Fourth of July Window

The best thing about the Fourth of July window on the opposite page is that it is timely and so simple that it can be duplicated by any Dealer. The flag is pinned to the white drapery so as to give it a waving effect. The Edison Standard Phonograph stands on the box in which it is shipped. White cheese cloth is thrown loosely over this and over the floor. Small blocks are placed under it at intervals to give a tufted appearance. The large signs are home-made, and anyone who is at all handy with a brush can equal them.

The wording on the two cards at the sides is as follows: No. 1—Have a Time on the 4th. The Edison Phonograph Will Give You "America," "Stars and Stripes Forever," "Yankee Doodle," "Dixie," "Star Spangled Banner," etc., etc. All played by the Famous Edison Military Band. Come in and Hear an Edison. Sign No. 2—Hurrah for the 4th. The Edison Will Deliver "Lincoln's Speech at Gettysburg." It will recite the poem, "Our National Airs." It will sing the Inspiring "Battle Cry of Freedom." Own a Genuine Edison Phonograph. Be Patriotic Independence Day and Every Day.

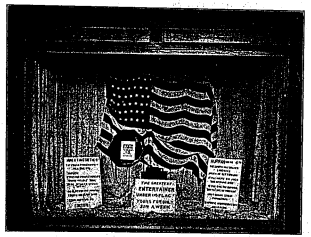
Price cards like the one in the horn can be secured from Jobbers for "Gem," "Standard" and "Home" machines. Be sure to get your window looking just like this a day or two ahead of the Fourth. It is good enough to cause town talk.

Bryan Window

Here is another rattling good idea window that will talk almost as strongly as Mr. Bryan himself. The thought it plainly expresses is that Bryan now speaks in everyone's home on the leading political issues through the Edison Phonograph. Simplicity is again the keynote. The platform is nothing but a couple of boxes with light 30 x 45 inch boards on top. Each board is lettered on the end to correspond with a Bryan Record and a plank in the Democratic platform. The sign at the back is the two-color hanger that went out with the Bryan Records. The Bulletins of the new July Records you should have also, and the illustrated card on the same subject. The other two signs are home-made. After you get your boards made you can trim this window in fifteen minutes. You should do so as soon as your 4th of July window is taken out. If it does not sell Edison Phonographs and Records we are mighty poor guessers.

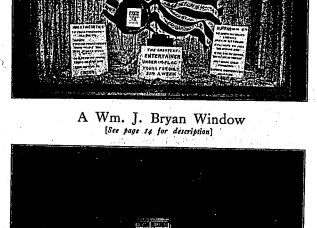
A Fourth of July Window

[See page 14 for description]



A Wm. J. Bryan Window

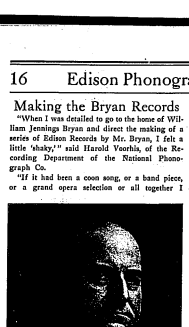
[See page 14 for description]



Making the Bryan Records

"When I was detailed to go to the home of William Jennings Bryan and direct the making of a series of Edison Records by Mr. Bryan, I felt a little 'shaky,'" said Harold Voorhis, of the Recording Department of the National Phonograph Co.

"If it had been a coon song, or a band piece, or a grand opera selection or all together I



wouldn't have worried, for those are every-day affairs. But a trip half-way across the continent to the home of the Great Commoner was different. I don't think any one can appreciate how different without trying it themselves.

"I knew the Records were to be important ones, especially with Mr. Bryan so prominent in the Presidential campaign, and I was more than anxious to secure good results.

"I reached Lincoln, Nebraska, on a Friday morning, with my recording apparatus and a plentiful supply of wax masters. Everything had been arranged and when I got to the Bryan home I found Mr. Bryan ready for work.

"We lost no time in putting the library in shape and were soon ready to make a start. Mr. Bryan had his speeches in typewritten form, and had timed himself several times in getting them the right length. Nevertheless we found on trying the first that it was too long to get on the Record so it had to be cut down and another trial made. Mr. Bryan seemed a little nervous when he first started, much more so he said than he ever felt in facing an audience of ten thousand people.

"Considering that his words were to be reproduced all over the world in perhaps a million homes, and that it might mean a great deal to him how his speech was received, I thought he showed remarkable composure. All Record artists are very nervous on their first attempts and it usually takes a good many trials to get a good Record. Mr. Bryan had practiced a little, however, and was quickly at his ease. We kept at it pretty steadily all of Friday and Saturday mornings, and a few Records were thrown out, though not nearly so many as I expected.

"Mr. Bryan rested occasionally and several times went to his private office to dictate an important letter or two. Once his son came in for a few minutes, and on another occasion Mrs. Bryan entered. She is a charming lady and intellectually she appeared to be a fit "running mate" for the Great Commoner. I understand she is a full graduate in law. Mrs. Bryan said she liked Mr. Bryan's address on 'Immortality' best of all. It is taken from his lecture on 'The Prince of Peace.' The latter was rather long for a title, so Mr. Bryan decided to call the Record 'Immortality.'

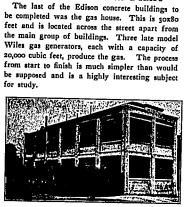
"Some workmen who were engaged in repairing a porch annoyed us with their hammering and Mr. Bryan went out to tell them to let up for a while. He did not want to arouse their curiosity so told them he was talking into the 'phone. For all that we heard a few stray knocks later on and one or two of these were caught by the Phonograph in his speech on 'The Tariff Question.

"When our work was at last finished on Saturday, the library floor looked as if it had been visited by a snow storm, so thickly was it strewn with the wax shavings. I made apologies to Mrs. Bryan, which she assured me were entirely unnecessary, and as quickly as I could get my things together I was on the way back to Orange, N. J., with the Records. If I had been the bearer of the crown jewels I wouldn't have guarded them more carefully."

The Ready Made Ads on page 20 will do nicely for vacation advertising. You can get either or both electros, in single or double column widths, free, by filling out the coupon and mailing it in.

New Edison Gas Plant

The last of the Edison concrete buildings to be completed was the gas house. This is 50x80 feet and is located across the street apart from the main group of buildings. Three late model Wiles gas generators, each with a capacity of 20,000 cubic feet, produce the gas. The process from start to finish is much simpler than would be supposed and is a highly interesting subject for study.



The starting point is the pea and buckwheat coal, small mountains of which are kept near at hand for supplying the generators. A small quantity (100 pounds) is used for starting the fire in the hopper on top of the generator. By lifting a lever this is moved down into the generator and an automatic supply system is constantly delivering one hundred pound lots inside as needed. The coal inside is all afire and burning continuously, thus converting it into carbonic acid gas. A pipe at the bottom supplies a constant draft to keep the fire going. A pound of coal will produce 95 cubic feet of gas on an average, and each of the three generators will deliver 17,000 cubic feet an hour.

As fast as the crude gas is extracted from the hard coal it is sent through a blower pipe into what is known as the wet scrubber. This is an 18.5-foot tank which is filled to within a short distance of the bottom with coke and water. This serves to clean the gas which enters at the bottom and passes up through the coke. A pipe next takes it to a large 9x20-foot holder tank. Here we meet with an ingenious tank-within-a-tank arrangement. The larger one contains water and the smaller is inverted and placed inside of it. The large delivery pipe runs up above the water line within the inverted tank and the gas is thus stored within the vacuum above the water, which seals it and effectually prevents leakage. Two other pipes enter the holder tank. One returns all surplus gas to be cleaned over again and the other carries the regular supply on to the dry scrubber, a 9x10-foot tank resting on the floor and filled with excelsior and sawdust. At this point the gas is ready for distribution and at once enters the 16-inch main gas line, which is 250 feet long and is laid four feet under the ground. The size tapers to 12 inches at the farther end.

The outsider can form no idea of the prominent part that gas takes in the manufacturing end of the Edison business. Two 10-inch pipes supply it in enormous quantities to the National Phonograph Record Works, where it is used in the gas furnaces that melt all of the Record material. Another 6-inch line distributes it throughout the Edison Phonograph Works where it is used for japanning all black metal parts used on the outside of the Phonograph cabinets and also for soldering. Thus it will be seen gas is one of the most vital auxiliaries of our business, and were the gas plant to go on a sudden strike, it would be necessary to partly shut up shop. Moreover, it is by far the best and most economical form of heat for our special requirements.

Before the completion of the new gas plant illuminating gas was used from an outside concern. Four times as much of the present gas is used, but even at that the company finds it far cheaper to do their own manufacturing.

Together with the new boiler house and the electrical power house the gas plant completes a power, heating and lighting system that is considered one of the wonders of the manufacturing world.

Grand Opera Records

Five new Grand Opera Records went on sale June 25th. Did you order a supply? We have never presented a more attractive selection of classic songs than this list. There is not one among the more musical of your customers who would not be delighted to secure several of these exquisite Records. And do not overlook your extra profit. Here is the list. Look it over and do not put off ordering a few of each number, if you have not already done so:

By ANTONIO SCOTTI, Baritone
Sung in Italian. Orchestra Accompaniment

B. 65. Eri tu (And would'st thou), "Un Ballo in Maschera".....*Verdi*

By MME. JACOBY, Contralto
Sung in Italian. Orchestra Accompaniment

B. 66. Stride la vampa (Fierce flames were raging), "Il Trovatore".*Verdi*

NEW By FLORENCIO CONSTANTINO, Tenor
Sung in Italian. Orchestra Accompaniment

B. 67. Sono un poeta (I am a poet), "La Boheme" .....*Puccini*

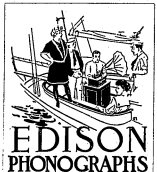
By OTTO GOERTZ, Baritone
Sung in German. Orchestra Accompaniment

B. 68. Ihr helmet mich willkommen (Ye bid me welcome), "Der Trompeter von Sackingen".....*Nessler*

By ANGELO PINTUCCI, Tenor
Sung in Italian. Orchestra Accompaniment

B. 122. Il for che avevi a me tu dato (The flower you gave to me), "Carmen" .....*Bizet*


The EDISON PHONOGRAPH
is the only sound-reproducing instrument with Edison's latest improvements. It has the clearest, strongest Records, the most durable reproducing point and the correctly shaped horn.
Ten Edison Phonograph dealers in one town of moderate size—almost as many as there are newspapers—and that is the last thing in the world we would have. Why? Because we have given each dealer a monopoly—and a monopoly which can not be taken away from him—and hence he is the natural and logical one to make money on Edison Phonographs and Records. Here is Office Building



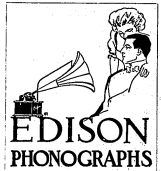
EDISON
PHONOGRAPHS

Real Entertainment
Anywhere and All the Time

HAVEN'T you ever noticed that no matter where you start an Edison Phonograph it immediately becomes the center of interest? As an entertainer it has no competitor. With each new record, whether a song from the latest musical comedy, a waltz or two-step by band or orchestra, a selection from grand opera or a ballad of long ago, the Phonograph becomes a new pleasure. An Edison Phonograph in your home means enjoyment for each member of the family and for all occasions. Come here to-day and let us play some of the latest Records for you.

FRANK COBB
Victor, N. Y.

☞Electro in ad above is: Single column wide No. 687. Double column wide, 688.



EDISON
PHONOGRAPHS

The Edison Phonograph is a case where three is company and not a crowd.

Two people and an Edison Phonograph can pass a very pleasant evening. This does not prevent it from being the best entertainer for any kind of a gathering, from an informal evening up to a large reception.

If you do not know the possibilities of the Edison Phonograph, come into our store and hear what it can do.

J. M. BUDEN
Santa Barbara, Cal.

☞Electro in above ad is: Single column wide No. 689. Double column wide. No. 690.

REQUEST FOR ELECTROS

NATIONAL PHONOGRAPH CO.
ADVERTISING DEPARTMENT, ORANGE, N. J.

DATE.....190.....

Mail Electros No.....

We agree to use them in newspaper advertising and to send you copies of papers containing them before asking you for other electros. We intend running a..... inch advertisement.

Name.....

Street.....

City and State.....

We buy through.....

The EDISON PHONOGRAPH MONTHLY
Vol. VI. AUGUST, 1908 No. 8

If the new, big, flat envelope which carries this issue of the Phonograph Monthly has induced you to look inside, and the attractive cover of the publication has induced you to investigate farther, then we would like your attention for a minute to say—that

beginning with this number we shall endeavor to make this little publication more informing and more helpful to you than ever before.

We want you to read every issue for your good and for ours. If you have been in the habit of laying it aside for future perusal and then forgetting about it, or if you have decided that it contains nothing that will make you any money, then break the habit or reverse your decision as the case may be, for you are wrong on both counts.

It is impossible to get out a publication every word of which will be vital to every dealer. But we are positive that somewhere in each issue every dealer will find some bit of advice, some helpful suggestion, some item of news that will be worth the effort of sifting it out.

This publication is our best method of keeping in touch with you. We want to help you all we can and we want you to help us. We are the producing end of the business; you are the selling end. We have experience that you need; you have experience that we need. Let us swap this valuable information.

Let us consider the Phonograph Monthly a Clearing House for ideas. Send us yours and we will print them along with our own.

Ask us questions and we will answer them. Call for our views on any subject and we will give them. Thus we will have a live publication that will help all of us to make more money.

For the New Dealer, the New Clerk and the New Owner

After our advertising has created an interest—after your advertising has brought an interested prospect to your store—then it is up to the Phonograph.

The demonstration is the important thing. It either clinches or kills the sale.

Most Edison Dealers are experts in the handling of the Phonograph. These suggestions on how to play a Record are for Dealers who have just taken on the line, for the new clerk of an old Dealer and possibly, for all Dealers to reprint and give to purchasers so that they may get the same results at home as the demonstration at the store afforded.

Wind the motor by inserting the winding crank in its hole at the right end and turning it to the right with an even, steady motion. Be very careful not to over-wind. Stop winding when the spring seems to "give."

Open the swing arm at the right end of the Record cylinder. Put the Record on the cylinder, having the title end next to the swing arm. Push it as far as it will go with a slight pressure. Close the swing arm.

Make sure that the horn is swinging just right by sliding the reproducer to the center of the Record cylinder and regulating the length of the chain rod so that the chain hangs perfectly straight looked at from the end of the machine.

Start the Phonograph running by pushing the starting lever to the left. (On the Gem, turn the starting knob to the right to the first stop.)

Slide the reproducer arm to the point where the threads of the Record begin. Let the reproducer down by pulling out the button on the Gem and Standard or by pushing down the lift-lever on the Home and Triumph. This brings the sapphire point of the reproducer in contact with the surface of the Record, when it will track in the minute grooves, following exactly all of the numerous indentations.

When the Record is played, lift the reproducer by the opposite method from that used to lower it, and stop the machine's playing by pushing the starting lever to the right. (On the Gem the starting knob is turned to the left.)

Slide the reproducer to the left about halfway and loosen the Record from the cylinder by pushing gently on the left end with the thumb and forefinger of the left hand. Open the swing arm and remove the Record with the right hand by inserting two fingers in the end and spreading them apart.

A "Bryan" Window

A very clever and original window display on the Bryan Records was that gotten up by the Silverstone Talking Machine Co., St. Louis. A Ferris Wheel nine feet in diameter was made of wire. Edison Record cartons were fastened around the inside of the rim and seventeen 12-inch horns were placed around a smaller circle half way between the center and the outside rim. "Gem" machines where suspended from the cross beams to represent the cars of the Ferris Wheel and on each was a price ticket.

In front of the hub Bryan's picture and the words, "Records by Wm. J. Bryan For Sale Here" were shown on a pasteboard card. On the spokes of the wheel were pasted strips with the titles and numbers of the different Bryan Records. All of the lettering was taken from one of the Bryan hangers sent out with the Records.

The wheel carried twelve red, white and blue electric lights and revolved slowly so that all of the wording could be read. Across the bottom of the window at the front there were nine Standard machines bearing price cards.

A Fourth of July Float

The Winnek Co., Prineville, Ore., have been responsible for some clever Edison advertising. Their latest "stunt" was a Fourth of July float which made a decided hit.

The float consisted of a rough copy of a large Edison Phonograph and Record mounted on a flat-top wagon. The machine cabinet was a 6x3½ feet box, with the word "Edison," on all four sides. The Record was on top of this and was 4 feet long by 3 feet in diameter. The words, "Edison Phonographs and Records" were pasted on the black Record in large white letters and the Record was made to revolve slowly by a rope belt running from a drive wheel at its end to a drive wheel on the hub of a wagon wheel.

The horn was 8 feet long and 4 feet across the bell end. It was made of ½ by ¾ inch strips covered with red cloth, which was striped with gilt. A large cloth sign hung on each side of the wagon below the machine and bore the name of the firm.

The Winnek Co. write, "Advertising pays. July 1st we thought we had enough goods to last through the season. When we closed the store the evening of July 4th, we had only one Standard machine left. All "Homes" had been sold, also two that were on the way."

Store Management

A monthly comment on things Edison dealers have done with a few suggestions on what they should do to increase sales.

If you want a bargain—a genuine bargain—take advice.

Considering its cost—which is usually only a minute or two, just long enough to listen or to rent—advice is the greatest bargain on the market to-day.

Take advice. Listen to it. Read it.

But don't act on it unless your better judgment tells you it is *good*.

The man who "knows it all" puts cotton in his ears, blindfolds his eyes, and starts down hill.

The man who succeeds is the man whose eyes and ears are open, who profits by the experience of others, and who has the wit to let other men's wits work for him, as well as use his own.

It is with this purpose in view that we plan to run a department in the PHONOGRAPH Monthly called "Store Management. A monthly comment on things Edison Dealers have done with a few suggestions on what they should do to increase sales."

You, as an Edison Dealer, must realize that we have all the same interests in common. We do not sell a single Phonograph or Record except to a Jobber, who in turn sells to you. When you sell a Phonograph we sell a Phonograph. When you lose a customer we lose a sale, too. We are vitally interested in your personal, individual success, because our success depends on yours.

Naturally, then, we are anxious to help you sell all the Phonographs and Records you can.

One of our ways to help is to give you the best advice and suggestions that we can secure. We shall give you the ideas of men who have been successful in solving those problems which every Dealer must meet. And from the suggestions published each month we are confident that you will get at least one idea which you can adapt to your particular business needs and use with profit.

In return we are going to ask that you help us with your experience. Write us. Tell us of successful selling plans, of practical economies in store managing, and of special schemes that have worked out well.

It costs just as much to operate your store whether you sell one Phonograph a week or ten. You cannot cut down your fixed expenses and you must push up your profits. One way to increase your sales is to make your store work more.

You work—your clerks work—your stock works—but how about your store? Does it work? Does it make people want to buy Phonographs? And when you have sold Phonographs, does it make people want to buy Records?

When the Bryan Records were put on the market they sold like hot cakes. They are selling yet. When Bryan was nominated, how many of you made a special push on Bryan Records? How many put his picture in the window? The nomination of Bryan was the most important news in the papers Wednesday, July 8th. A very little effort on your part would have made it your advertising.

But that's all over now. Let's take up to-day. The new Records are new only one day in the month, but you can sell old Records all the time. An old Record is just as good as a new one if a man hasn't heard it. Some Dealers begin to look forward to new Records as early as the middle of the month. Next month's Records are no newer to most of your customers than those you have right on your shelves, and the profit is just as good. Don't let the dust gather on old Records while you try to sell new ones.

Make the outside of your store work as well as the inside. Use the wall space to advertise your goods, something you sell—Edison Phonographs. We have a big banner for any Dealer who will put it up outside—where it can be seen—where it will work for you.

A Dealer who appreciates that a lively store sells most goods will make the Edison Phonograph sell itself. Keep it playing. Nothing you can say about a Phonograph will have as much effect in making a man want to own one as what the Phonograph says for itself. Nothing you can tell them about the Records will sound as well as the Records. Have a regular concert once a week and an impromptu concert whenever there are several people in the store.

A certain number of people are going to buy Phonographs and Records every week; not all of them are going to buy Edison Phonographs, and not all of them are going to buy at your store, but you can count on a certain, steady trade somewhere in your town—it is up to you to get it.

It is up to you to make the people in your town believe that your store is the best store to buy Phonographs and that the Edison Phonograph is the best Phonograph to buy.

If you do this you will get your share of the trade. The trade is there. It is just as certain and just as steady as the trade in any other line of goods.

Our national advertising takes care of that. We are reaching practically every family in the United States every month with advertisements of the entertaining qualities of the Edison Phonograph.

Making the windows work is simply keeping in them Records and Phonographs which will interest the passing public.

Elsewhere in this number will be found attractive show cards which can be easily lettered in your own store.

These call attention to the new Records, to old Records or to the Phonograph itself; to some special phase of enjoyment to be had with the Phonograph.

Very little skill in window dressing will make your windows good advertising for your store.

Never forget that the primary object of the Edison Phonograph is to amuse—a number of people are willing to pay for amusement. The best of theatres are crowded with spectators with high prices for good seats—all catering to amusement.

The Edison Phonograph supplies the same sort of amusement that people go to the theatre to get. In no other form can so much of this sort of amusement be had for so little money as in the form of the Edison Phonograph.

If you have a successful window display take a phonograph of it and write to us about it; tell us how you did it and what the results were. It will do you good to describe your own window and how it worked and it will help other Dealers in other towns.

We are so interested in getting Edison Dealers to make the most of their windows that we propose shortly to offer a series of prizes for the best windows.

If you have a bright, young clerk in your employ with a knack for such things, set him to work dressing windows using only the material in the store, that is, the Phonograph, the Records, the various cards, posters and other things that we supply. We furnished enough material to produce a series of excellent windows if intelligently handled.

All this matter is free to the dealers who will use it; the whole thing is to get you to use it—to make the most of your opportunity. The entire advertising system of the National Phonograph Company is intended to help you sell more Phonographs and more Records—but you must take advantage of it.

Have the Records people ask for and they will ask oftener.

An old Record is new to all who have not heard it. Let the people hear those on your shelves as well as those which have just arrived for August.

Sell for cash if you can; on the payment plan if you must.

August is an out-of-doors month. The Phonograph is an out-of-doors entertainer.

A Phonograph lasts a life time; the new monthly Records mean a perpetual revenue.

Make the welkin ring with the Bryan speeches—now's the time.

One-price puts it squarely up to the Dealer. Your Competitor who orders by the carload has no advantage over you. Whether you make a success depends upon your service and your advertising. Study to make both perfect.

Selling the Goods

ADVERTISING:—One of the most important and often one of the most neglected branches of a dealer's business.

Team Work

Team work is a great thing.

When you pour forth music into the street from the big horn of a talking machine you draw an interested but curious crowd—interested in the music; curious to know what instrument it is that affords such real entertainment.

When you announce by means of a window card that the instrument is an Edison Phonograph and that the selection is the big scream of a new Broadway success, then you make a general proposition a specific one.

That's team work.

On page 20 of this issue we show our September magazine advertisement. On or about August 20th this advertisement will reach the eyes of millions of people. It has a pleasing picture and presents arguments calculated to interest readers in the Edison Phonograph and Edison Records.

On page 21 of this issue you will find a newspaper advertisement similar to our magazine advertisement in picture but differing somewhat in type matter.

Enclosed herewith is this same advertisement in larger size. The small ad is for your local newspaper; the larger one is for your window.

Here is a chance for some profitable team work.

When we say in our advertising to the people in your city: "You ought to have a Phonograph," your part is to say: "We sell them."

Then the people have been reminded of a need by us and told where that need can be satisfied by you.

Put the enclosed hanger in your window just about the time the August magazines are on sale in your city. Run the small ad, with your name and address, in your newspaper at the same time.

We furnish an electrotype of the picture free on request; the reading matter the newspaper will set for you. Send for the cut to-day so that it will reach you in time.

Remember our part is creating the demand. Results go to the dealer who announces that he is in shape to meet it.

If It's an Edison Phonograph, Say So

The crowd around the big horn in front of your store knows that some sort of a sound-reproducing instrument is entertaining it.

It would be a better advertisement if the crowd knew what instrument it was.

It would be a still better advertisement if the name of the selection or song was announced.

Songs or music coming out of a horn advertise talking machines to those who pass by.

Of the hundreds that stop and listen but few come in and say, "I like the sound of that instrument; what is it?"

The rest pass on carrying away no definite thought with them.

If, however, a card is displayed saying, "The Edison Phonograph is now playing Ada Jones' new song hit, 'Smarty,'" and another card announces what the next selection will be, then a distinct impression is made on all who stop and listen.

Halting the passing crowd is one thing. Recruiting Phonograph and Record purchasers from it is another.

It is the part of the Phonograph to draw an audience. It is your part to see that the audience has all the information it should have.

Try window cards.

Do not despise the one-Record-a-month customer. He has his friends and you need his endorsement.

Hold concerts. Many who stop to listen, stay to buy.

Treat strangers as you would customers and they'll become customers.

Questions and Answers

We have opened this department in order to print, each month, questions asked us in letters from Dealers and Phonograph owners about the regulation of their machines, together with our answers. This information will serve to clear up many important points on which you should be posted so as to keep your own Phonographs in perfect running order, and also give your customers valuable advice.

F. K., Sparta, Wis.—In winding up my "Triumph" Phonograph, that I use for exhibition work, there is a rumbling noise and the handle feels as if the spring were relaxing or the rachet were about to give way.

[It is evident the springs have become dry or rusty, causing them to stick so that the sudden release of the spring produces the jarring noise. Stand the Phonograph on end, with the mechanism exposed to view and apply powdered graphite to the springs, followed by oil. There is also an oil hole in the top of the spring barrel through which oil should be applied.]

E. A. H., Nevada City, Calif.—I have an Edison Standard Phonograph and some of my Records have developed a kind of whistling sound. The noise seems like a sharp grind not unlike the squeak of machinery that needs oil.

[The trouble probably lies in your Reproducer not being properly adjusted or needing new parts, such as rubber gaskets, which act as cushions for the diaphragm. Secure a new copper diaphragm with rubber and paper washers. First place one of the rubber gaskets into the cup, then the cupped paper washer into the cupped edge of which should be inserted the rim of the copper diaphragm. On top of this should be placed the plain paper washer, followed by another rubber gasket; then the metal washer, and finally the clamping ring. The clamping ring should be screwed up just tightly enough to hold the diaphragm and washers firmly in the cup. If you find the tone too sharp or shrill, loosen the clamping ring slightly: if there is a tendency to blast, screw the ring up slightly.]

Canadian Dealer.—Why not advertise the *retail prices* of Gem, Standard, and Home outfits in your ads and literature, as you did when the prices were $10.00, $20.00 and $30.00? It would save us Dealers a lot of explanation regarding change in prices. I think it only fair and business-like to do so.

[To advertise retail prices of our machines, as suggested, would, in our opinion, be detrimental to the sales of Edison Phonographs. To advertise the new prices would have the effect of keeping people away from Dealers' stores and give the latter no opportunity to explain why the prices had been raised. We realize that this causes the Dealer some trouble in having to explain the situation, but isn't it better to go to this trouble than to keep people away entirely? Then, too, if we attempted to put prices in our advertisements, we would have one set of prices in American publications, many of which go into Canada, and another set of prices in Canadian publications. This would cause a complication that would have a tendency to keep the people away from Dealers' stores.]

F. N. S., Chicago.—My Edison Standard Phonograph plays half a tone flat in music, talking records being all right. The Motor, Reproducer and Horn are all right. My Reproducer works satisfactorily on other machines, but other Reproducers used on mine disclose the same fault.

[We think the trouble is due to poor regulation of the machine. Any one of several things may cause this. We suggest that you first try the adjustment of the cylinder shaft between centres by moving it endwise by hand. If there is too much or too little play you can adjust it by means of the centre pivot adjusting screw in the swing arm. There should be just enough play of the shaft between centres to make sure it does not bind when the machine runs. Next see that the Idler Pulley works freely. Apply a little oil to its hub, but be careful to get none on the belt. The tension of the pulley should not be so strong as to obstruct the free running of the machine.

If these suggestions fail, notice whether any of the Governor springs have become bent or there is another irregularity. You might turn the Governor to a different position on the shaft by unscrewing the collar and screwing down again when it is in a new position. Be sure the Governor bearings do not become worn through lack of oil. You should apply a little graphite to the pinions and oil to the bearings at frequent intervals.]

Sees Good Times Ahead

Sales Manager F. K. Dolbeer, of the National Phonograph Co., has returned from a seven weeks' trip through the west, northwest and to the Pacific coast. He traveled 16,000 miles and visited Edison Jobbers in 28 cities.

Returning, Mr. Dolbeer attended the convention of the National Association of Credit Men at Denver, as a delegate from the New York branch. As a result of his own observations and reports by the credit men, Mr. Dolbeer is confident that the fall trade in Edison Phonographs will show a decided improvement in every section of the country.

Meet Mr. Good Times half way—Write for the free advertising banner (p. 13); the free newspaper electro (p. 11); the free post card electro (p. 10)—these will help some.

The Jobbers' Convention

The 1908 convention of the Talking Machine Jobbers' National Association, at Atlantic City, N. J., on July 6 and 7, was in every way the most successful gathering of talking machine men ever held.

The two days were taken up with listening to reports by the association's officers, to able papers prepared by leading members on the different features of the business, and to open discussion of means of fostering the growth of the talking machine business.

The former officers were re-elected, as follows: President, James F. Bowers, Chicago; Vice-President, W. D. Andrews, Buffalo; Secretary, Perry B. Whitsit, Columbus; Treasurer, Louis Buehn, Philadelphia; Executive Committee, Lawrence McGreal, Milwaukee; W. E. Henry, Pittsburgh; Edward H. Uhl, Chicago; E. Percy Ashton, Detroit; J. Newcomb Blackman, New York.

Important matters discussed included "cut outs" and defective Records, the convention favoring a plan whereby such Records would be exchanged on an even basis. Another subject was that Dealers be required to invest more capital in stock and that the number of Dealers be limited in different localities. Disapproval of manufacturers' supplying the retail trade direct and conducting retail establishments was also expressed.

The Executive Committee was instructed to take up with manufacturers the question of sending out all Records in sealed packages. The association also favored a plan requiring members of the association to refer applications from new Dealers to the manufacturer for the latter to pass on their eligibility. There was talk of establishing a Record clearing house, the idea being for each of the Jobbers to file a list of over-stock in Records with the secretary of the association so as to make exchanges among themselves on an even basis.

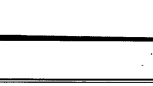
Assistant General Manager C. H. Wilson, of the National Phonograph Company, gave the Jobbers an optimistic talk on the trade outlook for fall and said there would be some important business announcements in the near future that would interest Edison Jobbers.

Frank L. Dyer, chairman of the executive committee of the National Phonograph Company, assured those present that President Gilmore's policies would be carried out during his absence abroad. At the banquet of the association which was held at the Royal Palace Hotel, Mr. Dyer read a letter from Mr. Edison regretting that he could not take advantage of the invitation to attend the convention.

C. H. Wilson also spoke at the banquet and announced amid loud applause that the National Phonograph Company would hereafter take back all "cut outs" and defective Records.

Repeating Profits on Repeating Attachments

Do you remember when you were a small boy and went to the circus? The twenty-five cents you parted with for a ticket to the main tent merely admitted you to a whole assortment of temptations, all costing more money.



Model D Reproducing Attachment

The purchase of a Phonograph is something like this. The original purchase leads on to others, and all of these others mean added profits to you.

Among the temptations which the purchaser of a Home or Triumph machine meets with is a Repeating Attachment which enables the Phonograph owner to hear a favorite Record over and over without going near the Phonograph.

Also for dance music, when everybody wants to dance and nobody wants to operate the Phonograph, this device keeps the waltz or two-step going indefinitely.

Model D Reproducing Attachments for both the Home and Triumph instruments retail at $7.50 and afford the same profit as Phonographs and Records.

Carry a few of these Attachments in stock and see that every Home or Triumph purchaser is made acquainted with them.

W. E. Gilmore Sails for Europe

W. E. Gilmore, President of the National Phonograph Co., sailed for Europe July 7th, on the Kronprinzessin Cecile of the North German line. He was accompanied by Mrs. Gilmore and their son and daughter. As Mr. Gilmore was embarking he was handed a special delivery letter conveying the good wishes of the National Association of Talking Machine Jobbers, who were holding their annual convention at Atlantic City, N. J. The signatures of all of the senders were attached to the letter.

A Clever Bryan Record Cartoon For Your Window



Courtesy of Philadelphia Record

"Why didn't you think of that for me, Teddy?"

Of the hundreds of cartoons on the Bryan Records, which have appeared in the newspapers throughout the country, none has made a bigger hit than the one shown here, which appeared in the *Philadelphia Record*. Being non-partisan in its nature, it brings a laugh from both sides of the fence.

Believing that all of our Dealers will see the advertising value of such a cartoon, we have secured the original from the *Record*, and have struck off several thousand for Dealers who want it.

The cartoon is about 16 inches square and is sure to draw a crowd and thus spread the good news that Bryan's Records are on sale.

The cartoon is free. Write for it.

375 Attend a Recital

Three hundred and seventy-five people attended an Edison Recital, given on the night of July and, by the Alhambra Furniture and Undertaking Company, of Alhambra, California.

This is a very fine attendance for a town of only 1,500 population. It goes to show how much interest there is in Edison Concerts when they are properly gotten up and advertised.

This firm went about it in the right way and succeeded in arousing great enthusiasm over Edison Phonographs and Records. They expect to land a number of sales as a result of their enterprise.

A neat invitation card was mailed out a few days in advance to a list of Phonograph owners, prospects and other names selected from the town directory. The card was 3¼ by 5½ inches in size and was printed in script lettering. The wording was as follows:

You are cordially invited to attend an Edison Recital at the
HIGH SCHOOL AUDITORIUM,
Thursday evening, July 2nd, at 8 p. m.
The new July Records will be used.
This is the first of a series of Recitals which we expect to give.
Please present this invitation at the door.
ALHAMBRA F. & U. CO.
Admit two.

The Dealer Who Forgot

There was once a dealer who forgot that August was a dull month. Instead of letting all of his clerks go, putting a five-per-week boy in charge and going away fishing, he kept right on doing business just as if it were the month before Christmas.

His advertisements appeared in the newspapers getting the prominence of half-page spreads because all the other fellows had quit.

When the August Records arrived he arranged an evening concert and invited the public in to hear them.

As all the other places of amusement had closed down for August, the public came in droves.

He fixed up some attractive window displays, sent out the Phonogram to his list of customers, kept the air in his vicinity filled with music and, in fact, smashed all trade traditions.

Likewise, he smashed all records for sales since January first.

And the moral is: It is profitable to profit by the unprofitable actions of others.

With many the Edison Phonograph as a side line has become the main line.

That big free banner offered on page 13 will bring your store out beyond the building line.

In August two Records are possible, one for sales, the other for lack of sales. It's up to you.

To Help the Window Sell the Goods

If there is any free advertising medium it is your window.

It should be more than an exhibit of goods—it should be a mine of information.

The goods in a window are the pictures. The story should be told on cards.

If the illustration is right and the argument is right, then you have an advertisement as large as your window that is reaching thousands.

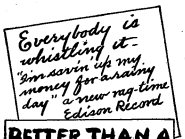
Window cards need not be pretty. The most effective window cards ever written were done with a blue pencil on wrapping paper.

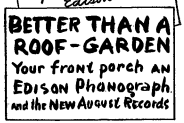
What they need do is say something of interest about the goods shown, and say it briefly.

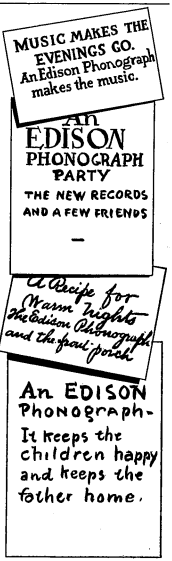
Just an eye-full—just what can be gathered at a glance is enough.

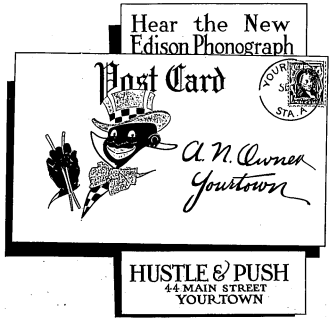
They may be written, lettered or printed. The thing is to have something to say and say it in the most legible way at your command.

We show here some good sentences. Use them in connection with your window displays. They will help the window sell the goods.









A Special Invitation from You

Our September advertisement which will appear in the magazines about August 20th, requests readers to go to an Edison Dealer on August 25th and hear the new September Records.

Why not back up this request with a special invitation from your store?

For the purpose we would suggest a souvenir post card. On the front have printed the picture which appears on the September Supplement. On the back say:

> Hear the new Edison Phonograph Records at Our Store and Make Your Selections.

Follow this with the names of the new Records and your name and address.

The cost of getting out such a card is small. The cost of sending it out to Phonograph owners and prospective Phonograph buyers is small.

And results will be large.

It is another case of team work—hitching your advertisement to ours—focusing our advertising to your store.

If you will agree to get out the post cards, we will send you an electrotype of the illustration free.

Run This Ad In Your Local Newspaper

See Article on "Team Work"



Broadway Vaudeville at Perkins Corners.

Broadway Vaudeville Anywhere

On your front porch, for instance, when you are tired with your day's work and lack the energy necessary to entertain yourself. Then

The Edison Phonograph

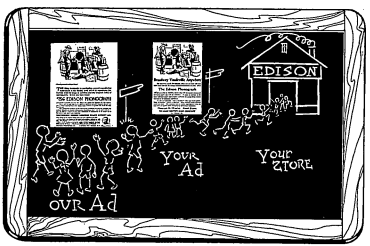
will stir you with its marches, amuse you with its rag-time songs and dances or soothe you with its melodies. It sings as sweetly as the most cultivated singer and renders perfectly the tones of the various instruments of orchestras and bands.

Possibly you have heard "talking machines." Have you heard a genuine Edison Phonograph? There's a difference. Some machines merely reproduce sounds and noises. The sweetness and the perfect expression for which you prize music are qualities which distinguish the Edison from its imitators.

Phonographs $12.50 and up. Records 35 cents.

WILLIAM SMITH'S SONS COMPANY
BALTIMORE, MD.

An electrotype (No. 691) of the above illustration will be sent free to any Edison dealer who will insert the advertisement in his local newspaper and send us a copy of the paper in which it appears.



Lessons for Dealers

Lesson I.

Our ad-ver-tis-ing sends Pho-no-graph buy-ers to some Edison store.

Your ad-ver-tis-ing should bring Edison buy-ers to your Edison store.

All we can do is make cus-to-mers. But cus-to-mers do not put mon-ey in your till un-til they are your cus-to-mers.

There-fore, you must hitch* your ad-ver-tis-ing to our ad-ver-tis-ing to sell the goods.

* *Hitch: This is, of course, a figure of speech referring to "team-work."*

This Big, Trade-Bringing Banner is Free to Edison Dealers



If the sign over your door were white with black letters and you were to change it some morning to red with gold letters, more people would see the new sign than ever saw the old. That is because we soon fail to notice the things we see unchanged for a long time.

Variety is the ginger of business.

Every new way of attracting attention to your store is a paying investment whether it is a sign, a newly trimmed window, a hanger, a Phonograph in operation or an advertisement in the newspaper.

The cheapest advertising space you have is the front of your store—cheap because the rent is the same whether you use it for advertising purposes or not.

The banner illustrated above will make your store front work for you. It is made of heavy muslin, painted in four colors, and will cover a space ten feet long and three feet deep.

Put it across the front of your store and it will reach the eyes of everybody on both sides of the street from one end of the block to the other.

If you have not already ordered one, fill out and send us the coupon below and you will get a banner free. It would cost you several dollars to duplicate it.

Send for it, put it up and make your store the most conspicuous one in the block.

National Phonograph Company,
Orange, N. J.

Please send me through my Jobber.....

.....

one muslin banner as per your offer in the Phonograph Monthly. In consideration of its being sent me free of all cost, I agree to prominently display it on the front of my store.

Name.....

Street.....

City..... State.....

Advance List

New Edison Records for October, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before September 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on September 26th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on September 27th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after September 26th, but must not be circulated among the public before September 27th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 2 P. M. on September 26th, for delivery on the following day. Jobbers are requested to place orders for October Records on or before August 10th. Dealers should place October orders with Jobbers before August 15th to insure prompt shipment when Jobber's stock is received.

9948 Old Daddy Peg Leg Two-step — **New York Military Band**

A catchy two-step played in accented tempo by the New York Military Band (formerly the Edison Military Band). It is from the pen of the gifted composer of "Mosquitos' Parade," (Record 7503), and "Mouse and the Clock," (Record 9434). A strikingly original effect is worked into the trio in the marking of time by "old daddy's peg leg." This has been voted one of the best of the new two-steps and is to be used extensively for dancing this fall and winter. Composer, Howard Whitney; publishers, M. Witmark & Sons, New York.

9949 Don't Take Me Home — **Ed Morton**

A new Edison artist in one of the comic song hits of the season. Ed Morton is a warm favorite at the New York roof gardens and no vocalist is more in demand in vaudeville. He is a wonderfully expressive singer and you are able to catch his every word in the Record. This one recites the fortunes (or misfortunes) of a poor married man who had been out "on the town." Everybody he meets insists on taking him home. He has visions of what is waiting for him there and tearfully protests. Orchestra accompaniment. Music, Harry Von Tilzer; words, Vincent Bryan; publishers, Harry Von Tilzer Music Publishing Co., New York.

9950 Cuddle Up a Little Closer, Lovey Mine — **Ada Jones and Billy Murray**

The charming seashore fleeting duet from the musical play, "Three Twins." Ada Jones and Billy Murray sing the lines of the verse by turns and both join in the chorus. The duet is the equal of anything these premier duetists have done together. It is sure to win as many encores from Edison Phonograph owners as the original piece did during the successful run of "Three Twins" in New York last season. At that time it broke all records for curtain calls. Orchestra accompaniment. Music, Karl L. Hoschna; words, O. A. Hauerbach; publishers, M. Witmark & Sons, New York.

9951 Summer Recollections — **Albert Benzler**

Easily the best piano solo since "Violets" (Record 8394), and a rare example of successful piano recording. The selection begins with Gustav Lange's enticingly sweet "Flower Song," and concludes with the dainty "La Fontain" by Karl Bohm. Mr. Benzler's performance displays faultless technique and does full justice to the masterpieces of these two well known European composers. All the elusive nuances of light and shade in the piano tone are perfectly reproduced. Composers, Lange-Bohm.

9952 Miserere from "Il Trovatore" — **Miss Hinkle and Mr. Anthony**

The wonderful duet "Miserere," from Verdi's greatest opera. One of the finest gems of dramatic song in any language. The duet is sung by Leonora and her lover, the Troubadour, who is in prison. The music begins with the maiden's lament, which is sung in a series of beautiful, plaintive notes. These are heard in the prison by her lover, who takes up the song with the famous "Ah! I have sighed to rest me." Miss Hinkle and Mr. Anthony give a highly artistic interpretation of the Verdi masterpiece. The Record is in English and will prove a never-ending delight to all who have a love for music. Orchestra accompaniment. Composer, Verdi.

***9953 Jubilee Minstrels** — **Edison Minstrels**

The curtain rises on "College Life," sung in real "rah! rah!" style by the entire company. Then follows a volley of new and breezy jokes (no sign of a chestnut among them) by the Edison Company's famous coterie of minstrel men. If there's anything in the saying, "It makes you smile to see others smile," this Record is due to score a huge success. It's one endless succession of riotous fun with those king-pins of minstrelsy, Collins, Harlan, Murray and Porter, "whooping 'em up" to the last strains of the closing chorus, "I'm Happy When the Band Plays Dixie." Arrangement original and not published.

9954 I Lost My Heart When I Saw Your Eyes — **Manuel Romain**

Admirers of the great minstrel tenor (and their name is legion) will enthuse over this exquisite tone-poem. It breathes a sentiment as sweet as "the breath of new mown hay." Indeed, it is just such a tenor solo as a Lew Dockstader or Al G. Fields would select as the vocal center-piece of an old time minstrel performance. The title tells much of the story, but it must be mentioned that the refrain, which is the prettiest part, is in the ever-pleasing waltz time. Orchestra accompaniment. Music, J. Fred Helf; words, Arthur Lamb; publishers, Helf & Hager Co., New York.

9955 House Cleaning Time — **Ada Jones and Len Spencer**

A thrilling domestic episode that everyone knows about from sad experience. Ada Jones as the "lady behind the broom" is as peevish as the occasion demands, even if she does say she is "A woman of few words." Len Spencer, as John, only succeeds in getting in her way—(Poor John!) He is given a good dusting until he feels he is the most unnecessary piece of furniture in the house. Mary's mood changes suddenly though, when they run across a packet of their old love letters. Household cares fly out of the window with the remembrance of happy bygone days. Mary: "You remember how hard I used to try to make the cocoa?" John: "Yes, and how hard you used to make them." (Both laugh.) A tender bit of pathos is added as Mary sings: "In After Years When I Am Old." Original vaudeville sketch, not published.

9956 The Old Time Rag — **Arthur Collins**

The "real thing" in a rag time ditty and just Arthur Collins' style. He sings of the "Wiggly, giggly two-step time" that the coon does with his dusky affinity, and throws off many a genuine negro giggle, expressive of the aforesaid coon's ticklish feelings. The melody is Theodore Morse's best brand and shows plenty of action throughout. Two verses and two choruses. Orchestra accompaniment. Music, Theodore Morse; words, Ed Madden; publishers, F. B. Haviland Publishing Co., New York.

9957 Waltz from "La Bohème" — **Edison Concert Band**

"Bohème" is probably the most talked-about opera of the day. It is also one of the most recent and has won Puccini a place among the music masters of operatic history. In the entire score there is nothing more admirable than his exquisite waltz. Its soft, tripping rhythm may fairly be likened to the murmur of the waterfall—especially those passages in which bells are featured. The Edison Concert Band give it a grand presentation. Composer, Puccini; publisher, Carl Fischer, New York.

9958 Sunbonnet Sue — **Byron G. Harlan**

Gus Edwards' cleverest child-song offers Mr. Harlan the same kind of an opportunity he had in Record 9562, "School Days." Both words and tune are far above the average for "popular" songs, and Harlan has unquestionably added another to his long list of "big sellers." Orchestra accompaniment. Music, Gus Edwards; words, Will Cobb; publishers, Gus Edwards Music Publishing Co., New York.

9959 Beautiful Isle of Somewhere — **Anthony and Harrison**

Many admirers of sacred songs have the entire lot of the Anthony-Harrison duets. Ever since their first duet Record, the famous "Glory Song" (made in July, 1903), these delightful duetists have worked together until they mastered the art of perfect Record making. Anthony's clear, sweet tenor notes are admirably balanced by the sonorous lower tones of Harrison's rich baritone. The present Record is one of those fine hymns that are more affecting on their one hundredth hearing than on their first. An accompaniment of bells and cathedral chimes adds to the impressiveness. Orchestra accompaniment. Music, J. S. Fearis; words, Jessie B. Pounds.

9960 Patrol of the Scouts — **Edison Symphony Orchestra**

A brilliant tone-picture that vividly depicts the scouts' patrol. The start is announced by faint drum taps heard away off. As the scouts approach, the music grows in volume, reaching a grand climax as they draw up for review. After some of the most delightful ensemble playing, the retreat begins, the music gradually softening until it is lost in the distance. The melody throughout is of the ear-tickling variety, the feature being a whistling refrain that is simply unforgettable. Composer, E. Bocalari; publisher, Carl Fischer, New York.

*This selection will be illustrated on cover of the October Phonogram.

9961 When It's Moonlight on the Silv'ry Rio Grande — **James F. Harrison**

Here is a song published in far-off Australia about our famed Rio Grande River. The writer, it seems, is a wanderer, with memories of a happy home there. The air is one of charming simplicity, not unlike Record 9428, "In the Evening by the Moonlight, Dear Louise." A bells obligato accentuates the effect of the pretty refrain, and Harrison's robust baritone voice is equally a pleasing as in his best known solos, "Heart Bowed Down," (Record 40742), and "In Old Madrid," (Record 7007). Orchestra accompaniment. Music, Joe Slater; words, Millwood and McAllister; publishers, D. Davis & Co, Sydney, N. S. W.

9962 Ah! So Pure — **Frederic C. Freemantel**

A new singer in an old, old favorite, "Ah! So Pure," from the opera "Martha." Mr. Freemantel has a sympathetic tenor of remarkable range, his tones in the upper register being especially pure and well sustained. His interpretation of Flotow's classic is masterly, to say the least, and will serve to emphasize anew its depths of romantic tenderness. Sung in English. Orchestra accompaniment. Composer, Frederick von Flotow.

9963 Matt Keefe's Yodle Song — **Matt Keefe and George Stricklett**

Something new and decidedly different in a yodle song. The song (by Stricklett) and the yodle (by Keefe) alternate throughout. There are no less than ten different yodling parts, some of them entirely unique. The wide demand last month for Keefe's first Edison Record proves that yodlling is an acceptable as ever when well done. It is easy to understand Matt Keefe's success on the stage after hearing his latest yodle. His notes are as clear as a mocking bird's and reproduce perfectly. Song and words, Matt Keefe; not published.

9964 Wishes — **Collins and Harlan**

Collins and Harlan score again with a new duet that will fit right in with the best of their old-time successes. This one is a hodge-podge of foolishness, highly interesting and set to the merriest tune imaginable. There is not very much connection between the three different verses and choruses and the verbal stiles that are sandwiched in between them, but there is a keen contest on all the time as to which will win the most laughs. Orchestra accompaniment. Music, Ben M. Jerome; words, Irving B. Lee; publishers, F. B. Haviland Publishing Co, New York.

9965 If You Cared For Me — **Frederic Rose**

A new love ballad with an enticing waltz refrain, by those clever song writers, Rose and Snyder. If possible, Rose sings it more effectively than any of his earlier songs. His Record will do much to fulfill the prediction that the song will eventually be heard from coast to coast. In any event, it represents an added triumph for Frederic Rose, whose manly tenor voice has won him golden plaudits since he became a member of the Edison staff. Orchestra accompaniment. Music and words, Rose and Snyder; publishers, Rose & Snyder Co, New York.

9966 You Will Have to Sing an Irish Song — **Ada Jones**

This time Ada Jones is an Irish lass who is serenaded by an ardent Dutch wooer. She informs him without regret or sigh that he has no chance on earth to win her with that class of music. His Dutch music may sound fine, she tells him, but still it's Dutch to her Irish heart—"nuff ced." Then she gives him an illustration of a fine old Irish tune, sung with an excellent brogue, unaccompanied by the orchestra. The entire selection is from "Follies of 1908," the brilliant musical show of the Jardin de Paris roof garden, New York. Orchestra accompaniment. Music, Albert Von Tilzer; words, Jack Norworth; publishers, The York Music Co, New York.

9967 Ballet Music from "The Prophet" — **American Symphony Orchestra**

The ballet music from "The Prophet" is a noted feature of the great Meyerbeer opera. It is considered standard in the realm of ballet music and subsequent writers have not hesitated to borrow freely from its lilting measures. The American Symphony Orchestra (formerly the Edison Symphony Orchestra) has played the whole number just as the composer intended it should be played. Their performance will not suffer at all by comparison with that of the special opera orchestras of Berlin and Leipsic. Composer, Meyerbeer; publisher, Carl Fischer, New York.

9968 Pride of the Prairie — **Billy Murray and Chorus**

The past summer brought out some clever popular songs, but none to take the public fancy more than "Pride of the Prairie." It was heard in vaudeville, in illustrated songs at the moving picture shows; the bands took it up in the parks and passed it on to the orchestras on excursion boats. It is just the stripe of song that stirs the gallery whistling. Billy Murray and chorus sing it with a whirlwind flourish that rivals the speed of the broncho on which Miss Mary and her cowboy lover rode away. Two verses and three choruses. Orchestra accompaniment. Music, George Bonsford; words, Harry Breen; publishers, Jerome K. Remick Co, New York.

9969 Ecstasy — **Mr. and Mrs. Waterous**

This Record will recall the earlier success of the same singers in "O, Moment That I Bless," (Record 9731). This won them an ovation and led to a universal demand for another duet of the same class. H. Millard's English version of "Ecstacy" was finally chosen. This glorious semi-classic love song has a charm that constantly grows on one. The Record will prove a fine model for ambitious students of concerted singing. Orchestra accompaniment. Music and words, G. Alary (English version by H. Millard); publisher, G. Schirmer, New York.

9970 Pat O'Brien's Automobile — **Steve Porter**

A comic Irish descriptive sketch in which Mr. and Mrs. Pat O'Brien take their first automobile trip. It is also Pat's maiden effort as a chauffeur and his nerve is far in excess of his skill. Result, a thrilling runaway and smash-up. "Did ye pay for it?" asks Mrs. O'Brien, after it is over. "Not yit, I got it on trial." "Then tell the man we don't care for it." Incidental features include numerous admiring remarks by a crowd of neighbors, the turning of various cranks and levers, the chug, chug of the auto engine, and finally the head-on collision with an ice wagon. Original street scene; not published.

9971 Gendé Waltzes from "The Soul Kiss" — **New York Military Band**

New York Idolized Mlle Gendé in "The Soul Kiss" last season. Gendé's dancing was the feature of the production, which ran all season. The bewitching waltz melodies to which she danced are here combined in a fascinating medley, of which the band gives a highly artistic performance. The Record is played in even dance tempo, so can be used for dancing. Music, Maurice Levi; publishers, M. Witmark & Sons, New York.

5 Selections Made Over

We list below five selections that have been made over by the same talent. The October printed matter prepared for retail use will contain these selections. Jobbers should replace their stock of the original Records of these numbers with the new ones.

502	**Angel's Serenade**	**Edison Symphony Orchestra**
6948	**The Way to Kiss a Girl**	**Arthur Collins**
8022	**Nearer My God To Thee**	**Samuel Siegel**
8060	**Home, Sweet Home**	**Samuel Siegel**
8591	**Come Ye Disconsolate**	**Samuel Siegel**



(The Methodist Episcopal Ladies' Aid Society, Gayville, S. D., listening to an outdoor Edison concert).

An Edison Dealer at Monroe, N. C., writes us that he helped a school give a concert to secure funds for a library. He took a Phonograph and some Records over and entertained the audience for the best part of two hours.

He did not charge them anything for his trouble, but two of the hearers bought Standard Phonographs and Records the following week.

That is the way it will work out every time.

There are a certain number of lawn parties, picnics and church entertainments in your town during August. Get in touch with the ladies of the various churches who interest themselves in these affairs. You can get a lot of valuable free advertising by helping them out on the musical end of their programmes.

Advance List

New Hebrew and Norwegian Selections

THE Records named below will be ready for shipment from Orange between September 1st and 10th. Samples of any or all of them will be shipped August 1st to such Jobbers as place orders for them. None will be shipped without orders. Jobbers' stock orders received by August 20th will be shipped as fast as possible, after September 1st. Care will be taken to make shipment at one time to all Jobbers in the same city. Separate supplements of each list will be shipped with Records to all Jobbers who request a supply. State quantity required of each kind.

15 Hebrew Records.

21000	Das Yussemil, from "Ben-Ami," *Goldfaden*	Simon Paskal
21001	Die Welt is Meschugge, *Friedzell*, Comic Song	Simon Paskal
21002	Die Goldene Hochzeit, from "The Golden Wedding," *Friedzell*	Simon Paskal
21003	Das Torale, from "Jacob and Esau," *Perlmutter & Wohl*	Kalman Juvelier
21004	Shulom al Jisruel, from "Ben Hamelech," *Perlmutter & Wohl*	Kalman Juvelier
21005	Das Veigele, from "Black Jews," *Perlmutter & Wohl*	Kalman Juvelier
21006	Jaffe, from "Jewish King Lear," *Perlmutter & Wohl*	Kalman Juvelier
21007	Kabet Es owiehn, from "House of David," *Perlmutter & Wohl*	Kalman Juvelier
21008	Rozenkes mit Mandlen, from "Shulamith," *Goldfaden*	Kalman Juvelier
21009	I'm All Right, *Brody*, Comic Song	Solomon Smulewitz
21010	Das Kiduschin Ring, *Smulewitz*, Comic Song	Solomon Smulewitz
21011	Wart a Kappels, from "Ben-Ami," *Goldfaden*	Solomon Smulewitz
21012	Das Feridl, from "Ben-Ami," *Goldfaden*	Solomon Smulewitz
21013	A Brivele der Name, *Smulewitz*, Sentimental Song	Solomon Smulewitz
21014	Die Shulosh Regolim, *Perlmutter & Wohl*, Comic Song	Solomon Smulewitz

13 Norwegian Records.

15768	Maximvisen, *Lehde*	Ingolf Schanche
15769	Af Mannens Silvergläd, *Kjerulf*	Fru Cally Monrad
15770	Opslag, *Sinx*	Brandt-Rantzau
15771	Ved Rondarne, *Grieg*	Fru Else Fröhlich
15773	General Bumsaag, *Offenbach*	Johan Lövaas
15774	Viljalled, *Lehde*	Karoline Mork
15775	Barcarole, *Mon Schjelderup*	Fru Gerda Danielson
15777	Det var en dag, *Sig. Lie*	Fru Cally Monrad
15778	Den förste manden min, *Sinx*	Brandt-Rantzau
15779	Lind, *Agathe Backer Grøndahl*	Fru Else Fröhlich
15781	Danebrogssang, *Halvorsen*	Operasanger Steen
15782	Prinsessen, *Kjerulf*	Fru Gerda Danielson
15783	Min Elskte jeg er bunden, *Kjerulf*	Fru Else Fröhlich

Trade Bulletins

Suspended List, July 20, 1908

SUPERSEDING ALL PREVIOUS LISTS

This list is supplemental to the Suspended Lists printed in the Edison Phonograph Monthly for June and July, 1908, which are still in force and must be given the same consideration by the trade as if reprinted in full herewith.

CAL., Chico—Morton Kryous (or Kryleus). The Postoffice News Stand.
COL., Ouray—C. C. Stratton.
CONN., Meriden—J. F. Malley.
*New London—Smith Bros.
IOWA, Sidney—L. L. Morgan.
KAN., Cuba—Mrs. Frank Barnett.
MASS., Newburyport—Portugkez Phono. Store, M. H. McKinney, Prop.
MINN., *Slatin—J. Watterson.
MIS., *Scobilla—S. B. Payne.
N. J., *Pitsfield—L. Beisel.
N. Y., Brooklyn—A. Bucker.
Henry F. Staude.
*New York City—M. Greenberg, alias J. Greenburg.
*Rochester—A. J. Deninger.
Watertown—L. A. Maxson.
Dyar & Sunkind.
PENNA., Philadelphia—Eastern Phono. Co., M. Futernik, Prop.
*Connellsville—Wright-Metzler Co.
TEX., New Braunfels—Ed. Gruene.

RESTATED.

IA. Luttenbacher & Co., New Haven, Mich.
*Added since June 20, 1908.

Copies of the complete Suspended List will be mailed on request. Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Sales Department Bulletin No. 13, July 3, 1908

Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, *Orange, N. J.*

Your attention is called to an error in the prices of Model D Repeating Attachments on page 27 of our latest Phonograph Catalogue, Form 1335. The prices are those that prevail in Canada. The United States prices are the same as before, as follows:

For Home, Triumph, Balmoral, Conqueror and Alva ..... $ 7.50
For Idelia 12.50

If any of your retail customers should discover this error, kindly explain the matter as above.

NATIONAL PHONOGRAPH CO.

Legal and Agreements Department Bulletin No. 2, July 16, 1908

Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, LEGAL DEPARTMENT, *10 Fifth Avenue, New York, N. Y.*

Please take notice that we have this day suspended A. J. Deninger, 345 North street, Rochester, N. Y., for violating the Conditions of Sale forming part of our Jobbers' Agreement.

He is, therefore, no longer entitled to discounts or any advantages whatever under said Agreement.

NATIONAL PHONOGRAPH CO.

Legal and Agreements Department Bulletin No. 3, July 16, 1908

Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, LEGAL DEPARTMENT, *10 Fifth Avenue, New York, N. Y.*

It has come to our notice that Giles Bros., Quincy, Ill., which firm name appears on our Suspended List for violating the Dealers' Agreement, are endeavoring to obtain Edison goods by offering in trade merchandise or goods of other manufacture or nature, for Edison goods.

We herein notify all Dealers of Edison goods that if they accept any such proposition, they make themselves liable to suspension from the advantages and privileges of an Edison Dealer, inasmuch as they would not only be instrumental in making it possible for a Suspended Dealer to acquire a stock of Edison goods, but the acceptance of goods or merchandise of other make or nature in exchange as whole or part payment for Edison goods is distinctly prohibited by our Conditions of Sale.

NATIONAL PHONOGRAPH CO.



"Broadway Vaudeville at Perkins' Corners"

THE thing to consider in purchasing a sound-reproducing instrument is the fidelity with which it reproduces the human voice in songs or speeches and the musical notes of instruments. Until you have heard

The EDISON PHONOGRAPH

you cannot appreciate how far Mr. Edison has carried his invention in this respect.

Every note of music and every syllable of a speech is not only clear and distinct, but also a perfect reproduction of the singer, band, orchestra or speaker who made the original Record.

The mechanical excellence of the Phonograph, its delicate reproducers, sensitive wax cylinder Records and smooth, indestructible reproducing point—all exclusive features—give the Edison a richness of tone and a faithfulness of reproduction of all sounds not to be found in any other type of machine.

SEPTEMBER EDISON RECORDS READY AUGUST 25th.

Hear them at the nearest Edison store and pick out those you like.

There's no end of fun in making your own records. Ask your dealer to show you how easily and promptly this can be done in your own home with the Edison Phonograph and with Edison Record Blanks.

Ask your dealer or write to us for the new catalogue of Edison Phonographs, The Phonogram, describing each Record in detail; the Supplements, Catalogue, listing the new September Records, and the Complete Catalogue, listing all Edison Records now in existence.



Thomas A. Edison.

National Phonograph Co., Lakeside Ave., Orange, N. J.

The Advertisement that will appear in the September Magazines.

The EDISON PHONOGRAPH MONTHLY
Vol. VI. SEPTEMBER, 1908 No. 9

No more important announcements concerning Edison Phonographs and Records have ever been made than those which appear in this issue of the Phonograph Monthly.

If you want to put new life into yourself and your business, Mr. Edison Dealer, read every word of them. Read them till you thoroughly understand them. Then act. Act promptly, too. Don't wait for your competitor. Be first to grasp the opportunity. Get ready to make your business jump to a greater volume than ever before.

The announcements concerning the Edison Amberol Record, the new combination Phonographs and the Attachments by which present Phonographs may play the new Record, represent more than two years' study and work by Mr. Edison and his assistants.

We believe in these new features and intend backing that belief with all the efforts of our selling organization and the expenditure of greater sums of money for advertising than ever before made by us or any other talking machine company.

But our enthusiasm alone is not enough. We must have your co-operation. We must make you fully as enthusiastic as ourselves. Therefore, we urge you strongly to inform yourself about the new Amberol Records, the new machines and the new Attachments. Then throw your whole energy and ability into the game.

The announcement prohibiting Edison Dealers from handling other cylinder goods will save your money. It will prevent you from being loaded up with goods that tie up your capital and bring you no profit. You will appreciate our course, when you think it over. Edison Phonographs and Records fill every demand for cylinder goods. So why handle others?

The announcement concerning the Edison Records made by Mr. Taft is also of great importance. We now have Records by Mr. Bryan and Mr. Taft, so that no matter how the November election may result we shall have Records by the next President. This makes new history. It indicates progress.

The Lauder Records and other features in the issue are worth your careful attention. Read the issue from cover to cover. Then take off your coat and go to work. The demand for new goods is already greater than we can supply. Order at once and get your supply at least as soon as your competitor.

Change of Officers

[*Copy of letter mailed to entire trade.*]

Orange, N. J., July 29th, 1908.

At a meeting of the Board of Directors of this Company, held on July 23d, 1908, the following officers were elected:

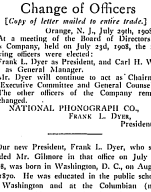
Frank L. Dyer as President, and Carl H. Wilson as General Manager.

Mr. Dyer will continue to act as Chairman of Executive Committee and General Counsel.

The other officers of the Company remain unchanged.

NATIONAL PHONOGRAPH CO.,
FRANK L. DYER,
President.

Our new President, Frank L. Dyer, who succeeded Mr. Gilmore in that office on July 23, 1908, was born in Washington, D. C., on August 2, 1870. He was educated in the public schools at Washington and at the Columbian (now George Washington) University of that city.



PRESIDENT FRANK L. DYER.

He is a lawyer by profession. His father, Col. George W. Dyer, during his lifetime was a prominent patent lawyer, who, in 1878, became associated with Mr. Edison as his Patent Counsel. His elder brother, Richard N. Dyer, is also a patent lawyer of high reputation in New York, and represented Mr. Edison and the various Edison interests in a professional way from 1881 until 1903.

Leaving Wishington in 1897 and coming to New York Mr. Dyer formed a partnership with his brother, which continued until April, 1903, when he moved his office to Orange. Since that time he has acted as General Counsel for Mr. Edison and the various Edison companies, having charge of the extensive litigation in which those interests have been involved and doing much of the active work connected with them. This experience brought him into intimate relation with the commercial branches of the National Phonograph Co., and the various other Edison interests, so that he enters upon his new duties with a complete knowledge of the entire machinery under his control.

Mr. Dyer not only assumes the executive management of the National Phonograph Co., but also of the Edison Manufacturing Co., Edison Phonograph Works, Edison Storage Battery Co. and Bates Manufacturing Company. He is a Director and General Counsel of the Edison Portland Cement Co. and of the Pohatcong Railroad Co.

Work Off the Cut-Outs

The cut out list printed in full on pages 27 and 28 has been issued in ample time to give Dealers plenty of opportunity to sell any stock of the cut out selections they may have on hand and thus avoid the necessity of returning them to us at some future day. While we are not ready to make any definite announcement concerning an exchange proposition, it is quite certain that one will eventually be made, taking care of cut out selections. In any event, it will be better and more profitable for Dealers to dispose of their stock of cut out Records and have none to return. This can readily be done, for all of the selections being dropped are still good sellers and should be quite as readily bought by the public as any others in our catalogue. Dealers are urged to tag their stock of cut out selections in such a manner that they and their clerks will make special efforts to sell them. It will pay Dealers to ask their customers to look over the hanger showing the cut outs and ask them if they do not want to take advantage of the last opportunity to get them.

The Austin Music Co., Dayton, Ohio, send two form letters, which they mailed to their list of Phonograph owners. The letters are about the new Edison Records and give the firm's opinion on the probable best sellers on the lists. Mr. Austin writes us that he gets out a letter every month to mail with the monthly supplement of new Edison Records, and it has resulted in large Record sales. One month as an experiment he left the letter out, and was literally swamped with kicks from all classes of customers.

Store Management

A monthly comment on things Edison dealers have done with a few suggestions on what they should do to increase sales.

After all, there is not a great deal of difference between managing a store right and advertising. The way you manage your store, the way you and your clerks treat possible buyers, is all advertising.

You should always act as if you wanted to sell an Edison Phonograph. The Dealer or clerk who reluctantly gets out Records and plays them for a prospective purchaser, or who is not well posted on his stock, and on the subject of Records, who doesn't know all about the new Amberol Records and the attachment that makes it possible to play them on the old Edison Phonograph, who doesn't know that Bryan has made ten Records and Taft twelve, upon subjects that everybody is talking about, is not going to sell Edison Phonographs and Edison Records as often as he might.

Nobody ever got rich keeping store without working for it. It is not enough to simply open a store. There should be an atmosphere of selling goods about the store all day long. You should make people who come in so welcome that they will keep coming in. You should take special pains to get people in your store to hear the Records, whether they buy or not. You should have something in your window that will keep people looking in there all day long.

A window is a remarkably good advertisement. If your window is on a good street, it is worth as much as the number of people who pass it every day.

For instance, suppose your local newspaper has a circulation of one thousand every day, and your advertisement in the newspaper costs you twenty dollars a week, and suppose your store is on Main street, and five hundred people pass it every day. Then, judged by the newspapper cost alone, it would be worth at least ten dollars, because it reaches five hundred people, but even the biggest and best newspaper ad. cannot reach the people so effectively as a well-dressed window showing the goods with appropriate comments upon them.

It is a very easy matter to dress a window. The window should be changed every week. Surely you or one of your clerks can get time each week to spend two or three hours in dressing up a window that will sell goods. If there is not time during the week, then do it out of hours. If you cannot do it yourself, pay one of your clerks something extra, and make it worth his while to study up window dressing—the kind that sells goods. If you have to pay a clerk a dollar an evening extra to dress a window, it will be one of the best investments you ever made.

See that it is done every week. There should be a fresh window every Monday morning. This doesn't mean a startling change—just something fresh and new each time—a new arrangement of the old goods, sometimes a window of Records, sometimes a window of Phonographs, sometimes both. The National Phonograph Company supplies you with enough cards and other things to help make your window inviting. We do everything we possibly can to help you, but the rest of it is up to you.

Dealers Attention

There is one word we want to say to you, and that is that this is your department. We cannot tell you nearly so much about running a successful Edison Phonograph store as you can tell us. Everyone of you has done at least one thing that has been successful; has found at least one way to help sell Edison Phonographs and Edison Records. What is that way? Write and tell us your experience.

We want this department to have every month several suggestions from Dealers of things they have done and found successful, and which they are willing to pass on to Dealers in other towns.

Then we want you to tell us your troubles and ask us questions. What is there you want to know about the successful management of your store? What help do you want in window dressing, store dressing, displaying stock, getting people into your store, treating them right when you get them there, and all that? Ask us these questions, and we will answer them to the best

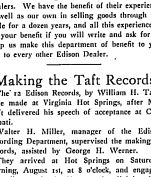
of our ability. We do not know everything, but we are the clearing house for thirteen thousand Dealers. We have the benefit of their experience as well as our own in selling goods through the trade for a dozen years, and all this experience is for your benefit if you will write and ask for it. Help us make this department of benefit to you and to every other Edison Dealer.

Making the Taft Records

The 12 Edison Records, by William H. Taft, were made at Virginia Hot Springs, after Mr. Taft delivered his speech of acceptance at Cincinnati.

Walter H. Miller, manager of the Edison Recording Department, supervised the making of Records, assisted by George H. Werner.

They arrived at Hot Springs on Saturday morning, August 1st, at 8 o'clock, and engaged a small room in the Homestead, adjoining Mr. Taft's apartments, in which to make the Records.



WILLIAM H. TAFT.

Everything was quickly put in readiness and on Saturday afternoon Mr. Taft was ready to begin. At least, he thought so, but events proved that he wasn't.

He had a large scrap book in which newspaper copies of his speeches had been pasted. He had gone through these and marked the portions he wished to use in the Records.

It was so marked up, however, that he had difficulty following it. These were the first Records he had ever made and he remarked that it was a little different from what he had expected. So he gave one of his secretaries instructions to make typewritten copies of the marked portions.

"We had seen the distinguished Presidential candidate at work," says Mr. Miller, "and later in the afternoon we had a chance to see him at play. He was the center of a group of friends on the lawn and was easily the jolliest one there. Every now and then the famous Taft laugh would be heard above all as some one related an amusing incident. And he seemed to have an endless fund of jokes on tap himself.

"On Monday at 3 p. m. we got busy on the Records and by 5 o'clock had four completed. Mrs. Taft was very much interested to know how her husband's voice would sound in the Phonograph and was present while the first four Records were being dictated.

"At 5:15 p. m. Mr. Taft went for his regular horseback ride and gave us an appointment for that evening at 9. At that time he dictated two more speeches, which were all he had expected to make. He had become deeply interested by this time, however, and said, 'I'll give you another.' He kept 'giving us another' until we had twelve altogether.

"While Mr. Taft was dictating he concentrated his undivided attention on the work and seemed entirely oblivious of the presence of anyone else in the room

"He appreciated that he was addressing millions of his countrymen and the earnestness of his speech and manner showed plainly how seriously he regarded the matter.

"The last of the Records was finished at 12 o'clock Monday night. We caught the first train out on the following morning and were at the factory with the Records Tuesday night, when the work of moulding the duplicates was begun.

"I was greatly amused, coming up from Washington on the Congressional Limited, at some scraps of conversation I overheard in the smoker. The morning papers were filled with accounts of Taft's 'canned speeches.' Everybody in the car was discussing them as well as the report that Mr. Bryan said the opposition had stolen his campaign thunder. They all seemed greatly interested in the part that the Edison is playing in the Presidential campaign. Of course no one imagined that the 'canned speeches of William H. Taft' were in my dress suit case at the moment."

Because of the unusual quantity of trade notices this month, we have been compelled to make some changes in style and to omit the list of Jobbers and a lot of interesting matter.

Selling the Goods

ADVERTISING:—One of the most important and often one of the most neglected branches of a dealer's business.

Here is a time for every Edison Dealer to create considerable excitement. Never before has such a double attraction been offered to the trade as the Taft and Bryan Records for the regular Edison Phonograph and the new Amberol Records which play more than four minutes, or twice as long as the old Records. These two features should keep your store busy for the next six months.

Up till Election Day the Taft and Bryan Records will be big sellers. After Election, whichever candidate is elected, you will have a line of Records made by the President of the United States, something that has never been done before by any Phonograph Company.

Taking up first the Taft and Bryan Records:

Keep these in your window with appropriate cards.

Keep them ready to demonstrate on the Phonograph.

Advertise them in the newspapers, using our ready-made ads.

It is only by advertising that you can get all the sales out of these Taft and Bryan Records that are possible.

The newspapers are helping you. The free advertising given to the Taft and Bryan Records would cost us at least fifty thousand dollars if we had to pay for it. The fact that newspapers consider the making of Records by Taft and Bryan of such importance that they give it space in their telegraph matter, upon their editorial page, in their local news column and in their cartoons, is sufficient proof that the people in your town are interested in these Records and will buy them if you give them the chance.

Use newspaper space now, if you never did before, to tell people about the Taft and Bryan Records. You will find suggestions through this number of the PHONOGRAPH MONTHLY—ready-made ads, window cards, window displays and other suggestions—which will help you turn these Records into dollars.

The day after Election Day should be your big day. As soon as the winner is announced, put a good picture of him in every window that you have, with a big pile of his Records in front, with a placard saying something like this:

"Records made by the President of the United States for sale here—45 cents."

While your entire town is interested in the results of election you should have a chance of disposing of a large number of Records made by the winning candidate.

Meanwhile, as if the Taft and Bryan Records were not enough, you will soon have the Amberol Records, Mr. Edison's greatest achievement of recent years.

The only criticism ever made upon the old Edison Record was that it was too short. There was not enough of a good thing. By careful experimenting Mr. Edison has found a composition upon which he can write twice as fine and, therefore, get twice as much music upon the same size of record as before.

This, in brief, is the new Amberol Record, a Record which will play between four and four-and-a-half minutes, making it possible to use music that we could not use before without cutting, making it possible to use the Records for dancing, and adding a great deal to their enjoyment and amusement.

In addition to this, the new composition makes the music clearer and better, giving a finer reproduction.

Your fall advertising campaign, in addition to the Taft and Bryan Records, should be based upon Amberol Records. Elsewhere in this paper we explain about the Records, the attachments and other things.

This department wants to impress on you that no good thing ever comes to the dealer who hides his light under a bushel. We know you have a good thing in the Amberol Records. We know that this is going to be the biggest winner in the Phonograph business this season.

It is up to you to get your share. Advertise the Amberol Records as soon as you get them; explain how easily the new attachments can be put on old machines; advertise the new machines

which play both Amberol and old Records; take space in the newspapers; get our window cards and put them in place, and especially get up an invited concert to hear these new Records, making a great deal of the fact that it is Mr. Edison's scientific achievement that makes them possible.

If the Edison dealers understood the wonderful power of judiciously applied advertising, not only would our business be doubled, but so would theirs. We cannot sell any more Phonographs and Records than the Dealers sell. We have no other avenue of outlet except through you. It is up to you to make the most of the market, and by just so much increase your profits.

The Dealer who doesn't believe that the Edison Phonograph and Edison Records are a good thing, and who does not express that belief in every kind of advertising, will not make the sales he could easily make.

Your business day is just so long. Your store is open only so many hours. You cannot add a minute to the working day, but you can make each minute of the working day earn a better profit by keeping your store full of buyers, your clerks busy and your stock turning over fast.

Nothing is so easy to sell as an Edison Phonograph, but to sell it you must make an effort and you must have buyers to work upon.

The only way to get the buyers to come to your store is by advertising. Advertising and advertising alone has built up the great business of such retailers as Marshall Field, John Wanamaker, Siegel-Cooper and others. Advertising makes it possible for every inch of their floor space to earn money, and every minute of the business day to sell goods. Advertising will do the same thing for you.

You never had better talking points than you have right now. The Taft and Bryan Records are timely subjects. Everybody is interested in politics. Newspapers are giving pages to it. Here are Records made by the candidates, expressing their sentiments. Even a wooden man could sell these Records. Then there will be the Amberol Records playing twice as long as the old ones, and very much better, offering a whole lot of new music never offered before, doubling the enjoyment of an Edison Phonograph, renewing the interest of every owner of an old Edison Phonograph, and offering an additional inducement to purchase a new one.

The only thing required of you is to advertise these things from your store and get a chance to show them to people who are only too anxious to buy them.

We are sacrificing most of our profit on the combination attachments, and ask Dealers to be satisfied with less than the usual margins, so that every owner of an Edison Phonograph can afford to invest in the attachment without delay. That will mean the biggest Record business ever dreamed of, for the Edison Amberol Record is grand value and everybody is going to want them.

Doesn't it make you feel good all over the way Edison Phonographs and Records are pushing ahead?

We have given you Edison Records by both Presidential candidates, and right in the midst of a red hot Presidential campaign.

And both Messrs. Bryan and Taft gave the Edison first choice for introducing their personal views into American homes.

Was ever such a compliment paid a talking machine?

The Republican and Democratic campaign managers know their business. Both they and the candidates realize that the Edison is "First in the hearts and the homes of the people." And they openly acknowledge that the Edison Phonograph and Records do justice to Bryan and Taft's oratorical powers.

And now, added to the Taft and Bryan Records comes the Edison Amberol Record, the greatest improvement since the Edison Gold Moulded Record and Model C Reproducer were brought out in 1902.

It looks as if the Edison Dealer will have the field all to himself from now on.

Let's everybody—Dealer, Jobber and Manufacturer—get together now and make all past achievements look puny by comparison.

Do They Buy Records Regularly?

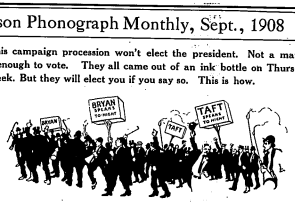
When Phonograph owners fail to call regularly to buy Records, what do you do about it?

An Edison Jobber outlines a very good plan of action. He suggests sending a man around to see if the machines are in good working order. If they are not, he puts them in order.

Some of the new Records are taken along to play while the Phonograph is being adjusted. The customer usually takes a few from hearing them played, and out of appreciation of the service done.

The salesman should not suggest a purchase, however, as his business is to fix the Phonograph. If he gives the impression that he called simply to sell Records, he may not be welcomed another time.

This campaign procession won't elect the president. Not a man in it is old enough to vote. They all came out of an ink bottle on Thursday of last week. But they will elect you if you say so. This is how.



Send a postal card to your list of Phonograph owners and prospective Phonograph buyers. On the front print this campaign procession. (If you will mail the post cards, we will send you the cut to print the illustration, free. It is No. 698.) On the back print:

"Among the twenty-two Edison Records by William Jennings Bryan and William Howard Taft are ten Edison Records personally dictated by the next President of the United States. Come and hear them."

Then add your name and address—and be ready to sell a lot of Records, not only Taft and Bryan Records, but as many other Records as your visitors hear in your store.

Any Dealer who set Smiling Sambo to rattling bones for him last month, on a postal card, is rattling bones of a different sort in his cash-drawer now, and will send for the election parade at once. If you missed Smiling Sambo last month, turn to page 10 of the last (August) issue of the Monthly and look over the opportunity you lost. To any Dealer so short-sighted that he didn't even read the August issue, we will send, on request, another copy of the August issue.

Harry Lauder's New Records

The four new Edison Records by Harry Lauder, which are listed on page 29, include his latest song successes. They are in every way equal to the Lauder Records issued last February.

Judging from the way orders are pouring in the new lot will outsell the earlier one.

There is no Record artist whose songs at all resemble Lauder's. He is really and truly one of the world's cleverest entertainers.

Important Notice

[Copy of letter mailed to entire trade.]

On and after October 1st, 1908, (unless extended as hereinafter provided), we will refuse to fill orders for Edison Phonograph and Records from Jobbers or Dealers who may handle other lines of cylinder machines and cylinder records, except such other cylinder machines as may have been taken in exchange for Edison Phonographs as permitted by our agreement.

In order that entire justice may be done to any Jobbers or Dealers who may have in stock considerable quantities, of other cylinder machines and cylinder records, we will, upon written application in any particular case, consent to an extension of this time to December 1st, 1908, in which to dispose of such stocks, but in no case will we supply Edison Phonographs and Records to Jobbers and Dealers who after October 1st, 1908, may continue to purchase other cylinder machines and cylinder records.

FRANK L. DYER,
President.

August 1st, 1908.

The above letter to Edison Jobbers and Dealers requires no explanation. It is intended to benefit the trade as well as ourselves.

It will benefit the trade because it will make it impossible for Jobbers and Dealers to hereafter permit themselves to be stocked up with a lot of cylinder goods that have small sale and pay no profit. No longer will it be possible to play one Dealer against another and thereby compel one of them to put in a stock that he really does not want.

It will benefit us because it will make every new line build up its own business and not trade on ours, which has taken years of work and the expenditure of hundreds of thousands of dollars to establish.

We do not fear any competition that stands on its own merit and succeeds because of its own endeavors.

Important Printed Matter for Dealers

We are getting out an unusual amount of printed matter for Dealers' use in this and next month. Jobbers will be supplied with all forms mentioned below and distribution will be made *exclusively through them.*

Order a supply of each form when you place your orders.

This is the most attractive line of supplements, hangers, etc., we have ever gotten out, and will be of immense help to you in your fall campaign. Mention the form number in writing to Jobbers about the printed matter.

EDISON AMBEROL RECORDS AND COMBINATION ATTACHMENTS.

Form 1415—A four-page circular printed in two colors; contains an announcement of the Edison Amberol Record, the Combination Attachments and the new Combination Type Edison Phonographs, giving prices on each.

Form 1416—A twelve-page booklet with cover printed in three colors; contains list and descriptions of the 50 Edison Amberol Records.

Form 1308—A Bulletin on the Edison Amberol Records; gives list and short descriptions of the 50 Amberol Records. Printed in two colors, size, 22 by 28 inches.

Form 1406—A window and store hanger telling about the Edison Amberol Records. Printed in two colors; size, 22 by 28 inches.

Form 1307—A window and store hanger telling about the attachments for equipping Edison Phonographs to play both the Amberol and the two-minute Records. Printed in two colors; size, 22 by 28 inches.

WM. H. TAFT RECORDS.

Form 1410—A four-page Supplement containing list and full descriptions of the 12 Edison Records by William H. Taft.

Form 1301—A Taft window and store hanger; contains a large picture of Mr. Taft and a list of the Taft Records. Printed in two colors; size, 22 by 28 inches.

HARRY LAUDER RECORDS.

Form 1401—A four-page Supplement containing list and descriptions of the four new Edison Records by Harry Lauder.

Form 1408—Lauder window and store hanger; contains a large picture of Lauder with a list of his new Records. Printed in two colors; size, 11 by 28 inches.

HEBREW AND NORWEGIAN RECORDS.

Form 1309—A four-page Hebrew Supplement; contains list and description of the 15 new Hebrew Records announced last month to go on sale between September 1st and 10th. Printed in Hebrew.

Form 1381—Hebrew window and store hanger listing the 15 Hebrew Records referred to above. Printed in Hebrew; size, 10 by 22 inches.

Form 1305—A two-page circular; contains list of 13 new Norwegian Records announced last month to go on sale between September 1st and 10th.

NUMERICAL RECORD CATALOGUE.

Form 1370—New 128-page issue of the Numerical Catalogue of Edison Records. Includes Edison Records (American Selections) up to and including July, 1908, listed numerically and alphabetically. This catalogue is for trade use only. It is not being mailed to Dealers, as usual. Jobbers have been supplied and will be expected to provide Dealers with copies.

MISCELLANEOUS MATTER.

The two pieces of advertising literature following are just the thing for general distribution by Dealers. They will be sure to create interest in the Edison Phonograph. Samples were mailed Edison Dealers August 20th. Your Jobber has a stock and can supply you.

Form 1315—"Tramp" Folder. A neat and original four-page folder printed in two colors. The front cover shows a tramp looking in at a barn window. Upon opening it up, the inside pictures a Phonograph show being given by a crowd of youngsters; good strong talk on the back cover and room for Dealer's imprint.

Form 1320—"Fun" Booklet. A miniature booklet on the Edison Phonograph. Each page is topped with a clever illustration, and contains a brief pointed reason for owning an Edison.

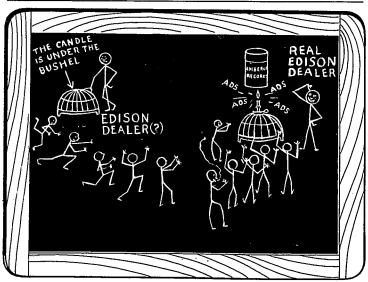
What Bryan and Taft Advertising Means for You

For weeks the papers have been full of the fact that both of the Presidential candidates, Taft and Bryan, have made Records for the Edison Phonograph. The papers have taken this up and devoted columns to it as news matter. The cartoonists have treated it from all points of view, both seriously and humorously.

All of this means tremendous advertising for the Taft and Bryan Records—advertising of a kind which we could not buy, and which must affect your sales. To take advantage of this advertising be sure to have the Taft and Bryan Records in stock and be ready to demonstrate them at any time.

The making of Records by two Presidential candidates is the most remarkable thing that has happened in phonography in the last five years. Every Edison Dealer should take advantage of it.

An Edison Jobber on the Pacific coast writes that one of his Edison Dealers was induced about nine months ago to put in three machines and 150 records of another manufacturer. He still has the three machines and 80 of the records, although he has ordered $2,000 worth of Edison goods during the past year. Don't this speak for itself?



Lessons for Dealers

Lesson II.

There is a par-a-ble which ad-vises us not to hide our light un-der a bushel.

This par-a-ble was not spe-cial-ly writ-ten for the Pho-no-graph Month-ly as a trade help in sell-ing Edison Am-ber-ol Rec-ords, but its ap-pli-ca-tion is un-ques-tion-able.

Your cus-to-mers will want Am-ber-ol Rec-ords. You will have them.

Light your can-dle.

And put it where ev-er-y-one sees it.

Selling Records Through Your Window

How many people walk by your store daily? You may not know—but your landlord knows. And when you pay rent, you pay him for the crowds that pass your window. That is why the rent for a corner is more than on a side street.

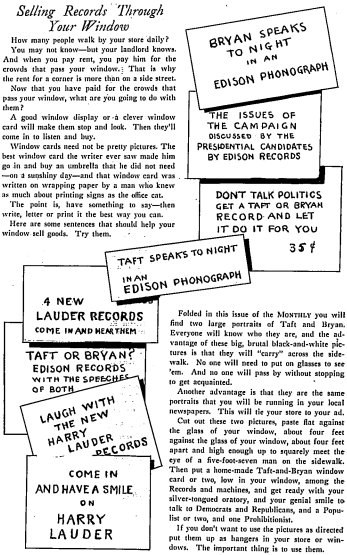
Now that you have paid for the crowds that pass your window, what are you going to do with them?

A good window display or a clever window card will make them stop and look. Then they'll come in to listen and buy.

Window cards need not be pretty pictures. The best window card the writer ever saw made him go in and buy an umbrella that he did not need —on a sunshiny day—and that window card was written on wrapping paper by a man who knew as much about printing signs as the office cat.

The point is, have something to say—then write, letter or print it the best way you can.

Here are some sentences that should help your window sell goods. Try them.



Folded in this issue of the MONTHLY you will find two large portraits of Taft and Bryan. Everyone will know who they are, and the advantage of these big, brutal black-and-white pictures is that they will "carry" across the sidewalk. No one will need to put on glasses to see 'em. And no one will pass by without stopping to get acquainted.

Another advantage is that they are the same portraits that you will be running in your local newspapers. This will tie your store to your ad.

Cut out these two pictures, paste flat against the glass of your window, about four feet apart and high enough up to squarely meet the eye of a five-foot-seven man on the sidewalk. Then put a home-made Taft-and-Bryan window card or two, low in your window, among the Records and machines, and get ready with your silver-tongued oratory, and your genial smile to talk to Democrats and Republicans, and a Populist or two, and one Prohibitionist.

If you don't want to use the pictures as directed put them up as hangers in your store or windows. The important thing is to use them.

Trade Bulletins

Sales Department Bulletin No. 13, August 1, 1908

TRADE INFORMATION FOR DEALERS.

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

October 1st, 1908, will mark the beginning of a new era in the history of the Edison Phonograph. On that date we will put into effect a number of changes and improvements in Edison Phonographs and Records that will mean as much to the future of your business and ours as did the introduction of the Gold Moulded Record and the Model C Reproducer of 1902. The tremendous increase in the sale of Edison goods since that time is known to you all. The improvements then introduced have, we firmly believe, caused the sale of more Edison Phonographs and Records than the combined sale of all other makes of talking machines. Therefore, the changes and improvements to be placed before the public on October 1st next, will start with the prestige gained by six years of unexampled success. When to this success is added new conditions even more important than those that have gone before, we confidently believe that you will fully agree with our optimistic views regarding the future of the trade in Edison goods. The new feature will consist of the following:

1. A new Record made of a new composition, by a new process and playing an average of over four minutes, or about twice as long as our present Record.
2. A series of attachments by which at slight cost all present Phonographs except the Gem may be equipped to play the longer Record in addition to the present one.
3. Several new types of Edison Phonographs by which both the present and the new Record may be played at the pleasure of the operator.

1. The New Record

This will be known as the Edison Amberol Record. The most important feature is a recording thread of 200 lines to the inch, or twice as fine as the present Record of 100 threads. By this means twice the playing length is secured without increasing the length or diameter of the Record itself.

Since the finer thread required a smaller reproducing point, it became necessary to find a new composition that would successfully resist the wear of the reproducer. The successful and accurate moulding of a 200 thread record formed of a much tougher composition, also necessitated changes and refinements in our moulding process.

More than two years were spent in experimenting to secure these results, the work of several experts being constantly directed and supervised by Mr. Edison.

The Edison Amberol Record is the most wonderful production of its kind that the world has seen. The engraved sound waves are so minute that the eye cannot follow them, and yet the sounds are reproduced even more clearly, more naturally, and more sweetly than by the present Record.

The present two-minute Record will be continued without change until further advised.

2. The Attachments

With a Record of finer thread came the problem of devising a plan by which the Record could be marketed without compelling present owners of Phonographs to buy new machines. This was solved by the construction of attachments embodying the principle of the differential gear and including a new Reproducer with a smaller reproducing point. Attachments have been made for all Edison Phonographs except the Gem.

3. New Types of Phonographs

On October 1st, we will place on the market, three new types of Phonographs to be known as the Standard Phonograph Combination Type, the Home Phonograph, Combination Type, and the Triumph Phonograph, Combination Type. These will be equipped to play both Records and will have two reproducers. They will be sold at slightly higher prices than the present Standard, Home and Triumph machines. At the same time we will supply the Idelia, Balmoral, Conqueror and Alva machines, equipped to play both Records, at no advance over present catalogue prices.

Prices, Discounts, Etc.

These are fully covered in the Addenda to the Dealers' Agreement on page 13. WE WOULD ESPECIALLY POINT OUT THE UNUSUAL PROFITS OFFERED TO THE TRADE BY THE PRICES ON THE NEW AMBEROL RECORD. The profits on attachments are less than those on machines. In order to keep down the retail price of the attachments and make it easy for owners to change over their machines, we are sacrificing most of our usual profit and are asking the trade to also make some sacrifice to the same end.

How the Changes Will Be Made

Salesmen will leave our factory about August 15th and visit as rapidly as possible on all Jobbers in their respective territories. They will fully instruct the latter concerning the new attachments, etc. They will equip a Standard and a Home Phonograph in each Jobbers' stock so that Jobbers in turn may be able to fully instruct their Dealers on the subject. It is hoped in this way to get the entire trade fully informed by October 1st. Full instructions for putting attachments on all present Phonographs will be included with each attachment. It is also possible that copies of these instruction sheets will be sent to the entire trade by mail.

How to Order

The first list of Amberol Records will comprise 50 selections. The advance list is printed on page 22. This list has been made up of such a variety of selections as will make the widest appeal. It will be impossible to supply Jobbers with samples of these Records. We must ask Jobbers and Dealers to place advance orders without delay for such quantities as they may require. There will doubtless be a large and immediate sale for these Records, for we feel assured that hundreds of thousands of Phonograph owners will change their machines to play the new Record just as rapidly as they can have the work done.

Jobbers and Dealers are also urged to place orders for a quantity of the various attachments and of the new combination types of Phonographs. In fact, they should give every phase of the new conditions the most careful consideration, and anticipate their requirements so far as possible. We shall work our factory day and night for an indefinite time but we doubt if we shall be able to meet the demand for the Amberol Records, the Attachments, and the new Combination Phonographs. We feel confident that the sale will be enormous.

Additional lists of Amberol Records will be issued later, and they will be handled in the same manner as the present Record as soon as conditions make it possible.

October 1st the Selling Date

Shipments of Amberol Records, Attachments and Combination Type Phonographs will be made from Orange as fast as possible after orders are received, distant points getting attention first.

Under no circumstances will Jobbers or Dealers be permitted to offer for sale at retail, any Amberol Records, Attachments or Combination Type Phonographs before October 1st even though they may be received prior to that date. Jobbers may supply Dealers with Attachments or Combination Phonographs before October 1st, with the distinct understanding that they shall not be sold until October 1st. Amberol Records may be shipped to Dealers with October Records September 24th, but they must not be placed on sale until October 1st.

In Conclusion

Much more might be said about the new conditions and the great impetus that will be given the trade, but enough has been stated to arouse all concerned to the fullest enthusiasm. As good as the improvements are they cannot exploit themselves. They must have the most cordial co-operation of all Jobbers and Dealers and this, we believe, we shall have from every true Edison man.

[The foregoing, when mailed to the trade, was accompanied by original and duplicate copies of an Addenda to the Dealers' Agreement for the signatures of Dealers. The Addenda is given on the next page. Copies must be signed by all Dealers.]

Sales Department Bulletin No. 15, August 20, 1908

TRADE INFORMATION FOR DEALERS.

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

Price List of Parts for Model D, Repeating Attachment.

Following are net retail prices on repair parts for the Model D Repeating Attachment. Dealers' discounts are the usual discounts on Edison supplies and parts. This price list is not printed in any present Edison catalogue, so should be cut out and kept on file.

	Repair.	Supply.
Arm Clamp		.10
Return Screw		.10
Return Screw Cover		.25
Return Screw Cover Set Screw		.05
Return Screw Bushing		.15
Return Screw Bushing Set Screw		.05
Lifting Disc	.50	
Lifting Disc Key	.15	

	Repair.	Supply.
Lifting Disc Set Screw		.05
Return Screw Frame	1.25	
Return Screw Frame Screw (2) each	.05	
Trip Rod	.10	
Trip Rod Set Screw	.05	
Lift Lever Block	.15	
Lift Lever Pin		.05
Lift Lever Clamp Screw		.05
Lift Lever Set Screw		.05
Arm Casting	1.00	
Arm Casting, with Lift Lever and Screws	1.10	
Chain		2.50
Lift Arm Plate		.10
Angle Plate		.10
Return Arm Screw		.05
Arm Adjusting Clamp Screws (2) each		.05
Back Shaft Bearings, right and left, each		.35
Main Shaft Pulley, with Gear for "Home"		1.25
Main Shaft Gear, with Gear for "Triumph"		1.25
Main Shaft Pulley, with Gear for Concert and Balmoral		1.85
Main Shaft Pulley Set Screw		.05

Addenda to Dealer's Agreement

The Addenda referred to on pages 11 and 12 is as follows:

ADDENDA TO DEALERS'

List Prices, Discounts, Net Prices, Terms, Conditions of Sale, and Agreements for United States of America, Issued October 1st, 1907.

SUBJECT TO CHANGE.

ISSUED BY

NATIONAL PHONOGRAPH CO., ORANGE, N. J.

This Addenda must be signed by every Dealer now selling Edison Phonographs, Records, Blanks, Repair and Supply Parts, etc., and must be signed by every firm who may become Edison Dealers in future. It must be considered as of the same force and subject to the same penalties as the original Agreement.

LIST PRICES OF COMBINATION TYPE EDISON PHONOGRAPHS.

Standard	Combination	Type	$30.00
Home	"	"	40.00
Triumph	"	"	60.00
Idelia	"	"	125.00
Balmoral	"	"	70.00
Conqueror	"	"	85.00
Alva	"	"	85.00

All of the above machines subject to regular Dealers' discounts.

PRICES OF COMBINATION TYPE ATTACHMENTS COMPLETE.

	Dealers'.	List.
Standard	$5.75	$5.00
Home	6.25	7.50
Triumph	6.25	7.50
Idelia	6.25	7.50
Balmoral	6.25	7.50
Conqueror	6.25	7.50
Alva	6.25	7.50

PRICES OF EDISON AMBEROL RECORDS.

Dealers', $ .28; List, $ .50.

AMENDED SECTIONS ONE AND SIX OF CONDITIONS OF SALE.

1. *No Person, Firm or Corporation* will be recognized as a Dealer in Edison Phonographs or Parts, Edison Records or Blanks unless a Dealers' Agreement is signed, either direct with this Company or through an authorized Jobber, and no such Agreement will be accepted by this Company unless the Dealer signing same has an established place of business suitable for the display and handling of Edison Phonographs, Records, etc., and then only on condition that such Dealer purchase an initial quantity of at least three Edison Phonographs, each of a different type, and one hundred and fifty Edison Records. Unauthorized Dealers are not entitled to the discounts and net prices specified in the foregoing schedule. Any Dealer who fails to maintain a stock equal to the initial order may be removed from the list of authorized Dealers at the option of this Company. Dealers handling Edison Phonographs or Parts, Edison Records or Blanks, SHALL NOT HANDLE ANY OTHER MAKE OF CYLINDRICAL sound reproducing Records or machines adapted for such Records.

6. *Exchanging* or tendering Edison Phonographs or Parts, Edison Records or Blanks, in whole or part payment for privileges of any character, or for advertising, or the exchange or acceptance of merchandise or goods (including sound reproducing machines and records) of any make or nature in whole or part payment for Edison Phonographs or Parts, Edison Records or Blanks, is not permitted. This does not prohibit the acceptance of an Edison Phonograph at full list price, if good as new, or less cost of repairs to make it good as new, in exchange for an Edison Phonograph sold at full retail list price, but does prohibit the acceptance of Records or Blanks of ANY KIND, AT ANY PRICE, in exchange for Edison Phonographs or Parts, Edison Records or Blanks.

Suspended List, Aug. 20, 1908

SUPERSEDING ALL PREVIOUS LISTS

This list is supplemental to the Suspended Lists printed in the Edison Phonograph Monthly for June, July and August, 1908, which are still in force and must be given the same consideration by the trade as if reprinted in full herewith.

CAL., Chico—Morris Kyrous (or Kyrieus). The Postoffice News Stand.
COL., Ouray—C. C. Stratton.
CONN., Meriden—J. F. Malley.
New London—Smith Bros.
IOWA, Sidney—L. L. Morgan.
KAN., Cuba—Mrs. Frank Barnett.
MASS., Newburyport—Pertucket Phono. Store, M. H. McKinney, Prop.
*Needham—J. L. Davis.
*Northampton—W. T. Risley.
*Worcester—J. C. Williams, Prop. Williams' Book Store.
MICH., *Marshall—S. E. Cronin Estate.
MINN., Elgin—J. Watterson.
MISS., Scobin—S. R. Payne.
NEB., *Alliance—B. F. Lockwood & Co.
*Geneva—Geo. H. Nelson.
N. H., *Dover—Dover Furniture Co.
N. J., *Bayonne—Goldweber's Dep't Store, M. Goldweber & W. Goldweber.
Plainfield—L. Scisci.
N. Y., *Albany—Albany Phono. & Sewing Mach. Co, Aaron Kent & W. H. Bernstein, Props.
Brooklyn—A. Becker.
Henry F. Staub.
*Lockport—Floyd B. Series, Prop. Lockport Phono. Co.
New York City—*Harry Cohen.
M. Greenberg, alias J. Greenburg.
Rochester—A. J. Denlinger.
Watertown—J. A. Maxson.
Byer & Sunskind.
OHIO, *Fremont—Lorens Henderson Piano Co.
*Lima—Henry Van Gunten, Van Gunten Music Store.
PENNA., Philadelphia—Eastern Phono. Co, M. Fatemik, Prop.
Connellsville—Wright-Metzler Co.
TEX., New Braunfels—Ed. Gruene.
VA., *Pyles—J. J. Crump.
WASH., *Cheap—Ed. Long.
*Added since July 20, 1908.

Copies of the complete Suspended List will be mailed on request. Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other addresses.

Phonograms Wanted

We are anxious to get copies of back numbers of the *Phonogram*, and will pay 2 cents a copy for any of the following issues In 1904—July, August, September, October, November-December; in 1905—February, April and May; in 1906—March; and in 1907—January and May.

If you have any of the above-mentioned *Phonograms* and wish to dispose of them, please send them in to the Advertising Department.

Cal Stewart Back Again

Cal Stewart is again back into the galaxy of Edison Record makers. Once more will his big, hearty and jovial voice be heard on Edison Records. Two of his selections appear in the first list of fifty Amberol Records. Others will follow. It is also our intention to shortly issue a number of Mr. Stewart's selections on the two-minute Records.



"Fou the Noo"

You'll laugh. You'll laugh until you cry over Lauder—Lauder so "fou" that he does not "ken" what he has been celebrating—wedding, funeral or christening!

"Fou the Noo" is only one of four new Edison Records by Harry Lauder that we will be glad to play for you if you will drop in.

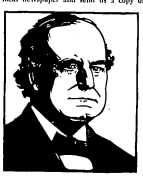
Lauder is making a big hit with his songs in New York. The Edison Phonograph is making a big hit with his Records all over the country. You cannot afford to miss hearing them. Come in today.

(Dealer's name and address)

An electro (Single Col. No. 696; Double Col. No. 697) of the above cut of Harry Lauder, supplied to Dealers who will insert an advertisement in their local newspaper and send us copies of the papers containing the advertisements.

Your Campaign for Bryan and Taft Record Sales

should include two or three ads in your local newspaper. We will send, free, electrotypes of these portraits of Taft and Bryan to any Dealer who will insert an Edison Phonograph advertisement in his local newspaper and send us a copy of the paper in which it appears.



Single Col. No. 692
Double Col. No. 693



Single Col. No. 694
Double Col. No. 695

We have these cuts in one and two-column widths. Say which.

With these "cuts" in the newspapers and the "cut-outs" in your window you will link our advertising, your advertising and your store together with a chain that is bound to pull results for you.

Here are two advertisements which your newspaper will set for you to use with the electrotypes.

Taft and Bryan

What they say and how they say it will be interesting to hundreds of voters and to many others who may not hear either of them speak during this campaign.

This is not so great a loss as you might think since you can buy for 35 cents at this store Records made by both Taft and Bryan, giving their sentiments on public questions in their own voices and with their own inflections. You should buy both Taft and Bryan Records and compare them in your own home and to entertain your friends.

(Dealer's name and address)

As the Campaign Grows Hot

interest in the two candidates for presidency deepens.

Think what it means to offer to your friends or to enjoy by yourself, by means of the

Edison Phonograph
and the
Taft and Bryan Records

not only the sentiments of the two candidates upon public questions, but also their actual voices and inflections.

Edison Taft and Bryan Records for sale here—35 cents each.

(Dealer's name and address)

The enterprising Dealer will readily see that this material is good not only for newspaper ads, but for postal cards and printed slips.

The electrotype offered on page 7 for use on a postal card would also make an excellent heading for a two-column newspaper ad.

Advance List

New Edison Records for November, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before October 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on October 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on October 25th. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after October 20th, but must not be circulated among the public before October 25th. Jobbers and Dealers may, however, dispatch Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on October 24th, for delivery on the following day. Jobbers are required to place orders for November Records on or before August 10th. Dealers should place November orders with Jobbers before September 10th to insure prompt shipment when Jobber's stock is received.

9972 The Love Kiss—Intermezzo — **New York Military Band**

Arthur Pryor's new intermezzo, which was so much in demand during the Pryor Band's last summer season at Asbury Park, N. J. Admirers of Pryor's "Razzazza Mazzazza" (Record 9233) and "Whistler and His Dog" (Record 9107) will concede, upon hearing "The Love Kiss," that his genius for original composition has ripened greatly since he gave us those earlier successes. The melody is of the easy-to-remember variety, and the time, slow waltz. Composer, Arthur Pryor; publisher, Carl Fischer, New York.

9973 Are You Sincere? — **Byron G. Harlan**

One of the most pleasing ballads of the day. It has often been remarked that when this song is on a vaudeville or other theatrical programme, the orchestra almost invariably repeats it at the end of the performance as the audience is leaving. It is certainly a very catchy and melodious ballad, which Mr. Harlan sings in his best voice. Orchestra accompaniment; music, Albert Gumble; words, Alfred Bryan; publishers, Jerome H. Remick & Co., New York.

9974 It's the Pretty Things You Say — **Amy Butler**

A new female singer in one of the catchiest songs brought out this season. Miss Butler's method is that of the typical Broadway musical comedy star. Her voice is most musical and she sings with a vivacity that can come only from an enthusiastic relish of her work. A Record that will tempt one to play it over a second and third time. Orchestra accompaniment; music, Ted Snyder; words, Al. Bryan; publishers, Ted Snyder Music Pub. Co., New York.

9975 Popular Straight Jigs — **John Kimmble**

As the title indicates, this is a potpourri of straight, legitimate jigs. After hearing Kimmble "tear off" such fine jig music from his magical accordion, one wonders why jigs are ever played on any other instrument. But then every accordion player is not a Kimmble, nor is every accordion the equal of his in volume and power of musical expression. Piano accompaniment.

9976 When Highland Mary Danced the Highland Fling — **Edward M. Favor**

A jolly and highly diverting Record. The absorbingly interesting story of Highland Mary's adventures is sung to a melody that savors of the liveliest old Scottish airs and reels, especially when she "did the Highland Fling." Orchestra accompaniment; music, Harry Von Tilzer; words, Jack Mahoney; publishers, Harry Von Tilzer Music Pub. Co., New York.

9977 I'm Starving For One Sight of You — **Manuel Romain.**

Manuel Romain gets one of the best opportunities he has yet had in Charles K. Harris' new love song. This selection is especially suited to Mr. Romain's method of singing, as there is an unusual number of the peculiar lingering notes, which add such a rare depth of tenderness to his sentimental songs. Part of the accompaniment is picked softly on the strings of the violins. Orchestra accompaniment; music and words, Charles K. Harris; publisher, Charles K. Harris, New York.

9978 I Think I See My Brother Coming Now — **Arthur Collins.**

A remarkably good comic coon song. The "cullud gemman" in the case became envious of the ease with which Joe Gans coins money prize-fighting. He decides to try his hand, declaring, "I'll fight 'til brother Bill comes home." (Brother Bill had been dead 27 years.) So he fights the "terrible Greek," gets knocked down nine times, and amid the laughs and jeers of the spectators, sings the great stuttering chorus, "I think (uh) I (uh) see m-m-m-y b-b-b-rother comin' home right now." Orchestra accompaniment; music, J. Fred Helf; words, Eddie Moran; publishers, Helf & Hager Co., New York.

9979 Golden Blonde — **American Symphony Orchestra**

A very ambitious concert number that displays wonderful feats of orchestration, especially with reference to flute and clarinet work. The introduction is showy, and is followed by a flute cadenza, which, in turn, leads up to a graceful mazurka movement. This Record is also a notable achievement in skillful recording. Composer, R. Eilenberg; publisher, Carl Fischer, New York.

9980 When You and I Were Young, Maggie — **Will Oakland**

Will Oakland is the sweet counter-tenor singer, who won a great personal triumph with his first Edison Record in the August list, (No. 9902). We predict that his Record of "When You and I Were Young, Maggie," will always be one of the best sellers in the Edison catalog. It belongs to that select class of good old songs that none of the good new ones seems to quite come up to. Orchestra accompaniment; music, J. A. Butterfield; words, George W. Johnson.

9981 Just As I Am — **Anthony and Harrison**

This month's sacred duet is a beautiful new arrangement of the grand old hymn, "Just as I Am." It would be difficult indeed to find two singers, whose voices blend so harmoniously as do Anthony and Harrison's. This is because they have been making Edison duet Records since 1905 and have long sung together in the choir of one of New York's largest churches. Orchestra accompaniment; music, Wm. B. Bradbury; words, Charlotte Elliot.

9982 Evening Star — **Thomas Chalmers**

This captivating aria is sung by Wolfrau in the third act, scene two, of Tannhauser. It is justly regarded as the gem of the great Wagnerian opera. Our Record presents the song in English by Thomas Chalmers, a new Edison artist, who is gifted with a rich, vibrant baritone voice. Orchestra accompaniment; composer, Richard Wagner; publishers, Oliver Ditson Co., Boston, Mass.

9983 After Sunset—Intermezzo — **Edison Concert Band**

A band concert piece by Arthur Pryor—rich in color and displaying the touch of a masterhand at instrumentation. It is in common time, and like Record No. 9972 of this month's list, has been demanded by nearly every audience that Pryor and his band have played before in several months past. The Edison Concert Band gives it a decidedly clever reading. Composer, Arthur Pryor; publisher, Carl Fischer, New York.

*** 9984 I'm a Yiddish Cowboy** — **Edward Meeker**

A dandy new cowboy song with Western effects galore. Among them—the tom tom, cowboy chorus, cowboy and Indian yells, hoof beats, etc.—and all so plain and realistic that one can almost smell the alkali. Mr. Meeker sings this number with the spirit and fire that the unusual words and music call for—so plainly too that not a word is lost, even in the yiddish dialect portion. Orchestra accompaniment; music, Al Piantadosi and Halsey Mohr; words, Edgar Leslie; publishers, Ted S. Barron Music Publishing Company, New York.

9985 It Looks Like a Big Night To-night — **Collins and Harlan**

The comic song craze of the moment. Hubby packs wifey off to the seashore. No sooner is she gone than he is overwhelmed with self-pity because of his lonesomeness and plans to make "a night of it with the boys." Wifey turns up unexpectedly in the middle of it all. With prophetic vision he "sees his finish," and dolefully sings, "It looks like a big night to-night." The tune is extremely vivacious and is sung with genuine Collins and Harlan flavish. Orchestra accompaniment; music, Egbert Van Alstyne; words, Harry Williams; publishers, Jerome H. Remick & Co., New York.

9986 Love Me Like I Like to be Loved — **Ada Jones**

A leap year love song that is by long odds the best of the crop of new semi-rag coon songs. A certain dusky belle's "gemman friend" is far too slow to suit her fancy. Not only does she chide him about his lack of action, but goes further and describes the kind of action she would like. And, would you believe it?—the description frightens him away. This song reflects Ada Jones' happiest mood. Orchestra accompaniment; music, Geo. W. Meyer; words, Earle C. Jones and Alfred Bryan; publishers, Rose & Snyder, New York.

*This selection will be illustrated on cover of November Phonogram.

9987 Händel's Largo — **Hans Kronold**

Handel's divine classic is in the same class as "Traumerei," by Schumann. Mr. Kronold has never done anything better than this entrancing 'cello solo. The piano accompaniment forms a suitable background, that does not in the least obscure the lovely, and at times, weird tones of the strings. Every one who loves music will appreciate this exceptional Record. Piano accompaniment; composer, George Friedrich Handel.

9988 A Morning in Mrs. Reilly's Kitchen — **Steve Porter**

A, scintillating bit of Irish comedy. Mrs. Reilly resided in a flat where all the groceries, meat, ice, etc. were brought up on a dumb waiter. A shrill whistle would precede each trip of the waiter. On this particular A. M. the effect of the whistle was about as loud and long as at 1 A. M. New Year's morning, when all the steam whistles in town are turned loose and allowed to blow themselves out. A sample of Mrs. Reilly's ready wit: (whistle) "Oh, My! They call it a dumb waiter whin it's screechin' loike the divil from mornin' 'til night!" (whistle). A splendid Record. Original sketch, not published.

9989 Take a Little Ride With Me — **Dorothy Kingsley and Edward Meeker**

A breezy automobile flirting duet, which the writers call "A conversation with music." An automobilist (Ed. Meeker) meets with a fresh and pretty dairy maid (Dorothy Kingsley) and urges her to take a spin "O'er hill and dale." The tune is one of airy grace in tripping gavotte tempo. Both solo and chorus parts are capitally done and the record will prove an unusual seller. Orchestra accompaniment; music, Theodore Morse; words, Jack Drislane; publishers, F. B. Haviland Pub. Co., New York.

9990 My Dream of the U. S. A. — **Frederic Rose**

The latest addition to the list of patriotic songs of the U. S. A. A soldier lies dreaming of our past heroes who fought for American liberty and the words describe his vision. The melody is in stirring martial time with the orchestra introducing short phrases of well known patriotic airs. Orchestra accompaniment; music and words, Leonard Chick, Chas. Roth and Ted Snyder; publishers, Ted Snyder Co., New York.

9991 Dancing Spirits — **Albert Benzler**

What a storm of protests would be heard should the Benzler Bells solos fail to come out at regular intervals! This month's selection is a favorite composition by Carl Bohm, a celebrated writer of music. It is given an entirely new and original setting, and will undoubtedly make a very popular bells solo. Orchestra accompaniment.

9992 Faded Roses — **James F. Harrison**

Roma's new ballad is well named. It is really and truly as sweet and refined as the scent of a rose. It would seem as if the composer must have had Jas. F. Harrison in mind when he originated the bewitching waltz lento refrain, for Mr. Harrison sings it in a way to cause the listener to say instinctively, "Fine!" Orchestra accompaniment; music and words, Caro Roma; publishers, M. Witmark & Sons, New York.

9993 Jim Jackson's Affinity — **Ada Jones and Len Spencer**

This Record is filled with action. We are taken behind the scenes at a rag-time ball and given a glimpse of the belle and her ebon-hued affinity in a rapturous waltz, which far eclipses the "Merry Widow." The climax comes with "A Soul Kiss" that stops the music. Was there a scene when Jim's bona fide wife arrived just in time to witness the "Soul Kiss?" There was. She leads her (?) Jim off a captive, but Jim's "t'other fair charmer," evens up by singing "He's *My* Affinity." Original sketch, not published.

9994 Come Where My Love Lies Dreaming — **Knickerbocker Quartette**

An old standard song classic, by the composer of "Old Folks at Home" and "My Old Kentucky Home." This entrancing serenade as sung by the Knickerbocker Quartette, has an original four-part setting. Each voice is heard in delightful contrast with the other, ending with a remarkably effective climax in which all four voices blend in splendid harmony. Unaccompanied; music and words, Stephen C. Foster.

9995 The Crater March — **Edison Military Band**

This martial band piece takes its name from the battle of "The Crater," fought in the civil war at Petersburg, Va. It will be a great seller, not for its historic associations alone, but because of its engaging military air. The Edison Military Band gives it a very spirited performance, which the Record adequately reproduces. Composer, Harry J. Lincoln; publishers, Vandersloot Music Publishing Co., Williamsport, Pa.

Advance List

Twelve

Edison Records by William H. Taft

THE Taft Records will be ready for shipment from Orange about August 20th. For want of time samples will not be sent to Jobbers. Jobbers' stock orders will be shipped as fast as possible after August 20th, beginning with those received from Jobbers in the far West. Care will be taken to make shipments at one time to all Jobbers in the same city and shipments will be made to distant points first. Special supplements will be shipped with Records to all Jobbers who request a supply. State quantity required.

WILLIAM H. TAFT, Republican candidate for President, has made twelve Edison Records. The Records consist of the most striking portions of his Speech of Acceptance, which was delivered at Cincinnati, July 28th.

As Mr. Taft says, the Records give his "personal views on the leading political questions." And, we may add that they do this in a wonderfully lucid and concise manner.

They are splendidly recorded in Mr. Taft's most amiable voice and do full justice to the distinguished Ohioan's oratorical powers.

Now, for the first time, one can introduce the rival candidates for the Presidency in one's own home, can listen to their political views, expressed in their real voices, and make comparisons.

The National Phonograph Company is proud of having introduced this epoch-making novelty. We are proud that of all talking machines, the Edison was the first choice of both candidates for reaching the American public.

Edison Dealers! The Taft Records, coming right after the Bryan Records, present you with a talking point that should sweep all before it. Make the most of this golden opportunity to sell Edison Phonographs and Records.

The demand for the Taft Records is certain to be enormous. We earnestly urge Edison Jobbers and Dealers to coöperate with us by making their first orders large enough to cover their requirements up to Election Day, Nov. 3rd. We shall do our utmost to fill all orders, but the time until then is very brief and the trade should see to it that they do not lose sales of either machines or Records by running short of the Taft Records.

9996 Foreign Missions

Mr. Taft's views on the importance of foreign missions are here crystallized into a model sermonette. As the representative of this country, Mr. Taft spent much time in the Orient and had an unusual opportunity for studying his subject at close range. "It was not until then," says he, "that I realized the immense importance of foreign missions to the spread of civilization." This Record will probably stand as the ablest and most impartial exposition of this great subject that has ever been made.

9997 Irish Humor

This delightful talk on an every-day subject is certain to be very popular. It is of the after-dinner type, at which Mr. Taft has no superior, and is delivered in his most affable voice. "A sense of humor," says the speaker, "is like the bumpers in a solid train; like the air cushion of a modern field gun—it saves the jolt; it takes the recoil." He then repeats an apt and beautiful quotation from John Boyle O'Reilly and another from Kipling's poem, "An American." This Record will always be a great seller irrespective of Mr. Taft's political prominence.

9998 Republican and Democratic Treatment of Trusts

On the day after Mr. Taft delivered his powerful "Speech of Acceptance" the whole country was aroused by the newspaper reports of his remarkable allusion to the Trusts. The gist of those remarks is given in this Record. "Unlawful trusts should be restrained with all the efficiency of injunctive progress. And the persons engaged in maintaining them should be punished with all the severity of criminal prosecution in order that the methods pursued in the operation of business shall be brought within the law. This is the Republican view," exclaims Mr. Taft, and the exact tones of his voice are reproduced so perfectly true to life, the effect is the same as if the Presidential candidate stood before us.

9999 The Rights of Labor

A great battle is now being fought by the leading political parties on the labor question. Mr. Bryan's Edison Record on this subject led all of his other Records in sales. Now we have the chance to compare Messrs. Taft and Bryan's personal views on this engrossing subject. Mr. Taft's compelling argument in favor of labor unions is one that will find an enthusiastic echo in the heart of every union man. This Record will be a sensational seller.

10000 Unlawful Trusts

So important does Mr. Taft consider this subject that he decided to discuss it in a special Record. He rises to heights of true eloquence in denouncing monopolies that seek to control the market, raise prices and drive out competition. At the same time he makes it quite plain that legitimate business organization is needed to make possible reasonable prices and to promote prosperity.

10001 Function of Next Administration

One of the most engaging subjects Mr. Taft could have chosen. He pays a glowing tribute to the high standards of business operation forced upon the corporations at large business firms by President Roosevelt. He recites the most important ones and says, "The chief function of the next administration in my judgment, is to complete and perfect the machinery by which these high standards of Roosevelt may be maintained, by which law-breakers may be restrained and punished, but which shall operate with sufficient accuracy and dispatch as to interfere with legitimate business as little as possible."

10002 Roosevelt Policies

The mere mention of this title is sufficient to arouse universal curiosity. Everyone has decided views on the Roosevelt policies. Mr. Taft has been closer to President Roosevelt perhaps than anyone else. But many may not have guessed how deep seated and strong is his admiration of the man and his principles. Mr. Taft vividly pictures the conditions which necessitated the reforms advocated by President Roosevelt, and says, "The man who formulated the expression of the public conscience and who led the movement for popular reform was Theodore Roosevelt. He laid down the doctrine that the rich violator of the law should be as amendable to restraint and punishment as the offender without wealth and without influence." This speech is an oratorical gem.

10003 The Philippines

Without question Mr. Taft is better qualified to inform us about the Philippines than any other American. He was sent there by the U. S. Government at the most critical time in the Islands' history—just after the Spanish war—and was largely instrumental in establishing law and order out of chaos. He tells just what has already been accomplished there and asserts his belief that the Islands should be made independent when the people are able to govern themselves. This he thinks will take two generations. A splendid peroration is concluded with these singing words, "It would be cowardly to lay down the burdens until our purpose is accomplished."

10004 Enforced Insurance of Bank Deposits

This is the great national political question brought up by the recent business disturbance. It will be highly interesting to compare Messrs. Taft and Bryan's Records on this subject. Mr. Taft opposes in his most vigorous fashion the Democratic idea of government guaranty of bank deposits. "The idea is wholly impracticable," he says, "unless it is to be accompanied by a revolution in our banking system. If the proposal were adopted as proposed, it would break the whole banking system down in ruins." His closing remarks make a powerful plea for the regular government Postal Savings banks.

10005 Jury Trial in Contempt Cases

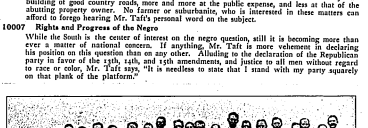
Another opportunity for comparing the private views of Messrs. Taft and Bryan on a great political issue. Mr. Bryan discusses jury trial in his Record on "The Labor Question." Here are samples of the "shot shot" with which Mr. Taft assails his opponent's position. "Under the provision of the Democratic platform a recalcitrant witness, who refuses to obey a subpoena, may insist upon a jury trial before the court determines that he received the subpoena. A citizen, summoned as a juror, and refusing to obey the writ, when brought into court, must be tried by another jury to determine if he received the summons. * * * Never in the history of the country has such an insidious attack been made upon the judicial system."

10006 The Farmer and the Republican Party

This Record will make a powerful special appeal to those who live in the country districts. Mr. Taft enters fully into those subjects that are of first importance to every farmer, such as restraint of excessive railroad rates, enforcement of the pure food law, scientific agriculture, and increasing the comforts of country life by the extension of the rural free delivery and building of good country roads, more and more at the public expense, and less at that of the abutting property owner. No farmer or suburbanite, who is interested in these matters can afford to forgo hearing Mr. Taft's personal word on the subject.

10007 Rights and Progress of the Negro

While the South is the center of interest on the negro question, still it is becoming more than ever a matter of national concern. If anything, Mr. Taft is more vehement in declaring his position on this question than on any other. Alluding to the declaration of the Republican party in favor of the 13th, 14th, and 15th amendments, and justice to all men without regard to race or color, Mr. Taft says, "It is needless to state that I stand with my party squarely on that plank of the platform."



SELLING FORCE OF NATIONAL PHONOGRAPH CO.

The above picture of the National Phonograph Company's salesmen was taken during their recent visit to the factory at Orange, N. J. President Frank L. Dyer, Manager of Sales F. K. Dolbeer and Manager of Salesmen E. H. Philips were also in the group.

The entire force was at headquarters from August 3rd to 10th, getting ready for the fall campaign. Under the supervision of Sales Manager F. K. Dolbeer and Mr. Philips, special attention was given to the equipment of regular style machines with the new attachments for playing both the two-minute and Edison Amberol Records. The salesmen are now busily engaged calling on Jobbers and instructing them how to put the attachments on.

Looking from left to right the individuals in the above picture are: E. A. Neff, M. G. Kreusch, John H. Gill, Will P. Hope, J. Frank Stanton, W. H. King, A. H. Kloehr, A. V. Chandler, B. C. Barklow, J. W. Scott, F. W. Ewan, L. J. Kocher, F. K. Dolbeer, G. A. Renner, F. L. Dyer, C. D. Warren, E. H. Philips, G. H. Heilden, H. D. Clark, F. L. Fritchey, H. A. Turner, Mr. Carpenter.

In Business for Himself

Archie Matheis, who for years has been manager of the talking machine department for Koeller & Hinrichs, St. Paul, Minn., has resigned his position and will engage in the retail business for himself in Minneapolis, his company being known as the Talking Machine Company. He is located at 256 Nicollet avenue. He has been operating this store with the assistance of a manager for some time past. With his wide experience as salesman, both wholesale and retail, his success should be assured.

First Advance List

Of Edison Amberol Records to be Issued Oct. 1st, 1908

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before September 25th, 1908, all things being favorable, and they may be re-shipped to Dealers with October Two-Minute Records at 2 P. M. on September 29th. Amberol Records must not, however, be exhibited, demonstrated or placed on sale at retail by Jobbers or Dealers until 8 A. M. on October 1st. Supplements, Bulletins and special hangers will be shipped to Jobbers with Records. These may be distributed to Dealers with their orders for Amberol Records, but must not be circulated among the general public before October 1st. Jobbers and Dealers may, however, deposit Supplements in mail boxes or post offices after 5 P. M. on September 30th for delivery on the following day. Jobbers are required to place orders in the shortest time possible, so that shipments to all Jobbers in the same territory may be made at one time. Dealers should likewise place immediate orders with Jobbers to insure prompt shipment when Jobbers' stock is received.

1 William Tell Overture — **Edison Concert Band**

No more fitting selection could have been chosen with which to head the list of Edison Amberol Records than this famous operatic overture. The Record contains nearly the whole composition, including the majestic storm scene and the beautiful pastoral scene for flute and oboe. Composer, G. Rossini; publisher, Carl Fischer, New York.

2 Roses Bring Dreams of You — **Manuel Romain**

An exquisite love ballad. The Amberol Record makes it possible for Mr. Romain to sing with the utmost freedom of expression, just as he would on the stage. The singer's host of admirers will agree that he has never been heard to such good advantage. Orchestra accompaniment; music and words, Herbert Ingraham; publisher, Shapiro, New York.

3 Sextette from "Lucia" — **Edison Sextette**

The popularity of the wonderful "Sextette from Lucia" has continued unabated since its initial production in 1835. An adequate Record of this illustrious operatic number has not been possible heretofore, but we are at last treated to its every note from beginning to end. It is sung in English by soprano, alto, first and second tenors, baritone and bass. Orchestra accompaniment; composer, G. Donizetti.

4 Flanagan and "The Reillys" at a Baseball Game — **Steve Porter**

Over four minutes of solid fun. A spirited base ball game forms a highly interesting and exciting background. Flanagan and the Reillys landed seats in a box-bed of enthusiastic "rooters," and Mrs. Reilly's ignorance of the game makes her the butt of much merriment. One of the most attractive features is the progress of the game, which is humorously pictured. Orchestra accompaniment. Original sketch, not published.

5 Love's Dream After the Ball — **Edison Venetian Trio**

"Returned from the ball, she falls asleep, and in a charming vision beholds him to whom she had given her heart that night." This is the engaging theme of this composition, which has won universal plaudits both here and abroad. It was originally written for string quintette, but is even more effective by the trio (violin, flute and harp). The principal theme is played in waltz tempo, 2/4 time, with tremolo to portray the dream. Composer, A. Czibulka; publisher, Carl Fischer, New York.

6 Memories of Mother — **Anthony and Harrison**

Our list of Four-Minute Records would not be complete without one or more gospel hymns by Anthony and Harrison. "Memories of Mother" is a favorite hymn of Evangeline Alexander, of "Glory Song" fame, and is often used by him in revival work. Added verses make this Record an improvement over the best previous efforts of these artists. Orchestra accompaniment; music, Robert Harkness; words, Fred P. Morris.

7 Don't Go Away — **Collins and Harlan**

Perhaps it is not possible to actually get enough of a fine Collins and Harlan rag time duet, but in this Four-Minute Record we come much nearer to that happy goal than was possible with the two-minute Record. The chief source of humor in their "latest" is the "lovey dove" conversation of the coon and his "gal," when she questions the strength of his devotion. The melody is typical coon "rag," and never have these sterling artists done anything in which the rhythm and swing of the music were better emphasized. Orchestra accompaniment; words and music, Kendis and Paley; publishers, Jerome H. Remick & Co., New York.

8 Violets Waltz — **New York Military Band**

"It is to dance." Here is a four-minute Waldteufel waltz, loud enough and *long* enough for dancing. No composer of waltz music ranks above Waldteufel, and some of his compositions is better liked than "Violets," which is famed for its melody and perfectly marked dance tempo. The band has made an excellent Record—loud, clear, and in correct dance time. Composer, E. Waldteufel; publisher, Carl Fischer, New York.

9 Light as a Feather — **Albert Benzler**

By far the most elaborate bells solo ever attempted. The orchestration is quite remarkable, especially in the clarinet duet variations, through which the bells jingle merrily an attractive fashion. Orchestra accompaniment; music, T. H. Rollinson; publishers, Oliver Ditson Co., Boston, Mass.

10 The Holy City — **Reed Miller**

"The Holy City" needs no word of introduction. It is, and probably always will be, one of the most appealing sacred solos in the language. The entire selection is here given by Reed Miller, whose interpretation displays as much dramatic fervor as his famous rendition of Sullivan's "Lost Chord." Orchestra accompaniment; music, Stephen Adams; words, F. E. Weatherly; publishers, Boosey & Co., New York.

11 Uncle Josh and the Sailor — **Cal Stewart**

Cal Stewart says, "This is by far the longest record I ever made." And, we may add, it is easily one of the best. Uncle Josh is short of farm help, and hires a sailor, who said he knew it all and then some. But he insisted on sticking to the language of the sea. He yelled "starboard" and "port" to the team, and once he came up with a hateful of eggs. Said he found them on the hatchway. The climax came when the sailor-farmer wanted Uncle Josh to sit up nights and throw water against the side of the house so that he could go to sleep. Instead of doing so, Uncle Josh fired him.

12 The Message — **Harry Anthony**

Harry Anthony fairly revels in a harmonious semi-classic such as this. The words are romantically fanciful, and the music is of the type that the singer relates, was chosen to carry his message to his Love, in heaven. Mr. Anthony's thorough understanding of vocal art stands him in good stead in this class of song, and it is an artistic treat to listen to his well trained tenor voice. Orchestra accompaniment; music, J. Blumenthal; words, Miss Adelaide Proctor; publisher, G. Schirmer, New York.

13 Cavalry Charge (Descriptive Fantasie) — **Edison Military Band**

A powerful descriptive band piece that is a warm favorite with the leading band masters. Synopsis: Morning of the battle; infantry is heard approaching, with fife and drum corps; cavalry, infantry and artillery engage in fierce battle; defeat of the enemy; pursuit by cavalry. The Military Band gives a vivid portrayal of the moving armies and the swift action of the battle. Composer, G. Linders; publishers, The John Church Co., New York.

14 Fal-the-ral-lerricks — **Edward M. Favor**

As a two-minute Record this has always been a famous seller because of the excruciatingly funny situations described in the verses and the strikingly "different" chorus. It is nonsense, of course, but the cleverest kind of nonsense that is an A 1 mirth-maker. The present Record gives 18 verses, while the old-style Record gives only 8. Orchestra accompaniment.

15 The Sinner and the Song — **James F. Harrison**

A distinctly unique semi-religious song that is certain to enjoy a wide vogue. A sinner sings the story of his wanderings and his conversion which resulted from hearing his favorite hymn sung by a church choir. To complete the scene, a mixed quartette is heard at intervals softly singing the verses of "Jesus, Lover of My Soul," accompanied by a church organ. Orchestra and organ accompaniment; music and words, Will F. Thompson.

16 The Stranded Minstrel Man — **Murry K. Hill**

One of the cleverest acts now in vaudeville, consisting of two very good humorous songs and a 400-word monologue. The monologuist must of course knock somebody, and on this occasion, (1) the manager of a minstrel troupe, who left his company stranded, (2) the B. & O. Railroad and (3) the humble Inn of the Jamestown Exposition—all "get theirs." It would be too bad if only a few of the "roasts handed them" were true. This Record is a whole show in itself. Orchestra accompaniment; original sketch, not published.

17 Humoreske — **Hans Kronold**

Anton Dvorak's illustrious concert number makes an ideal 'cello solo. The title, "Humoreske" means that the rendering is left to the musical fancy or feeling of the performer. Mr. Kronold's conception is the true artist's, and will be accepted as such by all who appreciate the best in music. Piano accompaniment; composer, Anton Dvorak.

18 The Preacher and the Bear — **Arthur Collins**

This comic coon song has run second in popularity to none in the list of Edison two-minute Records. The action, words and music are not only far above the ordinary, but are different from almost any other coon song. The story goes that a negro preacher went hunting on a Sunday morning and was (very properly) treed by a grizzly bear. The limb of the tree broke with him and there were "doings." Our new Amberol Record gives an extra verse, chorus and scene. Collins sings it even better than he sang the earlier Record. Orchestra accompaniment; music and words, Joe Arzonia; publisher, Jos. Morris, Philadelphia.

19 Trio from Faust — **Metropolitan Trio**

One of the sublimest passages in Gounod's musical adaptation of the immortal Goethe drama. The trio is sung at the end of the opera and portrays the death and redemption of Marguerite. The singing characters are Marguerite, Faust and Mephistopheles; the voices, soprano, tenor and baritone. Not a word or note is cut from the stage version, which is rendered with artistic finish by the Metropolitan Trio. Orchestra accompaniment; composer, Charles Gounod.

20 Asleep in the Deep — **Gus Reed**

This well known bass solo is now sung in proper tempo for the first time on any record. The vocalist, Gus Reed, a new Edison singer, has a truly remarkable voice and has produced a Record that has never been surpassed for fullness and depth of tone. Orchestra accompaniment; music, H. W. Petrie; words, Arthur J. Lamb; publisher, F. A. Mills, New York.

21 The Tales of Hoffmann—Selection — **American Symphony Orchestra**

Offenbach's most noteworthy operatic work. This opera was recently presented at the Manhattan Opera House, where it was most cordially received. Our Record gives the minuet and barcarole, which stand out prominently above everything else in the score. Composer, J. Offenbach; publisher, Carl Fischer, New York.

22 Daddy — **Harry Anthony**

There is no song that tugs at the heart-strings more than "Daddy." It pains the touching picture of a motherless little boy on his birthday night. In words brimming with pathos he prattles of "mother" until big tears fill "daddy's" eyes. The song is here given complete, which is not possible on any other talking machine record. Orchestra accompaniment; music, A. H. Behrend; words, Mary Mark Lemon.

23 Henny and Hilda at the German Picnic — **Ada Jones and Len Spencer**

One of the cleverest dialect acts that Ada Jones and Len Spencer have ever put on. Hilda promptly forgets that her escort is on earth when she espies her Henny of the band, proudly carrying his bassoon. Together they make a jolly round of the park attractions. Henny frequently gives vent to his exuberant feelings on the bassoon, and Hilda makes good with a number of short, catchy songs. 230 seconds of racy fun. Original vaudeville sketch not published.

24 The Sword of Bunker Hill — **Knickerbocker Quartette**

The inspiring patriotic song, which many recall as a prime favorite in their school days, when it was sung on all special occasions. Our new Amberol Record gives the four fine verses by Wallace, complete, so that the whole story of the veteran's dying gift to his son, is obtained. The Knickerbocker Quartette make an exceptionally good Record. Unaccompanied. Music, Covert; words, Wallace.

25 A Hunting Scene — **Edison Military Band**

This forceful descriptive musical scene opens with a pastoral movement portraying daybreak. The warbling of birds is heard and the stillness of early morn is otherwise broken by the echoing hunter's horn. The hunters prepare for the chase, singing merrily. The snap of the whip, clatter of horses' hoofs, and baying of hounds on the scent lead up to a climax when the game is run to earth amid cheers for the successful finish. The male chorus repeats the refrain, "A hunting we will go." Composer, P. Bucalossi; publisher, Carl Fischer, New York.

26 Pure as Snow — **Edison Concert Band**

A dazzling concert piece by Gustav Lange, that at once suggests some of the prettiest passages in his exquisite "Flower Song." The selection ranks as one of the most brilliant of a galaxy of old-world numbers that are equally in demand in this country. The arrangement played by the Edison Concert Band is a special one, featuring bells and chimes. Seldom has this organization displayed such able individual and ensemble work. Composer, Gustav Lange.

27 Belle Brandon — **Manuel Romain**

There are traces of tears in Romain's voice as he sings of "Little beauty, Belle Brandon, who sleeps 'neath the old arbor tree." He is simply immense in this grand old love ballad. Admirers of the sweet-singing minstrel tenor, who fail to secure this Record, will miss the best song that Mr. Romain has yet given us. Orchestra accompaniment; music, Francis Woolcott; words, T. E. Garrett.

28 Quartette from Rigoletto — **Metropolitan Quartette**

In point of brilliance and musical variety the Rigoletto Quartette represents the fruition of Verdi's genius. A marvelous exhibition of contrasted emotions is brought out by the four singers, the Duke, Magdalena, Rigoletto and Gilda, which makes this a very difficult selection to record. Our four-minute Record gives the famous quartette complete in English; and it will be accepted at once by opera lovers as the best operatic quartette Record yet produced. Orchestra accompaniment; composer, G. Verdi.

29 A Singer Sang a Song — **Ed. Morton**

Sam Bernard's big encore-winner in his new play "Nearly a Hero." We are introduced to all of the usual run of singers one hears at a "party," from the inevitable young lady, who has a cold when asked to sing, to Pat Casey, who could sing only "Harrigan." Morton works in some of the drollest imitations of the various singers, and gets many laughs for every line. Orchestra accompaniment; music, Seymour Furth; words, Will Wheelan; publishers, Great Eastern Music Publishing Co., New York.

30 Castilian Echoes — **Samuel Siegel and Wm. Smith**

Only one mandolin and guitar duet has previously been listed in the Edison Catalogue of American Selections. Two numbers are combined in "Castilian Echoes." The first has the languorous rhythm of the Spanish national dance, "Habanera," while the second is a rapturous waltz movement. Not only is this Record extremely good musically, but, as it is played by two of the leading performers of this country, it makes a safe model for students of the mandolin and guitar. Composer, Samuel Siegel.

31 The Palms — **James F. Harrison**

There are only a very few sacred solos in the same class with "The Palms." It is a surpassingly beautiful piece of vocal music, to which Mr. Harrison lends one of the ablest efforts of his long career as a singer of religious music. The sweet tone-quality of his robust baritone records perfectly and was never more delightful than in the Faure masterpiece, now given complete for the first time on any Record. Orchestra accompaniment; composer, J. Faure.

32 Nigger Loves His Possum — **Collins and Harlan**

Considered by many to be Collins and Harlan's best duet. This "classic" could not possibly have been left off the first list of four-minute Records. The scene is a Mississippi steamboat deck as the boat is about to leave with a crowd of typical southern darkies aboard. Between the "Kodalk Buck" and other dances by star performers, a bunch of comic repartee, genuine negro shouts and peals of laughter, the clanging bell and tooting whistle of the boat and the great tuneful dust chorus by Collins and Harlan, we are treated to four minutes of the liveliest entertainment imaginable. Orchestra accompaniment; music and words, Paul Dresser; publishers, F. B. Haviland Pub. Co., New York.

33 You Can Look and You Can Listen, but M-U-M is the Word — **Ada Jones**

A new comic song that is being sung on all sides. Tom White, though newly wed, longed to get out with "the boys." His wife was "country," but far from simple, and his little lodge "grip" failed utterly to work. She follows him and finds that instead of treating the fellows to the "third degree," he is treating "the girl in blue" to champagne fizz. Naturally, a vivid scene ensues. The tune is a rollicking one, introducing a phrase of a well known Oriental air. Orchestra accompaniment; music and words, James Brockman; publishers, Hell & Hager Co., New York.

34 Always Gallant Polka — **Albert Benzler**

One of the most contagious things we have heard. It will not progress very far until you find yourself keeping time with its rhythm. A novel feature is included in an obligato and variations, played on the xylophone while the principal theme is played as a duet by cornets. Benzler performs with all of his accustomed dash and confidence and the true xylophone tone is perfectly reproduced. Orchestra accompaniment; composer, A. Fahrbach, Jr.; publishers, J. Schoet & Co., New York.

35 Rocked in the Cradle of the Deep — **Gus Reed**

Gus Reed's bass tones record better on the Amberol Record than was ever possible with any other singers on any other talking machine record. His voice is one that is a never-ending pleasure to listen to. The present Record offers the complete song, sung at the correct slow tempo. It is sure to revive interest in the famous bass solo on a very wide scale. Orchestra accompaniment; music, J. P. Knight.

36 I Would Still Love You — **Ada Jones and Billy Murray**

A cupitol love-duet with a generous flow of 18-karat comedy. Jones and Murray vie with one another in handing out the "airy persiflage" of love. The song smacks of "Kiss, Kiss, Kiss," and "Smile, Smile, Smile," two fine sellers among the two-minute Records, by the same singers. The Amberol Record gives twice as much entertainment, however, on account of being twice as long. Orchestra accompaniment; music, C. W. Murchy; words, Harry Castling; publishers, Francis, Day & Hunter, New York.

37 A Police Court Scene — **Steve Porter**

A rich and rare vaudeville skit in which a witty Irish judge disposes of a docket of ten cases at one sitting. A liberal amount of uproarious fun is extracted from each case called. The best case was that of Danny Reilly who wiped out a Dutch colony because they said the Irish were no good. The judge recognizes him as an old friend, and adjourns court to join Reilly in a game of pinochle. Original sketch, not published.

38 Semiramide Overture — **Edison Concert Band**

The overtures that rank with this one can be counted on the fingers of a single hand. It is truly a musical inspiration, such as comes to the master composer but once in a lifetime. Nearly the whole selection is given, including the celebrated second movement, the Horn Quartette. The Edison Concert Band gives the overture a reading that will hold one's attention fast to the last note. Composer, G. Rossini; publisher, Carl Fischer, New York.

39 I Was Roaming Along — **Edward M. Favor**

Among the cleverest comic songs in Favor's repertoire. Roaming Bill was a happy-go-lucky individual, whose hardest task in life was "roaming here, roaming there." No matter how he tried, he could not avoid "easy money" and good fortune. It was simply handed out to him at every turn. Three verses and three choruses, the latter being set to a very roguish and unusual tune. Orchestra accompaniment; music, Joe Hollander; words, Arthur J. Lamb; publisher, Shapiro, New York.

40 In the Sweet Bye and Bye — **Edison Mixed Quartette**

Everybody loves this beautiful old song, handed down by our grandparents. Mechanically, this Record is better than "Good Night, Beloved, Good Night," by the Mixed Quartette. The four-minute feature also gives the advantage of hearing the song complete, three verses and three choruses. Every one of the four voices is heard with perfect distinctness, the female voices being especially good. Orchestra accompaniment. Music, Jos. P. Webster; words, S. Fillmore Bennett.

41 A Bunch of Nonsense — **Murry K. Hill**

Another crack-a-jack vaudeville sketch by Hill, which includes a couple of his latest song hits. The first is a neat parody on "Good Bye, Little Girl, Good Bye." The second, a parody on "Blue Bell." This is very funny. It tells the short life history of "Our Darling girl, Sal," after she used cool oil for starting a fire. Another feature is a short recitation about a cake of cheese. This also is a remarkably "strong" feature. Orchestra accompaniment; original sketch, not published.

42 Reels and Walk-Arounds — **Leopold Moeslein**

An unique medley of the liveliest medleys and walk-arounds. The reels are played as a violin solo, by Mr. Moeslein, and the orchestra assists in emphasizing the walk-arounds. The following selections are played in the order named: Matinee, reel; Suwanee River, walk-around; Make Up, Susan, reel; Old Kentucky Home, walk-around; Army and Navy, reel; Annie Laurie, walk-around; Jaudas' Favorite, reel; Hear dem Bells, walk-around; Moeslein's Favorite, reel. Orchestra accompaniment.

43 A Busy Week at Pumpkin Center — **Cal Stewart**

Cal Stewart is "right down new home" among the folks in this masterly talking Record. And his dry Yankee humor and quaint New England drawl were never more delightful. "There be times" when there are busy scenes at romantic Pumpkin Center, even if Stewart's talk do give the idea that it's mostly play down his way. For side-splitting comic description this four-minute Record will be voted one of the very best friend "Cal" has yet made. Sketch is original and not published.

44 O That We Two Were Maying — **Mr. and Mrs. Watersous**

As a two-minute Record by the same singers this selection won the distinction of being one of the most favored duets in the Edison catalogue. The song is now given complete, the singers are in better voice than when the two-minute Record was made, and the recording process has been greatly improved. The Record, therefore, is in every way better than its famous predecessor and should meet with a phenomenal demand. Orchestra accompaniment; music, Alice Mary Smith; words, Rev. Chas. Kingsley; publisher, G. Schirmer, New York.

45 Waltz Medley — **New York Military Band**

"On with the dance!" Here is just what is wanted for a merry waltz—a captivating waltz medley made up of the familiar refrains of the best waltz songs of the day "Just Some One," "When You Love Her and She Loves You," "O'Brien Has No Place to Go," "When It's Moonlight, Mary Darling, 'Neath the Old Grape Arbor Shade," "Are You Sincere," and "Take Me Out to the Ball Game." The time is perfect waltz and the Record runs a full four minutes.

46 Selections from Faust — **Edison Symphony Orchestra**

A truly wonderful orchestra Record, which gives the most beautiful airs from Gounod's opera, "Faust:" Grand Chorus (the Fair) Act 1; Romance, Act 3, (Siebel); Soldiers' Chorus, Act 3, and Finale of Act 4. This is considerably more of the opera than was ever before recorded at one time, and the Symphony Orchestra gives it a grand interpretation. Composer, Charles Gounod.

47 Silver Threads Among the Gold — **Will Oakland**

The most noted counter-tenor song ever written. No matter how charming are Oakland's new songs in Dockstader's Minstrels, the audience will never allow him to retire until he has sung "Silver Threads." The words are unsurpassed for appealing tenderness and the air is beautiful beyond description. Orchestra accompaniment; music, H. P. Danks; words, Eben E. Rexford; publisher, Hamilton S. Gordon, New York.

48 Santiago Flynn — **Ada Jones and Len Spencer**

An Irish maiden is courted by an Italian wooer. He plays the mandolin beneath her bower in true Romeo fashion and asks her to be his Irish Rosie, but she is able to make very little sense out of his "dago blarney." He asks her to cast her eyes on him and she answers sweetly that she has no cast in her eye. Santiago Flynn entreats her to take the name of Signora Santiago. "A fine name—for a five-cent cigar" she exclaims. The ending is happy, however, for Santiago convinces her that his father was Paddy Flynn, a good, true Irishman. She then agrees to have him to the accompaniment of "Killarney," on the mandolin. Several clever songs are introduced by Miss Jones. Orchestra accompaniment.

49 Blue Danube Waltz — **Knickerbocker Quartette**

The Blue Danube Waltz made Johann Strauss' fame. It is generally regarded as the finest waltz ever written. In our Record the irresistably sweet melodies are arranged for a quartette by male voices. The Knickerbocker Quartette sings it in a manner which will cause the vocal arrangement to rival the instrumental in popularity. Orchestra accompaniment; composer, Johann Strauss; publishers, Oliver Ditson Co., Boston, Mass.

50 American Standard and the New Colonial Marches — **Edison Military Band**

This Record combines two of the best selling two-minute Records in the Edison catalogue. American Standard was the first selection ever played by the Edison Military Band. The New Colonial Marches are the best known work of the celebrated military march writer, R. B. Hall. The Edison Military Band gives a flawless performance. Music, Frank L. Seltzer and R. B. Hall; publishers, Harry Coleman, Philadelphia, Pa.; and The John Church Co., New York, respectively.

Edison Records

To be Withdrawn from Sale

THE 200 Edison Records named below will be withdrawn from our catalogue on December 1st, 1908. After December 1st, we will refuse to fill orders for any selections on the list, and any stock we may have on hand will be destroyed. These Records are being withdrawn solely because of the demand of the trade that the number of selections in our catalogue be reduced. They are equal in every respect to the selections retained, and would be continued in the catalogues were it not for the trade requirements. They have been and are still popular and large selling Records. Dealers should urge Phonograph owners to look over the list and buy now any in which they may be interested. They will not be able to do so after December 1st next.

80	Off to Camp March	Edison Military Band	8203	Washing and Waiting	Harlan & Stanley
492	My Bonnie Lies Over the Ocean	Edison Military Band	8216	Down the Line with Molly	Collins & Harlan
1530	Ay Ranchi Wal. Hula	MacDonough	8332	I'll Kill the Man Who Swiped My Can	
8105	What do You Think of Hoolihan?				Collins & Harlan
7339	Willow Grove March	Edison Military Band	8385	Then I'd Be Satisfied With Life	Favor
7425	Manhasset March	Edison Military Band	8388	Monkey Shines on the Mobile Levee	
7903	Sweet Anthemia	Harlan & Stanley			Edison Military Band
7922	Coleville Coon Contest	Collins	8410	In the Starlight	Horgan & Stanley
7923	Down Where the Zuyder Zee	Edison Military Band	8521	When You Wisely Hum Old Home Sweet	
7932	Olympia Hippodrome March	Edison Concert Band		Home to Me	Murray
8043	Morning in Noah's Ark	Edison Military Band	8550	Bedella	Favor
8111	Imperial Edward March	Edison Concert Band	8553	I've Got' to Leave	Collins & Harlan
8152	Molly Come Drive the Cows Home	Harlan	8564	Up in a Cocoanut Tree	Murray
8158	Schools on Cheddar Science	Kennedy	8576	Bedella Medley	Edison Military Band
8168	Stay in Your Own Back Yard	Collins	8613	Dear Old Girl	MacDonough
8175	Nursery Rhymes	Collins & Harlan	8648	Barney Medley	Edison Military Band

8259 If I Were Only You Harlan
8274 Russian Cathedral Edison Symphony Orchestra
8284 Dance of the Night Edison Male Quartette
8566 Come Down From the Big Fir Tree Collins & Harlan
Murray
8628 Dear Sing Sing Favor
8275 Orchilla Mahaney Love MacDonough
8294 Good-bye Hi Collins
8295 Dixie Darlings Favor
8296 The Irish, The Irish Collins
8307 The Goo-Goo Man Collins
8725 Sorry Night for a Ramble Edison Male Quartette
Collins
8730 Oysters and Cloves MacDonough
8740 That Girl Just Like You MacDonough
8741 When the Mocking Birds are Singing Wurzerach
8753 I Can't Do the Sum Edison Male Quartette
8760 On Jersey Shore March Edison Concert Band
8768 Everywhere Hedley Edison Military Band
8779 A Bit o' Blarney Collins
8780 Karama (Danio) Guenzer
8785 Hiawatha Collins & Harlan
8792 Tarry's Ideal (Xylophone) Benzler
8886 Valley of the Sunny San Joaquin MacDonough
8887 Dreaming on the Ohio Edison Male Quartette
8826 The Chirpers Edison Military Band
8830 Save It For Me Murray
8845 Wedding Bells Collins & Harlan
8846 Dance at the Ruby Store Harlan
8851 There's a Dark Man Coming With a Bundle
Roberts
8850 Back, Back to Baltimore Collins & Harlan
8864 Mr. Wilson—That's All Murray
8865 Don't Put Us Up to Heed's MacDonough
8853 Eddie Dear Anthony
8827 Port Arthur March Edison Military Band
8842 Can't You See My Heart Beats All for You
Murray & Roberts
8272 Tammany Collins & Harlan
8012 Susan Van Deusen Roberts
8013 Down on You Tascott
8014 Good-bye, Sweet Marie MacDonough
8037 Me an' de Minstrel Band Murray
8040 Now What d'ye Think of That? Roberts
8057 Who's There? Collins
8061 Waltz Me Harlan & Stanley
8073 Now What d'ye Think of That Hedley
Edison Military Band
8078 Rolling Eyes Collins & Harlan
8078 Waltzing With the Girl You Love MacDonough
8088 Battle to Victory March
Edison Concert Band
Narelle & Anthony
9002 The Adieu MacDonough
9105 A Picnic for Two Ada Jones
9114 My Word Edison Military Band
9123 Ole Man Mississippi March Collins & Harlan
9124 On the Banks of the Rhine Edison Concert Band
9146 At the Old Cross Hill Harvey
9181 Lily White MacDonough
9160 With Flying Colors March Edison Concert Band
9163 Short Stories Frank Bush
9170 The Choristers Edison Concert Band
9187 Goodbye, Dixie Dear MacDonough & Stanley
9188 Tell Me Dorothy Harvey
9198 Take Me to Your Heart Again Harrow
9198 I'm a-Dreaming of You Collins & Harlan
9236 It's a Good World After All Roberts
9210 Is Everybody Happy? Maitland
9216 Charming Sue Edison Concert Band
9223 Then I'd Be Satisfied With Life (parody)
Julian Rose
9230 I Lost My Heart Way Down in Alabama
MacDonough
9233 Serenata Mazzanza Edison Concert Band
9234 What's the Use of Knocking? Meeker
9238 Pretty Dispositions Collins
9245 Cousins (Trombone and Cornet)
Clark & Zimmerman
9247 Where the Sunsmiles Flows MacDonough
9248 I Would Like to Marry You Hoy & Anthony
9249 Target Practice March Edison Military Band
9257 Feather Queen Edison Concert Band
9258 Where Does the Sun Went Down Thompson
9268 When Mose With His Nose Leads the Band
Collins & Harlan
9262 Songs the Bands Play Meeker
9266 Everybody Works but Father Edison Military Band
9269 Insanities Ada Jones
9276 Imperial Life Guard March Edison Military Band
9277 Hiawatha Hoy & Anthony
9283 Good Bye, Sweetheart, Good Bye Stanley
9284 Dramatic Overture Edison Symphony Orchestra
9286 Charge of the Hussars Edison Concert Band

9292 It's Up to You to Move Collins & Harlan
9295 Everybody Gives Me Good Advice Roberts
9296 I Like Your Way MacDonough
9300 If Washington Should Come to Life Murray
9301 My Little Dutch Colleen Hedley (Xylophone)
Benzler
Collins
9302 Here It Comes Again Harlan
9303 Lonesome Little Maid Edison Concert Band
9305 Dance of the Nile Maidens Watson
9309 Baby Mine—Don't Cry Edison Symphony Orchestra
9310 Panamian Militaire Edison Concert Band
9318 After They Gather the Hay MacDonough
9320 Bill Simmons Collins
9321 Gen. Grant U. S. A. Edison Military Band
9322 Smile On Me Gillette
9323 Yankee Doodle Yanity Fair Harlan & Stanley
9324 When the Robins Fil Heurn Harlan
9326 I'm Up in the Air About Mary Murray
9329 Baby Parade Edison Concert Band
9331 Poor Old Man Roberts
9332 While the Old Mill Wheel is Turning Anthony
9333 Free Lance March Edison Military Band
9337 I Love You to Dixie Gillette
9338 Serenatina (Xylophone) Benzler
9351 Jubilee Overture Edison Symphony Orchestra
9352 The Umpire is a Most Unhappy Man Murray
9353 The Stars, the Stripes and I Harlan
9354 Let Me Whistle Coming to Town Collins
9355 John Hearts March Edison Military Band
9370 Foolishness Favor
9371 La Ballatara Edison Symphony Orchestra
9378 Sweet Julienne Thompson
9376 Why Don't You Write When You Don't Roberts
Need Money?
9378 Chamberlain Lyric Edison Concert Band
9380 Come Take a Skate With Me Murray
9385 Chicken Chowder Edison Military Band
9386 Bohemian Festival Edison Concert Band
9387 Happy Lena Polka (Xylophone) Benzler
9401 Frat Leaders Edison Concert Band
9405 Golden Crown Overture
Edison Symphony Orchestra
9406 Everybody Has a Good Old Time Collins
9411 O Leave Me Not Hear Heart Anthony
9416 Meister's Musical Masterpiece Favor
9418 Hesterstat Love Song Gillette
9419 Dixie Darling Collins
9424 Abraham Jefferson Washington Lee Anthony & Harrison
9424 Eternity Edison Concert Band
9425 Perola Thompson
9427 Your Eyes So Dear Harlan
9434 Dear Because Jones
9436 Gwendolyn Collins
9444 Seems to Andrew Jackson Good Bye Gillette
9444 Seems to Me I've Always Loved You Collins
9445 Hermosillo Edison Symphony Orchestra
9449 Why Can't a Girl Be a Soldier Thompson
9451 When Tommy Atkins Marries Dolly Gray
Collins & Chorus
9457 On the Rocky Road to Dublin Edison Military Band
9458 In Garden Natives Edison Concert Band
9466 Good Bye Sweet Maryland Harrison
9470 Night Time Myers
9471 Whistle It Tate, Meeker & Murray
9476 Because You're You Hitchie & MacDonough
9477 Take Me Right Back to Chinatown Collins
9482 Uhlan' Call Edison Concert Band
9483 Mountain King Stanley
9488 I've Got a Vacant Room for You Roberts
9490 In a Chimney Corner MacDonough
9494 Good Bye Nellie Darling Favor
9497 Lulu My Lady Queen Edison Concert Band
9498 Let Me Whistle Coming to the End Myers
9500 I'll Miss You in a Thousand Different Ways
Gillette
Edison Male Quartette
9504 Beauty's Eyes Gillette
9510 Farewell Killarney Collins
9514 Far Away Favor
9518 That's What the Rose Said to Me La Rocca
9520 My Mariuccia Take-a Steamboat Hedley
Edison Military Band
9532 While I Have You Collins
9535 Oh, Oliver Brown Collins
9531 Ask Me Not Guenzer
9557 Pretzel Polka (Banjo) Olcott
9565 Name Unknown Roberts
9567 Lulu's Dances (Bells) Benzler
9574 Lulu and Her La, La, La Trio
9575 Land League Band Myers
9576 Dreams, Sweetest, Best Anthony
9618 So Long, So Long Collins
9620 My World! What a Lot of It Denny

The EDISON PHONOGRAPH MONTHLY
Vol. VI. OCTOBER, 1908 No. 10

Is anything more needed to make the title of "Edison Jobber" or "Edison Dealer" a greater business asset?

First, Records by William Jennings Bryan; Second, Records by William H. Taft; Third, Edison Amberol Records, attachments to play them, and Combination Phonographs; Fourth, a policy that will prevent Dealers from being loaded up with unsalable cylinder goods of other manufacture; Lastly, (so far) a policy that will protect Dealers in their towns against the indiscriminate establishing of other Dealers in Edison goods.

These advantages do not take into account the present Edison Records and machines, all as salable as ever. Are not all of these enough to make every Edison Dealer anxious to retain his privileges?

Our New Policies

The announcement made a month ago, that after October 1st, unless the time is extended by formal application in each case, Dealers who handle other makes of cylinder goods will not be permitted to sell Edison goods, needs no apology or defense. It has been widely discussed in the talking machine trade. The response which has come from both Jobbers and Dealers has been hearty, spontaneous and enthusiastic, and we have no doubt as to the complete success of the new arrangement.

Now, on top of the announcement of last month, comes another of even greater interest to Dealers. It is printed in full on another page. It means that we are going to regulate the matter of creating new Dealers and thereby prevent new ones from being established in places already properly covered.

It means that every Dealer who is pushing our line properly and is carrying an adequate stock of Edison goods will not be disturbed in his town. Seventy per cent. of our 15,000 Dealers at present have no competition in their towns and because of this later announcement 9,000 Dealers will continue without competition so long as they measure up to our reasonable requirements as to stock and energy.

Along with these two new policies we have in mind several plans designed to aid Dealers in making an even greater success of the Edison. The better discounts on the Amberol Record and the greater attractiveness of the new machines and attachments are among the things that cannot fail to make the privilege of being an Edison Dealer a valuable asset to every one possessing it. We confidently predict that the immediate future will make closer the co-operation between Jobbers, Dealers and the National Phonograph Co., and will inaugurate a period of unexampled prosperity for all.

Success Assured

If ten times the space of this issue of the EDISON PHONOGRAPH MONTHLY were used for no other purpose, we could not repeat the laudatory comments that have been made, or complimentary letters written about the Edison Amberol Record, the attachments to play them on existing machines and the new types of Phonograph designed to play both the old and the new Records. The announcement concerning them came at the psychological moment. It has awakened a new enthusiasm and a renewed determination to push the Edison line as it has never been pushed before.

More expressive than words and letters has been the extent to which Jobbers have placed orders for the new goods. We believe that all orders have been more conservative than they would have been had the goods been on the market, and yet the total, for a time, has put us in the undesirable position of not being able to make more than part shipments. Our advance plans had provided for what we considered a big business, but we were too conservative. The first orders of Jobbers were large for a new product but before a single shipment had been made further orders were received from a large percentage of the Jobbers and they are still re-ordering. As their salesmen and our own salesmen get out among the Dealers they are meeting with the same reception that was accorded us by Jobbers when the announcement was made. The result has been a flood of orders that bids fair to swamp Jobbers and demonstrates that no first order placed by a Jobber will be large enough.

And the factory at Orange, N. J. After several months of a reduced force and shorter hours, it is a joy to see it running day and night, with one of the largest forces and pay rolls in our history. It is sweet music to hear every bit of machinery humming from early morning without cessation. In a commercial sense, it is a beautiful sight to see the immense concrete buildings, with their hundreds of thousands of feet of floor space, lighted at night from top to bottom. It is gratifying not alone for the profits to the trade and ourselves, that will result from this activity, but because it gives employment to many men and women who have done nothing for several months. Nothing is being left undone that will increase the output of the factory and thereby enable us to catch up and keep up with the demands of the trade. Because the conditions are new, we are more anxious to get Amberol Records, attachments and combination machines on the market.

No one connected with the Edison organization has at any time had any misgivings as to the success of the new Record, etc., and yet we rather expected the trade to find minor flaws that had been overlooked. But no such difficulties have been reported. The most expert men among the Jobbers have carefully gone over the new Record and the new attachments for the past month or more and have only words of praise for them. Nothing but getting a larger quantity of the new goods on the market seems to be wanting to consummate the final success of our work and this our splendid factory facilities will soon enable us to do.

Store Management

A monthly comment on things Edison dealers have done with a few suggestions on what they should do to increase sales.

People hesitate to go into a store without a definite errand.

The advertisements contain a cordial invitation to call and see furniture, hear music or try this, that or the other thing.

Yet people hesitate.

Why?

Because so many stores confine their cordiality exclusively to their advertising.

"Come in and stay as long as you like," says an advertisement.



"It costs nothing to look," says another.



You go, you look, you listen, you ask questions, you take up a clerk's time, but the moment you give the least hint that you are not going to spend any money at the time, a frost sets in,



the clerk's enthusiasm ebbs away, he loses interest in you, tries to close the interview and you gain the street feeling like an intruder.

This isn't always true, but it is true so often that hundreds of people, who really want something, prefer to look in windows rather than come inside and get helpful information.

How about your store?

Do you carry out your advertised promises?

When you announce the new Records and invite people to drop in and hear them, do you welcome all comers, make them comfortable, play through the entire list, explain the advantages of the Edison Phonograph and thank them, as they depart, for their interest, even though they buy nothing?

Or do you size them up as they come in, decide that certain ones are merely idly curious or are looking for a little free entertainment, play a Record or two, hand them a bunch of printed matter and excuse yourself?

In business you cannot discriminate. When you invite the public to your store and agree to do certain things, you must take the public as it comes.

You must consider every caller a possible purchaser or at least a future prospect.

A reputation for cordiality and courtesy is a big asset. Make people feel free to drop in when they like, regardless of what their errand

is, and you will find they will never drop in another store when they want what you sell.



If you are selling other things than Phonographs, make the Phonograph end a separate department.

Don't scatter.

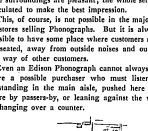
A small stock of Phonographs makes a big showing if properly displayed.

But mix up Phonographs and Records with stationery, hardware, pianos, sporting goods and other merchandise and each line suffers.

The larger stores carrying Phonographs have a room for showing and demonstrating, where people may be taken away from the rest of the store and the noise of the street. There is a carpet on the floor and an easy chair to sit in. The surroundings are pleasant; the whole setting calculated to make the best impression.

This, of course, is not possible in the majority of stores selling Phonographs. But it is always possible to have some place where customers may be seated, away from outside noises and out of the way of other customers.

Even an Edison Phonograph cannot always inspire a possible purchaser who must listen to it standing in the main aisle, pushed here and there by passers-by, or leaning against the wall or hanging over a counter.



Get people away from the idea that Edison Records are delicate—that you must walk on tip-toe when one is about or it will fly to pieces.

You can break an Edison Record with a hammer.

You can ruin the threads with your finger nail.

But they are by no means frail.

It is the very delicacy of the Edison Record that produces the faithful reproduction of sound and the clear, sweet tones for which the Edison is famous.

They should be handled with care, that's all—just ordinary care.

If this is done, they will last for years, as the wear on them from the reproducing point is almost imperceptible. An Edison Record will play with its original clearness and sweetness longer than any other record made.

That's the point for you to emphasize when the question of durability comes up.

Now come the new Amberol Records. Do not let their coming pass as merely an incident in your Phonograph business.

They are an event.



Nothing of so great importance has happened in the talking machine world since the discovery of the phonographic idea by Mr. Edison.

You can offer your trade a Record that plays, talks or sings as long as any two ordinary Edison Records.

You can offer them a Record that plays longer than any record of any kind on the market.

You should concentrate on these new Amberol Records. You should concentrate in displaying them, in advertising them and in talking them.

You should see to it that every Phonograph owner and every possible Phonograph purchaser not only knows about them, but hears them.

You should urge Phonograph owners to equip their instruments so that they can enjoy the Amberol Records.

They will cause a revival of interest in Phonographs that have been silent for years; they will give impetus to the sale of Records; they will make the Phonograph more necessary in the home than ever.

Selling the Goods

ADVERTISING:—One of the most important and often one of the most neglected branches of a dealer's business.

Your Part in Our Advertising Campaign

We want to have a few words with the Dealer who doesn't yet believe that advertising of his own will help to sell more Phonographs.

Retail advertising of the Dealer is next in importance to the national advertising of the manufacturer.

All that the National Phonograph Company can hope to do is to tell everyone who can read about the Edison Phonograph and how desirable it is.

The only way you can get this trade for your store is to let it know that you carry the Edison Phonograph. Of course, if you have no competition—if no one else in your neighborhood or territory sells Edison Phonographs—then everyone who wants a Phonograph so badly that he is willing to go out and hunt up a Dealer, will come to you, but how about the large number of people who are only half convinced, who have read our advertising and become interested, but who need your advertising to make them buy?

Selling any kind of goods is a matter of persuasion, but when it comes to selling a luxury, for, of course, the Phonograph is a luxury, you require more persuasion in the form of advertising than you do to sell flour, clothing or some actual necessity.

Nature insists that people shall eat; the law insists that people shall wear clothes, but the taste for amusement can be gratified in different ways.

What we want to do is to get at the people before they have spent their money for other things and in other stores and persuade them that no investment they can make will cheer them up so much as an Edison Phonograph.

Now if you could get these people into your store and talk to them face to face, you would soon convince some of them, but you cannot do that, so you must advertise—in your local papers, in your windows and by means of distributing printed matter—and keep at it until you have sold a Phonograph to every inhabitant of your town who has the money to buy one and the inclination to hear one.

Have a Definite Plan for Advertising

The work of advertising a store like yours is not so hard as you think.

First make up your mind that you will spend a certain amount of money in advertising in 1909.

Then find out just how much space you can get in your local newspaper for this money. If there are several papers in town and you have not money enough for all of them, pick out the best. If you cannot go in every day, go in twice a week. If you cannot go in twice a week, go in once a week. If your town papers are weeklies, then once a week is certainly often enough, but in a daily paper you ought to be in at least twice a week, and especially between now and the holidays, when people have more money to spend and more desire to spend it.

When you have found out the space that you can afford, then write to us for a set of the ready-made newspaper ads, which we have been showing in this magazine for months. We have enough ads to supply you with just as many as you can use. They are ready-made. That is, illustration and copy are all ready. If you have anything you wish to say in addition to what we have said for you, you can add it to these ads.

The idea of the ready-made ad service is to relieve the Dealer of the work of preparing copy. It takes a good deal of time to prepare advertising copy, even if you have the knack. It would cost you more for such illustrations as we give you than you could afford. We give you this advertising absolutely free in return for your co-operation to help sell Edison Phonographs. The only obligation there is on your part to use it is the obligation that every man in business has to make all the money he can.

You are not making all the money you can as long as you neglect to call the attention of every possible Phonograph buyer to the Edison Phonograph.

Follow Up Phonograph Sales

After you have sold a Phonograph, do not strike that customer off your list. That is only the beginning. You ought to make a great deal more money out of selling Records to a customer than you did when you sold him his Phonograph. There are twenty-four new Records every month, and all of them are good. Of course, you cannot sell all kinds to everyone, but there is at least one example of every kind, and every customer you have ought to buy some new Records every month. They will if you go after them in the right way. If you let them know when the Records are there, if you invite them to come into the store and hear them, if you take pains to take out the kind of music they like when they are there, and if you are as good a salesman as we think you are, you should sell at least one new Record every month to every customer to whom you ever sold a Phonograph.

And here again advertising comes into play—our advertising. We send you a great deal of printed matter about the new Records—*The Phonogram*, the Record Supplement and various other things, calling attention to the new music. Send them out or distribute them. See that every single man in your town who owns a Phonograph hears about the new Records in time.

The only advertising that is successful is persistent advertising. It is not enough to advertise once, or one day or one week; it is advertising all the time that makes a business successful.

Surely you do not think that the big advertisers of the country—Wanamaker, Marshal Field, Rogers, Peet & Company and other retailers—made a success by any one splurge of advertising. They advertised every day. It is not necessary, however, for you to advertise every day, but you should advertise frequently and regularly. You must persist. You will not get your money back the first or second day. You will not get your money back until you get the people in the habit of coming to your store for the goods you sell. This is just as true whether you sell Edison Phonographs exclusively or whether you sell other kinds of goods. It is the advertising that sells the goods. Of course, you must have a good store, careful clerks, the right goods, fair prices, and the like, but even with all these things you cannot make all the money you should make unless you advertise.

We want to make it as easy as possible for an Edison Phonograph Dealer to make money. We want to place every advertising help in his way that we can. Every month we are sending you good material, material which costs us a great deal of money, and which will bring you business if you will use it in the right way.

More than this, we want to get every Dealer to help us with his own experience. Send us the advertising you are doing for yourself. Send us sample ads from your newspaper. Tell us about your window dressing and how it worked out. Tell us about your sales and how you make them better. Tell us just what you are doing. Ask us questions you like; bring us your selling or advertising problems, and we will try to help you.

We want to make this department an open court. We want the Dealer to consult our advertising department as often as he needs in order to do good work. We wish to assure you that there is nothing that we will not do to help you sell more Edison Phonographs and more Edison Records.

Making the Most of the Political Situation

Now one more word about the Records made by the candidates.

In a month election will be over. You should sell a great many Records in that time. Remember that there is nothing in which men are now so interested as politics. You ought to be able to sell a full set of Bryan or Taft Records to every Phonograph owner in your town, and you ought to sell more Phonographs for the sake of hearing the Bryan and Taft Records.

Write letters to the leading politicians in your town. Get the chairmen of the Democratic and Republican Committees interested. Push these Records as they should be pushed, and you will do the biggest month's business on Records you ever did.

Then after election remember that you will have Records made by the President of the United States. Whichever ticket is elected, you will have the Records of the President. Advertise this fact. Make a big window display the day after election, showing the picture of the winning candidate surrounded by a heap of his own Records, with a card calling attention to the President's Records and the price.

Launching the Amberol Records

The next big thing for the Edison Phonograph will be the Amberol Records, those Records which play more than twice as long as the old Records, the longest Records ever made for any Phonograph, and the best.

Our advertising for Amberol Records will be more liberal than any advertising we have ever done. We are going to cover the country with the facts about this great improvement.

You must make some sort of a hurrah in your store. You must emphasize the fact that Amberol Records are Edison's greatest discovery as far as the Phonograph is concerned, and the greatest improvement in the Phonograph that has been made in years.

We have special advertising for your newspapers for the Amberol Records, as well as matter to be distributed, window cards and posters. All these will be sent to you or are sent to you with this number of the PHONOGRAPH MONTHLY. Use them. You have got to use them if you wish to make them pay you.

Advertising made the National Phonograph Company what it is. Advertising created the Phonograph habit.

The only way you can get more business for Phonographs and Records is to advertise.

Points on Selling Attachments

The success of Edison Amberol Records and the new attachments will largely depend upon the extent to which Dealers become proficient in adding the attachments to Phonographs now in the hands of their patrons. A Dealer can do nothing more important than to make himself familiar with the work of adding and properly adjusting these attachments. There is nothing about the mechanism itself, or the details of putting it on that any intelligent man cannot do, but he must first be shown. Our Jobbers, their salesmen and our own salesmen are now doing all they can to inform the trade. They will continue this work as fast as attachments can be shipped to Dealers by Jobbers. Dealers should make it a point to take advantage of this instruction whenever it becomes available, and if it does not come to them they should seek it by visiting the stores of their Jobbers. No live Dealer should ever let a customer see that he does not know how to put on the new attachments.

One of the important little points about adding attachments is the matter of adjustment so that the machine will run freely. Unless rightly adjusted there may be a bind that will cause the machine to run slow and thereby reproduce incorrectly. Nothing will disgust a customer more than this. If his machine does not run as well with the attachment on as it did before he will be dissatisfied and may want the attachment removed. His machine will run just as well with the attachment on, if properly adjusted, and Dealers should, therefore, pay particular attention to this feature.

Think what the sale of attachments is going to mean to the trade. It will mean a profit on the attachment itself, which, while not large, is worth having. It will mean the immediate sale of the Amberol Records with their handsome margin of profit. It will mean a revival of interest on the part of those who may have for the time lost interest in the Phonograph and who are not now buying Records of any kind. With their Phonograph changed over they will buy Amberol Records and will again buy the two-minute Records.

Then the Amberol Records are going to awaken a new interest in the Phonograph among people who, because of the shorter Record, have never bought a Phonograph at all. They will now buy combination machines and become purchasers of both kinds of Records.

Just as soon as they can get a supply of attachments, Dealers should make a thorough canvass among the owners of Edison Phonographs, for the purpose of getting them to change over their machines. If sales cannot be made for cash, Dealers who have the necessary capital should add the attachments and arrange to accept payments of fifty cents or a dollar a week. This plan will make the customer a patron for Amberol Records, and he will buy Records every time he comes in to make a weekly payment on the attachment.

It ought to be easy to sell attachments. The Dealer knows the names of all Phonograph owners in his territory and can reach them at once. He don't have to argue about the merits of the Phonograph, for the owner knows all about it. The owner has already felt a want for a larger Record and it needs no long explanation to convince him that the Amberol Record is a good thing. It really looks like an easy proposition to change his machine and get his money for the attachment and for Records later.

Don't Blame the Jobbers

Dealers should not find fault with their Jobbers if for the next few weeks the latter cannot fill orders for Amberol Records, attachments and combination Phonographs, as they would like to have them filled. Jobbers will not be as much to blame as we are. Like many other important changes, it is easier to plan them than it is to carry them out as planned. The new product involves many difficulties and some of them have taken longer of solution and to properly work out than we anticipated. Because of difficult manufacturing problems we have been able to only make part shipments to the Jobbers, the total aggregating about twenty-five per cent. of the first order placed. Dealers will readily see, therefore, that Jobbers will not be able to fill more than twenty-five per cent. of their orders, this assuming that the Jobbers' first orders were large enough, which they were not, for more than half of them have since placed second and third orders.

We would not have delayed getting the new goods on the market could we have avoided it, for no one is more anxious than we to get them into the hands of every Phonograph owner. We are running the factory night and day, and doing everything possible to increase the output. The first partial shipments have been made to all Jobbers, and some further shipments have been made on the second round. We hope that another two or three weeks will make it possible to give Jobbers such quantities of goods that they will be able to take good care of Dealers.

It would have been a simple matter to put off the selling date another month, and then give the trade larger, if not complete shipments, but we believed that Jobbers and Dealers would rather make a start with smaller shipments than wait another month. This view has since been approved by the trade. We must ask Jobbers to be patient with us, and Dealers in turn must be patient with Jobbers. We are all doing the best we can. We will get the goods to Jobbers with the least possible delay and Dealers may be assured that Jobbers will only be too glad to turn them over as fast as received.

Read Bulletin No. 15

The attention of Dealers is especially called to Sales Department Bulletin No. 15, printed in this issue. It contains information of vital interest to them.

About Establishing Branch Stores

The following correspondence passed between a Western Jobber and General Manager of Sales F. K. Dolbeer. It covers a point that interests all Jobbers and some Dealers:

THE QUESTION

The question has come up with connection with your ruling that Dealers shall only handle Edison Goods, whether it would be policy where a Dealer, who extensively dealt in the cylinder line of other manufacture than yours, to organize another company, carrying on their business in a store separate from the original one, and carrying the other line of goods in that store. Please let us know whether this would be looked upon favorably or unfavorably by your Company.

THE REPLY

We would advise that the action of a Dealer in opening a branch store, for the handling of other cylinder lines, would not in itself be a violation of the terms of our agreement; that is, provided such Dealer did not make an attempt to display or sell Edison Phonographs or Records from the store in which he was handling the other cylinder lines, or that he did not carry any stock of cylinder phonographs or cylinder records other than those manufactured by us in the store where he was handling our goods.

Candidly, we feel that such action would only be a subterfuge, and where our attention was called to a transaction of this nature we would investigate it very carefully, and if we found that there was any attempt made to evade the terms of the Addenda to Dealers' Agreement, we would immediately take such steps as the case might warrant.

Sign the Addenda

Another letter has just been mailed to such Dealers as have not signed the Addenda to the Dealers' Agreement. It has always been our experience that a certain per centage of Dealers cannot be induced to act upon the first notification. The letter above referred to and this copy of the PHONOGRAPH MONTHLY will both reach Dealers before October 1st, and all Dealers who have not yet signed the Addenda are urged to do so at once and forward a copy to the Agreement Department at 10 Fifth Avenue, New York City. The Addenda becomes effective October 1st, and not to sign promptly is to run the risk of being deprived of Dealers' privileges, now more valuable than ever before.

Dealers who do not fully understand the meaning of the Addenda are urged to write to us promptly.

Edison's Fame Secure

[Spokane Spokesman-Review, September 7.]

Thomas A. Edison enjoys a privilege which comes into the lives of few men who achieve an enduring place in the Hall of Fame. While yet in the full flush of his marvelous powers, he is permitted to scan the future with a confident knowledge that his name and achievements will be famous in the distant ages.

That is a good fortune which falls to the inventor more often than to the great warrior, statesman, painter, author or musician. Contemporary estimates of the ability of genius of generals and statesmen are frequently not the verdict of history. Contemporary enthusiasm or partisanship may unduly laud the achievements of mediocrity, and, conversely, contemporary rancor and prejudice may deprive greatness in these fields of rightful honors which history will render.

And in art, literature and music we may never be sure that the tastes of one generation will be the tastes of succeeding generations.

But when Fulton made a success of the steamboat, Morse of the telegraph, Howe of the sewing machine and Edison of the electric light, their inventions were so revolutionary and entered so extensively into the lives and actions of the masses that it was instantly apparent that their fame would be secure through the centuries to follow.

Prior to Mr. Edison's success, the electric light had been no more than a laboratory experiment. He made it a practical, commercial reality. His Phonograph is another invention that would have given him enduring fame if he had contributed nothing else to the world's inventive wealth. So also his inventions of the duplex and later of the quadruplex method of transmitting telegrams, by which it became the practice, first, for four operators to be employed on a single wire where previously only two could find employment, and later for eight operators to use instantaneously a single wire, were in themselves sufficient to give him high rank in the inventive world.

In addition to these brilliant and revolutionary inventions, Mr. Edison has given the world numerous other and minor inventions, such as moving pictures, the mimeograph, and attachments and improvements which added greatly to the service of Bell's telephone.

All in all, his has been an inspiring career, and surely none can begrudge him the pleasing reflection that long after his lifework is ended, millions will honor his memory and find life more pleasant by reason that he lived.

Three More Lauder Records

An advance list of three more Records by Harry Lauder, the famous Scotch comedian, is given on page 19. These make a total of fourteen Lauder Records put out by this company. The reception that has been given the Lauder Records has been of the most cordial character and none are more popular. Mr. Lauder is about to make a tour of the principal cities of the United States, and with each appearance his Records will grow in popular favor. No Dealer can afford not to have a good stock of the entire fourteen selections.

Error

In the Dealers' Order Blank for December, Record No. 10018, "I'm Glad I'm Married," is incorrectly given as being sung by Ed. Morton. It is sung by Billy Murray.

An Interesting Comparison

EDISON AMBEROL RECORD. 4 MIN. 45 SEC., PRICE, 50 CENTS.
12-INCH DISC. 4 MIN. 22 SEC., PRICE, $1.00.
6-INCH CYLINDER. 3 MIN. 25 SEC., PRICE, 50 CENTS.
10-INCH DISC. 1-MIN. 10 SEC., PRICE, 60 CENTS.
100-THREAD CYLINDER. 2 MIN. 10 SEC., PRICE, 35 CENTS.
7-INCH DISC. 2 MIN. 10 SEC., PRICE, 35 CENTS.

Table showing differences in playing lengths between Edison Amberol Records and all others on the market. The extreme length has been taken in every case. The average of all is a little less than given here. Note that the Amberol Record plays longer than its nearest competitor, and its cost is only half.

The following is a copy of a letter just mailed to every Edison Jobber and Dealer. Its purport is of the greatest interest to the trade, and Dealers especially should read it with the utmost care:

To All Edison Jobbers and Dealers:

In response to what appears to be a general sentiment in the trade, we beg to announce that commencing December 1st, 1908, and before that date, if possible, we propose to institute a new system for establishing Dealers in the future, and on the details of which we have been working for the past year.

When the new arrangement goes into effect no Dealer will be established in any locality where our goods may be already satisfactorily represented.

Before a new Dealer is established at any point, a formal application must be presented, giving complete information from which, in connection with our own records, we may decide whether the applicant's territory is or is not properly represented; and, if not, whether the application should be granted.

In this way we will be able to prevent the indiscriminate appointment of Dealers in localities that may already be well represented, and in some instances over-represented. At the same time the arrangement will in no way interfere with the appointment of new Dealers in localities where a satisfactory field exists for the exploitation of the Edison Phonograph.

Pending the final announcement of the proposed plan we hope that our Jobbers will co-operate with us to the extent of not establishing new Dealers in localities where our present Dealers may now be handling our goods in a thoroughly satisfactory manner; but in any event, we shall not hesitate to decline to recognize new Dealers, who, in our opinion, may be unnecessary for the good of the trade.

NATIONAL PHONOGRAPH CO.

FRANK L. DYER, *President.*

The Muslin Banners

No one is as sorry as we over the delay in getting to the trade the large muslin banners, about which so much has been said. These were promised us by the manufacturers by July 1st, and every Dealer should have had one in front of his store by this time. Part of the trade have already been supplied and we are daily following up the manufacturers for enough to supply the remainder. We hope to fill all orders within the next two weeks. The trade may rest assured that after an experience like this we will not again discuss another new piece of advertising matter with Jobbers and Dealers until the goods are in our hands.

We are already getting complimentary letters about these banners. F. M. Atwood, of Memphis, Tenn., writes: "The banners came to hand several days ago, and I immediately hung one over my front door on the outside, under my sign, and I can truthfully say that I never had anything in the way of advertising matter that brought as many people into my store as it has."

Printed Matter

Conservative shipments of printed matter in connection with Amberol Records, attachments, combination Phonographs, etc., are purposely being made to Jobbers. The first shipment of Amberol Records, attachments, etc., will not much more than suffice to equip the machines in Dealers' stores and give them some Records for exhibition purposes. Until sufficient goods come through to make sales to the public possible there will be little use for printed matter. Jobbers are asked to use the quantities sent them in a manner to avoid waste and still leave some of it on hand for later uses.

Most Jobbers have been supplied with a quantity of the new catalogues of Grand Opera Records. Dealers carrying these Records should get a few and put them in the hands of their best customers—those who may be interested in the better class of music. The catalogue is attractively printed in two colors. Half-tones of the artists are features.

A Jobbers' House Organ

The *Whitsit Monthly* is the name of an attractively printed house organ just issued by the Perry B. Whitsit Co., Edison Jobbers at Columbus, Ohio. Volume 1, No. 1, which is dated September, is largely devoted to a statement about the new Amberol Records, attachments, new type Phonographs, etc.

He Goes After Business

H. S. Jones, Edison Dealer at Spencer, Iowa, sends a neatly printed booklet, containing a series of arguments concerning the Edison Phonograph, with a request for permission to put one in a farmer's home. Mr. Jones also writes:

"I enclose a small booklet, showing my method of getting the Edison Phonograph into the homes of the people. I do not sit down and wait for customers to call at my place of business, but I go for the trade in the way the booklet suggests. I mail fifteen or twenty of the booklets on rural routes, and in a few days I follow up with as many Phonographs as I may deem advisable, and place them on trial in the homes of those who have received the booklet. I find them pretty thoroughly canvassed up in this way and only too glad to try the Phonograph, which they have become interested in by the time I get around. Then I go around again about the time their enthusiasm is at high-water mark and sell the Phonographs. During this summer I have only had to take up three Phonographs and carry them further on for purchasers.

Jobbers are Requested

Jobbers who may have received from Dealers signed copies of the Addenda to Dealers' Agreement are asked to send them to us at once. Not to do so may cause such Dealers much inconvenience. Jobbers are also asked to canvass their Dealers and make sure that all of them have signed the Addenda and sent it to us.

No Electros of Attachments or Machines

It is not our intention to make any attempt to furnish the trade with electros of new attachments or the new combination type Phonographs. The attachments consist of a group of separate parts that would have no meaning to the public when used for advertising and the combination type Phonographs show no appreciable difference from the present machines. The differential gears are entirely covered by the guard and cannot be shown in an illustration. Electros of the present machines can readily be used as representing the new machines.

Matter Omitted

The unusual quantity of matter concerning the new conditions and other important subjects has compelled us to omit much interesting trade information from this issue. For all such shortcomings, we ask the indulgence of our readers.

Our Advertising of Amberol Records

With the appearance of the monthly magazines, between October 15th and November 1st, we shall begin a most extensive campaign of advertising for Edison Amberol Records, Edison Phonographs and new attachments. Double pages and single full pages will appear in the following standard magazines and weeklies: Collier's Weekly, Associated Sunday Magazines, Youth's Companion, American Magazine, Cosmopolitan, Everybody's, McClure's, Munsey's, Review of Reviews, Ladies' Home Journal, Woman's Home Companion, Ladies' World, Success, Pearson's, Sunset, Home Magazine, World's Work, Ainslee's, Puck.

The *Saturday Evening Post* for October 24th will contain two full pages devoted to a most attractively displayed and strongly written advertisement on the new conditions. This advertisement will occupy the two center pages and make such a striking presentation of the Amberol Record, etc., that none of the 900,000 readers of the *Post* can fail to see it. We would strongly urge every Dealer to get a copy, open it in the center and place it in his window. Attach a card to it, reading something like this: "This advertisement cost the National Phonograph Co. $2,200.

A little later, as soon as the trade have sufficient Amberol Records, etc., to supply the public, we shall advertise them extensively in daily newspapers in most of the big cities of the country. We also expect to advertise largely in the important agricultural papers; also to have a campaign in Canada that will reach every possible Phonograph buyer in the Dominion. We shall spend in the aggregate, more money for advertising than ever before. We make the statement chiefly to show that our faith in the future of the Phonograph never was stronger. If the trade will in turn advertise locally, they and we will do a business that will put all past totals to shame.

Good Talk

The Southern Phonograph Co., Edison Dealers at Princess Ann, Md., report that during their one year handling the Edison line they have purchased about $1,500 worth of Phonographs and Records, and think so much of the line that they wouldn't take $2,000 for their business.

This is the way Dealers talk who make a real effort to push the business. In another year this company will want a good deal more than a thousand dollars for the good will of their business.

All Want Foreign Records

Here is an argument that will sell foreign Records to two of every three owners of Edison Phonographs: *The privilege of hearing the best music of all nations!*

Many of the foreign Records are irresistibly beautiful, and well they should be. Take Germany, Italy, France, Spain or most any of the foreign countries. They were busy building up their musical literature centuries before America and American music were ever thought of.

So that it is no wonder that many of their national hymns and characteristic concert and popular selections are ahead of almost anything we have to offer.

Even Chinese and Japanese music have a weird charm of their own. At any rate it is interesting and educational to know something of the music of the different countries of the world and a rare treat to be able to play it for one's friends, who likely never heard it before.

It matters not if the words are in a foreign tongue. Most grand opera is sung in Italian, German or French. But that has never affected grand opera's popularity.

The words do not count nearly so much as the melody to which they are set. Take the duet, "Miserere" from the opera "Il Trovatore." Nobody ever enjoyed that any less because it was sung in Italian. As a matter of fact the Italian language is softer and more melodious than our own.

You can see then that you have a double reason for carrying some of the Foreign Records—you can sell them both to foreigners and Americans.

Take the matter of Foreign Records up with your Jobber. Ask for the Foreign Catalogue and advice on the best selling Records.

Because It Pays

We are now settled in our new quarters. We have a room 23 x 50, but strictly modern windows, cement basement, steam heat, good location and hope when things get straightened around to do a continued good business. Our purchases last year amounted to a trifle over $10,000. As out entire store expenses were less than $400 per month, you can readily see that one reason I like the Edison is because it is profitable. I have never been "stuck" yet. If you continue your business policy the same as in the past, I see no reason why I should do anything else than push your line.—*Portland Phonograph Agency, Portland, Ore.*

What the Dealers Think

The letter printed below fairly represents the sentiments of fully ninety per cent. of the Edison Dealers. It was written by Henry L. D'Entremont, of ——, in reply to an invitation to join a Dealers' association for the purpose of combatting our new policy, and inspired by the manufacturers of another cylinder line:

Replying to your circular letter of yesterday's date, I would say that I am not in sympathy with the proposed Talking Machine Dealers' Association. As I deal only in Edison goods at present and as they always treated me fairly in the past, I have no apprehension of their doing any different in the future.

This move looks to me like the wailing of a few disgruntled Dealers who, in the parlance of the street, have been "stung" by stocking up with a lot of inferior talking machines and records that could not be sold, and will have less sale in the future. I have been "stung" myself, and bought goods I had to sell at less than cost to get rid of them.

Do you know of any Company that is treating their Dealers any fairer than the National Phonograph Co.? They make the goods that sell and will continue to do so, notwithstanding the idea conveyed in your letter, that other companies might place something on the market that would "sound the National."

In conclusion, I would say that I signed the new agreement and mailed it back the same day I received it, and did so gladly.

One Dealer's Experience

An Edison Dealer in the West thus summed up a condition in a letter recently written to us:

Some time ago you had an article pointing out the risk your Dealers incurred by adding a new line of Records. This lost its force then, as I was positively assured that I would be protected in the exclusive sale of the —— product. I began in December, 1907, and dealt direct with manufacturers, with that understanding. When their Omaha Jobber was established, I was referred to them. Both gave me positive assurance. (It's to the Jobber's credit that I can find nothing to indicate but that he was not acting in good faith.) When practically every Edison Jobber in territory contiguous to —— put in the —— line, I felt uneasy. Wrote about the matter—reassured that I'd be protected.

When a local dealer secured —— records, wrote again—but assured I'd come out O. K.—keep right on—territory for Jobbers would be divided, etc. But July 4th I received a letter exactly the reverse of the one received the week before. They can't protect me. Now, as I do not see how any Edison or —— Dealer would want to put in a new line, except on the exclusive agency proposition, and that proposition is used to catch them (see Jobbers advertisements in the *Talking Machine World*), I believe your Dealers should be posted as to what the final result will be. "In the soup,"—just as I am.

Straws from Australia

On the arrival of the Manxii picture, which you forwarded me through the New Century Talking Machine Co., Auckland, I placed it in one of the windows of my shop, along with an Edison Phonograph and a lot of Edison Records. Within a few minutes of doing so I sold the machine and a number of Records. I find my sales of Edison Phonographs and Records increasing, and the strange part is that each of my customers claims that their Edison Phonograph is the best ever sent out of my shop. They will take no other but Edison Records. —*Wm. Coad, Edison Dealer at Thames, New Zealand.*

I am glad that I have taken Edison goods. They increase my returns; profits and sales are far more than expected.—*H. Zellner, Australian Stores, Dalton, N. S. W.*

W. Chivers, Edison Jobber at Christchurch, N. Z., sends a photograph showing a terrace of six villas and a motor car, purchased, he says, out of the profits arising from his business as an Edison Jobber. Mr. Chivers is an enthusiastic Edisonite, and pushes Edison goods energetically, with good results to us both.

An Odd Incident

To-day Mrs. Glegg had to fill a dying man's wish, and that was to play a certain sacred Record on the Phonograph as his body was being taken out of his late residence for burial. Further, as I had let him have the Phonograph many months ago, and nothing was paid on it, the man who was dying since last Saturday, and as he had got some money for a piece of land, he had the whole £6 wrapped up carefully under his pillow since then, and he made his wife declare she would pay the money to Mrs. Glegg or myself, by the side of his dead body before he was carried away. All this was carried out, the Phonograph playing "Shall We Gather at the River" as the coffin was carried out the door. No one ever heard of or saw any person with such a craving for the Phonograph as that man had, and when too ill to put the Records on, no one could do it right but Mrs. Glegg. That Phonograph is now sacred and not for sale.—*Extract taken from letter written by A. S. Glegg, Dealer of Gladstone, Queensland.*

THESE are the ready-to-print newspaper advertisements to be used by you in connection with the Amberol Records. The copy is set small here for lack of space. Give them more room in your newspaper. They are worth it. We furnish electrotypes of the illustrations free on request. Order by the numbers.



[Electro No. 698]



[Electro No. 699]

Edison Amberol Records

Edison Records are so sweet, clear and tuneful that you've often wished they were longer.

They are now. They play, sing or talk twice as long as the Edison Records you have, which means that there is more music on them than on any other Record made.

These double entertainers are called Amberol Records. Have you heard them? We have them for you to hear.

SHARPS & FLAT
10 Main Street

Four Minutes

That is the running time of the new Edison Amberol Records.

It is twice as long as any Edison Standard Record. It is considerably longer than any Record of any kind.

This permits of entire selections rather than mere matches—of music played or sung as it should be instead of being marred by being hurried.

Beautiful things, never before possible with sound producing machines, may now be enjoyed by Edison Phonograph owners.

Hear them at our store.
SHARPS & FLAT
10 Main Street

Twice as long.



[Electro No. 700]

Edison Amberol Records talk twice as long as Edison Standard Records.

If we talked twice as long as an Edison Amberol Record, we could not tell you all of their good points. Come in and hear an Amberol Record, but expect to stay twice as long as you intend to, for you will be twice as well entertained as you ever were before.

SHARPS & FLAT
10 Main Street

Twice as long.



[Electro No. 701]

Edison Amberol Records sing twice as long as Edison Standard Records.

Four minutes, the singing time of Amberols, is long enough to give *all* the song and *all* the chorus, not a verse or two, but all.

Come in and hear them.

SHARPS & FLAT
10 Main Street

Twice as long.



[Electro No. 702]

Edison Amberol Records play twice as long as Edison Standard Records.

This means better music for you as well as more music without changing Records. Selections heretofore too long for any record are now possible on the Edison. Nothing is lost by being cut or hurried.

Your Phonograph can be made to play Amberols. We have the attachment.

SHARPS & FLAT
10 Main Street



THAT is what window cards are. Don't look at them from the viewpoint of a millionaire buying pictures. You are a seller of Phonographs and Records, not an artist. Between good looks and good talk in a window card, good talk always wins. Both are desirable, but because you cannot make a card artistic is no reason why you should leave your window speechless. It is what the cards say that counts, and here are some counters. Put them on paper or cardboard, as well as you can, with brush or pencil, but use them. Display one every day in the week and two on Sunday, when you don't work and your clerks won't work, but when advertising will work just as hard.

DONT VOTE
UNTIL YOU HEAR
BOTH SIDES.
TAFT AND BRYAN
EDISON RECORDS

MONDAY

THE NEXT
PRESIDENTS VOICE
IS ON SALE.
COME IN AND PICK
IT OUT.

TUESDAY

JOINT DEBATE
BRYAN AND TAFT
COME IN
AND HEAR IT

WEDNESDAY

Edison Amberol
Records
Four Minute Concerts
by New Stars

THURSDAY

UNTIL YOU HEAR THE
EDISON
YOU HAVEN'T HEARD
A PHONOGRAPH

FRIDAY

AMBEROLIZE
YOUR
PHONOGRAPH
We have the
attachments

SATURDAY

Amberol -
A NEW
RECORD
WITH A
NEW RECORD

and

An AMBEROL
RECORD at 50¢
Gives the same amount
of entertainment as two
regular EDISON RECORDS
at 35¢

SUNDAY

Trade Bulletins

Sales Department Bulletin No. 16, September 24, 1908

Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

The attention of Edison Dealers is called to the following information, the issuance of which has been made necessary by omissions from Bulletin No. 14, dated August 1, 1908, or by omissions and misunderstandings that have since arisen with reference to the prospective changes:

Some Jobbers and Dealers have obtained the impression that with the issuance of the new Record and the new Machine, the present two-minute Record and the present types of machines will be discontinued. This is incorrect. The new conditions will make no change whatever with the present type of Record or with the present Standard, Home or Triumph Machines. The two-minute Record will be continued and as great efforts made to improve it as heretofore. The present Standard, Home and Triumph Phonographs will be continued at the present prices.

Jobbers and Dealers having on hand any of the present types of Home and Triumph Phonographs will be permitted to equip them with the new attachments and sell them at the same prices as combination machines, namely, $40 and $60. It must be understood, however, that when sold separately the present Home Phonograph must be at $25, the present Triumph Phonograph at $35 and Attachments at $7.50 each.

Bulletin No. 14 made no reference to the return of the main shaft and mandrel replaced on present machines with the new Home and Triumph Attachments. Jobbers and Dealers must get back these parts wherever a sale of new attachments is made. In other words, Jobbers will be expected to return to us an equal number of old-style parts for the new ones shipped them; they, in turn, will require Dealers to return these parts, and Dealers must get them back from retail customers. The new parts are being shipped in a special box, which should be used for the return of the old ones. Jobbers are asked to make freight shipments of old parts to us when a sufficient number have been accumulated to warrant the cost of transportation charges. The latter will be borne by us.

Jobbers who receive orders from Dealers for Amberol Records only should point out to such Dealers that they should also order a supply of attachments and new-style machines. Without these the Amberol Records will be useless. Jobbers should also caution Dealers against playing Amberol Records with a two-minute reproducer. It is also important that the four-minute reproducer shall not be played on two-minute Records.

The Model B Attachments for Standard, Home and Triumph Machines, now being shipped, are intended for machines that have been in general use for several years past. They cannot be attached to the special machines sold in New York State and known as Model C. The latter machines require a special attachment, and Model C attachments should be ordered when wanted for Model C machines. This paragraph applies only to the New York State trade, and to such Jobbers and Dealers in the States bordering New York as have bought some of these special machines.

Suspended List, Sept. 20, 1908

SUPERSEDING ALL PREVIOUS LISTS

This list is supplemental to the Suspended Lists printed in the Edison Phonograph Monthly for June, 1908, which is still in force and must be given the same consideration by the trade as if reprinted in full herewith.

CAL., Chico—Morten Kyrous (or Kryteus). The Postoffice News Stand.
CONN., Meriden—J. F. Malloy.
New London—Smith Bros.
IOWA, Sidney—I. L. Morgan.
ILL., *Charleston—Frank Ricketts.
KAN., Cuba—Mrs. Frank Barnett.
MASS., Newburyport—Pentucket Phono. Store, M. H. McKinney, Prop.
Needham—J. L. Davis.
Northampton—W. T. Risley.
*Roxbury—Thos. Bathe and Mr. Price of Fuller Elec. Co.
Worcester—L. O. Williams, Prop. Williams' Book Store.
MICH., Marshall—S. E. Cronin Estate.
MINN., Elgin—J. Watterston.
MISS., Sedalia—S. R. Payne.
NEB., Alliance—D. F. Lockwood & Co.
*Alma—Henry M. Dayton.
Geneva—Geo. H. Nelson.
*Sterling—Dr. W. L. Hallman.

N. H., Dover—Dover Furniture Co.
N. J., Bayonne—Goldweber's Dep't. Store, M. Goldweber & W. Goldweber.
Plainfield—L. Sabel.
N. Y., Albany—Albany Phono. & Sewing Mach. Co., Aaron Kent & W. H. Bornstein, Props.
Brooklyn—A. Becker.
Henry F. Staude.
*Collins Center—A. P. Bolander, Jr.
Lockport—Floyd B. Series, Prop. Lockport Phono. Co.
New York City—Harry Cohen.
M. Greenberg, alias J. Greenberg.
Watertown—L. A. Maxson.
Dyer & Sneathd.
OHIO, Fremont—Lorenz Henderson Piano Co.
Lima—Henry Van Gunten, Van Gunten Music Store.
PENNA., Philadelphia—Eastern Phono. Co., M. Futcrnik, Prop.
Connellsville—Wright-Metzler Co.
TEX., New Braunfels—Ed. Gruene.
VA., Price—J. J. Crump.
WASH., Kreyer—Ed. Long.
*Added since August 20, 1908.

REINSTATED.

COL., Boulder—Beatley & Craig.
Ouray—C. C. Stratton.
IOWA, Danbury—J. W. O'Day.
N. Y., Rochester—A. J. Deringer (Dealer's basis).

Copies of the complete Suspended List will be mailed on request. Jobbers and Dealers are asked not to supply any of the above named dealers under suspension, either at addresses given or any other address.

Give Free Concerts

The manager of one of the largest and most up-to-date retail Phonograph departments in the country says free concerts have been the main factor in the success of his business. He is right about it, too.

If a Dealer has a separate room in which to give free concerts he can rest assured it will pay him handsomely to do so regularly in the afternoons and occasionally at night. If no separate room is available it can be done in the regular ever most convenient.

Never run a newspaper advertisement without making prominent mention of the free concerts. This need not mean that there is something big and something special going on all the time, but should convey the impression that anybody can drop in any time and hear anything they like played upon an Edison. Make it plain in your announcements that visitors are not asked to buy. The better impression you can give that it is an entirely informal affair without the least obligation on your customers to buy the more freely handed them in the way of the new supplements, they will come. Let them feel that the pleasure is yours, and that your recitals are strictly educational.

Put signs in your windows telling about the free concerts and have a number of advertising cards on your walls where your visitors can't help seeing them, telling how easy it is to own an Edison by the time-payment plan. Every caller should have some advertising matter etc, that will give particulars about the Edison Phonograph and Records.

They are your prospects for machine sales later on and should be treated as such. Take their names and addresses down when possible and mail them the monthly Supplements and other advertising matter that will keep their interest up until they buy. The special night concerts will draw crowds every time if neat invitations are sent out. This is a mighty good way to round your prospects up every now and then. So many people will come at night who find it inconvenient to call in the day. Often a man, or more likely, his wife, will come in the daytime, but a woman will want her husband to hear the machine before she decides to purchase. Both can arrange to attend at night.

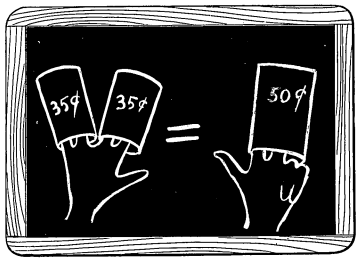
The Phonograph is a sort of thing that many people do a lot of thinking and considering before they get to the buying point. Often there is something else they want at the same time, and it's an open question whether the Phonograph wins or the something else.

There is no way of selling an Edison so good as getting people to listen to it. You simply can not sell them any other way. So do the best you can in the free concert line. The people who come in to hear the Records will get the habit of buying other goods of you even if they hold back a while on buying a Phonograph. You may not have a whole lot of vacant space, but make the most of what you do have.

"The strenuous tones of a vaudeville tenor's song cut across the rattle of wheels in the street, and people turned to look. They came from the funnel of a talking machine, set near the open door of a new hardware store.

When the tenor had finished his effort to carry his voice to the end of the hall, a musical chime of bells followed. The next morning there was an orchestral march, to put spirit into the downtown procession; and in the evening the returning procession smiled in successive waves of understanding as the people came within earshot of 'Home, Sweet Home.'

It wasn't very long before the crowds that tramped up and down that street knew very well where to find a hardware shop when they needed something in that line. And the talking machine had neither sold nor sung a word about business, either."—*Fame.*



Lessons for Dealers

Lesson III.

Get next, *to solve* Nit, *a contraction of not* Come-back, *a saving*
Stung, *defrauded* Tickle, *please*

Can you get next to this e-qua-tion? It means that one Edison Am-ber-ol Record will afford as much en-ter-tain-ment as two reg-u-lar Edison Records.

Two reg-u-lar Edison Records sell for 70c. One Am-ber-ol Record sells for 50c. This 20c come-back will tic-kle the cus-to-mer.

Are you stung? Nit. For Am-ber-ol Records will also tic-kle the cus-to-mer.

Instead of sell-ing one Am-ber-ol at 5oc you will sell two at a dollar. This will tic-kle you.

Advance List

Of Three More Edison Records by Harry Lauder

LAUDER Records will be ready for shipment from Orange on or about October 10th. Samples will not be sent. Jobbers' stock orders received by October 5th will be shipped as fast as possible after October 10th. All first orders will go by freight, because Mr. Lauder will first appear in New York and vicinity, the usual order of shipment to Jobbers will be reversed, that is, shipments will first be made to Jobbers nearest to New York City, those located further away getting attention later. Shipments will be made at one time to all Jobbers in the same territory and it is hoped to complete the shipments within ten days. Special Supplements and Bulletins will be shipped with Records to all Jobbers ordering them. Lauder Records may be placed on sale by Jobbers and Dealers as soon as received.

HARRY LAUDER, the famous Scotch comedian, will return to America in October and make a twelve weeks' tour of the principal cities, opening at a New York Theatre, on October 12th. This fact has induced us to put out three more of his Records. These are in addition to the four issued in September and the seven put out in February last. Mr. Lauder is already widely known in the United States and Canada, both because of his personal fame and the prominence gained by the tremendous sale of the Edison Records made by him. His salary of $5,000 a week is one of the largest ever paid to a vaudeville star. His appearance in the principal cities here is going to create a new demand for his Records, and every Jobber and Dealer should see that his stock of Lauder selections is complete and ample.

13757 That's the Reason Noo I Wear a Kilt

This selection starts with an explanation by Lauder as to the reason for his wearing kilts. He admits that they are not fashionable, but recommends their wear to married men particularly. He says that when he wore breeches the pockets were exposed to too close inspection each night, while he was reposing comfortably under the quilts, with the result that he was stoney-broke every morning. How he made the discovery is told in his humorous way. The selection ranks as a favorite with Lauder—and worthily so.

13758 Inverary

Lauder tells in this delightful tuneful selection of his meeting with the "nicest lass that ever buttoned on a frock." He was enroute to Inverary at fair time, and the lass rushed into the same compartment of the train. After asking her name, Lauder invites her to go to Inverary. In the first part of the chorus he sings of how he got "spoony" with Mary and Mary got "spoony" with him. Lauder is unapproachable in the rendition of songs which contain a quaint confession of his "coorting the lass," and the present is a typical example from his repertoire, reminding one, particularly in the chorus, of his "I Love a Lassie."

13759 Callaghan

Callaghan was a tailor who made clothes for Lauder, taking his pay in small instalments each week. His work had always been most satisfactory until he made a pair of "pants" for Lauder. They evidently carried with them an evil charm of some kind, for as soon as Lauder began to wear them, his work fell off. He had had them for a "fortnight," when Callaghan called for his money. The scene which ensued is pictured in the chorus, which is a funny play on Callaghan's name.

Lauder Records Previously Issued

13741 Hey Donal'!
13742 The Weddin' O' Sandy Mac Nab
13743 Fou the Noo
13744 When I Get Back Again tae Bonnie Scotland
19173 Rob Roy Mackintosh
19174 She's My Daisy
19175 Tobermory
19176 We Parted on the Shore
19177 The Saftest o' the Family
19178 I Love a Lassie
19179 Stop Yer Ticklin', Jock

Advance List

Of Edison Standard (Two-Minute) and Edison Amberol (Four-Minute) Records for December, 1908

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before November 25th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on November 25th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on November 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after November 20th, but must not be circulated among the public before November 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on November 24th, for delivery on the following day. Jobbers are requested to place orders for December Records on or before October 15th. Dealers should place December orders with Jobbers before October 15th to insure prompt shipment when Jobbers' stock is received.

Edison Standard (Two-Minute) Records.

10008 Christ is Come — **Edison Concert Band**

Special Christmas band number. This sacred song is given a most unique and charming setting, which includes a harmonious arrangement for band, a duet by Messrs. Anthony and Harrison, assisted by a mixed quartette in the refrain, and finally the joyous ringing of bells and chimes for Merry Christmas. Music, Sankey-Beke; arrangement is special for our Record and not published.

10009 Always Me — **Byron G. Harlan**

Another "Why Don't They Play With Me," by Chas. K. Harris. A stepchild's "never papa" never pets, but always blames and scolds her. The affecting story of her childish hardships is set to a very wistful tune, which Mr. Harlan sings quite as finely as any of his earlier child-songs. Orchestra accompaniment; music and words, Chas. K. Harris; publisher, Chas. K. Harris, New York.

10010 Taffy — **Ada Jones**

We have all dealt in "taffy," giving or receiving it according to sex. Never mind—here is a Von Tilzer song that goes to the bottom of the question and tells what's what in the love game. One of the most "confectionery" things we have heard. Miss Jones has certainly added another to her list of serio-comic successes. Orchestra accompaniment; music, Harry Von Tilzer; words, Vincent Bryan; publishers, Harry Von Tilzer Music Pub. Co., New York.

10011 Petite Mignon — **Caesar Addimando**

A double novelty—an oboe solo by a new Edison artist, who is an acknowledged master of this sweet-toned instrument. This is the first oboe selection we have listed. Many prefer its quaint and dulcet tones to those of any other instrument. The selection is a dainty classical recitative number, more favored, perhaps, than any other for oboe work. Orchestra accompaniment; composer, M. Carman.

10012 When Darling Bess First Whispered Yes — **Manuel Romain**

A sentimental love ballad that seems to have been made on purpose to show off the reed-like tone quality of Mr. Romain's voice. The story told is reminiscent of sweethearts days, the hero and heroine being a lad in homespun and a lass in gingham. The Record will easily hold its own with Mr. Romain's best. Orchestra accompaniment; music, J. Fred Helf; words, Robert F. Roden; publishers, Helf & Hager Co., New York.

10013 My Bradda Sylveat — **Collins and Harlan**

One of the best of the Italian dialect songs that vaudeville singers are featuring at present. The irrepressible Collins and Harlan sing it to a rag-Italian tune—something new and decidedly fetching. If their hosts of admirers will ask to hear this Record, very few will miss the opportunity of taking it home. Orchestra accompaniment; music, Fred Fischer; words, Jesse Lasky; publishers, Fred Fischer Music Pub. Co., New York.

***10014 Everybody Knows It's There** — **Edward M. Favor**

Mr. Favor affects the voice and manner of a boy in this unique comic song, and sings a jolly, lilting tune about the mischievous pranks he played on his father, his teacher and the family tom cat. There are three verses and three choruses. Each presents a novel and laughable situation in such a way that "Everybody knows it's there." Orchestra accompaniment; music and words, Dave Reed; publishers, M. Witmark & Sons, New York.

* Illustrations will be illustrated on cover of December Phonograms.

10015 Fun in a Barber Shop — **Vess L. Ossman**

An original banjo conceit which presents Mr. Ossman at his best. The typical banjo tune is extremely infectious and is full sure to start a general patter of feet. The "fun" is supplied by ludicrous slide trombone effects introduced in the orchestral accompaniment. Orchestra accompaniment; composer, Jesse M. Winne; publisher, Walter Jacobs, Boston, Mass.

10016 Uncle Josh's Arrival in New York City — **Cal Stewart**

Uncle Josh has about the funniest experience of all his checkered career in New York. He started by losing his hat en route by leaning out the car window. His railroad ticket went with it and he had to buy another. But he got even with the railroad by buying a round-trip ticket and not using it to go back. His good looks made a great hit. When he got off the train he ran into dozens of cabmen, all of whom shouted at him, "Hansom, sir? Hansom?" Screamingly funny all the way.

10017 The Widow Dooley — **Ada Jones and Len Spencer**

This up-to-date dramatic sketch opens with a flute solo, "Sweet Molly Oh," announcing a visit by Larry Connor to court the widow Dooley, whose Mike has been dead only a month. The courtship is spicy and full of laughable scenes. By request the widow sings "Come All Ye," and Larry plays a reel on his flute, to which she dances. At the psychological moment he pops the question, but learns that he is too late, as Pat Murphy proposed and was accepted at the lamented (?) Mike's grave. Larry makes a sorrowful exit, whistling "Farewell Mavourneen." Orchestra accompaniment; original sketch, not published.

10018 I'm Glad I'm Married — **Billy Murray**

Here is a man that's glad he's married! Most of the matrimonial comic songs tell a different story. Even the singer makes his declaration with a comment that makes its sincerity doubtful. This Record is a worthy successor of Mr. Morton's Record 9949, "Don't Take Me Home," the Edison comic hit for October. He sings three comic songs with a gusto and flourish that carry all before them. There are three verses and three choruses, the latter set to that engaging two-four swing. Orchestra accompaniment; music, Al. Von Tilzer; words, Jack Norworth; publishers, York Music Co., New York.

10019 In Lover's Lane — **Edison Concert Band**

This naïve and winsome band number was inspired by the stroll of the West Point cadet with his best girl down Lover's Lane, the fair-famed trysting place of Uncle Sam's future lieutenants, captains and generals. The most striking part is the air of the trio. This recalls instantly several of our prettiest Italian pieces, and will be continually recurring to everyone who hears it. The osculation effect makes a very happy and appropriate conclusion. Composer, Arthur Pryor; publisher, Carl Fischer, New York.

10020 The Sons of Uncle Sam — **Edward Meeker**

A new patriotic song written in Australia in honor of the American Battleship Fleet's recent visit to that country. The lines teem with heart-felt admiration of Uncle Sam's sailor boys, and the melody is one of those inspiring march airs that bring up mental pictures of a war fleet in action. Faint echoes of national airs are heard in the accompaniment, intermingled with lusty cheers for the Red, White and Blue. Orchestra accompaniment; music, L. E. Howarde; words, A. M. Rattray; publishers, W. J. Dease & Son, Sydney, Australia.

10021 Last Day of School at Pumpkin Centre — **Cal Stewart**

In this selection Uncle Josh treats us to some rich imitations. The first, is that of a typical Pumpkin Centre small boy reciting "I Like For to Live in the Country." Very amusing. Next is an imitation of Ezra Hopkin's youngest playing a mouth organ solo. Then comes the most ludicrous of all, a little German fellow in a thoroughly "Dutch" recitation of "Mary's Lamb."

10022 My Rosy Rambler — **Billy Murray and Chorus**

A new song of the far southwest by the writers of "Cheyenne" and "San Antonio." "Big Jim," the furo king, finds his heart's desire in a bewitching Spanish senorita. The tune has been styled the catchiest since "San Antonio," while Spanish color is given by the introduction of castinets and mandolin. Mr. Murray and chorus give the song the best interpretation it has ever had. Orchestra accompaniment; music, Egbert Van Alstyne; words, Harry Williams; publishers, Jerome H. Remick & Co., New York.

10023 Kentucky Patrol — **American Symphony Orchestra**

Patrols never fail to rank among the best sellers of the month in which they are issued. This one contains a number of engaging melodies, distinctly Southern in flavor, and is fully equal to "Patrol of the Scouts," (Record No. 9960). The whistling refrain, which was so widely praised in the latter, is eclipsed by a louder and even better one in the present Record. Composer, Karl Kaps; publishers, Francis, Day & Hunter, New York.

10024 Yours is Not the Only Aching Heart — **James F. Harrison**

Friedman's tenderly beautiful love song that is being sung everywhere. Words and music are fully as captivating as the well-chosen title would indicate. A pure, but fondly cherished, love is the subject and the plaintive note that dominates the air is irresistibly sweet. Orches-

tra accompaniment; music, Leo Friedman; words, Beth-Slater Whitson and T. J. Quigley; publishers, Francis, Day and Hunter, New York.

10025 Oh, You Coon! — **Ada Jones and Billy Murray**

The coon song success of the newly organized Cohan & Harris Minstrels. The music represents the only George M. Cohan's idea of the new and popular semi-rag tune and its infectious to a degree. Miss Jones and Mr. Murray give it such a snappy Cohanesque interpretation that the Record will be a very big seller. Orchestra accompaniment; music and words, Geo. M. Cohan; publishers, Cohan & Harris Pub. Co., New York.

10026 What You Goin' to Tell Old St. Peter? — **Arthur Collins**

In Arthur Collins' new and sensational comic coon song the bone of contention has a decided chicken flavor. Parson Hammond, preaching "bout the 8th Commandment," points out Ephraim White as a "bad nigger." He tells the congregation about tracing Ephraim's footsteps from Massa Jones' henroop to his home. Ephraim retorts, "How come you round that coop?" The tune is a winner, especially in the chorus. Orchestra accompaniment; music and words, Ed. Rose; publishers, Rose & Snyder Co., New York.

10027 Song of the Mermaids — **Venetian Instrumental Trio**

This is the entrancing air sung by the maiden chorus in the finale of the second act of von Weber's tuneful opera, "Oberon." The instrumental arrangement used by the Venetian Trio makes one of the most beautiful numbers in their entire repertoire. Composer, C. M. von Weber.

10028 I Don't Want the Morning to Come — **Frederic Rose**

The long-expected companion piece to "I Am Tying the Leaves so They Won't Come Down" and by the same writers. An exceedingly fine ballad, which tells of a little sister's pathetic love for a dying brother. The doctor announces that he cannot live another day. In childish fashion she tries to keep the morning back by turning the hands of the clock and closing the window blinds. The refrain is in the effective waltz lento time with a strikingly original orchestra accompaniment. Music, J. Fred Helf; words, A. J. Lamb; publishers, Helf & Heger Co., New York.

10029 So Do I — **Knickerbocker Quartette**

A most unique quartette song. All of the singers, it seems, had flirtations with the same young lady. Singer No. 1 sings of her charms, saying, "I gave to her a diamond ring." Singer No. 2 replies, "So did I." Then the bass sings in deep sepulchral tones, "And she gave them both to me." Some clever conversational by-play is worked in between the verses and the Record will prove a phenomenal seller. Unaccompanied; adapted for our Record by Gus Reed.

10030 Christmas Morning at Clancy's — **Steve Porter**

This remarkable descriptive scene will make everyone get Christmas in his (or her) bones. Merry Christmas chimes are heard; Pat, Mary Ann and all the "children" crowd around the tree and Pat distributes the presents amid happy shouts and peals of laughter. Danny plays his Jew's harp, Patsy his drum, also a piccolo. Then the old man gets out his fiddle and plays a lively jig while the others dance. Uncle Mike drives up in a sleigh, the kids pile in for a ride over the snow, and jingling sleigh bells are heard as they glide swiftly away. Original sketch.

10031 Uncle Sam's Postman March — **Edison Military Band**

At last Uncle Sam's faithful mail man gets his deserts musically. Lurvey has dedicated this rattling fine march to the postmen of the country. The postman's familiar whistle is heard in the trio. The time is 6-8 and it makes an admirable dance number for the new four-step dance, the more so as the Military Band has made a wonderful Record, both in point of volume and perfectly marked tempo. Composer, H. R. Lurvey; publisher, H. R. Lurvey, Lynn, Mass.

Edison Amberol (Four-Minute) Records

51 Overture, "The Year 1812." — **Edison Concert Band**

The Overture Solennelle, "The Year 1812," was written for the consecration of a church at Moscow. Tchaikowsky, the great Russian composer, has depicted vividly stirring scenes of the France-Russian war during the year 1812. The majestic Russian hymn, "God, Preserve Thy People," is heard, after which there bursts terrifically the "Battle of Borodino." In this sanguinary contest the French "Marseillaise" is silenced by the Russian hymn. Only a few bands and orchestras, comprising the ablest performers, whose organization has been developed to a state of perfect efficiency, ever attempted this work. The Record runs considerably more than four minutes and includes all the most important parts of the selection. Composer, P. Tchaikowsky; publisher, Carl Fischer, New York.

52 Ask Mammy — **Manuel Romain**

One of the finest Records Mr. Romain has ever given us. The tune is bewitching and the well-chosen words tell a story of tender and absorbing interest. The subject is the love making of a couple of picaninies at a country stile. Bill's invitation to Lize to play in his yard is met with the teasing refrain, "Ask Mammy." Years pass and the couple are found at the same old stile, "Still making love, but on a larger plan." Bill asks if she loves him as of old. Again the charmingly useful refrain, "Ask Mammy." Orchestra accompaniment; music, J. F. Brymm; words, Daisy M. Braeson; publishers, Helf & Heger Co., New York.

53 Miserere from "Il Trovatore" — **Miss Hinkle, Mr. Anthony and Chorus**

We have hastened to give this wonderful duet complete in a four-minute Record, because of the ovation accorded the two-minute Record of the same selection in October. The entire Miserere scene is here given, just as it occurs in act 4 of "Il Trovatore." Here we not only have the duet complete, but have also the splendid chorus of male voices chanting the prayer, "Pray that peace may attend a soul departing," etc. Both duet and chorus are sung in English. Orchestra accompaniment; score, G. Verdi; libretto, S. Cammarano.

54 A Few Short Stories — **Marshall P. Wilder**

This Record introduces a distinguished new Edison artist, Marshall P. Wilder, the famous wit and theatrical monologuist. Mr. Wilder is known throughout the English-speaking world as the foremost story teller of our times. His anecdotes are all new and extremely humorous and his droll method of telling them never fails to keep his audience in roars of laughter. There is something in the remarkable personality of the man that reaches out and grips an audience so as to make them see life through his eyes. In his stories he makes frequent humorous references to his small stature and is seldom on a stage for more than a minute or so before he establishes such a strong bond of sympathy with his hearers that they feel they have known him all their lives. The present Record gives a dozen of his best stories.

55 When Grandma was a Girl — **Ada Jones**

This novel song first won fame in Sam Bernard's musical comedy, "Nearly a Hero." Later it was picked as one of the best songs of the year and featured in "Follies of 1908." In the most amusing and melodious lines it compares the modes of Grandma's day with those of to-day. Two special songs are introduced, a bit of fifty years ago and one of to-day, to show the contrast. Another comparison is an imitation of the car conductor of those happy times and the present. A decidedly clever admixture of song and comic monologue. Orchestra accompaniment; music and words, Ray Goetz; publishers, Jerome H. Remick & Co., New York.

56 Spring, Beautiful Spring — **American Symphony Orchestra**

The favorite European waltz by Paul Lincke. The music is standard in type and "Made to last." Like "Blue Danube" and similar waltzes, it will be as much admired in fifty years as it is to-day. The Symphony Orchestra is given a fine opportunity to show what it can do with the highest grade of composition. Composer, Paul Lincke; publisher, Carl Fischer, New York.

57 Stories About the Baby — **Marshall P. Wilder**

Mr. Wilder relates all of the noted "baby stories," on which his fame as our leading wit and raconteur largely rests. The one about his quest in the department stores for a supply of baby blue ribbons has never failed to "bring down the house." Each of the celebrated Wilder mannerisms and all of his deft little tricks of speech are reproduced as truly to life as though the speaker were present in the flesh.

58 Grandma — **Byron G. Harlan**

By long odds the leader among sentimental "Grandma" songs. It relates a simple story of affecting heart-interest founded on the devotion between grandma and her favorite grandchild. Mr. Harlan has no rival in this class of song. The Amberol Record gives it complete and enables him to greatly improve on all previous efforts. Orchestra accompaniment; music, Ted Snyder; words, Alfred Bryan; publishers, Ted Snyder Music Pub. Co., New York.

59 The County Fair at Pumpkin Center — **Cal Stewart**

There are 650 words in this breezy monologue, which most likely will be voted the funniest Yankee talk Cal Stewart has ever produced. Uncle Josh relates, in his own matchless way, all the incidents of the Pumpkin Center Fair, and it is certain no audience will ever tire of listening. He is great in his description of Salome's "Dance of the Seven Veils" and "The Dance of Venus," two side shows that played to "standing room only." Original sketch.

60 I'm Afraid to Come Home in the Dark—Humoresque — **New York Military Band**

This composition is attracting marked attention at concerts by all of the leading bands. It is a humorous paraphrase by Lampe on the popular song of the same title, arranged especially for large military bands. It requires a complete force of instrumentalists to interpret the score. The refrain of the song is taken for the theme and many humorous and fantastic effects are introduced by the various instruments. Composer, J. Bodewalt Lampe; publishers, Jerome H. Remick & Co., New York.



EDISON AMBEROL RECORDS

are the new Phonograph Records that play twice as long as the regular Edison Records.

This is not done by making the Record larger or longer, but by engraving more than twice as many lines to the inch as on the regular Record.

Thus Amberol Records can be used in the standard sizes of Edison Phonographs by the addition of a simple attachment or gear.

These new Records not only play longer than any other Record now made, but they play better, their tone quality being richer, clearer and more delicate than has been possible in the past.

To Play Amberol Records on Your Present Phonograph

requires an attachment comprising a change gear and a new reproducer. Your dealer has this attachment, will put one on your Phonograph at a moderate cost, and will explain it to you.

We will be glad to send to anyone, however, a booklet describing the new attachments, describing the Amberol Records, giving a list of the music now available on these Records and giving all the other information necessary to make it possible for you to get more than twice as much enjoyment out of your Edison Phonograph as you are now getting.

NATIONAL PHONOGRAPH COMPANY, Lakeside Avenue, Orange, New Jersey

SINGLE PAGE MAGAZINE ADVERTISEMENT FOR NOVEMBER.

The EDISON PHONOGRAPH MONTHLY
Vol. VI. NOVEMBER, 1908 No. 11

Is your stock of Edison Phonographs and Records in good shape for the holiday trade?

Are you ready to get your share of the purchases that will be made within the next six weeks?

If not, then it is none too early to get busy. Christmas is only seven weeks away, a period all too short for Dealers who have not given much thought to the holiday season.

We have given up a large part of this issue to helpful holiday suggestions for Dealers and we commend them to every Dealer who wants to increase his business now or at any other time. These suggestions, however, will be worth nothing to Dealers who do not have a proper stock of Phonographs and Records. Unless you have such a stock on hand or intend to get it at once don't waste time or money for advertising or for any other holiday plans.

But bear this in mind, if you are the only Dealer in your town and you want to continue as the only one, you must do your part in taking care of your locality. We are going to make the title of EDISON DEALER worth more and more as time passes and we cannot afford to have Dealers occupy valuable territory if they will not carry an adequate stock and push the business.

If you find that the mail-order-houses are selling Edison goods in your vicinity, be as aggressive as they and you will have no reason to complain. The Amberol Record alone ought to wake you up to the new possibilities of the Phonograph business. Besides the possibilities for heavier sales the increased profits ought to appeal to you.

Addenda Must be Signed Without Delay

A comparatively small number of Dealers have failed as yet to sign and send us the Addenda to our Dealers' Agreement. The effect of this Addenda is to commit Dealers to the sale of Edison goods as their only cylinder line. As was to be expected, a few of these Dealers will not sign at all, preferring to handle other lines, but the number is much smaller than we anticipated. In fact, we hardly realized our full strength in the trade, until we found thousands of Dealers eager to co-operate with us in this new policy. We fully believe that nine out of ten of the unsigned Dealers have failed to send us signed copies of the Addenda purely from carelessness or negligence. The following letter has been sent to unsigned Dealers and it will, we believe, bring the signatures of all Dealers who seriously intend continuing in business as talking machine Dealers:

Your name appears as one of the few Edison Dealers who have not yet signed the Addenda to our Dealers' Agreement.

It is important that we know at once your attitude concerning this matter. We want to put into effect the new plan of not permitting new Dealers to be established in localities where we are not properly represented, and until we hear from you we cannot tell what course to follow concerning your town. Then, too, we should regret it if we prevented your Jobber from supplying you with Edison goods and later found that you desired to continue as an Edison Dealer.

We enclose two copies of the Addenda. If you intend to continue as a Dealer, sign one, have your signature witnessed, and return to this office at once. *Retain the other for your files.*

If you have decided not to continue, sign the enclosed blank and mail it to us.

Requesting the favor of a prompt reply, we beg to remain.

Edison Records Cannot Be Sold at Auction

In the early part of October a firm of auctioneers at Paterson, N. J., announced a sale of a lot of Edison Records. The National Phonograph Company heard of it in time and had a restraining order issued by a Federal Judge. The case was settled a few days later by the defendants consenting to the issuance of a permanent injunction against them. In a somewhat similar case at Woonsocket, R. I., a firm of pawnbrokers were restrained from selling a lot of Edison Records at less than retail prices.

Going Some

Did you ever see a factory working with a daily force of 4,500 hands, running all night in some departments and part of the night in many others? Do you realize the number of Phonographs, Records and attachments such a force can turn out every week? Do you appreciate what it means to have a weekly payroll of $50,000? If you do then you may form an idea of the efforts we are making to produce goods fast enough to supply the Edison trade. We have a force of 4,500 people; many departments are working eight and day; they are making Phonographs and Records at a phenomenal rate, and it is costing $50,000 a week to meet the cost of labor. Don't it seem likely that such a way of running a big factory must in a short time catch up with orders and then keep up with the demand?

Good progress was made last month toward catching up on the first orders from Jobbers for Amberol Records, combination Phonographs and attachments. Second shipments were made to all Jobbers. These in many cases completed the Jobbers' first orders. A few unusually large orders still remain to be filled. Many Jobbers have already placed second orders, which in not a few instances were larger than the first ones. The second shipments will ease up the situation a little and relieve the Jobbers of some of the strain to which they have been subjected in the past six weeks because of their inability to fill the orders of Dealers.

Although we are now making splendid progress in manufacturing goods it will not be out of place to make a statement that will aid the trade in appreciating some of the difficulties encountered in making the new Records, attachments and machines. To play the Amberol Record a reproducing point is required that is only one-quarter the size of the one used in a Model C Reproducer. Roughly estimated it is eight times as difficult to make one of these finer points and the percentage of imperfect work is proportionately large. To make these fine points required the breaking in of a large number of men and women. These hands have now become proficient. All the work is done under powerful microscopes. Because of the expense of these instruments and to increase the daily production the men work in three shifts of eight hours each, the department working without a stop from 7 o'clock Monday morning till 12 o'clock Saturday night. If the trade could have followed the details of building up this department it would fully appreciate at least one of the difficulties of the new conditions.

Store Management

A monthly comment on things Edison dealers have done with a few suggestions on what they should do to increase sales.



THIS issue is our Christmas Special.

If it is a little bit ahead of its schedule, so much the better for you.

A suggestion for helping holiday trade is not of much value after the holiday trade has started.

You will probably do a good holiday trade without making any special effort. It is the time when people spend.

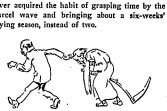
But the trade you get without effort is no credit to your store management and should not satisfy you when there is so much more to be had by going after it.

You will find in this issue a number of ideas that will bring you holiday trade that you would not otherwise get.

You cannot do these things at the eleventh hour and do them well. You cannot wait until the week before Christmas and do them effectively.

The only reason why the majority of people don't think about Christmas buying until well along in December is because nobody has suggested Christmas buying to them.

The holidays have been happening every year for hundreds of years, and yet most dealers have never acquired the habit of grasping time by the marcel wave and bringing about a six-weeks' buying season, instead of two.



Once a pessimistic old farmer was asked about his crops.

"Well," he said, "they didn't turn out as well as I thought they would and I hardly thought they would."

Your holiday trade in Phonographs and Records depend upon your belief in a big trade and your energy in backing up that belief.

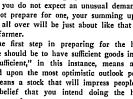
If you do not expect an unusual demand and do not prepare for one, your summing up after it is all over will be just about like that of the old farmer.

The first step in preparing for the holiday trade should be to have sufficient goods in stock.

"Sufficient," in this instance, means a stock based upon the most optimistic outlook possible. It means a stock that will impress people with the belief that you intend doing the holiday business of your career.

And you will, if you begin early and set about it with that determination.

Holiday time is no time to clean out odds and ends. People are in a buying mood, and they



insist on spending their money at stores that have anticipated their wants.

If you do not believe there is going to be a good demand for Phonographs and do not prepare for such demand, there will not be any so far as your store is concerned.

With a stock of sufficient size to make the public believe that you believe that you have in Edison Phonographs and Edison Records the best Christmas proposition in the land (and you have) comes the next step, which is to impress this fact upon the minds of every man, woman and child in your locality.

Here is where advertising comes in, and here is where we want to direct you to the advertising suggestions offered in this issue.

In connection with these suggestions we have two requests to make. One is that you adopt them; the other is that you adopt them promptly.

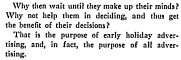
As you read, this Christmas seems like a future event. So it is, but right now many people are thinking about it and trying to solve the question of what to give.

Why then wait until they make up their minds? Why not help them in deciding, and thus get the benefit of their decisions?

That is the purpose of early holiday advertising, and, in fact, the purpose of all advertising.

Advertising, even at holiday time, is not quick acting, unless it is bargain advertising.

You must start early in order to give your advertising time to work—otherwise, by the time it begins, the buying season will be all over.



Another advantage of early publicity or early effort of any kind is that it means a more evenly distributed trade, instead of three weeks of "nothing doing" and three days of grand last-minute rush.

You cannot sell Phonographs to a crowd, any more than you can sell pianos or automobiles to a crowd.

The Phonograph requires attentive, intelligent salesmanship, it calls for demonstrations, it needs a quiet atmosphere and it takes considerable time.

Cultivating an early-buying habit is very important to you.

If Phonograph and Record selling required only putting in a stock and putting up a sign, everybody would be in the Phonograph selling business.

There is some trade in your locality that is yours for the asking.

There is some that is yours without asking.

There is a whole lot that you must go out and pull in by the hair.

You go out after this trade in a number of ways. The Phonograph playing through your window or your door gets some of it; your window displays get some of it; your newspaper advertising gets some of it, and your direct advertising gets some of it.

Perhaps nothing you can do will get all of it, but no one thing you can do will get what all the things you can do will get.

Merely trimming up a window and letting it go at that is like picking apples one at a time, instead of shaking the tree.



If a certain scheme you work is good, keep on working it, but don't work it exclusively. Monthly concerts are very successful in attracting trade to your store. Mailing out lists of the new Records to Phonograph owners also brings trade that might otherwise become negligent.

But these trade-bringing efforts are not interchangeable, nor are they alternatives.

Each issue of this publication aims to give you several good ideas for pushing your goods. It isn't the plan to give you a choice. It is for the purpose of enabling you to have a number of things working at the same time.

Lauder Records

Any one who doubts the tremendous popularity of Harry Lauder, the Scotch comedian, should have attended the performances in which he took part at the Lincoln Square Theatre, New York, during October. He was kept on the stage over an hour every night, and would have remained twice as long had it depended by the demands of his delighted audience. This is the kind of receptions he is going to get in every city in which he appears during his twelve weeks' stay in this country. It can only mean a great demand for the Edison Records made by him. Dealers should put in a good stock of the Lauder Records, get the latest Lauder bulletin from their Jobber and hang it up in their windows or some other prominent place. Then let the public know that they have Records by this popular comedian. In such cities as he appears Dealers should also advertise in the local papers. Just before coming to this country Mr. Lauder received a "command" from the King of England, and for seventy minutes delighted the King and a party of royal guests with his talent.

Everybody Enthusiastic

From all sides come most enthusiastic commendations of the new Amberol Records and the attachments and combination machine for playing them. The Jobbers gave them their heartiest approval two months ago, when they were made acquainted with the details and were given demonstrations. The Dealers followed with glowing letters of praise as fast as they received the new goods from Jobbers. Now that owners of Edison Phonographs are equipping their machines to play the Amberol Records and others are buying combination machines, the trade and we are getting hundreds of letters of congratulation. Our own salesmen and those of Jobbers are doing a land office business in taking orders for the new goods and the reports they are making to headquarters all tell the same gratifying story. The new Records and the clever plans for playing them on existing Phonographs are everywhere proclaimed as one of the greatest advances ever made in the talking machine industry. In spite of the still adverse times, the entire trade has been aroused to a new interest, and to a man declare that if they can get the goods they will do a bigger and more profitable business than ever before. Many of them have already taken orders for large numbers of attachments subject to delivery when Jobbers can fill their orders. Viewed as a whole, the outlook for the future of the Edison trade never was as bright as at present. Then, too, the new policies of confining Edison Dealers to the sale of our goods as their only cylinder line, and of preventing the indiscriminate appointment of new Dealers have worked wonders in gaining the further good-will and co-operation of the trade. Nothing seems to be needed now but to get Edison goods in sufficient quantities to supply the demand of the public. We hope that this will not long be a cause for complaint, even though it may for a time be difficult to keep pace with the demand.

Amberol Advertising

The standard magazines of largest circulations and the popular weeklies, like the *Saturday Evening Post* and *Collier's*, have already furnished ample evidence of the beginning of our big campaign for advertising Amberol Records and combination Phonographs. The cost of the month's advertising was the largest we have ever spent in a single month in this class of mediums, but the total for December issues will be fully a third larger. One of the strong features of the list will be a full page in each of the Butterick trio—the Delineator, the Designer and New Idea. This order carries with it representation in a half-page advertisement that the publishers of the Trio will publish in 200 daily papers throughout the country, calling attention to the advertisers in the Trio. We shall also have the back covers of American Magazine and McClure's Magazine; a full page in the Woman's Home Companion; double pages in Cosmopolitan, Everybody's, Munsey's and Review of Reviews; full pages or proportionate space in the Saturday Evening Post, Collier's, Associated Sunday Magazine, Youth's Companion, Ladies' Home Journal, Ladies' World, Outlook, Argosy, All Story, Railroad Men's Magazine, Red Book, Broadway, Metropolitan, Pacific Monthly, Human Life, National Magazine, World To-Day, Puck and Judge. We also expect to begin the newspaper campaign in most of the large cities.

A Phonograph Debate

One of the most unique affairs ever held in this country took place in Foster's Opera House, Des Moines, Ia., on October 9th. It was announced as "The First Phonograph Debate in History" and was, in fact, a joint debate between Mr. Bryan and Mr. Taft, carried on by means of Edison Phonographs. The affair was arranged by the *Des Moines Capital* and was carried out with the co-operation of Hopkins Bros., the Phonographs being operated by John Hopkins and D. F. Hopkins, of that firm. The Opera House was packed with an audience of 1,500 persons, all of whom seemed much pleased with the affair. The machines were plainly heard in all parts of the house. The debate was interspersed with vocal and instrumental music by local artists. At the close of the affair a number of miscellaneous selections were played on the Phonograph, including some of the Amberol Records. The event was voted a great advertisement for the Edison Phonograph.

Your letter to the Democratic Chairman, Mr. A. Hetfield, of this district, has enabled me to sell a Home, to Bryan Records, besides others. I therefore write you this letter to thank you very kindly for your aid. It would have been impossible to make that sale without you having written to him. Again thanking you very highly for your effort.—*Covington Supply House, Covington, Ky.*

New Supplements and Bulletins

Beginning with the December issues, the Record Supplement and the Record Bulletin will be printed in a new and more attractive manner. Because of the necessity for including the ten Amberol selections with the twenty-four two-minute Records, it has been necessary to enlarge both forms. The Supplement will consist of six pages, instead of four, and be printed throughout in two colors. Small half-tones of a number of the Edison artists will be features of this and future Supplements. The Record Bulletin will be enlarged to 19 x 25. It will be printed in a new form, in two colors and on heavier paper. This size will be continued indefinitely and we would suggest that Dealers have frames made for enclosing the Bulletin as it appears each month. Such frames will not cost more than $2, probably less, and would last a long time. In such a frame the Bulletin will be a fine advertisement, especially when placed in a show window.

Printed Matter

We have in preparation a new catalogue of Edison Phonographs and a folder illustrating and describing the combination type Standard, Home and Triumph machines. The issuance of these has been purposely held up because of the delay in getting a sufficient supply of goods in the hands of the trade. The forms will reach Jobbers by or before November 20th, by which time we expect to be able to supply Phonographs and Records as fast as they may be wanted. The trade will then be in a position to make an aggressive campaign for business, which up to now has not been possible. We have printed a good sized edition of the folders for the purpose of saving the complete catalogues. The folders may be used for circularizing and the catalogues for store trade. We cannot supply machine catalogues in quantities large enough for use as circulars. They are too expensive. Don't ask your Jobber for large quantities for he won't have them to give you. Even the folders must be used carefully. They are intended for circularizing special lists, and for such use will be most effective. The catalogue is Form 1435 and the folder, Form 1434.

We'd like to talk about the merit of the muslin banners as advertising mediums, but these have "got us in so bad" that we hesitate about doing it. After most strenuous efforts we succeeded in getting the manufacturer to give us enough to complete the shipments to Jobbers, and they have gone forward. Jobbers will take care of such Dealers as have asked for one. Those who haven't asked may get them from their Jobbers.

Jobbers have been supplied with Lauder Record Supplements and Bulletins with their orders for Lauder Records, and Dealers who carry these Records should ask for a Bulletin and a supply of Supplements. The latter is Form 1432 and the Bulletin is Form 1433.

It is idle for Dealers to ask for a large lot of electros without charge. We will not mail more than two or three at one time. Dealers who persist in asking for more will please indicate the order of preference so that we may easily determine which to send. We will supply electros for advertising purposes, but we insist upon knowing that they are so used when we send them. Before writing for more electros, Dealers should ask themselves if they have complied with our requirements and sent us papers showing the advertisements in which the previous ones were used. This will save a "turn down" and considerable useless correspondence. Don't write letters telling us how mean we are because we ask you to send papers or proofs. Such letters are not half as apt to get attention as papers showing how electros were used. What we ask of you is reasonable and just, and we shall continue the present plan of handling electros.

We have on hand a quantity of hangers of the Bryan and Taft Records, Forms 1361 and 1391 and will ship small lots to Jobbers on request, or we will mail one of each direct to Dealers who will use them.

Personal

Eugene H. Phillips, who a year ago became Manager of Salesmen for this company, has been promoted to the position of Credit Manager of the Edison Companies, including the National Phonograph Co. The latter's position has been filled by F. K. Dolbeer since the establishment of the office about seven years ago. Mr. Dolbeer will now devote his entire time to his duties as General Sales Manager of the National Co. He has held both positions for a year past.

H. T. Leeming, formerly traffic manager of the National Phonograph Company, has been made purchasing agent, vice John H. Moran, resigned. John T. Rogers, formerly assistant traffic manager, has been promoted to his former chief's position.

Christmas Records

Early in November we are going to mail to every Edison Dealer a bulletin hanger, showing eleven Edison Records having a special bearing upon the Christmas season. The titles of the Records are given below. Dealers are urged to display the hanger, making sure in advance that they have the Records in stock, so as to meet any demand that may be created by the advertising. The list:

8270	Santa Claus Song	George P. Watson
8708	Old Jim's Christmas Hymn	Campbell & Harrison
8837	O Come All Ye Faithful (Adeste Fidelis)	Edison Male Quartette
8854	Ring the Bells of Heaven	Chimes
9188	Star, Beautiful Star	Anthony & Harrison
9168	Silent Night	Edison Male Quartette
9410	Joy to the World	Edison Concert Band
9431	Down on the Farm	Ada Jones & Len Spencer
9703	Ring Out the Bells for Christmas	Edison Concert Band
10008	Christ is Come	Edison Concert Band
10030	Christmas Morning at Clancy's	Steve Porter

A Poster for Your Window

The poster enclosed carries the same illustration as our Christmas magazine advertising. This advertising will appear around the 20th of November.

About this time you should place the poster in your window. If you can surround it with a good Christmas display of Edison Phonographs and Records, so much the better.

The point is to show it just at the time we are showing it in the magazines, so that it may concentrate *our* advertising on *your* store.

Millions of people will see the "Christmas Matinee" in the magazines. We want these same millions to see it in the windows of our Dealers, so that when our advertising reminds them of an Edison Phonograph for a Christmas gift, the poster in the window will indicate a store where a Phonograph can be bought.

Just about everybody in your locality reads the magazines, so that our advertising will be seen and read by just about everybody. Holiday shopping will bring them by your window in crowds. The poster will bring them in.

Trade Advertising of Amberol Records

We wish that we could give up the space necessary to acknowledge the receipt of the hundreds of pieces of printed matter, letters, etc., concerning the Amberol Records that have been issued by enthusiastic Jobbers and Dealers in all parts of the country. We regret also that we cannot reproduce some of these forms. All of them show a marked degree of enthusiasm, but some are unusually clever in their presentation of the new conditions. Then, too, Dealers have extensively advertised the Amberol Records in their local papers, some of these advertisements filling a half page. All of this advertising activity on the part of the trade is a most encouraging sign of the times.

The Phonograph as a Political Factor

It is now too late to accomplish anything politically from the sales of Phonographs and Bryan and Taft Records, but the following extract from a letter sent out by H. S. Martin, chairman of the Kansas State Democratic Committee, to all county chairmen, is quoted to show how seriously the Phonograph has been considered in the present campaign:

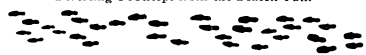
* * * "I want to suggest to you the use of the Phonograph with the Bryan Records. The Phonograph has been used in a number of Kansas counties long enough to test it, and for a school-house meeting it is a great success. In every instance the report has been that where a Phonograph meeting has been advertised at a school house they have had an overflow meeting. A Phonograph, including the Records, can be secured for something less than $300.00. In a good many cases you can find a Democrat who has a Phonograph you can borrow. The Bryan Records can be secured through regular Dealers, and I should like to have from one to three Phonographs in every county in Kansas."

In sending us the foregoing, the Santa Fé Watch Co., Edison Dealers at Topeka, Kas., wrote:

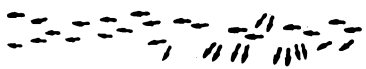
"The enclosed letter is being sent by the State chairman to all of his county chairmen. A similar letter has been sent to all Republican chairmen. We had no trouble in getting the State chairman of both parties to do this. We also secured a list of all chairmen of both parties and wrote them personal letters. We are daily receiving orders from all over the State. There are 107 chairmen in each party in the State; 214 altogether. We are getting big returns for our trouble.

We have a few street car cards on hand that were used in the cars of New York city and now returned to us. They are in good condition. Dealers who want to do any street car advertising may have a small quantity, while they last, by agreeing to pay express charges from Orange.

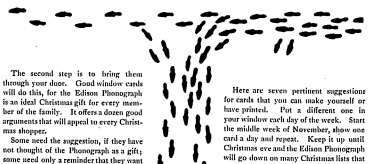
Diverting Footsteps from the Beaten Path



With the coming of the Holidays a throng of Christmas shoppers will pass your store.



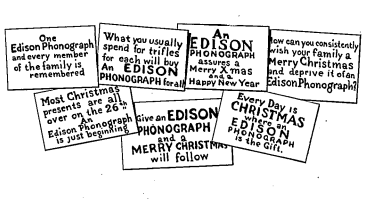
The first step is to prevent their passing. A good window will do this for the Christmas shopper has time to shop, is out to see and is open to suggestion.



The second step is to bring them through your door. Good window cards will do this, for the Edison Phonograph is an ideal Christmas gift for every member of the family. It offers a dozen good arguments that will appeal to every Christmas shopper.

Some need the suggestion, if they have not thought of the Phonograph as a gift; some need only a reminder that they want a Phonograph.

Here are seven pertinent suggestions for cards that you can make yourself or have printed. Put a different one in your window each day of the week. Start the middle week of November, show one card a day and repeat. Keep it up until Christmas eve and the Edison Phonograph will go down on many Christmas lists that would not otherwise have it.





Little Local News Items

Nearly every newspaper runs a column of news items each day, setting forth little local happenings.

Sandwiched in between these items are small advertisements that are usually pretty bad. Sometimes newspapers charge for inserting these advertising items, and sometimes they are given free to steady advertisers.

But whether they are free or paid for, they are of no value to the advertiser unless they are items that have a real news value.

They can have. An advertisement can be just as newsy as anything else that happens.

Our suggestion is that you run a reader in this local news column every little while, from now until Christmas.

Make the item a reminder that Christmas is only so many days off, that it is time to decide on a gift and that a Phonograph is the best gift, and why.

We reproduce in the opposite column a reader as it should be written and set. This reader should appear on December 1st, and should be followed at frequent intervals by others, copy for which we give, making sure to have the number of days right in each reader.

You can run one with the heading, "25 days to Christmas," in your newspaper of December 1st, or you can run several in that issue with the same heading and repeat in later issues, changing the heading to correspond. Here are some suggestions for readers for this purpose.

One Edison Phonograph and every member of the family is remembered.

What you usually spend for trifles for each will buy an Edison Phonograph for all.

And Edison Phonograph assures a Merry Christmas and a Happy New Year.

How can you consistently wish your family a Merry Christmas and deprive it of an Edison Phonograph?

Most Christmas presents are all over on the 26th. An Edison Phonograph is just beginning.

Give an Edison Phonograph and a Merry Christmas will follow.

Every day is Christmas where an Edison Phonograph is the gift.

The best Christmas present is something for the home. The best thing for the home is an Edison Phonograph. Nothing makes home so inviting and so popular as this great and versatile entertainer.

The Christmas money goes farther if put into an Edison Phonograph—farther because the Phonograph goes farther, carries with it more pleasure for more people for a longer time than any gift you could select.

What a lot of Christmas gifts are thrown aside on the 26th. An Edison Phonograph carries the Christmas pleasure through the year and beyond.

The great difference between an Edison Phonograph and anything else you can think of, as a Christmas gift, is that people tire of anything else you can think of.

An Apology

We regret that a press of other matter has made it necessary to omit Lesson IV of the series of "Lessons for Dealers."



Boosting Christmas Record Sales

Edison Records make excellent Christmas gifts.

To a Phonograph owner nothing brings more pleasure, provided the Records are of the kind the owner prefers.

Selecting Records for others, however, is as risky as selecting neckties, cigars or anything else where personal likes and dislikes enter in.

Remove this difficulty and Record giving at Christmas time would become most profitably popular for the Dealer.

To enable Dealers to encourage this kind of giving we have prepared a Record Certificate, which is shown here in reduced size. It is attractively printed in several colors.

The Dealer sells these Certificates to those who wish to make presents of Records to their friends. The Certificates are filled out, showing the number of Records paid for and indicating whether regular Records or Amberols, or both.

The purchaser pays for the Records called for by the Certificate and gives the Certificate as a present. The recipient then presents the Certificate at the store issuing it and makes his own selections of Records.

We have printed a quantity of these Gift Certificates and will mail a limited number to Dealers at the rate of twenty-five for ten cents. This charge is for the purpose of regulating the demand and for mailing.

They should be advertised in the local newspapers, displayed in the windows, with window cards asking people to come inside and learn about them.

Any Dealer who takes these Certificates and makes a noise about them will do a record-breaking Record business throughout the holidays.

How many can you use? Order today from the Advertising Department. If you want to see how they look before you order, write for a sample copy.

Tray System for Keeping Records

How many of the thousands of Edison Dealers who are carrying their Record stocks by what is known as the tray system, can repeat the name of the man who devised this system? It is Victor H. Rapke, of 1659 Second avenue, New York City, one of the first to become an Edison Jobber, and one of the most staunch friends of the Edison product. Mr. Rapke devised the Record trays and the labels used on them. For a time he was the only manufacturer of the trays, but the advantages of this tray system soon became generally known, and others entered the field of supplying the trade with trays. They are now made and sold by various Jobbers. Mr. Rapke has, however, retained control of the labels, and is to-day supplying them to the trade through Jobbers. He has sold thousands of complete sets and he has a large number of subscribers to his plan of furnishing labels each month as fast as new Edison Records are issued. At a cost of $2 a year he is furnishing labels of all new Edison Records, including Standard and Amberol, as they appear. Dealers who are not carrying their Records in trays, properly labelled, should lose no time in taking the matter up with their Jobbers. The system is worth many times its cost in convenience and display. It is also a Record seller, for customers can read the names on the labels while Records are being played for them, and in this way they often buy many Records that they would not under other conditions.

Mr. Edison's First Public Record

The Electrical Show, which is held annually at the Madison Square Garden, New York, was opened on October 31st with a Phonograph speech by Thomas A. Edison, Honorary President of the show. It was the first and only Record ever made by Mr. Edison for public use. He said:

Those of us who began our labors at the operator's key fifty years ago have been permitted to see and assist in the whole modern industrial development of electricity. Since the remarkable experiments of Morse in 1844 and the unsuccessful efforts of Field in 1858, there have come with incredible rapidity one electrical art after another, so that in practically every respect civilization has been revolutionized. It is still too early to stand outside these events and pronounce final judgment on their lasting value, but we may surely entertain the belief that the last half of the nineteenth century was as distinct in its electrical inventions and results as the first was in relation to steam.

The lesson of the jubilee of the Atlantic cable of 1858 is one of encouragement to all who would add to the resources of our race and extend our control over the forces of nature. Never was failure more complete, never was higher courage shown, never was triumph more brilliant than that which since 1866 has kept the Old World moored alongside the New by pulsating cables of steel and copper—the "family ties" of the civilized world.

When I look around at the resources of the electrical field today as shown in this Exhibition, I feel that I would be glad to begin again my work as an electrician and inventor; and we veterans can only urge upon our successors, the younger followers of Franklin and of Kelvin, to realize the measure of their opportunities and to rise to the height of their responsibilities in this Day of Electricity.

There were also two-minute Phonograph speeches by Louis A. Ferguson, of Chicago, President of the American Institute of Electrical Engineering; W. C. L. Eglin, President of the National Electric Light Association; Vice President W. W. Freeman, President of the Associated Edison Illuminating Companies; E. G. Acheson, President American Electrochemical Association, and H. A. Lardner, President New York Electrical Society. Governor Hughes addressed the show in a two-minute Phonograph speech.

The opening exercises were held in the Concert Hall, the Records being played on an Edison Phonograph, partly hidden by a group of palms. It was the first great public function in which so prominent a part was taken by the Phonograph. The affair was voted a great success by all who attended.

Attachments for Concert Machines

In response to a number of requests from the trade the following list and Dealers' prices have been fixed for combination attachments for Concert machines:

For the regular Concert machines, that is, those still containing the Concert mandrels, list $9.75; Dealer $8.00.

For Concert machines that have been changed over to play the Standard Record, list $7.50; Dealer $6.25.

Harger & Blish, Edison Jobbers at Dubuque, Ia., have also been appointed as Jobbers at Des Moines, being located at 707-711 Locust street. The Vim Company have discontinued their jobbing stock at Des Moines.

Our Advertisement and Yours



This large advertisement is for your local newspaper. The small ad is a reduction of the ad which we will run in the Christmas issues of all of the leading magazines. Run your ad about November 20th—that is when ours will be seen by your people. Then every bit of interest that our ad awakens in your locality will be centered on your store.



The Edison Phonograph a Christmas Gift for the Whole Family from the Children Up

When you make the Edison Phonograph the home gift, no member of the family is neglected. For the baby it is a lasting diversion; for the young folks, wholesome and educational entertainment; for grown-ups a pleasure that never loses it popularity.

The Phonograph makes the home the most attractive spot on earth. It is a band, an orchestra, a concert, a soloist or a monologue artist as you wish. It is more than a Christmas gift for all; it is a gift for all time.

Before you decide on what the present will be, come in and hear the Phonograph. Seven models, $12.50 to $60.00.

Symphony St. PUSH & PROSPER Symphony St

Electro Single Column No. 705; Double Column No. 706

This advertisement is a little larger than most dealers usually run, but this is an unusual time. It will be worth many times the space it takes. We furnish the cut free. Tear out the page, take it to your newspaper and follow the style of type-setting. Schedule it for November 20th and if possible give it several insertions. It will bear repeating, for it is sure to bring you business.

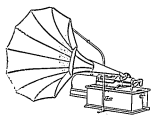
Some Short but Strong Holiday Ads

A small ad can be so set that it will own the whole newspaper page. Here are four that will hold their own, if the newspaper sets them as they are set here. Take these ads to your newspaper and insist that the style of setting be followed. The cuts show the new Edison Phonograph with all of its improvements. An electrotype will be sent free. Order by the number. The number. The copy shown elsewhere for window cards will be equally forceful in your newspaper if this style of setting is followed.

The Great Difference between an Edison Phonograph and anything else you can think of, as a Christmas gift, is that people tire of anything else you can think of.

You have a choice of seven models:

$12.50 to $60.00



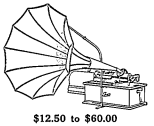
PUSH & PROSPER

10 Symphony Street

Cut in Electro No. 540

The best Christmas present is something for the home.

The best thing for the home is an Edison Phonograph. Nothing makes home so inviting and so popular as this great and versatile entertainer.



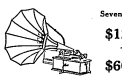
$12.50 to $60.00

PUSH & PROSPER

10 Symphony Street

Cut in Electro No. 540

What a lot of Christmas Gifts are thrown aside on the 26th. An **Edison Phonograph** carries the Christmas pleasure through the year and beyond.



Seven Models

$12.50 TO $60.00

PUSH & PROSPER

10 Symphony Street

The Christmas money goes farther if put into an **Edison Phonograph**—farther because the Phonograph goes farther, carries with it more pleasure for more people for a longer time than any gift you could select.



SEVEN MODELS

$12.50 to $60.00

PUSH & PROSPER

10 Symphony Street

Cut in Electro No. 541

Electros of Santa Claus on front cover are: single col. No. 703; double col. No. 704.

Trade Bulletins

[COPY MAILED TO ALL DEALERS]

Sales Department Bulletin No. 17, October 7, 1908

Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

Please file the enclosed Directions Sheets for adding the new Attachments to the Standard, Home and Triumph Phonographs. It is possible that sheets were not included with your order for Attachments and you may need them for reference. If you have not yet received your order for Attachments a study of the Direction Sheets will make it easier to apply the Attachments when they arrive.

You will find it profitable to learn how to apply the new Attachments quickly and accurately. The work can be done in a few minutes when you know how, and it is not difficult to learn. The Attachment yields a fair profit and every Phonograph that you change to play the Amberol Records, means the sale of many of the latter, which net a profit of 22 cents each, or 77 per cent. on the cost.

Don't these profits look good?

Get the names of every Phonograph owner in your vicinity (perhaps you already have them) and then persuade every one to equip his (or her) Phonograph with an Attachment and thus be able to play Mr. Edison's newest invention—the Edison Amberol Record.

Don't be discouraged because your Jobber is a little slow in filling your first order. We will soon be able to fill any order he can send. Take orders for as many Attachments as you can sell, promising deliveries as soon as the factory can fill orders. Let your customers know that those who order in advance will get your attention first. Getting orders in advance will also enable you to know how many to get from your Jobber. If you can afford to invest the money, sell Attachments on the fifty cents or dollar a week plan to those who cannot pay cash. It will get such customers to buying Amberol Records and every time they make a weekly payment they will buy more Records. Many Dealers may find it pays to keep customers always in debt, for every time they come in they buy Records.

[COPY MAILED TO ALL DEALERS]

Sales Department Bulletin No. 18, October 17, 1908

Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

It is important that Dealers should caution their customers to make certain that Model C Reproducers only be used on the Two-Minute Records, and Model H Reproducers only be used on Amberol Records, thereby obtaining proper results and avoiding the damage to Records occasioned by a disregard of this suggestion.

STANDARD ATTACHMENT. Users should also be instructed that in order to play the Standard, or Two-Minute Record, the sliding gear stud should be pushed away toward the right, or toward the cylinder, and the Model C Reproducer is to be used. To play the Amberol, or Four-Minute Record, the sliding stud should be pulled out to the left, and the Model H Reproducer is to be used.

HOME AND TRIUMPH ATTACHMENTS. To play Standard Two-Minute Records, the sliding clutch casing should be pushed close to pulley wheel, and Model C Reproducer used. To play the Amberol or Four-Minute Record, the sliding clutch casing should be pushed as far as possible toward main shaft, and Model H Reproducer used.

If these instructions are carefully followed, no injury to Records will result.

Sales Department Bulletin No. 19, October, 25, 1908

Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

The forty-two British selections named below will be dropped by us on December 1st, after which date we will discontinue their manufacture and will fill orders only for such as we have in stock. They are being dropped because they have been cut out of their British Catalogue and we do not care to continue here any British Records not listed abroad.

12814	Selection from the "School Girl"	B. M. Band
12838	Salvage Man	Daniels
12846	Let Her Down	Mackay

12847	O! the Business	Mackay
12849	Robin Adair	Reid
12850	Mary of Argyle	Reid
12852	Selection of Popular Songs No. 2	B. M. Band
12853	Selection of Popular Songs No. 3	B. M. Band
12855	I'll Be True	Hill
12856	Ooze	Hill
12858	Bonnie Dundee	Reid
12859	At the Seaside	Mackay
12860	Ole! isn't it Singular	Mackay
12861	Dixie Land Medley	Daniels
12862	Banks of Allan Water	Reid
12868	Life's Lullaby	Hill
12869	Jock O'Hazeldean	Reid
12870	There's Not Luck About the House	Reid
12910	Selection of Popular Songs No. 4	B. M. Band
12929	Comin' Thro' the Rye	Reid
12930	Charlie is My Darling	Reid
12930	Bid Me to Love	Hill
12931	I've Got Something to be Thankful For	Mackay
12932	Fleeting Moments Galop	B. M. Band
12935	Am I in the Way?	Mackay
12936	Ole! isn't it Singular	Mackay
12938	Selection of Popular Songs No. 6	B. M. Band
12939	Forget-me-not Intermezzo	B. M. Band
12940	Bundle of Mischief	B. M. Band
12951	Ye Ho Little Girls	Mackay
12952	Maple Leaf	B. M. Band
12969	Banks of Allan Water	Reid
12970	Selection from "Pinafore"	B. M. Band
13000	Sons Who Has	Reid
13002	There's a Home for You With Me	Mackay
13003	Chester Polka	B. M. Band
13004	Miss Kelly	Daniels
13005	Selection of Popular Songs No. 5	B. M. Band
13013	Selection from "Aida"	B. M. Band
13078	Russian Dance	B. M. Band
13080	Forrester Galop	B. M. Band
13081	Selection from "Gipsy Life"	B. M. Band

Suspended List, Oct. 20, 1908

SUPERSEDING ALL PREVIOUS LISTS

This list is supplemental to the Suspended List printed in the Edison Phonograph Monthly for June, 1908, which it still in force and must be given the same consideration by the trade as if reprinted in full herewith.

CAL., Chico—Martin Kyrous (or Kyrous).
The Postmaster Means Stand.
*Haywards—P. J. Federspiel; also Meirono.
*Stockton—P. J. Federspiel; also Hayward.
CONN., Meriden—J. F. Malloy.
New London—Smith Bros.
Norwich—Geo. H. Burton.
I.TD., *Brenton—Schaefer Hdw. Co.
*Hammond—Paxton & Baker.
IOWA, *Creston—H. W. Eisburn.
Sidney—I. L. Morgan.
*Ted Oak—A. C. Kelley.
ILL., *Charleston—Frank Hicketts.
KANS., Cuba—Frank Jarnett.
MASS., *Great Barrington—Wilcox & Co.
New Bedford—Nantucket Phono. Store.
W. B. McKinney, Prop.
Needham—J. L. Davis.
Northampton—W. T. Risley.
Roxbury—Chas. Rolfe and Mr. Price of Rolfe & Price.
Worcester—E. Williams, Prop. Williams' Book Store.
MICH., *Coldwater—N. L. Beste.
Marshall—S. E. Cronin Estate.
MINN., Elgin—J. Watterson.
MISS., Sedalia—S. B. Payne.
NEB., Hastings—Hastings Wood & Co.
Alma—Henry M. Dayton.
Geneva—Geo. H. Nelson.
Sterling—Dr. W. L. Hoffman.
N. H., Dover—Dover Furniture Co.
N. J., Hoboken—Goldweber's Dept. Store, M. Goldweber & W. Goldweber.
Plainfield—Chas. Cronewold.
L. Bolsel.
N. Y., Albany—Albany Phono. & Sewing Mach. Co., Aaron Kent & W. H. Bernstein, Props.
*Binghamton—Harlow & Co.
Brooklyn—A. Becker.
Gallagher Bros.
Collins Co.—Fred Salander, Jr.
Lockport—Floyd H. Series, Prop. Lockport Phono. Co.
New York City—Harry Cohen.
M. Greenberg, also J. Greenburg.
Frank Pelkowitz.
P. Tonnele & Son.
Watertown—L. A. Maxson.
Dyer & Busekiel.
N. C., *Raleigh—Capital Typewriter Co. (John Harder, Mgr.)
OHIO, *Akron—J. A. Mahaffey.
Fremont—Lorenz Henderson Piano Co.
Lima—Gardner & Quinton, Van Gannon Music Store.
OKLA., *Guthrie—J. C. Butts.
*Wetumka—C. E. Dennis.
Cassadaville—Wright-Metzler Co.
PENN., *Allentown—James Fogle.
*Coal Co.—Same.
Philadelphia—Eastern Phono. Co., M. Feldstein, Prop.
R. I., *Providence—Kirby Piano & Music Co. (M. E. Kirby, Prop.), and at all points.
*Woonsocket—Donnelly & Tabey.
S. C., Columbia—Kirby Piano Co. (M. E. Kirby, Prop.), and at all points.
*Ft. S. Oppenheimer.
TEX., New Braunfels—Ed. Gruene.
VA., Erlea—J. J. Crump.
WASH., *Vancouver—J. B. Caldwell.
Kroupp—323. Long.

*Added since September 20, 1908.

REINSTATED.

COL., Bentley—Bentley & Craig.
Quray—C. C. Stratton.
IOWA, Danbury—A. W. O'Dea.
N. Y., Rochester—A. J. Deninger (Dealer's basis).

Copies of the complete Suspended List will be mailed on request. Jobbers and Dealers are asked not to supply any of the above named Dealers with supposition, either at addresses given or any other address.

A Series of "All Rights"

There are some Dealers who make it a point never to be pleased with any new trade condition or policy. They belong to the pessimists' club. A few of them have disagreed with our new policies. The following letter, however, written by Duy & Sawrie, Inc., Edison Dealers at Selma, Col., represents, we believe, the views of 99 out of every 100 Edison Dealers in the United States and Canada; it is printed with the same emphasis as the original letter:

We desire to express our appreciation of your new selling policies.

For the Dealer who is not loyal enough to know a good thing, your policy of permitting him to handle only the Best (Edison Records) is a protection well designed to keep him right and so prevent him doubling his investment.

For the Dealers who are taking proper care of their trade and maintaining proper Edison stocks, your policy of not appointing new Dealers is an encouragement toward still more complete stocks and increased energy in disposing of the goods.

Your goods are all right, your policies are all right, you are all right, so that we now think it is up to the Dealer to be the same.

With our best wishes for your still greater success, we are,

Advance List

Of Edison Standard (Two-Minute) and Edison Amberol (Four-Minute) Records for January, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before December 24th, 1908, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on December 23rd. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on December 24th. (Date advanced on account of Christmas.) Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after December 20th, but must not be circulated among the public before December 24th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on December 23d, for delivery on the following day. Jobbers are required to place orders for Jan uary Records on or before November 20th. Dealers should place January orders with Jobbers before November 12th to insure prompt shipment when Jobbers' stock is received.

Edison Standard (Two-Minute) Records.

10032 Nymph and Satyr — **Edison Concert Band**

A new characteristic number in which the composer takes for his subject an imaginary story concerning a nymph and a satyr, and works out a very melodious and interesting selection. The instrumentation is most attractive. Composer, T. H. Rollinson; publisher, Oliver Ditson Co., Boston.

10033 Mandy Lane — **Ada Jones**

A coon love song in which "Mandy Lane in the old log cabin on the Suwanee shore" is the object of the dusky lover's serenade. The words are set to a quaint rag-time melody, which Miss Jones sings in a fetching way and with an echo of coon dialect. The chorus is catchy. Orchestra accompaniment. Music and words, William McKenna; publishers, Jerome H. Remick & Co., New York.

10034 Uncle Josh's New Year's Pledge — **Cal Stewart**

Now that the inimitable Cal Stewart has returned to the ranks of Edison artists, there will be no let-up until every selection in his repertoire has been reproduced on Edison Records. In this selection Uncle Josh tells how he resolved on New Years' Day to abstain from the use of profanity. He bore up patiently under several provoking trials during the day without breaking his pledge, but when at night he fell down the cellar stairs with his arms full of eggs, molasses, flour, etc., and they mixed up in his hair, clothing, etc., it was all off. it is necessary to hear Mr. Stewart on the Record to know how laughable it really s.

10035 The Yams, Yama Man — **American Symphony Orchestra**

An orchestra selection of the two popular songs, "The Yams, Yama Man" and "Cuddle Up a Little Closer, Lovey Mine," which are the song hits in the musical comedy, "The Three Twins." The oboe work is a feature. Composer, Karl L. Hoschna; publishers, M. Witmark & Sons, New York.

***10036 When I Marry You** — **Frederic Rose**

A selection on the order of "Are You Sincere," (our Record No. 9973) and by the same authors. Both songs are of the catchy waltz variety, which generally become very popular. The publishers expect this new song to become as popular as the preceding one. Orchestra accompaniment. Music, Albert Gumble; words, Alfred Bryan; publishers, Jerome H. Remick & Co., New York.

10037 Honey Lou — **Collins and Harlan**

A comic coon song, with the customary rag-time melody. "Honey Lou" has an admirer who is so desperately in love with her that he threatens suicide if she refuses to marry him. Her funny responses in the chorus to his appeal for consideration make up an amusing feature. of the song. The singing is done in conversational duet form. Orchestra accompaniment. Music, Tom Lemonier; words, Ed. Rose; publishers, Rose & Snyder Co., New York.

*This selection will be illustrated on cover of January Phonogram.

10038 Good Evening, Caroline — **Billy Murray**

The latest effort of two of the most successful song writers of the day. This fact alone stamps it as one of the hits of the season. It is a typical coon serenade, with an air that catches on at once—just the kind of song in which Mr. Murray has made his greatest success as an Edison artist. Orchestra accompaniment. Music, Albert Von Tilzer; words, Jack Norworth; publishers, The York Music Co., New York.

10039 Wild Cherry — **New York Military Band**

A characteristic rag composition by the writer of "My Dream of the U. S. A.", "It's the Peeny Things You Say" and "Grandma." It is one of the brightest and sprightliest ragtime pieces brought out in many a day, and it makes an instant hit wherever played. Composer, Ted Snyder; publisher, Ted Snyder, New York.

10040 Some Day — **James F. Harrison**

This old-time popular ballad needs no description. Everyone familiar with popular music can recall its charming words:

I know not when the day shall be,
I know not where our eyes may meet
What welcome you may give to me.
Or will your words be sad or sweet.

It may not be till years have passed
'Till you see life and tenses gray;
The world is wide, but, love it last,
Our hands, our hearts, must meet some day.

Mr. Harrison's cadenza at the end is a feature of the Record. Orchestra accompaniment. Music, Milton Wellings; words, Hugh Conway; publisher, G. Schirmer, New York.

10041 Paulina, Otto and Fido — **Ada Jones and Len Spencer**

A German vaudeville sketch in which the *dramatis personae* are: *Paulina*, a teasing German girl, who cannot decide whether she loves her dog or *Otto* the best, but mostly favors the dog; *Otto*, very much in love with *Paulina* and at odds with the dog; *Fido*, the dog. *Paulina* declares that if *Otto* loves her he must love her dog, too. The sketch has the usual amount of fun characteristic of the Jones and Spencer work. Original and not published.

10042 Somebody Just Like You — **Manuel Romain**

A sentimental ballad by the writers of "Ev'ry Ship Will Find a Harbor" (our Record No. 9732) and something on the order of "Just Some One" (our Record No. 9847). The chorus:

Somebody just like you, dear,
Somebody just your style,
Someone with least as true, dear,
Someone with your blue eyes.

Somebody's very lonely,
Pining his own cause
Somebody wants to share his heart
With somebody just like you.

Mr. Romain sings it charmingly. Orchestra accompaniment. Music, Johann C. Schmid; words, Charles E. Baer; publisher, H. A. Weymann & Son, Philadelphia.

10043 Father is a Judge — **Edward Meeker**

Once again father is made the butt of a popular song, and if this one does not make as great a hit as "Everybody Works but Father" it will not be because it does not possess all the elements essential to popularity. It is being featured by the head-liners in vaudeville; Father's erudition was not known, even by his own family, until the Democrats discovered it and elected him Judge. Some of the things he did in his wisdom and the consequences that followed his acts form the theme of the song. The Record has three verses and three choruses, the latter being enlivened with a chorus of voices joining in at the end of each with "Has father." The comic interludes by the orchestra add to the fun. Orchestra accompaniment. Music, J. Fred Helf; words, Ed. Moran; publishers, Helf & Hager Co., New York.

10044 You Can't Stop Your Heart from Beating for the Girl You Love — **Byron G. Harlan**

A new sentimental waltz song that is attracting a great deal of attention. It is on the popular juvenile subject and tells of "Willie and Mary," who were playmates at school and also sweethearts. "School Days" was of this class of songs. Orchestra accompaniment. Music, George Christy; words, Bert Fitzgibbons; publishers, M. Witmark & Sons, New York.

10045 Memories of Galilee — **Knickerbocker Quartette**

A four-part arrangement of this well-known hymn, in which the solo part is sung by the tenor, and the responses are made by the entire quartette. Between the great popularity of the hymn and its splendid rendition by the Quartette, the Record cannot fail to be in wide demand. Unaccompanied. Music, H. R. Palmer; words, Robert Norris, LL.D.; publishers, Oliver Ditson Co, Boston.

10046 Mary Ann O'Houlihan — **Edward M. Favor**

An amusing song in Irish dialect. The subject is quite humorous. It reverses the usual order of things and the funny lines tell of man's faith and woman's perfidy. The melody is of the rollicking, jolly kind—just the kind one expects to find in an Irish song. Mr. Favor excels in songs of this sort, both on the stage and in making Records. Orchestra accompaniment. Music, Harry Von Tilzer; words, Vincent Bryan; publishers, Harry Von Tilzer Music Publishing Co., New York.

10047 Black and White Rag — **American Symphony Orchestra**

A composition fely described by its name. It is written in the peculiar manner of rag-time selections and include some novel orchestral effects. A sure seller whenever played. Piano score published by Jerome H. Remick & Co., New York, but it is orchestrated especially for our Record and not published in this form.

10048 Uncle Josh in a Roller Skating Rink — **Cal Stewart**

The title itself is enough to suggest the fun-making possibilities of this Record. Add to this Mr. Stewart's infectious laugh and the combination is complete. Any one who ever went to a roller skating rink can appreciate what happened to Uncle Josh when he put on the skates (he calls them "little automobiles") for the first time. His recital of his first efforts at skating is as funny as could be expected, even of Mr. Stewart.

10049 Rainbow — **Ada Jones and Billy Murray**

This composition is sweeping the country from coast to coast and is destined to be as popular as "Hiawatha," which it resembles, being sung in Indian style and in much the same tempo. It is a bright and dashing two-step and a fascinating ballad. It is sung by Miss Jones and Mr. Murray in the conversational style that is always so interesting. Orchestra accompaniment. Music, Percy Wenrich; words, Alfred Bryan; publishers, Jerome H. Remick & Co., New York.

10050 Sweet Girl of My Dreams — **Harry Anthony**

This charming ballad is sung with great success by Chauncey Olcott in his new production, "Ragged Robin." Its chorus:

Girl sweet girl of my dreams, you have beauty so rare,
Cheeks that resemble the roses so fair,
Your eyes, love, sparkle; your smile brightly beams,
To you I'm singing, sweet girl of my dreams.

The melody is in slow waltz tempo. Orchestra accompaniment. Music and words, Chauncey Olcott and Daniel J. Sullivan; publishers, M. Witmark & Sons, New York.

10051 Love's Magic Spell — **Albert Benzler**

A bells solo of a catchy melody written in schottische tempo, on the song and dance order. Compositions of this kind are peculiarly well suited for bells solos, and in the hands of a musician like Mr. Benzler they make very attractive Records. Orchestra accompaniment. Composer, F. W. Meachan; publisher, Carl Fischer, New York.

10052 Baby Doll — **Arthur Collins**

A coon song that is catching on rapidly and being sung everywhere. The words are set to a rag melody and tell of a darkey's delight when his lady-love calls him "Baby Doll." To him this is the dearest of endearing terms. Orchestra accompaniment. Music and words, Armstrong and Clark; publishers, Harry Von Tilzer Music Publishing Co., New York.

10053 Darling Nellie Gray — **Metropolitan Quartette**

The old songs—the songs that won popularity in days of a generation or more ago—never lose their attractiveness. They seem to possess a charm that none of the later-day compositions can displace. "Darling Nellie Gray" is one of these. It is at least fifty years since it was written, sung and played. It has always been and is still a prime favorite at minstrel and vaudeville performances. The special arrangements for mixed voices give all the singers a chance to be heard in solos, duets and quartettes. Unaccompanied. Composer, B. P. Hanby.

10054 Flanagan's New Year's Call — **Steve Porter**

Mr. Porter's Irish sketches continue to be one of the features of our monthly lists of new Records. His imitation of three voices is so clever that it is hard to believe three different persons are not carrying on the dialogue. Flanagan makes a New Year's call on Mrs. Reilly and the conversation that ensues makes up a very funny Record. This is Flanagan's New Year resolve: "I resolve never to take another drink—unless I am by meself, or with someone; and never to smoke—but one cigar at a time." Original sketch and not published.

10055 On Parole March — **New York Military Band**

A spirited march of a true military character. One of the features is a bugle and drum effect in the trio. The composition is above the ordinary, just as our Band's rendition is of a superior character. Composer, W. J. Potts; publishers, W. J. Potts Music Co., Lisbon, Ohio.

Edison Amberol (Four-Minute) Selections.

61 Glow-Worm — **Edison Concert Band**

A selection from the operetta "Lysistrata." The composer styles it an "Idyl," a composition of a pastoral or tenderly romantic character. The Record gives the entire composition. It was written by Paul Lincke, a popular German composer, who is also musical director of the Apollo Theatre, Berlin, Germany. It has become a craze in this country, being featured in the programmes of all large bands. The principal melody or story has also been published as a song. Publishers, Joseph W. Stern & Co., New York.

62 Calvary — **James F. Harrison**

A well-known sacred song and one greatly favored by church singers. The two-minute Record gave it in an abbreviated form, but it is here given in its entirety. Mr. Harrison's fine baritone voice gives the song an unusually good rendition. There is nothing finer in sacred selections than the chorus of Calvary:

Rest, rest to the weary,
Peace, peace to the soul,
Though life may be dreary,
Faith's true to the goal.

O lay down thy burdens,
O come unto me,
I will cut footsteps there,
Though all else should flee.

So impressive is this Record that it is certain to continue in the catalogue of Amberol Records as long as the Phonograph exists and will always be in demand. Orchestra accompaniment. Music, Paul Rodney; words, Henry Vaughn.

63 Aunt Dinah's Golden Wedding — **Empire Vaudeville Co.**

An unusually entertaining vaudeville sketch with the following cast of characters: *Aunt Dinah*, Byron G. Harlan; *Old Black Joe*, Arthur Collins; *Happy Jim*, Edward Meeker. The sketch opens with *Happy Jim* singing "De Golden Wedding," *Jim* and the boys call on *Aunt Dinah* for the purpose of celebrating the golden wedding of she and *Old Black Joe*. They are welcomed with open arms by *Aunt Dinah*, who tells them of the good "eatin's that's waitin' for them," and then sings, "O Dem Golden Slippers." *Joe* is then called in from the fields. He sings a phrase or two of "Old Black Joe" as he approaches, and on entering the house sings, "Hear Dem Bells." The splendid rendition of these old-time popular darkey songs will give this Record a heavy sale. Original arrangement.

64 Elks' Minstrels — **American Symphony Orchestra**

The Amberol Record furnishes ample opportunity for making a minstrel selection, as this excellent example will prove. It is presented with the following cast of characters:

Mr. Tambo.....Billy Murray
Mr. Bones.....Edward Meeker
Mr. Middleman.....Steve Porter
Our Popular Tenor (sings "Sweetheart").....Harry Anthony
Old Man in Box (interrupts the performance).....Steve Porter
His Wife (much embarrassed).....Ada Jones
Musical Director.....E. A. Jaudas

65 Selections from "Algeria" — **American Symphony Orchestra**

A Record containing six of the most popular numbers from Victor Herbert's new opera, "Algeria," which was given its initial presentation at the Broadway Theatre, New York, in September and has since scored a great success. The plot of this opera hinges upon the song, "The Rose of the World." The numbers are played in the following order on the Record:

General Petitpon's song: "I've Been Decorated."
Zoradie's song: "Rose of the World."
Millicent Madison, M.D.'s song: "Ask Her While the Band is Playing."
Mr. and Mrs. Billings F. Coolog's song: "The Same Old Two."
Captain De Lome's Song: "Love is Like a Cigarette," and
"The Boule Miche."

Music by Victor Herbert; published by Charles K. Harris, New York.

66 A Comedy Dream — **Murry K. Hill**

It would be difficult to find a more nonsensical lot of matter than Mr. Hill repeats for this Record. It includes some of the brightest and best things picked from his several vaudeville acts. Features of "A Comedy Dream" are a funny recitation entitled, "A Court Room Scene" and a snappy song, giving the translation of a French bill of fare that he met in a restaurant. Orchestra accompaniment. Original sketch, not published.

67 Sing Me to Sleep — **Miss Chapman and Mr. Anthony**

This ballad, with its beautiful lines and sweet melody, is of the better class. The entire song is here given as a duet for soprano and tenor. A feature is the cadenza at the finish. The selection introduces a new artist in Miss Chapman, whose beautiful voice will win instant favor with owners of Edison Phonographs. Orchestra accompaniment. Music, Edwin Greene; words, Clifton Bingham; publisher, G. Schirmer, Jr., New York.

68 I Love My Love, Waltz — **American Symphony Orchestra**

A new waltz that in style and construction is like the popular French waltzes. It is the latest hit in Paris. It is introduced in "The Girls from Gutenberg," the musical play that has been presented for so long a time at the Knickerbocker Theatre, New York. Composer, Ivan Caryll; publishers, Chappell & Co., New York.

69 A Picture of Long Ago — **Ada Jones and Len Spencer**

A vaudeville sketch in which Samantha and Hezekiah indulge in reminiscences of bygone days. Samantha finds an old hymn book in the garret and, while playing one of the hymns

on the organ, Hezekiah reminds her that he gave her the book just before they were married, years ago. Then follows an exchange of sentiment, and they live over again the day of their marriage. It is a Record similar to "The Golden Wedding," by the same artists, which made such a hit on the two-minute Record. Original sketch and not published.

70 Grand American Fantasia — New York Military Band

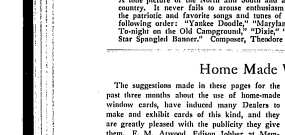
A tone picture of the North and South and a great favorite with the leading bands of the country. It never fails to arouse enthusiasm whenever played, for in it are intermingled the patriotic and favorite songs and tunes of the North and South. These are given in the following order: "Yankee Doodle," "Maryland, My Maryland" "Old Zip Coon," "Tenting To-night on the Old Camp-ground," "Dixie," "Hail Columbia" and "The Star Spangled Banner." Composer, Theodore Bendix; publishers, Oliver Ditson Co., Boston.

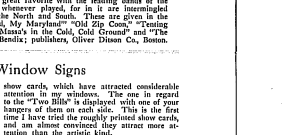
Home Made Window Signs

The suggestions made in these pages for the past three months about the use of home-made window cards, have induced many Dealers to make and exhibit cards of this kind, and they are greatly pleased with the publicity they give them. F. M. Atwood, Edison Jobber at Memphis, Tenn., has worked out some cards of his own, and in inclosing two of them, said:

I am enclosing you copies herewith two original show cards, which have attracted considerable attention in my windows. The one in regard to the "Two Bills" is displayed with one of your bangers of them on each side. This is the first time I have tried the roughly printed show cards, and am almost convinced they attract more attention than the artistic kind.

We print below, reproductions of the two cards Mr. Atwood sent in, just to show how simple the cards are:





How One Dealer's Business Grew

"It is with considerable pride that I call your attention to my business, which has been established now five years," writes Fred Becht, Jr., of 19 Alabama avenue, Brooklyn, N. Y. "When I began, my stock was about the usual one that the uninitiated start with. At the present time I carry the complete domestic list, as well as all the German selections, both vocal and instrumental, also British, Cuban, and Mexican instrumental Records. The space I occupied at the start was not more than 25 x 20. At the present time my business has grown with such rapidity that it was necessary to extend same, so alterations on my building have just been completed, and I have, at least for the present, ample space to handle my rapidly growing business. It has always been a source of pleasure to me, as well as profit, in handling your product.

It is never a difficult task to impress the prospective customer with the superiority of your machines and Records and attending the demands of regular trade is easy indeed, when your stock is complete and you are thoroughly familiar with it.

That has helped me build up the business that I am proud of, and my success is further aided by the broad and generous principles as you apply them. Accept my wishes for long and continuous successful business. May the Edison lead them all always.

If you are one of the Dealers who have neglected to sign the Addenda, don't delay signing it any longer.

The EDISON PHONOGRAPH MONTHLY

Published by the National Phonograph Co., Orange, N. J.

NEW YORK: 10 FIFTH AVENUE

NATIONAL PHONOGRAPH CO., LTD., VICTORIA ROAD, WILLESDEN, LONDON.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 340 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., AVENIDA ORIENTE No. 117, MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 518, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., SUD-UFER 34-35, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VI. DECEMBER, 1908 No. 12

DAILY Newspaper Advertising—Lack of confusion in your store—these are the most important matters for you to take care of now that the siege of Christmas shopping is at its height—that is, if your Christmas sale of Edison Phonographs and Records is to be as large as it should be. We, of course, assume that you are well stocked with Edison goods, that you have been doing *some* advertising and that your Christmas window is an Edison window already performing its work.

Don't be satisfied to let the Christmas shopping whirl envelop your business, thwart your plans and smother your good intentions until its force is spent. That isn't profiting by the experience of former years; nor is it benefiting by the hints we have given you in regard to "Store Management" and "Selling the Goods."

These two departments in the PHONOGRAPH MONTHLY, the contributions to which receive our best efforts, are only valuable to you to the extent that you take advantage of the suggestions contained in them. Only by your adaptation of these suggestions to your particular environment and individual requirements can you prove their worth.

Remember, there are two classes of Christmas shoppers—the people who know what they want and the people who do not know what they want.

Our magazine advertising is aimed to make people know that they want Edison Phonographs. Our Christmas magazine advertising is aimed to make people know that their families or friends, to whom they are to make Christmas presents, also want Edison Phonographs—or new Records in case Phonographs are already owned.

Now it is up to you—your duty to your business—to use space in your local newspapers every day between now and Christmas for the purpose of leading people to your store for Edison goods. We have supplied you with sufficient ready-made newspaper ads for you to accomplish this end with little trouble.

It is further up to you—your duty to your business—to take care of the throngs that crowd through your store aimlessly during the Christmas season—the people who do not know what they want. To take care of them we mean convince them that an Edison Phonograph is the thing wanted—a simple matter once you have a possible customer in your store and in a buying mood at that, but difficult when your store is crowded with possible purchasers.

A smooth running, everything-in-its-place kind of a store, with a corps of intelligent, courteous-to-all clerks, is the store that captures the trade of the people who don't know what they want (when they come in).

In the February list of three-minute Records we are trying the experiment of putting out three new Records by Harry Lauder, the Scotch comedian, in place of three of the domestic selections. This is being done for two reasons: First, because we did not want to increase the total of the two-minute selections; and, second, to meet the views of many Jobbers and Dealers that more business will be secured for special Records like the three Lauders if included in the monthly list than if put out independently. According to the theories of advertising, the trade ought to be right and the advance sale for the Lauders ought to be larger than for any previous Lauder Records put out in a special manner. The regular advance list sent to the trade gets more careful consideration than a special one;

the Dealers' order blank again calls attention to the titles; the monthly bulletin is put up in practically every store, where it is looked over regularly by all Phonograph owners, and finally the monthly supplement goes into 2,000,000 homes through the medium of thousands of special mailing lists maintained by Dealers. The *Phonogram* also helps, but then all special lists get the benefit of this little publication. We certainly hope that the experiment will show that the trade is right, not alone because of the increased business we shall get, but because it will have considerable influence upon the treatment of future special lists.

The name "Amberol," given to the new four-minute Edison Record, was not born until July, and is therefore only a little over four months old. It has been before the trade since August and before the public only since October 1st. In that short time, however, it has become known in the remotest parts of the United States and Canada and scarcely a Phonograph owner in those countries does not already know that the Amberol Record is the newest product of the Edison organization. The name already has a money value equal to a small fortune and promises in the near future to be one of the most valuable assets of the National Phonograph Co., just as the names Sapolio, Uneeda, Pearline, etc., are worth millions to the companies controlling them. The name Amberol is this month being placed before the British public, and within three months more it will be a household word in every country where we have representation or the Edison Phonograph is known. What a testimony all of this is to the thoroughness and value of organization and advertising! A perfect trade organization backed by the expenditure of a comparatively small sum of money has in four months taken an unknown coined word, applied it to a new product and made both itself and the product known to millions of people.

It will be interesting to the trade to know that the word Amberol was originated by Mr. Edison and won out over a large number of others that were suggested by his associates in the laboratory and the officers and employees of the Edison Company. It naturally suggests a form of amber, and does in reality get its origin from the fact that one of the parts of the new composition of which Amberol Records are made was at one time in the prehistoric past amber of the palm tree. This amber found its way into the earth and there underwent a change analogous to the process that transformed vegetable matter into coal. Still this matter is a far cry from what is generally known as amber, and this explanation about the origin of the name Amberol don't explain very clearly. It is enough, however, that the name is euphonious and that it stands for the greatest single advance ever made in the history of the Phonograph.

Whether existing Edison Dealers in small cities and towns shall have additional competition in their fields after December 1st, will depend entirely upon themselves. If they carry a fair stock, based upon the size of the towns; make a reasonable effort to push the business and make sales in proportion to the population of their towns, they will not be disturbed and no additional Dealers will be put in competition with them. Otherwise, we shall feel free to establish new Dealers. Our decision not to accept new Dealers where we are now properly represented, does not alone mean protection for existing Dealers. It means that we intend improving their standard and extending their business. We expect that the additional business we shall get from protected Dealers will more than offset the business that would be obtained from the initial orders of new firms and the additional business will be more profitable to those who do it. Consequently every present Edison Dealer who wants to keep out competition should see that his stock of Edison goods is in good shape, both as to quantity and condition and resolve to do a business that will be worth while. After all, why should a Dealer who carries a machine or two and from 100 to 200 Records and who makes no effort to sell goods want to continue in the business. He cannot make a profit worth the name, he is occupying space in his store that might be filled with more profitable goods, and he is occupying a town in which another firm might do a good Edison business. We are going to do our share toward making existing Dealers better Dealers. We are going to do everything we are now doing, including better and more widespread advertising, and besides are preparing plans that will aid Dealers in extending the business in their respective localities. We intend spending a considerable sum for direct trade work just as soon as we get some necessary information as to the status of Dealers. We expect to get into much closer relationship with the trade than ever before and anticipate that our plans will result in a general improvement all along the line, with greatly increased profits for the trade and ourselves.

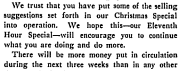
Store Management

A monthly comment on things Edison dealers have done with a few suggestions on what they should do to increase sales.

WHEN this issue of the PHONOGRAPH MONTHLY reaches you there will be about twenty-five days left in which to convince Santa Claus that his one best bet is an Edison Phonograph.

We trust that you have put some of the selling suggestions set forth in our Christmas Special into operation. We hope this—our Eleventh Hour Special—will encourage you to continue what you are doing and do more.

There will be more money put in circulation during the next three weeks than in any other three weeks in the year. You want to get your share of this money. Your share isn't any particular percentage. It isn't what you got last year at this time or the year before that. Your share is all you can coax from the pockets of Christmas shoppers by every possible means that the law permits.



It is better to do things at the eleventh hour than not at all. If you have waited until now before introducing the Christmas spirit into your advertising, your windows, your mail matter and your store, you certainly should wait not a day longer.

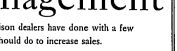
Don't think because you are an old, established dealer in Phonographs and Records that extra effort on your part is unnecessary.

Don't think because this is the season of spending that all you have to do is pass out the goods with one hand and take in the money with the other.

Though everybody in your community may know who you are, where you are and what you sell, it is also true that these same people know other dealers in other lines and while you know and we know that there is nothing so acceptable to so many as a Phonograph for a Christmas gift, others don't know it and won't know it unless it is proved to them.

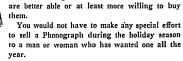
Look about you and see what the jeweler, the book seller, the stationer, the furniture man and the haberdasher is doing to get Christmas money.

These people do business all the year around just as you do; they are well known just as you are; yet at this time of year they do everything in their power to concentrate the Christmas spending on their stores.



Christmas doesn't call for any special lines of merchandise. People want at Christmas time only those things they want any time—the only difference being that at Christmas time they are better able or at least more willing to buy them.

You would not have to make any special effort to sell a Phonograph during the holiday season to a man or woman who has wanted one all the year.



Your effort is necessary, however, to convince the man who is hesitating between several things that the Phonograph is the best thing he can put his money into.

You undoubtedly believe it is. You know that if you can get such a man into your store you

can convince him that it is. You can get him in the store if you advertise in the newspapers or if you reach him at his home by mail, or if you stop him as he passes by means of a good window display.

When you get him in you need a well assorted stock, well arranged; you need at least one instrument of each price wound and adjusted so that it will do its best work while demonstrating; you need a supply of Records close at hand, embracing every kind of music and including selections or songs that have received the most popular approval.

Beyond this you should have a store that has about it the Christmas spirit; a store whose every-day appearance has been changed to that which Christmas shoppers expect. Edison goods properly demonstrated amid such surroundings will prove irresistable.

Inside the Store

Interior arrangement should be considered from two points of view—convenience and effect.

Convenience includes not only your convenience in finding goods called for, but the convenience of your customers in buying.

Lack of system in arranging Records means lost time and frequently lost sales.

Poor facilities for demonstrating Phonographs does the Phonographs an injustice and discourages buyers.

Effect—that is, the impression created by a well arranged stock—is often sacrificed in the interest of convenience. It need not be and it should not be.

Surroundings often speak louder than the salesmen and often more effectively. A poorly arranged store may undo the work of good advertising, good window dressing and good salesmanship. We show here some good examples of interior arrangements. They are splendid examples of convenience and effectiveness. Perhaps they will serve as suggestions to other Edison Dealers, who have not yet hit upon an arrangement and treatment that they are satisfied with.

Have the Drop on all Others

D-We have your new machines and the full list of four-minute Records, and I take the liberty to say that both are a wonderful improvement over the old, and a great stride toward absolute perfection. Looks to me as though you had them all on your hip again. I don't think a man can be too enthusiastic in regard to this product, as it has the drop on all the others. With best wishes for the success of this product, I am.—*J. W. McClellon, Marietta, Ohio.*

Last Notice About Signing Addenda

The letter sent in the latter part of October to such Edison Dealers as had not at that time signed the addenda to our Dealers' Agreement brought signed copies from probably all individuals or companies who intend to continue handling our goods as Dealers. A part of those who have not been heard from doubtless prefer some other cylinder line to ours and intend dropping Edison goods. It would be strange indeed if there were not some opposition to our policy and if some Dealers did not prefer other makes, although the number of our Dealers who have taken such a position is surprisingly small. The remainder of the unsigned are probably Dealers who have been doing so small a business that they do not intend to continue with the line. For fear, however, that there might still be Dealers who have not signed through neglect or carelessness and who would not want to lose their privileges as a Dealer, the following letter was mailed on November 18th to all who, according to our files, had not sent in signed addenda:

Dear Sir:— New York, Nov. 18, 1908.

We find that so far you have not signed the Addenda to the Dealer's Agreement, to which your attention has already been called.

It now becomes necessary to state that unless you do sign the Addenda on or before December 1, 1908, we will take it for granted that you do not purpose signing same and will immediately remove your name from our list of Dealers, notifying our Jobbers to refrain from filling your future orders for Edison goods of all description.

Hoping that you will not make this step necessary, we beg to remain,

Yours very truly,
NATIONAL PHONOGRAPH COMPANY,
F. K. DOLBEER,
General Manager of Sales.

Copies of the Addenda have already been sent you. If you cannot find them, we will send others upon request. One copy should be sent to us, with your signature properly witnessed.

After December 1st those who have not signed will be considered as no longer an active Dealer, but it will take some time to remove their names from our files and mailing list and notify Jobbers of their removal, and those whose Addendas are received before this work is completed will be put back and omitted from the Jobbers' notification. Jobbers who know of any active Dealers who have not signed should communicate with them at once and urge them to forward the paper without delay.

Factory Activity

As was to be expected, the tremendous efforts that have been put forth at our factory during the past three months resulted during November in making a marked gain on the orders in hand for combination Phonographs, Attachments and Amberol Records. The gain on combination machines was such that by the middle of December every order received prior to the first of the month will be filled complete. After December 15th we expect to keep up with machine orders unless there should be an unusually quick revival of general business throughout the country. Even then we shall have little trouble in meeting demands. Our factory organization is again back to its old efficiency and the weekly productions can be largely increased at short notice, if necessary. The trade will have little apprehension about our ability to fill machine orders fully and quickly, although it will not be wise for any Jobber to let his stock run low on this account. It should be borne in mind that business of all kinds is going to increase steadily and all should plan for a rising and not a falling market. Experience for several years past has shown us that after the January stock taking there comes a period of two to three weeks when the orders exceed our factory capacity. This may be the case in 1909, so don't bank too much on our output (large as it may be) to keep your stock replenished at short notice. Be on the safe side and keep ordering ahead.

Excellent progress was also made with the shipments of Amberol Records. The last shipments were made on the original orders and many additional orders were filled. For a time there was a doubt as to whether we could get out the orders for December Amberols on time, but luck and good management were on our side and the last of the December advance orders for both kinds of Records went out on November 21st. The last shipments went to New York and nearby points, so that the goods reached Jobbers in time for re-shipment to Dealers on November 24th. This is a closer schedule than we care to have, but it is heaps better than being late.

As more and more Phonographs are being equipped with attachments, and an increased number of combination machines get into the hands of the public, the demand for Amberol Records grows. More and more Dealers are putting in a complete stock of Amberol Records and by playing them on their demonstration machines are making much enthusiasm among Phonograph owners. All of this is creating a demand for Amberol Records that is little less than remarkable considering the short time that the Record has been on the market. Strangely enough there has as yet been no falling off in the advance orders for two-minute Records. Judging by the total advance orders from Jobbers, the new Record is creating just so much new business.

The work of manufacturing attachments is not so satisfactory as the machine and Amberol situation. It is in this department that the extent of the interest of the public in the new Record is shown. During November as many as 3,000 attachments were made and shipped in a single day and the total shipment for the month reached figures that would not be credited if told. Yet the month closed with as many orders ahead as were on the books November 1st. This is likely to be the case for many months, possibly being more aggravated with the certain improvement in business conditions. The November shipments would have been greater than they were but for our inability to get additional machines for making certain parts and but for the trouble in making the fine point for the new Model H reproducer required to play the Amberol Records. All the work on these points is done under microscopes and the hands work in three shifts of eight hours each, the department working without a break from 7 o'clock Monday morning till midnight Saturday. The department is now the show place of the factory for activity, character of work and number of hands employed.

Taken as a whole our factory may be said to represent the advance guard of Phonograph optimism, for its present activity is but a reflection of what must be the condition of the entire trade within a few months.

Here's a New Year Resolution

I will read the EDISON PHONOGRAPH MONTHLY every month and pass it on to the members of my sales force. And I will make use of all of the suggestions in it that will help increase my sales of Edison Phonographs and Records.

Now Let's Get Together

What little dissatisfaction was manifested over our ruling that Dealers handling other cylinder goods will not be permitted to sell the Edison product (and it was indeed little) has wholly disappeared, the last of it dropping from sight with the issuance of the letter declaring our intention to protect Dealers from new competition in their respective localities. Now that it has become a settled policy, Dealers are practically unanimous in their approval of it. It has done much to simplify the talking machine situation.

There is no longer any necessity for a Dealer to push two or more cylinder lines. No matter which kind he sells—Edison or any other—he will bend all his energies to getting the most out of it. He will only have to carry one stock, which will require less capital than if he handled two or more. He can talk up the line to better advantage and with more certainty of making a sale, for it will no longer be necessary to withhold a good argument in favor of one machine because it might reflect upon another make also carried by the same Dealer. It is going to be easier to advertise one line and the advertising will do more good. When a Dealer can say, "I handle only Edison Phonographs and Records because in my judgment they are the best on the market," that fact alone is going to have a strong influence on a prospective purchaser.

The new policy is going to help the Jobbers in their collections. How many times have Jobbers found that Dealers, instead of paying their accounts, have used up their spare money by putting in another make of goods largely because of the talent of a clever salesman or because the discounts are a little better? How many times have Jobbers and Dealers seen these additional stocks handicap businesses so that they were kept continually behind in their accounts? There would be some recompense if Dealers made more money out of several lines than if they handled only one, but they don't. As a rule the extra lines are not advertised or pushed by the manufacturers, or if they are it is not to create a demand for the goods, but to deceive the trade.

Many other disadvantages of carrying more than one cylinder line might be named, but is it not necessary. They have now become a thing of the past. The future business of an Edison Dealer is going to be conducted on simpler, more pleasant and more profitable lines, and every one is going to be greatly pleased over the new conditions. They are also going to make it possible for us to do many things to improve a Dealer's business than was possible before.

Watch everything we hereafter do. If you get any printed matter from us read it from beginning to end. If it don't seem clear, write us for further information. If it calls for a reply, make it at once. Read every issue and every page of the PHONOGRAPH MONTHLY. As fast as we find how we can make it more valuable to you we are going to do so. Our recent action has brought us very close together in a business way, and we want your co-operation in making it still closer as the months go by.

Taft and Bryan Records

With the passing of Election Day the Edison Records made by Mr. Taft and Mr. Bryan take on an added value, and enterprising Dealers will not be slow to take advantage of it. The Taft Records are the first in the history of the world to be made by the head of a great government. After March 4th next the owner of one of these Records can say with no little pride: "This is a Record made by the President of the United States." As Mr. Taft takes hold of the duties of his office, as he gets deeper and deeper in the work and as he begins to do things that will keep him constantly before not only the people of the United States, but of the entire world, the Records of his voice will become more and more interesting, and they will have a value that could not be estimated if it were not possible to duplicate them.

The Bryan Records will lose none of their selling power because Mr. Bryan has again been defeated for the Presidency. Mr. Bryan is regarded by his friends and opponents alike as one of the most popular men and greatest orators that this country has produced, and it will always be a pleasure to listen to the Edison Records made by him. His "Immortality" and "An Ideal Republic" are not political in any sense, but are masterpieces of oratory and diction. Because of their political bearing the other eight Bryan Records may in time cease to be interesting, but these two must be sought after for years to come.

The Dealer who is disposed to believe that the day of the Taft and Bryan Records is past, simply because the election is over, is making a mistake, and he will make a worse error if he does not redouble his efforts to put the Records in every Phonograph collection.

Printed Matter

Jobbers have been supplied with a quantity of a four-page folder for the purpose of stimulating Christmas trade. It is printed in red and green and is illustrated with the "Christmas Matinee" sketch that is the feature of all of our publications advertising for December. It is a handy folder for mailing lists, to hand out over the counter or to enclose with correspondence, bills, etc. Dealers should get some of the folders from their Jobbers and use them in such a way as will increase their Edison business.

The bulletin of special Christmas selections mailed to all Jobbers and Dealers last month should be hung in a prominent place in every Edison store, and it ought to make nice additional sales, for the special Christmas Records named on it. It is Form No. 7442.

The Christmas Record certificates, illustrated and described on page 10 of the November PHONOGRAPH MONTHLY, proved to be a popular form, but it ought to have been in greater demand than it was. It is not too late to get a few of them and sell them to your customers, properly filled in, for Christmas presents of Edison Records. We will mail you what you want at the rate of twenty-five for ten cents. Or if you want to see one before you order, ask us and we will mail one to you. If you don't know what the certificate is, look on page 10 of the November PHONOGRAPH MONTHLY.

How do you like the Record Supplement and the Record Bulletin in their new dresses? We think they're quite attractive and that they are going to help a whole lot in selling Edison goods. The little half-tones of the artists given the Supplement a new interest, and the additional two pages gives space for more descriptive matter about the new Records. Then the Bulletin is bigger and more striking in appearance, and it ought to get considerable attention from the public if put up where it can be seen. This sheet will look fine in a frame, and the Dealer who will get a suitable frame to inclose it each month as it appears will have a business puller that cannot be beat. Both Supplement and Bulletin will be continued in this form for some time.

There is no decline in the popularity of the *Phonogram* as a means for increasing Record sales. In spite of the times the edition has remained at 600,000 right through the year, showing conclusively that it stands well with the trade. It is not an elaborate piece of printed matter, but it does the work, and that's the real test of its merit. Possibly you don't know what the *Phonogram* cost the trade. Here's the schedule.

ORDERED THROUGH JOBBERS.

Blank, per 1,000 copies	$2.50
Smaller quantities pro rata.	
Imprinted, 500 copies	1.60
Imprinted, 1,000 copies	2.75
No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.	

Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ .20
Five copies to one address, per year	.60
Twenty-five copies to one address, per year	1.80
Fifty copies to one address, per year	3.00

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way. *Phonograms* must be sold by the Jobber to his Dealers at the prices quoted above; any reduction of these prices will be considered as a violation of contract.

[*Copy of letter mailed to all Jobbers and Dealers.*]

About Branch Stores

ORANGE, N. J., Oct. 26th, 1908.

To Edison Jobbers and Dealers:

On and after this date you must refrain from establishing any branch stores where goods of our manufacture are to be displayed for sale, without first obtaining our permission to do so.

This is in line with the protective policy which we purpose enforcing looking toward protecting the interests of loyal Edison Dealers, and we cannot permit a Dealer who is already carrying our goods to establish a branch where other Edison Dealers are already located to their detriment.

Should you desire to open a branch at any place in the country, we must respectfully request that you communicate with this office before so doing.

NATIONAL PHONOGRAPH CO.
F. K. DOLBEER,
Manager of Sales.

The wisdom of this decision will appeal to the entire trade. It is evident that if Jobbers and Dealers were permitted to establish branch stores at will we could not give Dealers protection in their towns as we have promised to do and are planning to do.

Wanted—Assistant Editors

This is your paper. It hasn't any object on earth but to help you sell Edison Phonographs and Records.

Are you reading it every month? Do you get inspiration from reading of what other Dealers in the line are doing?

Do you notice the Trade Bulletins and keep posted on changes and other important factory news? Do you look over the lists of new Records so as to know what's coming?

Do you cut out the ready-made ads to run in your newspaper? In a word, do you get all that's coming to you in a business-helping way from this journal every month?

We want to make every Edison Dealer feel that he is a part owner of the EDISON PHONOGRAPH MONTHLY and to look for it eagerly the first of every month.

There is a coupon at the bottom of this page. Will you fill it out and mail it to the Advertising Department? We are particularly anxious to know what subjects you would like to see discussed in the PHONOGRAPH MONTHLY.

What feature of the business would you like to have some light on? Tell us what you think of the paper. Is it good? Is it better this month than usual? What's the best thing in it? The worst? We are just as glad to get roasts as compliments. Both will help us to make the MONTHLY *your* kind of a paper.

Will you not take a hand in running the PHONOGRAPH MONTHLY by setting us straight on these questions right away?

Jot down your thoughts on the blank now while you think of it. We want YOUR SUGGESTIONS.

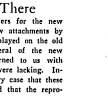
The Point is There

Since we began to fill orders for the new Amberol Records and the new attachments by which the Amberols may be played on the old machines, we have had several of the new Model "H" reproducers returned to us with statements that the sapphires were lacking. Investigation has proved in every case that these reproducers were complete and that the reproducing points were there.

To explain to those dealers who have had the wrong impression in regard to these reproducers, we would say that the new Model "H" button is much smaller than the one in Model "C" and since the settings differ it is much harder in the case of Model "H" to discern the sapphire with the naked eye. In cases of doubt use a microscope, or better, try the reproducer on an Amberol Record.

A Neat Illustration

F. M. Atwood, Edison Jobber at Memphis, Tenn., uses the following illustration to show what the size and playing lengths of the Amberol Record are:



Alonzo Wilkes, Edison Dealer at Amsterdam, N. Y., sends back to us a clipping of the article headed "A Series of 'All Rights'" from the EDISON PHONOGRAPH MONTHLY for November, and adds this comment of his own: "I think the same. My only wonder is that you did not do so before."

Coupon

(Fill out and tear off.)

.....

Date.....

Editor EDISON PHONOGRAPH MONTHLY.

As a Dealer in Edison Phonographs and Records I would like to see you publish an article on .....*in the* PHONOGRAPH MONTHLY. *The things I liked best in the November issue were*.....

.....

Remarks.....

.....

Signed.....

.....

Selling the Goods

ADVERTISING:—One of the most important and often one of the most neglected branches of a dealer's business.

Making Concerts Pay

People buy the song hit of a musical farce between the acts or as they are leaving the theatre.

That is the psychological moment to sell them, because the people have just heard them, enjoyed them and are in the mood to possess them.

So with the Edison Phonograph Records.

The time to sell Records is when you have he people in your store listening to them.

Edison concerts, which have already been mentioned in these pages, bring a great many people to your store. If properly conducted, they become immensely popular and the attendance grows monthly.

It is at these concerts that people feel disposed to buy. Yet they cannot be canvassed or urged without feeling resentment.

The concerts are free. Everybody is invited. There is no obligation upon those attending. This must be the understanding or the public will stay away.

The thing to do is to make it convenient for those who wish to buy. This may be done very modestly, but effectively.

At the concerts there should be programs giving the list of new Records to be played.

Let this program suggest the purchase of Records and contain an order blank to be signed and left with you.

We show here a combination program and order blank which your printer can follow.

The advantage of this program is that the hearer can check off those of the Records which especially appeal to him as the concert progresses, so that when the concert is over he has a definite list of just the ones he prefers.

His signature and address at the bottom makes the purchase born fide. He buys just what he wants without bother or waste of time and you deliver the day following.

A plan of this kind has proved very successful in many stores.

It will in yours.

It is certainly worth a trial, especially if you have never given concerts of this kind. If you do not care to print a program use the Record Supplement instead.

EDISON PHONOGRAPH CONCERT

December 24, 1908

Conducted by THE SHARPS & FLAT CO.

....10332	Nymph and Satyr	Edison Concert Band
....10333	Honey Love	Ada Jones
....10334	Uncle Josh's New Year's Pledge	Cal Stewart
....10335	The Yama, Yama Man	American Symphony Orchestra
....10336	When I Marry You	Frederick Wheeler
....10337	Honey Love	Collins & Harlan
....10338	Down Among Caroline	Byron G. Harlan
....10339	Wild Cherry	New York Military Band
....10340	Some Day	James F. Harrison
....10341	Pauline, Otto and Fido	Ada Jones & Len Spencer
....10342	Somebody Just Like You	Edward Meeker
....10343	Father's a Judge	Edward Meeker
....10344	You Can't Stop Your Heart from Beating for the Girl you Love	Byron G. Harlan
....10345	Memories of Galilee	Knickerbocker Quartette
....10346	Mary Ann O'Houlihan	Edward M. Favor
....10347	Black and White Rag	American Symphony Orchestra
....10348	Uncle Josh in a Roller Skating Rink	Cal Stewart
....10349	Rainbow	Ada Jones & Billy Murray
....10350	Sweet Girl of My Dreams	Harry Anthony
....10351	Love's Magic Spell (Bells)	Alexander Kunkler
....10352	Honey Love	Manuel Romain
....10353	Darling Nellie Gray	Metropolitan Quartette
....10354	Flanagan's New Year's Call	Steve Porter
....10355	On Parole March	New York Military Band

EDISON AMBEROL RECORDS

.... 61	Glowworm	Edison Concert Band
.... 62	Calvary	James F. Harrison
.... 63	Aunt Dinah's Golden Wedding	Empire Vaudeville Company
.... 64	Elks' Minstrels	
.... 65	Selections from "Algeria"	American Symphony Orchestra
.... 66	A Comedy Dream	Harry K. Hill
.... 67	Sweet Sixteen	Miss Chapman & Mr. Anthony
.... 68	I Love My Love, Waltz	American Symphony Orchestra
.... 69	A Picture of Long Ago	Ada Jones & Len Spencer
.... 70	Grand American Fantasia	N. Y. Military Band

As the Records are played, check those you would like to buy in the space given to the left of the title. Then fill out the blank below and leave order at the door at the close of the entertainment. The Records ordered will be delivered promptly at your residence.

THE SHARPS & FLAT CO.,

Gentlemen:—Please deliver to my address the Edison Records checked above.

Name.....

Address.....

The Story of the Good Window Card and the Bad Window Card



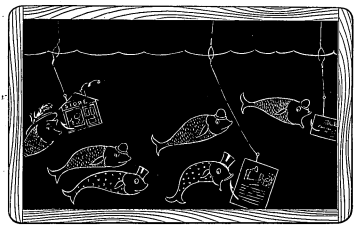
There was once a card in the window of a dealer's store which said: "Bring the children in here and the Christmas problem will be solved." Willie's father saw the card and took Willie in. They received a welcome and two seats. They heard all of the latest music, songs and jokes as only an Edison Phonograph can present them. They learned how to wind the instrument, how to adjust it and how to put in and take out the records. Willie had the time of his life and Willie's father wasn't bored by any means. Willie has an Edison and a lot of Records coming to him on the 25th prox.

There was such a card in another dealer's window. Tommie's father saw it and took Tommie in. The dealer was out back arguing with an expressman. Tommie and his father waited twenty minutes, leaning up against the wall to rest. Tommie wandered around the store and the dealer growled at him for touching things. After much coaxing the dealer dusted off a Phonograph and tried to play a grand opera record, which, of course, was just what Tommie loved. When Tommie said something about band music the dealer said he had something of that kind but it was too hard to find. So Tommie and his father went out into the park to sit down and rest. Tommie decided he'd rather have a velocipede for Christmas.

The moral is that both window cards were good. Here are some other good ones. Put them in your window and then see that you help them make good.



Lessons for Dealers



Lesson IV.

One cus-tom-er sees things in your win-dow that brings him in-side.

An-other cus-tom-er misses your win-dow but finds some-thing in your news-pa-per ad that brings him in.

Yet an-other cus-tom-er misses both your win-dow and your ad, but gets your let-ter or post-al. And that fetch-es him.

A nift-y win-dow, a strong ad and a bright line of mail mat-ter are all good bait, but if you use one and neg-lect two, you lose two cus-tom-ers for every one you land.

Two Pages of Ready-Made Ads

Ads for Your Local Newspaper

Your newspaper advertising between now and Christmas is important. You are, perhaps, too busy to give this end of the game the thought and time necessary to bring about the best results. We have anticipated your "eleventh hour" needs in this connection, and you will find herewith some suggestions for your use. There are three single-column ads. which we suggest your running every other day until Christmas, and a double-column ad. which we suggest your running alternately with the single-column ads. Two of the latter are Christmas ads., pure and simple—but to the point—the others being primarily to set forth the merits of Amberol Records and to show what they and the boxes they come in look like. If you will cut these ads. out and take them to your newspapers, the style of type and display can be accurately followed. To secure the best results insist upon this. We have the electros all ready to mail to you. We furnish them free. Order by number.



Have You Heard an Amberol Record?

Until you have, you haven't heard an Edison Phonograph at its best. The tone is beautiful and the selections by far the best ever heard on a talking machine

Amberol Records play, sing or talk twice as long as the Standard Edison Records and longer than any other Record of any kind.

If you have a Phonograph, we can equip it to play Amberol Records. If you haven't, we can sell you one on your own terms.

(*Dealer's name and address*)



Four Minutes of Music Without Record Changing

Amberol Records are the longest playing Records of any kind yet produced. Their length permits of music and songs heretofore impossible.

Their tone will give you an even greater appreciation of the Edison Phonograph. The variety of music offered will surprise you.

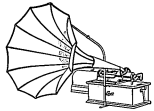
If you hear these Amberol Records you will want a Phonograph. If you have a Phonograph you will want the Amberol attachments. Let us let you hear them.

(*Dealer's name and address*)

Electros of above are: Single Column, 707; Double Column, 708.

An Edison Phonograph on the Tree

Then a Christmas brightened by songs, music, dances and stories; then long evenings made short throughout the Winter by this same great entertainer



THE EDISON PHONOGRAPH

A gift appreciated by all, from the baby up, from Christmas day on throughout the year and in other years.

Have you heard the new Amberol Records? They play four minutes. Come in early before the last-minute folks crowd the store. You can buy now for Christmas delivery.

(*Dealer's name and address*)

Cut is Electro No. 548



The Children's Christmas

Christmas means more to the children than to any one else. This Christmas will mean more than any that have passed if an

EDISON PHONOGRAPH

is among the gifts. It is something that will give them more real, wholesome pleasure for a long time than anything else you could buy.

Bring the children in to hear the Phonograph and let them decide. A full line of instruments and all the new Records.

(*Dealer's name and Address*)

Cut is Electro No. 705

Put Them Up Outside

One of our own salesmen writes to the Advertising Department as follows:

I wish to call to your attention a detail in regards to our very fine and efficient outside display banner. Four dealers out of five are hanging them up in their stores instead of hanging them outside where the general public can see them. When these banners are put to proper usage they are *trade getters*, but when hung in the store their value as an advertising medium deteriorates.

Won't the Dealers who are hilding the light of this banner in their stores put them outside where the public can see them and be induced to go inside to see and hear the goods?

Who Wants Them?

We have on hand a limited supply of the 9x12 colored prints of the Massani painting of the old couple; and of the supplements and bulletins of the Harry Lauder Records. Forms 1433 and 1434 respectively. Until they are used up we will be glad to fill orders from Jobbers for re-distribution to Dealers.

Trade Bulletins

[COPY MAILED TO ALL DEALERS]

Sales Department Bulletin No. 20, November 2, 1908

Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

Regarding Combination Attachments for Phonographs Fitted with Repeating Attachment

The Home, Triumph, Idelia and Alva Combination Phonographs and Attachments can be arranged for driving Repeating Attachments, by using a special main shaft pulley.

All Combination Machines of these types, ordered with Repeating Attachments, will be equipped with special main shaft pulleys.

All orders for Combination Attachments, to be used on Phonographs containing Repeating Attachments, should specify for use with Repeating Attachment, in order that the special pulley may be furnished.

If any Phonograph owners have already purchased regular Combination Attachments from you for use on Phonographs with Repeating Attachments, they may return to us, direct or through you, the pulley with which the Attachment is now equipped, and we will supply, in place thereof, the special pulley required, no charge.

All Jobbers and Dealers should order and always carry in stock sufficient Combination Attachments for use with Repeating Attachments to take care of their requirements.

Combination Attachments for Concert Phonographs

Combination Attachments for Concert Phonographs consist of the regular Triumph Attachment and a special diaphragm arm, the same as we have supplied with the regular Triumph cylinder shaft and mandrel for Concert machines to make them play the two-minute Record.

Combination Attachments for Concert Phonographs, which have already been equipped with small cylinder and special diaphragm arm, consist of the regular Triumph Combination attachment with a special reproducer.

We furnish no Combination Attachment for Concert Phonographs to play the Concert Record, for we do not make a four-minute Concert Record.

The four-minute reproducers furnished with the Combination Attachments for Concert Phonographs must be fitted with special weight. The regular Model H reproducer cannot be used.

The following prices have been fixed for Combination Attachments for Concert machines:

For the regular Concert Phonograph, that is, those still containing the Concert mandrels, list $9.75. Dealer $8.00.

For Concert Phonographs that have been changed over to play the Standard Record, list, $7.50. Dealer, $6.25.

NATIONAL PHONOGRAPH COMPANY.

[COPY MAILED TO ALL DEALERS]

Sales Department Bulletin No. 21, November 2, 1908

Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

Regarding Home and Triumph Attachments

As some of the trade are under the impression that Combination Attachments for Home and Triumph Phonographs are the same, we feel compelled to advise that such is not the case. Although identical in design, they are not so in dimensions. The main difference is in the length of the feed screw, consequently the depression in shaft "T" for set screw "V" is not located in the same spot on both Home and Triumph main shafts. Furthermore, with the Triumph Attachment, it is necessary to furnish a belt, feed nut and spring assembled and feed nut washer, whereas with the Home Attachment, these parts are not necessary, consequently are not supplied. Also with the Home Attachment, we supply a back rod collar, which is not supplied, or cannot be used, with the Triumph Attachment.

From this information, you will note it becomes necessary for you to order Triumph Attachments for Triumph machines, and Home Attachments for Home machines.

All Home Phonographs equipped with swing arm and on which the cylinder shaft runs between centers, take one attachment, known as the Home D-B Attachment. The Model C Home machines, which have no swing arm, but on which the cylinder shaft runs on a center bearing, the feed screw is slightly longer, and, therefore, these machines require the D-C Attachment.

In the Triumph Machine we have Model A, on which the swing arm is locked by the round spring lock knob, operated from the end; the Model B machine, on which the end gate is locked by the spring lock lever, operated from the front of the machine, and which has a combined body and top plate. A further distinction of these Model B machines is that they are assembled with the golden oak cabinet bearing the name "Edison." We also have the Model C type, which is the machine without the swing arm, and on which the shaft is mounted on the center bearing. The Model C machines, both Home and Triumph, so far, have been sold only in the State of New York. These three types of Triumph machines vary slightly in length between the back bearings, and, therefore, the shafts and feed screws of the attachments for the three types vary in length. The feed screw sleeve for the D-A type is 4 27-32 inches long. The feed screw sleeve for the Model D-A attachment for the Model A type of Triumph is 5-32 of an inch shorter than the feed screw for the D-B attachment for the Model B Triumph. Both of these attachments are arranged to run between centers, and have a combination thrust and retaining collar between the screw sleeve and the cylinder. The feed screw sleeve for the Model D-C attachment for the New York State machines is one-quarter of an inch longer than the Model D-B screw sleeve, and is arranged to run on a center bearing, and is fitted up with a split bearing in addition to the retaining collar.

NATIONAL PHONOGRAPH COMPANY.

Suspended List, Nov. 20, 1908

SUPERSEDING ALL PREVIOUS LISTS

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

GA., Savannah—Knight Drug Co., Broughton St.

ILL., Chicago—Rudolph Houbsch, 5011 So. Ashland Ave.

Olney—F. M. Borrell.

IA., Clarksville—L. Fowle.

MONT., Missoula—C. B. S. Orr Realty Co., P. O. Block.

N. H., Colebrook—Norman B. Parks.

O., Ada and Lafayette—E. F. Mann.

OKLA., Weleetka—C. O. Durnil.

TEX., Clarksville—Mayfield Music Co. (G. A. Maxfield), North Walnut St.

VA., Norfolk—H. Ginsburg, 298 Church St.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Our Christmas Advertising

The strongest proof of our confidence in Edison Dealers and our faith in Amberol Records may be evinced by a glance through the December monthly magazines and the late November issues of the large weeklies having national circulation. We have never before spent so much money in one month's advertising. We are bound that every possible purchaser of a sound reproducing instrument in the United States shall know that by the invention of Amberol Records the Edison Phonograph is placed upon a pinnacle of superiority never before reached by a Phonograph or talking machine.

Our quarter, half, full and double page ads, with color illustrations strongly suggestive of Christmas, which appear in thirty-two different publications, will be missed by few; and the Dealer who has not made himself known in his community as an Edison Dealer by identifying his local advertising with our national advertising will be the first to feel the results of our Christmas campaign.

If the Dealer's advertising efforts in behalf of Edison Phonographs and Records are in proportion to our own efforts his advertising expenditures will soon appear to have been good investments, as our tremendous outlays have always proved to be.

A Better Proposition Than Ever Before

Whatever improves the Phonograph improves its selling possibilities. Whatever adds to its ability to entertain, increases its popularity, widens its field, raises its standard and broadens its scope, makes it just that much more inviting to those who are in a position to sell it.

Amberol Records afford more than a mere talking point. They represent an achievement in this kind of musical entertainment. They open up a new field of possibilities. Because of their length (playing over four minutes and longer than any other record of any kind) they permit of the reproduction of music never before possible and, with the way now open, more music of the better class will be the rule.

Amberol Records have a tone quality that is superior even to regular Edison Records and the possibility of getting over twice the entertainment afforded by regular Edison Records at little more than the old price is influencing Record sales far beyond what anything else in record-making has done.

The Dealer who now pushes Edison Phonographs will find a stimulated market in both instruments and Records.

Advance List

Of Edison Standard (Two-Minute) and Edison Amberol (Four-Minute) Records for February, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before January 25th, 1909, all things being favorable, and they may be reshipped to Dealers at 2 P. M. on January 26th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on December 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. There may be distributed to Dealers after January 25th, but must not be circulated among the public before January 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 2 P. M. on January 26th, for delivery on the following day. Jobbers are required to place orders for February Records on or before December 10th. Dealers should place February orders with Jobbers before December 10th to insure prompt shipment when Jobbers' stock is received.

Edison Standard (Two-Minute) Records.

10056 Little Flatterer — **Edison Concert Band**

"Little Flatterer" (Schmeichelkatzchen), is one of the earliest compositions by Richard Eilenberg, a popular European composer. It is well known and a favorite among his numerous concert numbers. It is written in gavotte tempo with bell effect, and has an introduction in which there is a cadenza for the flute. A very attractive band number. Publisher, Carl Fischer, New York.

10057 Willie's Got Another Girl Now — **Ada Jones**

A comic song by the writers of "Waiting at the Church" (our Record No. 9315) and "Row John" (our Record No. 9351). It is one of the hits in "Fluffy Ruffles," a musical comedy that has had a long run in New York. Every time that Willie called on his girl the other members of the family "butted" in to such an extent that he was finally compelled to get another sweetheart. Orchestra accompaniment. Music, Henry E. Pether; words, Fred W. Leigh. Publishers, Francis, Day & Hunter, New York.

10058 Uncle Josh in Society — **Cal Stewart**

Uncle Josh pays a visit to an old friend in the city, who formerly lived in the country but who has become wealthy and now lives in a luxurious city home. It is not hard to imagine that some of the things that Uncle Josh did would not be considered good form in polite society. The funny way in which Uncle Josh tells about them is simply irresistible.

10059 Sweetheart Town — **Harlan and Stanley**

A new song by Theo. Morse, who wrote the famous "Blue Bell" song. It is similar in style and character to "Blue Bell," the refrain being in the popular march tempo. It is some time since Mr. Harlan and Mr. Stanley have sung together and the many admirers of their duet selections will welcome this addition to their repertoire. Orchestra accompaniment. Music, Theo. Morse; words, Jack Mahoney. Publishers, F. B. Haviland Publishing Co., New York.

10060 Sullivan — **Billy Murray**

A comic selection that is being sung with great success in George M. Cohan's "musical frivolity," "The American Idea." As its name suggests it is a song similar to "Harrigan," also a Cohan composition. It demonstrates that the good old Irish name of Sullivan meets all the requirements of the hall of fame. Big Tim, John L., and the man who wrote "Pinafore," are cited as illustrious examples. Orchestra accompaniment. Music and words, George M. Cohan. Publishers, Cohan & Harris Publishing Co., New York.

10061 Schooners That Pass in the Night — **Arthur Collins**

A comedy drinking song by the composer of "On the Banks of the Rhine with a Stein" (our Record No. 9124) and "Down Where the Wurzberger Flows" (our Record No. 8258), both successful drinking songs. It has a catchy air that will make it as popular as the two just mentioned. Orchestra accompaniment. Music, Harry Von Tilzer; words, Jack Mahoney. Publishers, Harry Von Tilzer Music Publishing Co., New York.

10062 I Don't Like You — **June Rossmore**

This serio-comic song introduces a new artist, who is well known on the vaudeville stage. Miss Rossmore sings for this Record in a style different from any singer now in our catalogues, introducing some of the effects that have made her such a success in vaudeville. It is one of those Records that improve with each hearing. Orchestra accompaniment. Music and words, Clare Kummer. Publishers, Jerome H. Remick & Co., New York.

10063 Blessed Assurance — **Edison Mixed Quartette**

One by one the best and most popular of the sacred selections are being added to the Edison catalogue. "Blessed Assurance" has been repeatedly asked for and its inclusion in this month's list will, therefore, please many Phonograph owners. Our Quartette has given it a rendition quite in keeping with the spirit of the hymn. Unaccompanied. Music, Mrs. Joseph F. Knapp; words, Fanny J. Crosby.

10064 I Never Cared for Anyone the Way I Care for You — **Byron G. Harlan**

A sentimental song that is fully described by its lengthy title. The writers of present day ballads aim to get names for their efforts that will furnish a fair idea as to their character. This one is entitled to a perfect score. The writers also produced "Somebody that I Know and You Know Too" (our Record No. 9822) and "When You Know You're Not Forgotten by the Girl You Can't Forget" (our Record No. 9544), both good examples of descriptive titles. Orchestra accompaniment. Music, J. Fred Helf; words, B. F. Barrett. Publishers, Helf & Hager Co., New York.

10065 I'll Sing Thee Songs of Araby. — **Thomas Chalmers**

The text of this song was taken from the poem "Lalla Rookh," by Tom Moore. "Lalla Rookh" was set to music by Frederic Clay, the well known English composer. It is a song of a high order and popular as a concert number. Mr. Chalmers' fine baritone voice makes it a Record of more than ordinary beauty. Orchestra accompaniment. Music, Frederic Clay; words, W. G. Wills. Publisher, G. Schirmer, New York.

10066 Rainbow — **New York Military Band**

This most popular Indian intermezzo was put out as a vocal solo by Ada Jones and Billy Murray, in the January list (it was Record No. 10049), but it is such an attractive composition that it will bear repetition as a band number, as all who get this Record will testify. "Rainbow" is similar in style to the famous "Hiawatha," and its popularity ought to be quite as long enduring. In addition to some excellent work by the band, the Record includes solos by the xylophone and bells. Composer, Percy Wenrick. Publishers, Jerome H. Remick & Co., New York.

10067 Down in Georgia on Campmeeting Day — **Edward Meeker**

A coon song with a lively ragtime melody, and with words that are as full of action as the melody. The words are descriptive of the happenings at a darkey camp meeting in Georgia. Mr. Meeker enters into the spirit of the selection and makes a Record that is not only good musically, but is full of imitations of darkey mannerisms. Orchestra accompaniment. Music, Nathan Bivins; words, John Madison Reed. Publishers, Millbrook Music Publishing Co., New York.

10068 I Wish I Had a Girl — **Manuel Romain**

A song that has made a big hit in the West. It is being sung by Mr. Romain in vaudeville. The words tell of a young man's plaint that he is lonesome, very lonesome, without a girl and he wishes that he had one, just as the other fellows do. Mr. Romain, who by the way, has become one of the best selling Edison artists and, therefore, one of the most popular, sings the selection in a very attractive manner. Orchestra accompaniment. Music, Grace LeBoy; words, Gus Kahn. Publishers, Thompson Music Co., Chicago.

10069 I Can't Say You're the Only One — **Ada Jones and Billy Murray**

These are the words a young couple use in having a heart-to-heart confession concerning their past experiences in making love. There were others who kissed and said sweet nothings and both tell of it unblushingly. But those things are past history and both are now sure that the present love is "it." The song is from the English musical comedy "The Girls of Gottenberg" and is one of the hits in the production. Orchestra accompaniment. Music, Jerome D. Kern; words, C. H. Borill. Publishers, T. B. Harms Co. and Francis, Day & Hunter, New York.

10070 Jim Lawson's Horse Trade — **Cal Stewart**

Jim Lawson was a Yankee who was unusually clever in trading horses, but one day a gypsy proved too smart for him and he became the owner of a horse whose only fault was that he would sit down whenever he was touched on the side by his rider. This Record relates how Jim sold him to the Deacon as a hunting horse that would not only carry his owner but would "point" the game. A typical Cal Stewart Record in fun and rendition.

10071 The Miner March — **John Kimmble**

An accordion solo of one of the best marches in Mr. Kimmble's repertoire. The popularity of Records made by the accordion would astonish those who are inclined to regard this instrument as commonplace. Of course, Mr. Kimmble's excellent performances do much towards popularizing the Records. Piano accompaniment. Composer, Otto Kost.

10072 There's a Warm Spot in My Heart for Tennessee — **Frederic Rose**

A ballad by the writers of "Somebody Just Like You" (Record No. 10042 in the January list). The chorus:

There's a warm spot in my heart for Tennessee. I will call it home, sweet home.
There's a longing for your smile comes over me. There's a warm spot in my heart for Tennessee.
And wherever I may roam.

The song is one that just suits Mr. Rose's voice and, therefore, the Record is a most pleasing combination of sentiment, music and singing. Orchestra accompaniment. Music, Johann C. Schmid; words, Charles E. Baer. Publishers, H. A. Weyman & Son, Philadelphia.

10073 Happy Mammy and Her Joe — **Ada Jones and Len Spencer**

An original Southern sketch. Mammy has a happy sunny disposition and she uses it effectively to cheer up her Joe, who is disposed to be low spirited because he's tired of the struggle for existence. She sings to him and induces him to shake the rheumatism out of his bones by dancing. The Record introduces Ed. Harrigan's and Dave Braham's old song "When de Trumpet in the Cornfield Blows."

10074 Policeman O'Reilly on Duty — **Steve Porter**

Another of Mr. Porter's clever street scenes, in which he continues his mirthful imitations of a conversation carried on by three individuals. Between the Italian peddlers, the newsboys and a fat woman who asks many questions, O'Reilly has his hands full. The way he handles every situation would make a New York policeman green with envy. It will certainly provoke many a smile.

10075 Alabama — **Collins and Harlan**

A comic ragtime coon duet song in the musical comedy "The Broken Idol." Mr. Collins carries the air in the verses, with responses by Mr. Harlan, and then they sing together in the choruses. One of those duet Records that have done so much to make Collins and Harlan popular. Orchestra accompaniment. Music, Egbert Van Alstyne; words, Harry Williams. Publishers, Jerome H. Remick & Co., New York.

10076 The Fairest of the Fair March — **New York Military Band**

The latest march by John Philip Sousa, the famous bandmaster. It has all the characteristic style and swing of his popular marches. It was written expressly for the Boston Food Fair and dedicated to the Boston Retail Grocers' Association. Publisher, John Church Co., New York.

13783 He Was Very Kind to Me — **Harry Lauder**

Jean's testimonial to the extreme kindness shown her by Sandy, her late spouse. After laying especial emphasis upon Sandy's kindness, Jean tells how she was confronted by a neighbor, who upon learning that Sandy was insured in the Prudential said that "eight pound" and a dead "mon" was not so bad after all. A typical Lauder Record. Orchestra accompaniment.

13784 Rising Early in the Morning — **Harry Lauder**

A most excellent imitation of Jock's aversion to early rising and the efforts of his wife to get him out of bed. Mr. Lauder gives a most realistic presentation of the sleepy, yawning man who cares for nothing else so much as to stay in bed when he ought to get up and go to work. Orchestra accompaniment.

13785 The Weddin' o' Lauchie M'Graw — **Harry Lauder**

The things that took place at the wedding put the event in the same class as the fair famed Donnybrook Fair. There was something doing every minute. So lively was the event that the singer declares that he'd sooner get mixed up in the wheels of a train than attend another like it. Orchestra accompaniment.

Edison Amberol (Four-Minute) Records.

71 Selection from "Aida" — **Edison Concert Band**

"Aida," deemed by many to be Verdi's best opera, was written for the Khedive of Egypt and was given its initial performance at Cairo on December 24, 1871. On this Record are given the famous tenor solo, "Celeste Aida;" part of the ballet music and the grand finale of the second act. This is the most striking climax in the opera and very effective for military band performances. The Record must appeal strongly to those seeking something stirring ballads, coon songs and other selections of lighter vein. It is worth a place in the best collections of Records. Publisher, Carl Fischer, New York.

72 The Shipmates — **Golden and Hughes**

An original sketch in which this well-known team have made a great success on the vaudeville stage. With it they have entertained thousands from the Atlantic to the Pacific. Mr. Golden is the original "Hilly" Golden, who was one of the early makers of Edison Records, and those old "shouts and songs are in every Record collection. The first half of the Record is taken up with a dialogue, in which nautical terms are used in a most original manner. Then follows the singing of a series of funny verses, with some good yodling by Mr. Hughes.

***73 Do You Know Me, Schneider?** — **Ada Jones**

One of the best things in the English musical comedy "The Girls of Gottenberg," which enjoyed a long run at the Knickerbocker Theatre, New York. It is written on different lines from any of the present day popular songs, a fact that adds much to its attractiveness. The entire song is given on the Record, comprising four verses and four choruses, each of the latter being different. Miss Jones' rendition of a perfect fac-simile of the stage performance. Orchestra accompaniment. Music, Lionel Monckton; words, Lionel Monckton and George Grossmith, Jr. Publishers, Chappell & Co., New York.

74 Popular Songs of 1908 — **American Symphony Orchestra**

A potpourri of six of the most popular songs of 1908, as follows: "It Looks Like a Big Night To-night;" "Mandy Lane;" "Sweet Girl of My Dreams," from "Ragged Robin," Chauncy Olcott's new production; "Good Evening, Caroline!" "Once in a While," from "Marcelle," the new musical comedy by Pixley & Luders; "Down in Jungle Town." In the language of the department stores, it is unusual value for the money.

75 Uncle Josh Keeps House — **Cal Stewart**

Sarah Ann Martin was not at all anxious to go to town and leave Uncle Josh in charge of the house. She had several presentiments that Uncle Josh would not be a success as a housekeeper. But she felt compelled to make the trip and started off, after charging Uncle Josh with a list of things that he must not do during her absence. The Record tells with what success he carried out instructions, his efforts being more humorous than serious. Four and one-half minutes of clean, wholesome fun.

76 Mona — **Edith Chapman**

A love ballad of the better sort, the music being by Stephen Adams, the well-known English composer and writer of the famous "Holy City." The words by F. E. Weatherly are above the average in attractiveness. They are set to a charming melody. Miss Chapman's cultured soprano voice makes a delightful Record of the selection. Orchestra accompaniment. Publishers, Whit-Mark Music Co., New York.

77 By the Suwanee River — **American Symphony Orchestra**

A musical sketch by W. H. Myddleton that portrays an English composer's idea of a darkey's dream of the past. "Marching to the Camp Meeting" is the opening number. This has an approach and passing effect. The "Dance of the Old Folks" is played in a rollicking style and leads into a spirited coon dance, in which the shuffling of feet is heard. "Way Down Upon the Suwanee River," played with dreamy tremolo effect, defines a vision of the old folks at home and the finale is again a jolly dance melody. Publishers, Hawkes & Son, London.

78 Cohan's Pet Names — **Ada Jones and Billy Murray**

Another of the songs from George M. Cohan's new show, "The American Idea." It is a conversational duet between a young couple in which the young man nearly exhausts his vocabulary of pet names to find some that will please his lady love. The song is more striking because it is a departure from the style of the present day popular ditties. With it Miss Jones and Mr. Murray will again score, it being especially fitted to their duet work. Orchestra accompaniment. Music and words, George M. Cohan. Publishers, Cohan & Harris Publishing Co., New York.

79 Battle Hymn of the Republic — **Miss Stevenson, Mr. Stanley and Chorus**

A remarkably fine presentation of Julia Ward Howe's stirring national anthem. Mr. Stanley, baritone, sings the first verse; Miss Stevenson, soprano, the second verse; Mr. Stanley and Mr. Anthony, the third verse, and Miss Stevenson and Mr. Anthony, the fourth verse. The chorus between the verses are sung by the Mixed Quartette. The singers are accompanied by the New York Military Band, which also plays a number of original interludes, that between the attractive features of the Record. It will be a song, indeed, if this does not prove one of the largest selling Records ever made for the Edison Phonograph.

* This selection will be illustrated on cover of February Phonogram.

80 The Death of Custer **Edison Concert Band**

A musical fantasy by Lee Johnson descriptive of the death of General Custer. A synopsis of the music is as follows:

1. Hour Indian war dance—Night before the battle.
2. Bugle calls in Custer's camp before dawning the fire of battle.
3. Custer's cavalry on march to Sioux's camp, the sound of Sioux' bands in the distance.
4. Approach of Cavalry with band playing "National Airs," the Indians responding with their customary war music.
5. Battle of "Little Big Horn" June 25th, 1876, in which all are slain, including Custer and his.
6. Indians dancing over the victory with scalp dance.
7. Arrival of reinforcements, General Benteen and Cavalry.
8. Custer's burial, volley of shots, muffled drums, and bugle sounding the last call, over General Custer's grave.

Finale—"Nearer My God to Thee."

Sued for Violating Contracts

The National Phonograph Co. recently obtained a preliminary injunction from the United States Circuit Court, western district of Pennsylvania, against Wright & Metzler, Connellsville, Pa., who are charged with infringing the patents of the Company. The defendants were enjoined from selling or advertising for sale Edison Phonographs or parts thereof, records or blanks, at less than current list prices, or violating in any manner whatsoever their license agreements of December 6, 1905, and October 26, 1907.

A final decree was also issued by the same court, October 13, against Gent & Eagen, Oil City, Pa., for violating the selling system of the National Phonograph Co. In this case the defendants were not authorized or signed Edison Dealers, and they claimed to have obtained the goods without notice of the restrictions. The Company waived an accounting and the defendants consented to a final decree and perpetual injunction. The defendants, however, were assessed the costs and disbursements of the complainants in bringing the suit.

Among the Jobbers

A. O. Petit, Edison Jobber at Newark, has bought out the Newark jobbing branch of the Douglas Phonograph Co., and now has the Newark field to himself, since the Rapke Phonograph store no longer handles Edison goods on a jobbing basis. Mr. Petit is one of the oldest Jobbers (from a business standpoint) in the country.

On November 1st the Standard Talking Machine Co., of Pittsburg, Pa., took over and bought out the entire stock of merchandise, fixtures and furniture of the Powers & Henry Co., and the Pittsburg Phonograph Co., both of Pittsburg. This deal involved some $70,000 and combined with the Standard Talking Machine Co.'s $60,000 worth of merchandise, gives them a combined stock of $130,000, making the Standard Talking Machine Co. the fourth largest talking machine jobber in the United States. It is the intention to run the business under the name of the Standard Talking Machine Co., with showrooms and main office at 435-437 Wood street, using the former Powers & Henry warehouse at 335-7 Second avenue. The combined Edison Record stock will aggregate 175,000 Edison Records. The former stockholders of the Standard Talking Machine Co. have not been increased by the addition of any outside parties, and none of the Power & Henry Co. or Pittsburg Phonograph Co. stockholders are at all interested in the Standard Co., they having gone out of the business entirely. The present officers of the Standard Company are: C. F. Haudenshield, president; M. S. Rocereto, vice-president, and J. C. Roush, treasurer and manager.

House publications continue to be popular in the talking machine trade. The newest addition is the *Wurlitzer Recorder*, No. 2 of which has just been issued by the Wurlitzer Company, of Cincinnati. It is full of bright and useful matter that cannot fail to interest its readers. Its editor is C. W. Page, Advertising Manager for the Wurlitzer Company. Mr. Page was formerly connected with the Advertising Department of this company.

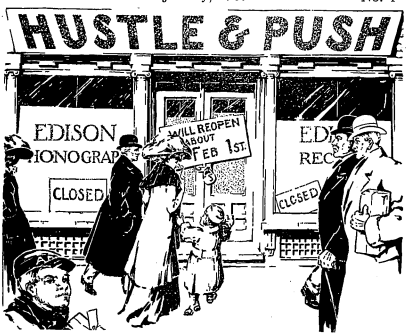
Courtesy Pays

Remember above all things, Mr. Dealer, that your business is dependent upon the public, therefore, when a person enters your place of business it is fitting and proper, and we will add necessary, that he or she be treated with the utmost courtesy. Don't get the foolish idea into your head that because a stranger drops into your store and gives you the impression he does not intend to buy, that he is not entitled to just as courteous treatment as the fellow who comes running in half breathless shouting he is going to buy. While on the face of it, it may not appear to you that the former is deserving of any attention, just the same, he is a good prospect and by making a friend of him he may do you a world of good indirectly.—*Whitsit Monthly.*

EDISON PHONOGRAPH MONTHLY
(1909)

The EDISON PHONOGRAPH MONTHLY

Vol. VII January, 1909 No. 1



The Reason Trade Stops After the Holidays is Because the Dealer Stops. He is the Original Stopper.

10219

The EDISON PHONOGRAPH MONTHLY

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Inventory month!

Yes; is that all?

For some retailers that's all January is.

Some retail merchants spend the month of January waiting for February.

For others, whose Christmas business has been big, January is a month for rest and recuperation,—a convenient time for a trip or vacation, possibly.

For a few retailers January is the first month of the New Year and therefore a *month for business*, a month for renewed effort, a month that shall prophecy by its results a healthy growth of the year's business.

Phonograph Dealers of the last named class have no pad-locks on their doors in January or any other time during the year except Sundays and holidays. For them the first twelfth of the year is as important,—yes, more important than the twelfth twelfth. But unfortunately the Dealers of this class are in the minority.

Many a retail merchant appears to choose for his mental motto for January—"If 'stock-taking' interferes with business, close up the business." That attitude is a "pad-lock" on the door.

Other merchants, ordinarily to be commended for their enterprise and sagacity, cut down their sales force right after Christmas, allow their stock to dwindle, are not surprised if there is no more trade than they are able to handle, and then they congratulate themselves for being "season wise," whereas, they have really locked up their own store door with a good strong "pad-lock"—("dull times" of their own making).

January is a dull month only for the retailer who allows it to be a dull month. No merchant should forget this simple truth: Retail business is nurtured by the retailer, not by the purchaser. The purchaser is the one acted upon by advertising, by window display, by argument over the counter and by the apparent quality of the goods offered for sale. The purchaser does not buy what he needs unless he happens to want what he needs; but he invariably buys what he wants whether he needs it or not. Advertising, window display, sales argument—have one purpose,—to create desire on the part of the possible customer for the goods.

If an Edison Dealer allows his stock to remain low after the Christmas sale, if he ceases to advertise Edison goods in the newspapers and to display them in his windows, if he handicaps in any way his ability to do a big Edison business, then it is Phonographs to "pad-locks" he will do a small business and have reason to call that period of inactivity a dull season. The Edison Dealer who "hits" January the way he "hits" December—with a complete stock, with good advertising, enthusiasm, optimism,—that Dealer will have no cause to complain at the end of the month nor will he ever padlock his business in the other dull seasons (so-called) of the year.

Unless most of the present indications prove unreliable, the year 1909 will exceed in prosperity any previous twelve months in the history of the Edison Phonograph. This statement is based upon a number of facts. In the first place the new Amberol Records and the attachments needed to play them on existing Phonographs will be important factors in making for a large volume of business. Since they were put on the

market in October the demand for them has been of a phenomenal character, and the sales would have been much greater had the Edison factories been able to secure a larger production. The manufacturing difficulties incident to the introduction of a new Record so radically different from the older one, have for the most part been eliminated, and there should be no obstacles to making enough of both kinds of Records, Amberol attachments and combination Phonographs to meet every demand in 1909.

Aside from the additional sales caused by the new Record and attachments, the demand for Phonographs and the shorter Records has been of a healthy and most encouraging character. Without any new features the increased business each month since August would have been very satisfactory. Combined they have made a total equal to any similar period in the past. The same conditions promise to continue during 1909. General business seems certain to continue to improve month after month, and with it will come an increased demand for Edison goods, especially for Amberol Records and attachments. Every month will see more and more employes put back at work in the factories and mills, and the working hours will be increased until all are working on full time. Then the Phonograph business will come into its own, for the Phonograph after all, is the poor man's luxury—his only means of securing music for himself and his family—and no room as he gets hard to work and pays off some of the debts incurred while idle, he will buy.

Reports from the trade in all sections and confirmed by the volume of orders, show that business in the East is not keeping pace with the West in recovering from the financial depression. The farming sections of the West did not really have hard times. Based on the reports from the East it was afraid it might have and acted according to its fears. Now that the reports from the East are optimistic and the crops have again been phenomenally good, the West has resumed its wonted business way. Consequently it is buying and selling as if nothing had happened or was likely to happen. Jobbers and Dealers in the West are writing daily, stating that business is better than ever before.

The new policies of the National Phonograph Company inaugurated since October should also play an important part in increasing the volume of business in 1909. They are going to give greater stability to trade and protect Dealers in a manner that will encourage them to put more capital in the business and push it more vigorously than ever.

In making plans for the year don't build air castles. Be satisfied with plans you can be sure of carrying out. Don't try to plan results! Plan ACTION! Be original! Your business isn't just like your neighbors, so don't imitate him or copy his plans. In some things you have failed; in other things you have succeeded. Benefit by this experience of the past and thus minimize the failings and multiply the successes of 1909.

To show that owners of Edison Phonographs appreciate what Amberol 4-Minute Records mean to them, we take pleasure in printing the following letter:

> I am an Edison Standard Phonograph while I have had for many years. When the Gold Moulded Records were first introduced I bought one of the new-style Reproducers, known as Model C. This Reproducer, with the Gold Moulded Records, was a great improvement and has given me an end of enjoyment. Now comes the Amberol Record and the attachments for using them on the same machines that play the Gold Moulded Record. My standard of twelve years ago is now equipped with this latest improvement and I am now enjoying this very great improvement.
>
> Now the fact that this old machine of mine could be equipped with the most up-to-date attachments, appears to me as something remarkable. It also indicates that the National Phonograph Company is not merely looking after its own financial betterment entirely, but is also looking after the interests of those who already own Edison Phonographs. This indeed a great thoughtfulness deserving of much credit and the thanks and appreciation of all owners of Edison Phonographs.—*H. C. W., Peekskill, N. Y.*

The above letter is only a sample of many others of similar nature which are being received. The reference to the fact that the new Amberol Record can be played on any existing Edison Phonograph will explain why we were so long in putting on the market a Record which would play over two minutes. We could easily have made a six-inch Record, or one of greater diameter, years ago; but it would have required another and more expensive machine, and no owner of the present type of Edison Phonograph could have enjoyed the longer Records without considerable additional outlay. Mr. Edison has always insisted that this should not be done and he and his assistants have worked for a long time to perfect a Record that would be used on all existing Edison Phonographs. The Amberol Record is the happy solution of his difficult problem.

If you have any Defective or Cut-out Records (not surplus) to return, look for the Exchange Proposition papers being mailed with this issue.

Store Management

A monthly comment on things Edison Dealers may do which will make for increased sales.

It's easy enough to tell a man *today*, but more difficult to tell him *how*, and yet a greater task to tell him *what*. Let's begin with *what* and work backwards, mentioning the *how's* and the *why's* incidentally.

The post-Christmas clean-up should be the first matter to receive attention, if it has not already been attended to. The store should be put in order; there should be a place for everything and everything should be in its place. But perhaps this is the month in which you take an annual or semi-annual inventory of stock, with the accompanying days of disorder.

If this is the case it is an excellent time for you to make any changes in the arrangement of your store that will make for convenience and artistic effect. Don't make any changes for art's sake at the expense of convenience, however.

Remember that simplicity in arrangement and decoration is the higher form of art, and that art without utility is unworthy of the term. In this connection it might be well to emphasize the importance of an attractive and fitting environment for the successful retailing of Edison goods.

The secret of perfect environment is in pleasing the human sensibilities. Since the Edison Phonograph reproduces music of every nature, it should make the greatest appeal to the possible purchaser when enveloped in an atmosphere congenial to the rendering of music and congenial to the listener.

And the recipe?

First, arrange for the comfort of the listener. There are few who can enjoy music standing up, leaning against a post or a counter. Supply comfortable chairs; let the fresh air in; see that the temperature is just right in your model concert hall.

Second, respect the finer sensibilities of your more musical patrons. Make it a rule never to have two instruments playing at the same time; have it as quiet as possible during the playing of a Record; don't talk, and instruct your clerks not to talk until the selection is played through. This observance will impress the listener and will do much toward making a customer. In fact, it is the strongest kind of salesmanship for Edison goods, for it gives the machine an opportunity to speak for itself.

Third, determine as soon as possible something concerning the musical taste of your customer and play only those Records that will please. Don't hold the notion that your personal ideas on music are standard and identical with anybody else's, for they're not. No two tastes are just alike. When you are uncertain as to a customer's musical likes and dislikes, it is always wise to play the better class of Records first, for you will soon learn whether you are entertaining a grand opera admirer or a vaudeville enthusiast.

If, as assumed, this is your inventory month, you have doubtlessly discovered—or have had the fact confirmed—that your investment in Edison goods is one of the most valuable investments you made during the year owing to the remarkable rapidity with which Edison goods "turn over."

On this account the carrying of a large Edison stock is shown to be economic. You can't sell what you haven't got, and people generally buy at the place where their selection may have the broadest scope. Don't ever lose a sale because you are "just out" of the thing desired. Stock up! Do it systematically.

Phonographs: Have every model of the Edison Phonograph in sight and in commission—ready for demonstration at a moment's notice; have extra machines of each model on hand for use in window display; have also in stock enough machines of each model—boxed and ready for delivery—to satisfy your sales as counted on from past experience. Don't ever find yourself filling an order by taking one of your demonstrating machines for the purpose.

Records: Most Dealers realize fully the vital importance of carrying a complete stock of all

listed Edison Records, and the Dealer is scarce who has not learned how to arrange his stock so that he can put his hand on any Record in the list. The Dealer who does the best Record business is the one who upon receipt of the Advance List, goes over it carefully, placing his order for every number, but doubling or tripling his usual order for certain Records that he knows (from their descriptions) will appeal to his Record customers.

Anticipate a heavy monthly Record sale by placing good orders and then follow up your anticipation by advertising (newspaper, window, Phonogram). The anticipation of sales is one kind of anticipation that is not as good as realization. The right kind of advertising for January Records will assure realization—results, sales—if everything at the store is in good working order. The most important part of the advertising in connection with Record sales is, of course, the proper use of the new Phonogram (See article on The Phonogram, page 5).

The last word in regard to the management of your store in January, and at all times, for that matter, is a bit of personal advice: Know your business from the bottom up, so you can teach others the details. In the time saved for you by your employees don't fail into that habit of worrying; from all viewpoints worrying is fruitless. If there is any worrying to be done let your competitors do it.

Protecting Dealers

Just to show Dealers that we are in earnest about enforcing our new policy of protecting Dealers who are handling Edison goods in a proper manner, we reprint below a letter that was sent to all Jobbers under date of December 1st. Accompanying the letter was a supply of application blanks that Jobbers must use in getting our consent to establishing new Dealers.

TO ALL JOBBERS

We send herewith a supply of Dealers' Application Blanks for use in signing "New" Dealers.

Hereafter, in soliciting new Dealers, Jobbers will obtain the prospective Dealer's signature to this application and see that the information called for in this form is supplied in detail. One copy only need be signed. Signed applications should be forwarded immediately to this company, and addressed as follows: National Phonograph Company, Agreement Department, No. 10 Fifth Avenue, New York City, N. Y.

The prospective Dealer's signature should also be obtained to the regular form of Dealers' Agreement in duplicate, as heretofore, and held by the Jobber pending approval of the application.

Jobbers will be notified immediately of the acceptance or rejection of all applications. If accepted, the Jobber may fill the initial order, and when same is shipped complete, the Dealers' Agreement must be completed by the Jobber entering thereon the amount of machines and records comprising the initial order, and then forwarded same to this company as heretofore without delay. The duplicate copy of the Agreement should be forwarded by the Jobber to the Dealer.

When Jobbers receive orders from existing Dealers with whom they have not previously done business in Edison Phonographs, etc., they will obtain the Dealer's signature to the Agreement as heretofore and forward one copy to this company.

IMPORTANT:—New Dealers will not be accepted unless the application in each case is first approved by this Company, and no initial order may be shipped without such approval. Shipment of initial orders contrary to this requirement will be a violation of the Jobbers' Agreement.

NATIONAL PHONOGRAPH COMPANY.
FRANK L. DYER, President.

To Mould All Records at Orange

For some time the National Phonograph Company has been planning to discontinue its European record making plants and to manufacture all of its Records at Orange, N. J. At present foreign Records are being made on both sides of the water, but as soon as the factory at Orange has received the master moulds of all selections made abroad, the foreign plants at London, Berlin and Paris will be discontinued. It will still be several months before this can be done. The change is now being made gradually, so as to cause no inconvenience to foreign trade. Economy in manufacturing and greater uniformity in quality are the principal reasons for making the change. Because of the greater volume of business in this country, it has been found that Records can be made at less cost here than in three separate plants abroad. The recording laboratories for originals and the formulation of the record lists, as well as the selling staffs in London, Paris and Berlin will be maintained as heretofore.

Exchange Proposition

For the purpose of relieving Jobbers and Dealers of their stock of defective and cut-out Records, an exchange proposition will be put into effect after January 1st. From January 4th Edison Standard Records (not Grand Opera, Amberol or Concert) may be returned for exchange. A special Bulletin and all the necessary papers are being mailed to all Jobbers and Dealers with this issue of the PHONOGRAPH MONTHLY, but under separate cover. The Bulletin is also reprinted on page 14.

Selling the Goods

ADVERTISING:—One of the most important and often one of the most neglected branches of a dealer's business.

The Chrismas rush being history already, it is possible and highly important to give a little time to plans for increasing sales of both Edison Phonographs and Records. Being the first of the year, it is especially important to "ginger up" the selling game. We offer you a few suggestions to which you may apply the "ginger."

The Mailing List.

If for no other reason than the sending out of the *New Phonograms* each month, every Edison Dealer should have a mailing list. Every owner of an Edison Phonograph in your locality should receive a copy of the *Phonogram* every month. The most practical method for you to distribute them is by mail whether you have few or many customers. If you have only a few Record customers, their names and addresses can be kept very conveniently in a book.

If you have been an Edison Dealer for some time and have therefore a large list of Record customers it pays to keep a mailing list by the card file system. The card system is especially useful to the Dealer in the large town or city, where he does not know personally all his customers. If Dealers so located have no better plan for keeping in direct touch with customers and prospective customers the following directions on making up a mailing list should prove valuable:

Purchase two card index boxes for holding 3x5 inch cards. Also get about 500 of the blank cards that are sold with the boxes and two sets of A to Z index cards. This outfit can be secured at any stationer's or book store for a dollar or two.

Enter the names and addresses of Phonograph owners on the cards—one name to a card—and arrange them alphabetically in one of the boxes, using one set of the index cards to subdivide them. This makes one mailing list. And a very valuable one it is too, for you are to address the monthly supplements and all lists of new Records from the cards. You can also enter your Record sales on the cards, and it will then take only a few seconds to see who of your customers are buying regularly. When addressing or at any other time make it a rule never to remove the cards from the boxes except when making entries.

Now, for mailing list No. 2.

Enter the names of all Phonograph prospects on the cards the same as you do with the list of Phonograph owners, and put them in the other box. If you have never made up a list of "prospects" start to make such a list by taking down the name and address of everyone who calls if they display interest in a Phonograph. Ask machine owners for names of their friends, who think of buying, and enter the names acquired in this way on cards. You can also add to your list of "prospects" by carefully selecting names from the tax list, R. F. D. Route lists and the city or telephone directories. So much for the mailing list; now, for its uses.

The Phonogram.

The most important use to which the Dealer's mailing list can be put is in connection with the *Phonogram*. Every Dealer who is interested in his Record sales should order from his Jobber a sufficient quantity of *Phonograms* to cover his entire list of Phonograph owners, his list of prospective customers and enough for general distribution throughout the month in his store.

Considering the expense to the retailer the *Phonogram* is his best advertising medium and should be taken advantage of in every way possible. To send the *Phonogram* to the Phonograph owner every month is to assure the Dealer of many Record sales that would otherwise be lost. The *Phonogram* does more to maintain the interest of the Phonograph owner in his machine than any other one thing and is equally effective in stimulating the prospective customer's interest.

The most practical way to get the *Phonogram* into the hands of the owner or the "prospect" is by mail. This is a simple matter if there is a mailing list to address from. To get full value for postage the monthly Supplement should be mailed with the *Phonogram*, together with

any other appropriate printed matter supplied by the Jobber. These mailings should be attended to the day preceding opening day for the new Records, which is the twenty-fifth of each month (or the twenty-fourth in those months when the twenty-fifth falls on Sunday or a holiday).

Post Cards.

Another practical use of a mailing list that will help both Phonograph and Record sales is in mailing out post cards or letters inviting Phonograph owners and prospective customers to Edison concerts, which can be gotten up through the month.

If post cards are used for the purpose the invitation may of course be either written or printed. If it should be desired to have them printed, see that the wording is such that you could use them from time to time throughout the year. For instance: "You are invited to attend an Edison Concert Thursday afternoon at 4:30. Bring your friends," etc. (with no mention of date). The scheme would be to mail these post cards—a few at a time—to prospective purchasers and to Phonograph owners who have not bought Records recently. They should be mailed a day or two before concert day. You can have these post cards printed very cheaply and the quantity should depend on the size of your mailing list. If you will agree to get out the post cards, we will send you an electrotype which your printer can use to illustrate the address side.

The Edison Concert.

The constantly increasing number of Edison concerts reported and their undeniable popularity in all sections of the country is certainly a criterion upon which to base our belief that this form of advertising—the hearing is believing kind—is responsible to some extent for the sales of Edison goods that are large enough to keep the Edison Works busy twenty-four hours a day.

So our cry is—*give Edison Concerts!*

If you are a Dealer in a small town in Utah, New Mexico, or Vermont, have it understood by all people in your respective communities that on certain days, at certain hours, you will give Edison concerts. Let the people know, in one way or another, but *give concerts.*

If you are a big Dealer in Chicago, New York, San Francisco, or New Orleans, *give concerts.* Some of you have finer facilities than others, but you all have the same machines, the same Records, and therefore the same chance to "make good" with your concerts; and whether you deem it wise to advertise them in the newspapers, send out special high-class announcements or merely use post cards, is immaterial, as long as you get the people to come. You know your own trade best and what will make the strongest appeal.

Besides giving regular monthly concerts, using the new monthly Records, make up special programs of different classes for different classes of audiences. Have an Edison vaudeville afternoon, an evening of Edison grand opera, an Edison band concert, and a musicale consisting of carefully selected songs and instrumental solos.

The concert feature of your business deserves the best attention you can give it.

Give Edison Concerts! It Pays!

Concerning New Records

The attention of Dealers is directed to Sales Department Bulletin No. 23, on page 14. It gives the day and hour of each month next year when new Records may be shipped by Jobbers and Dealers and when they may be placed on sale at retail. The shipping hour has been advanced from 2 P. M. to 8 A. M. on the same day. It is also made clear that when the selling date falls on Sunday or a holiday it is advanced one day, or the day before.

Licenses for Second-Hand Machines

On January 1st the National Phonograph Co. will put into operation a plan by which second hand or obsolete Edison Phonographs may be sold at a reduced price under a special license to be issued by this company. The subject is covered in Bulletin No. 4 on page 14 and Jobbers and Dealers who desire to avail themselves of the privilege of selling machines in this way should read it carefully.

Meeting the Salesmen

F. K. Dolbeer, General Manager of Sales, and E. H. Phillips, Credit Manager and Manager of Salesmen, went to Chicago on December 26th and met the Western salesmen on the 28th. A business meeting, lasting most of the day, was followed by a banquet and theatre party in the evening. A similar meeting of the Eastern salesmen will be held at Orange on January 4th.

Ready Made Ads

Edison Dealers should hold to the newspaper advertising policy. Besides your window display of Edison goods and your mail advertising there is no way to connect your store with our national advertising in the monthly magazines and weeklies except through your local newspaper columns.

No New Year's resolution you can make (and carry out) will do more good to your business than setting aside a certain amount of your yearly profits as a newspaper advertising appropriation.

When you have decided upon the amount you can spare for this investment, go to the manager of the newspaper and see how much space it will buy for the year. Rather than take too small and obscure a space, arrange for fewer insertions, and in your schedule allow for certain seasons when more space is required than usual.

From month to month we will prepare and present to you in the EDISON PHONOGRAPH MONTHLY timely ads set in good display, which we trust you will use in case you do not have the faculty to produce better ones. We will furnish electros free if they are ordered by number and if the proofs of the ads are sent us.

The ads shown herewith are set in newspaper single column width. Cut them out and have them set in the same display.



EDISON AMBEROL RECORDS

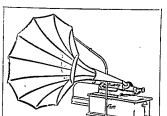
are the new Records that play twice as long as the regular Edison Records. Thus Amberol Records can be used on your present Edison Phonograph by the addition of a simple attachment or gear, and you can still play the Records you have.

Amberol Records not only play longer than any other Record now made, but they play better, their tone quality being richer, clearer and more delicate than has been possible in the past.

Let us put an attachment on your Phonograph or sell you an Edison Phonograph that will play both Records.

[*Dealer's Name and Address.*]

Electro of above cut: Single Column 707; Double Column 708.



THE EDISON PHONOGRAPH

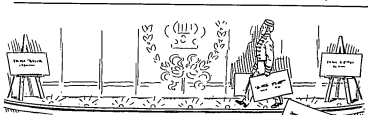
Nothing can equal the satisfaction there is in offering to your guests a satisfactory form of entertainment, one that takes care of itself, which does not interfere with other forms of amusement, but rather helps them. Such an entertainer is the Edison Phonograph.

IT CAN AMUSE THE GUESTS

by rendering music, popular or classic, or it can aid them by furnishing dance music, marches and other things played by the best orchestras and brass bands. It costs less than the hiring of even a small orchestra for a single evening's entertainment.

[*Dealer's Name and Address.*]

Electro of above cut: Single Column 540; Double Column 542



Varying the Program

Consider the vaudeville show. It succeeds because it offers a variety of entertainment. The bill is made up of many widely different acts. If it was all acrobatic stunts, those who prefer songs and dances would be disappointed. If a juggler was the whole thing, that part of the audience that goes wild over tamed animals would clamor for its money back.

The vaudeville show plays to crowded houses because each spectator finds on the bill the thing he most enjoys.

So with window cards. One may say the right thing to a certain number of people and miss it with certain others.

People are reached, not by repeating one argument over and over, but by presenting as many arguments as possible. A window card can only do a certain amount of good. Don't over-work it. Here are some new ones. Get them up at the smallest possible expense and relieve those you now have from further duty.



Was there money in your stocking?

What better buy than an Edison Phonograph?

We have arranged with Mr. S. Claus to keep all Edison Phonograph owners supplied with Records during 1909.

Start the new year right. Edison Records for January are ready.

An Edison Phonograph in your home will help you keep those New Year resolutions.

It's a long time between Christmases in homes that have no Edison Phonographs.

The Other 13,000

What they are doing to help the Sale of Edison Goods.

Questions and Answers

There are thirteen thousand of you Edison Dealers, each conducting your business in your own way, obeying the policies which seems to best fit your individual needs. You are located everywhere,—in the larger cities and in the smaller towns. Many of you sell Edison Phonographs and Records exclusively, a number of you carry two lines of phonographic goods, and some of you sell Edison goods merely as a side line. The conditions that have to be met by any two of you are probably not alike in every particular, but every Edison Dealer, no matter under what conditions he does business, has a common end with all other Edison Dealers and with us, viz.: to sell as many Edison Phonographs and Records as possible.

In view of this fact what could be more desirable or more to the mutual advantage of all concerned than to establish a medium for the exchange of business-getting news, business-getting plans, and business-getting ideas that have been executed with good results?

This new department, which we will name "The Other 13,000," is created for the purpose of such co-operation among the Dealers as described above. The department will be effective and beneficial to all according as the Dealer makes it so. We will do what we can, but after all, it's "up to the Dealer." It is to be his department.

The Dealer is to contribute by occasionally writing a letter to the National Phonograph Company (Advertising Department), giving information in regard to his own business experience, plans and ideas in connection with the sale of Edison goods. His ideas, and often his letters (mentioning his name or not, as he desires), will be published in the next issue of the PHONOGRAM MONTHLY, after their receipt, together with our comments. In case we do not feel qualified to make comments or to answer questions intelligently we will put matters of this nature before all the Dealers (using this department as the medium), some of whom, from their experience, will be enabled to judge and write us satisfactorily.

The view that must be taken by the Dealer must not be a selfish, take-all-give-nothing attitude. The Dealer must realize that any help he will offer to "the other 13,000" through the pages of this house organ, will be small compared to the help he will receive from such a large list of contributors. The spirit of enthusiastic, good-willed co-operation, will be the necessary adjunct if this department of the EDISON PHONOGRAPH MONTHLY is to be entirely successful.

A Western Jobber has just written: "We have a suggestion to make, and think that it will prove beneficial to all concerned. Will you issue a circular to the general trade and make it plain, that when they order Edison machines to specify old or new style. In this way it will save considerable time in filling their orders. When we received an order for machines, they do not state whether new or old type, and we are up in the air as to what to send them." This is a most pertinent suggestion. In ordering machines, attachments and Records, Dealers should not fail to clearly indicate just what kinds of each are wanted. They should not only state whether they want old or new type Phonographs, but in ordering attachments it is necessary to say whether they are wanted for end gate or gateless machines.

Menardi Stationery Co., Reno, Nevada.—We have arranged to do some extra work in exploiting Edison goods in this territory in consideration of our being the only Edison Dealer here. It has been suggested that we write the PHONOGRAPH MONTHLY, after their receipt, together with our comments. In case we do not feel qualified to make comments or to answer questions intelligently we will put matters of this nature before all the Dealers (using this department as the medium), some of whom, from their experience, will be enabled to judge and write us satisfactorily.

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Menardi Stationery Co., Reno, Nevada.—We have arranged to do some extra work in exploiting Edison goods in this territory in consideration of our being the only Edison Dealer here. It has been suggested that we write the PHONOGRAPH MONTHLY, making known our wants, as you would be able to supply us with interesting facts and suggestions. The trouble is that we do not know just what we want, but we surely would be glad to have your suggestions. It is our present idea that we can

accomplish more with circulars and personal soliciting than by newspaper advertising. We are carrying full catalogue of machines, 50-cent Records and Amberol Records, with minimum of three of each number, and will always be glad to co-operate with any suggestion you are able to make with a view of increasing Edison business here.

[We could probably write you several pages of suggestions for advertising your business, but we really believe that your own idea on the subject is the most economical and most practical.

It is always well to do a reasonable amount of advertising in local papers, but after all, there is nothing that equals personal solicitation and, next to that, direct letters to interested individuals. This is especially true with our goods. The greatest retail successes have been made by Dealers who take machines right into homes and leave them there for a few days on trial. This has been especially successful in rural districts where Dealers have taken out several machines in a wagon and left them in as many different homes with a small number of Records. They called for them a week later and in a large percentage of cases were paid for the machines instead of taking them away.

Next to this kind of work in value is that of sending specially written or printed form letters to carefully prepared lists. If you cannot get machines into the homes of people, get people into your store to hear the machines there.

The plan of giving concerts at intervals, say, once in two weeks, and sending out invitations to interested people, has also proven successful with many Dealers.

In selling Records there is no better plan than to make up a list of people already owning Phonographs or other machines on which cylindrical Records can be played and keeping them advised each month about the new Records or inviting them to come in once a month and hear the new Records.

We call your special attention to our offer in this paper to supply electrotypes for newspaper advertising if you are in a position to spend some money for newspaper work.]

A. N. Larue, Richwood, O.—I suppose that if I have no questions to ask, you will permit me to tell you about a Phonograph recital we gave recently in the K. of H. Hall, Richwood. It may interest other Dealers and cause them to give similar recitals. We had the hall nicely decorated with ferns, and my daughter arranged the program and operated the Phonograph, a Combination Home. We sent out about 100 invitations and had an attendance of about eighty (though there was both a church and club reception the same evening). We received many compliments, and I trust to have aroused an interest in a better class of trade. I expect to follow this up with recitals at the different churches, until everybody in Richwood knows how an Edison "talks" and that I have them for sale.

[The program sent out by Mr. Larue comprised four neatly printed pages. It showed a well selected list of 20 Edison Records, nearly all of the better class of music.]

George E. Bass, New Philadelphia, Ohio.—I would like to see you publish an article on show card printing—kind of ink, pen, brush and paper. The thing I liked best in the November issue was "Courtesy Pays." The whole PHONOGRAPH MONTHLY is good.

[We presume that by "Show Card Printing" you mean the hand-made kind, to which we have been referring in several past issues of the PHONOGRAPH MONTHLY. Many Dealers get an idea that window cards must be made as perfect as if printed with type. This is a wrong impression. A most effective window card was made on a sheet of butcher's straw paper and by a man who had no training as a sign writer. A Dealer who has never made window signs should buy a marking brush and mix up some marking ink. All hardware or general stores carry marking brushes, and marking ink can be made of a mixture of lamp-black and linseed oil. Of course, white or colored card-board is the best for window cards, but cardboard is not always easily obtainable, and in such cases white or manilla wrapping paper may be used. Mount the paper on pieces of board of the size required. The board will give the sign stiffness both for painting and when placed in the window. A board prepared in this way may be used over and over. The paper should be turned over and fastened on the back to hide the edges of the board. Pick out any one of the window cards in the PHONOGRAPH MONTHLY that you would like to duplicate. Draw cross lines in pencil, to get a uniform depth to the letters and have the words the right distance apart. Then make as good a copy of the letters as you can. After one or two trials you will be surprised at your success. When you have become more proficient, colored inks and more fancy lettering may be attempted. Considering how easy it is to make window signs, it is surprising more of them are not made and used. Notice how successfully they are now used in many businesses.]

We will be glad to hear from Dealers who are using home-made signs successfully. They doubtless can give other Dealers useful information on the subject.

John K. Ball, Carmi, Ill.—Why do you not put Caruso, Melba and other well known singers and artists of that class on Amberol Records?

[It will be just a matter of time before we will have Amberol Records made by grand opera stars. Give us time—Amberol Records are very young—we have made less than one hundred of them, so far, and remember, it is only one person in two hundred that cares more for the opera than for the popular airs and folk songs.]

George A. Hart, Claremont, N. H.—I would like to see an article on "Instalment Sales." The things I liked best in the December issue were "Now Let's Get Together;" "Edison Dealers in Small Towns Having No Competition after December 1st;" and "Lack of Confusion in Your Store." I think the Edison policy O. K.

[See reply to Mr. Sheibley, Reedley, Cal., in this department.]

W. L. Sheibley, Reedley, Cal.—I would like to see an article on "Selling on Instalments." The things I liked best in the November issue were "Store Management" and "Talk on Advertising." I would like to see an Edison Jobber or Dealer who has thrown over the Edison line for some other cyllinder.

[We want to make "Selling on Instalments" the subject of a longer article next month than could be given in this department. If, when the article appears, it does not cover all the essential points, write us again.

We know that no Edison Jobber has given up Edison goods in favor of any other cylinder goods, and but few Dealers have done so. Still we have learned of instances where, because of circumstances, Dealers have had such a large stock of other cylinder goods on hand that they could not afford to sacrifice them and were reluctantly compelled to drop the Edison line. They would rather have kept both, but our new policy would not permit it.]

M. B. Messinger, Sherman, N. Y.—I would like to see an article in the PHONOGRAPH MONTHLY on how to draw the most trade. The things I liked best in the November issue were the article on window cards and the little local news items.

[It is practically impossible to publish in any one issue an article on "How to Draw Trade" that would thoroughly cover the subject. We devote a large part of each issue to some phase of the topic and do not hope to exhaust the subject for a long time to come. The reply being made to the Menardi Stationery Company, in this department contains some suggestions that you may find helpful. If they do not meet your requirements, tell us something about your territory and your selling facilities and we will endeavor to be more practical in replying. As we have said in our reply to the Menardi Stationery Company, personal work is the greatest factor in getting any kind of business. Advertising, though important, must always be secondary. Get people into your store by means of newspaper advertising, circularizing, free concerts or any other plan and then bring your abilities as a salesman into play.]

Alonzo Wilkes, Amsterdam, N. Y.—By your PHONOGRAPH MONTHLY, which I read faithfully each month, you invite correspondence, so I am going to tell you of a little experience I had today. I took one of your big banners and varnished it to stand the elements and strung it in front of the store. This I did several days ago. Today I got a direct result. A man called in the store to look over Edison Phonographs and in our conversation he disclosed the fact that he was going to buy an Edison Home and, seeing my banner, came in.

Result No. 1. I got him in the store, but I found that my regular showing of goods and the usual methods of selling was not enough. This man had been shown before, but had been shown by what some Dealers seem to think is salesmanship, and that is price cutting.

He had been offered a Home for $35.00 and 36 Records thrown in. Now, the banner brought the man in my store, and by good salesmanship, which any Dealer can employ, backed up by your splendid protective policy, I sold the man an Edison Home and 20 Records for $42 cash.

"Edison goods are going fine with us."—*Owl Drug Co., Lewiston, Idaho.*

Coupon.—Fill in and Mail to Orange, N. J.

.....*Date*.....

EDISON PHONOGRAPH MONTHLY:—

As a Dealer in Edison Phonographs and Records I would like to see an article in the PHONOGRAPH MONTHLY *on*.....

.....

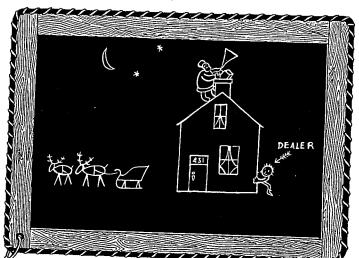
The things I liked best in the January issue were.....

.....

.....

Signed.....

Lessons for Dealers



Lesson V

What have we here!

An Edison Phon-o-graph Dealer?

Is he ac-cus-ing San-ta Claus of but-ting in on his game?

Oh no, he is on-ly ta-king the num-bers of the homes where San-ta Claus is leav-ing Phon-o-graphs.

What's his scheme?

It's a plot of the Deal-er's to sell more Re-cords than the o-ther fel-lows. He will take these addresses back to his store and each month he will send the Pho-no-gram and o-ther good stuff to these homes where S. Claus left the Phon-o-graphs. This will bring his Re-cord buy-ers in bunch-es.



But I thought San-ta Claus was a myth?

May-be he is, but this scheme is the real thing.

Trade Bulletins

Sales Department Bulletin No. 22, December 11, 1908

Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

We would respectfully call your attention to the following Shipping and Sales dates for Advance Records from December 1st, 1908, up to and including December, 1909:

SHIPPING DATES 8 A. M.

Dec. Wed. 23rd, 1908, 8 A. M.	
Jan. Sat. 23rd, 1909, 8 A. M.	
Feb. Tues. 23rd, 1909, 8 A. M.	
Mar. Wed. 24th, 1909, 8 A. M.	
Apr. Fri. 23rd, 1909, 8 A. M.	
May Mon. 24th, 1909, 8 A. M.	
June Thur. 24th, 1909, 8 A. M.	
July Fri. 23rd, 1909, 8 A. M.	
Aug. Tues. 24th, 1909, 8 A. M.	
Sept. Fri. 24th, 1909, 8 A. M.	
Oct. Sat. 23rd, 1909, 8 A. M.	
Nov. Wed. 24th, 1909, 8 A. M.	
Dec. Thur. 23rd, 1909, 8 A. M.	

SALES DATES 8 A. M.

Dec. Thur. 24th, 1908, 8 A. M.	
Jan. Mon. 25th, 1909, 8 A. M.	
Feb. Thur. 25th, 1909, 8 A. M.	
Mar. Thur. 25th, 1909, 8 A. M.	
Apr. Sat. 24th, 1909, 8 A. M.	
May Tues. 25th, 1909, 8 A. M.	
June Fri. 25th, 1909, 8 A. M.	
July Sat. 24th, 1909, 8 A. M.	
Aug. Wed. 25th, 1909, 8 A. M.	
Sept. Sat. 25th, 1909, 8 A. M.	
Oct. Mon. 25th, 1909, 8 A. M.	
Nov. Thur. 25th, 1909, 8 A. M.	
Dec. Fri. 24th, 1909, 8 A. M.	

Note particularly that in future we will permit Jobbers to make shipment of Advance Records at 8 A. M. on all shipping dates.

This advance from 2 P. M. to 8 A. M. was made at the request of a number of our Jobbers.

Any Jobber or Dealer who makes shipment of Records, or places them on sale in advance of the hour specified herein, violates the terms of his Agreement, and will be dealt with accordingly.

Sales Department Bulletin No. 23, December 20, 1908

Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

The trade is hereby advised that on January 1st, 1909, we shall discontinue the manufacture of the 45 German and the 4 French selections listed below, and after that date will fill orders for only such as we have in stock. They will be dropped entirely when a new edition of the Foreign Record Catalogue is printed. These selections are being cut out because they have been dropped in Germany and France, and we do not want to carry any Records here, after they have been discontinued in the countries in which they were originally made.

GERMAN.

12125	Schimpf	Gottschall
12126	Bicycle-Soupler	Gottschall
12141	Walzer Conversation	Gottschall
12234	O Jugend, Wie bist du so schön	Porten
12242	Der Steer	Porten
12244	Stelldea—Cavalleria Rusticana	Hofmann
12247	Frühlingzeit	Hofmann
12254	Minnelied	Hofmann
12257	Spottlied	Hofmann
12260	Abendseelen	Hofmann
12268	Wer uns getraut	Walter & Hofmann
12269	Ihr lieben mich willkommen	Schumann
12272	Arie des Grafen Liebenau	Schumann
12274	Arie der Violetta	Reimann
12290	In diesen heil'gen Hallen	Bibertl
12372	Brüderlein und Schwesterlein	Porten
12377	Die reise um die ganze Welt	Porten
12391	Vom Blute der Walin	Schumann
12396	Ein Mädchen oder Weibchen	Schumann
12399	Goldfischlied	Reimann
12402	Arie der Elisabeth	Reimann
12404	Die alten Deutschen tranken noch eins	Bibertl
12405	Kavatine—Die Judin	Bibertl
12411	Hymne—Straduella	Weiss
12412	Romanze—Der Postillion von Lonjumeau	Weiss
12730	Sündchen	Muench
12734	Das kleine Fischermädchen	Muench
12793	Gut' Nacht, fahr wohl	Muench
12794	Ueber den Sternen ist Ruh	Muench
12795	O Schöne Zeit	Muench
12796	O du mein holder Abendstern	Muench
12797	Dein gedenk' ich, Marguerite	Muench
12798	In einem kühlen Grunde	Muench
12799	Wie schön bist Du	Muench
12805	Parademarsch des Königs Husaren Reg No. 18	P. Orchestra
12809	Wiegenlied	Muench
18530	Was ich längst ertraumte	Hersten
15531	Postillon d'amour	Krug-Elfgen
15534	Lied des Possenen-Nowack	Arno
15551	Walzerlied	Deutsch
15553	Die Welt ist wie ein Hühnerstall	Schoswald
15558	Der Arme Teufel	Josephi
15564	Madame Rouleau	Ernest
15605	Mondschein, Serenade	Mav. Steidl
.5631	Deutsche Frauen blond und braun	Horsten

FRENCH.

12330	Les Rameaux	Bartel
12360	Anges du Paradis	Larnele
17222	On N'apprie Mimi, La Bohème	Mlle. Boyer
17223	Valse de Musette, La Bohème	Mlle. Boyer

Look out for the Exchange Proposition papers being mailed to Jobbers and Dealers with this issue of the PHONOGRAPH MONTHLY.

Sales Department Bulletin No. 24, Dec. 28, 1908

Trade Information for Dealers

All corrections covering this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

DEALER'S EXCHANGE PROPOSITION

Beginning January 4th, 1909, and until January 9th, 1909, inclusive, authorized EDISON Dealers may return direct to the National Phonograph Co., Exchange Dept., Orange, N. J., for exchange through a Jobber, cut-out and defective (not surplus) EDISON Standard (not Grand Opera, Amberol or Concert) Records, under the following conditions:

1st. All records must be returned to the National Phonograph Co., Exchange Dept., Orange, N. J.

2nd. Transportation charges MUST BE PREPAID through to Orange. If only prepaid to a certain point or forwarded with charges collect, the shipment will be refused. Dealers are urged to ascertain the through rate to Orange and prepay the same. This will avoid trouble. It is not necessary that shipments shall reach Orange by January 9th. If shipped on or before that date it will be sufficient.

3rd. Records must be carefully packed in cases, barrels or boxes and each package must be plainly marked on the outside, with the shipper's name and address, and the quantity of cut-out or defective Records contained therein. Where there is more than one package in a shipment, they must be numbered consecutively from number 1 up, and on each individual package must also be marked the total number of packages in the complete shipment. The enclosed *Form 1482*, properly filled in, must be pasted on the *end* of each package or *side of* each barrel.

4th. Inside of each case must be placed a packing slip (using Form 1483 enclosed), containing shipper's name and address, number of Records contained therein, and whether they are cut-out or defective.

5th. Immediately shipment is made, enclosed form letter (Form 1482) must be sent to us addressed to "National Phonograph Co., Exchange Dept., Orange, N. J.," advising the total number of each kind, (cut-out and defective) Records returned, stipulating the number of cases in the complete shipment. A prepaid Bill-of-Lading must also be enclosed with this letter.

You must also fill in on triplicate Exchange Certificate, furnished herewith, (Form 1480) the name and address of the Jobber through whom you want this exchange transaction handled.

6th. As soon as possible after your returned Records are received, they will be carefully counted and inspected and on the Exchange Certificate we will fill in the quantity of Records for which you are entitled to credit on the exchange basis, and return one of these certificates to you, send one to the Jobber whose name you have written thereon, and retain one for our own files. Credit will be allowed through *one Jobber only*, and cannot be transferred.

7th. Upon receipt of Exchange Certificate, properly filled in and endorsed by us, you must immediately forward it to the Jobber whose name you have indicated thereon, and with it enclose an order for at least an equal quantity of Records specified in the certificate.

8th. The Jobber in whose favor your Exchange certificate is made out, will allow you credit for the number of Records specified therein, when he makes shipment of your order.

9th. Only genuine EDISON Standard (not Grand Opera, Amberol or Concert) Records can be returned and they MUST be in EDISON cartons. Broken, cracked, worn out or other make Records will NOT be accepted under any conditions.

10th. SURPLUS, GRAND OPERA, AMBEROL or CONCERT Records are not included in this proposition.

11th. This proposition does not include Records taken in exchange from Consumers, Slot Machine Operators or Exhibitors, and any Records of this nature, or second-hand Records, returned to us, will be *absolutely* refused.

12th. No Records can be returned through JOBBERS; they must ALL be shipped to the National Phonograph Co., Orange, N. J.

13th. No deduction for Records returned can be made from any invoice or statement rendered prior to or during this exchange, nor until CREDIT has been allowed by the Jobber.

14th. All Records returned will be given a careful examination by our inspectors, and should any be discovered that are not subject to credit under conditions outlined, or should there be any shortage in count, OUR DECISION AS TO THE QUANTITY TO BE CREDITED MUST BE FINAL.

15th. Any Records shipped after January 9th, 1909, WILL NOT BE ACCEPTED, BUT RETURNED AT YOUR EXPENSE.

16th. In cases where a dealer has signed the AGREEMENT and purchased Records through us only, this Exchange Proposition will be handled by us direct along the same lines and under the same Terms, Conditions, Stipulations, etc, as where they are handled through Jobbers; but in this case, Records must be returned to us direct and on the Exchange Certificate our name must be filled in instead of the Jobber's. All other instructions remain the same.

17th. Should any dealer have so small a number of cut-out and defective Records that he would not care to incur the expense of returning them at this time, we would respectfully suggest that they be retained and returned at some time in the future when another cut out list will make an exchange appear necessary.

18th. Dealers are given the option of ordering through the Jobbers, any quantity of Amberol Records equal to, or in excess of Standard cut-out or defective Records returned, with the understanding that the number of such Records returned, are to be charged at the price of Amberol Records, while credit will be given for Standard Records returned, at the price of Standard Records.

19th. Positively no Amberol Records are to be included in Records returned under this Exchange proposition.

IMPORTANT. If all the terms, conditions and stipulations contained in this proposition are not fully agreed to and carried out by the Dealer, we reserve the right to reject any and all Records he may return. If, after acceptance of this exchange company, Dealers fail to purchase (as provided in paragraph five) the required quantity of Records in exchange for the number credited, this company will not be responsible for the return of Records against which no purchases were made, and Dealers will forfeit all claim thereto.

Legal and Agreement Departments Bulletin, No. 4, Dec. 20, 1908

Trade Information for Dealers

All amendments concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, LEGAL DEPARTMENT, Orange, N. J.

The National Phonograph Company has put into effect a system of special licenses suspending the price restrictions heretofore imposed upon the sale of second hand or obsolete Edison Phonographs which have been out of the factory for not less than one year.

Application blanks, to be filled out with the data necessary to identify the Phonograph and its equipment, will be sent to Jobbers and Dealers on request, and when the blank is returned properly filled out, and the necessary conditions are found to be complied with, a special license will be issued which, however, will go into effect only when the label on which it is printed has been securely pasted to the cabinet of the Phonograph. These licenses will be numbered in rotation, and complete records thereof will be kept.

The provisions of the Jobbers' and Dealers' Agreements, with the exceptions of the restrictions of the selling price which will be suspended by the special license, will remain in force. The Company reserves the right to cancel any such special license at any time. The special license will terminate on the violation of any of its provisions or its erasure or removal from the cabinet of the Phonograph, and, upon its termination or cancellation, all the restrictions of the original agreements will again go into effect.

It is particularly to be noted that no license will be granted to display or advertise any Edison Phonographs at less than list price, and any such display or advertisement will be a violation of the special license.

This plan, we believe, will offer a reasonable solution of one of the difficulties at present existing in the trade, and, without affecting the sales of new machines, ought to enable Jobbers and Dealers to satisfactorily dispose of their second-hand stock. At any rate, we propose to give the scheme a fair trial, reserving to ourselves the right to terminate the special licenses at any time, in case circumstances arise which in our judgment call for such action.

A line that is not advertised may be as good as one that is—but who knows it?

Suspended List, Dec. 20, 1908

SUPERSEDING ALL PREVIOUS LISTS

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

CAL., Redlands—The Deming Music Co.
INS., Garrett—C. M. Parker.
MASS., Hudson—E. A. Hayden.
Lowell—Frank B. Clark, Mgr.)
MINN., Austin—M. J. Keenan.
Mo., Gentry—Enoch Liggett.
NEW YORK, Hornell—Joseph Koskie.
New York City—D. G. Hall.
H. Higgins.
E. G. Spitz.
OHIO, Fremont—J. H. Bibi.
OKLA., Okmulgee—Oliver Drug Co. (J. R. Oliver, Prop.)
UTAH, Morgan—A. Anderson.
A. J. Arnoldson.
CANADA, Toronto—Toronto Phono. Co.

REINSTATED.

COLO., Rocky Ford—C. E. Bolton Music Co.
Mo., Sedalia—S. R. Payne.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

Cash Discount

The letter printed below was issued for the purpose of calling the attention of the trade to that section of the Agreement covering terms of payments by Dealers to Jobbers. Copies were mailed to all Dealers.

TO THE TRADE.

Dec. 15, 1908.

Several complaints have recently been made regarding Dealers arbitrarily deducting items of cash discounts to which they were not entitled, and when the matter was called to the Dealers' attention they appeared to feel that they were being harshly dealt with.

It would seem advisable at this time to call the Jobbers' attention to Article No. 3, appearing in Jobbers' Agreement, relating to terms to Dealers, which should be rigidly enforced.

For the information of Dealers, we would respectfully draw their attention to the Article relating to terms which we quote:

Terms.

"Net, 30 days from date of invoice, or a cash discount of 2%% per cent. on settlements made as follows: On purchases made from the first day to and including the fifteenth day of the month if paid in full on or before the fourteenth day of the same month; and on purchases made after the fifteenth, to and including the last day of the month if paid in full on or before the fifth day of the following month. Delivery: F. O. B. Orange, N. J., on goods ordered from National Phonograph Co.; F. O. B. City in which Jobber is located on goods ordered from Jobber."

This paragraph we believe is sufficiently clear, and we consider any other terms quoted or allowed, a violation of our Agreements signed by Jobber and Dealer.

Advance List

Of Edison Standard (Two-Minute) and Edison Amberol (Four-Minute) Records for March, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before February 25th, 1909, all things being favorable, and they may be exhibited to Dealers at 8 A. M. on February 26th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on February 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after February 20th, but must not be circulated among the public before February 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on February 24th, for delivery on the following day. Jobbers are required to place orders for February Records on or before January 10th. Dealers should place March orders with Jobbers before January 20th to insure prompt shipment when Jobbers' stock is received.

Edison (Two-Minute) Records for March

10077 Autumn Leaves — **Edison Concert Band**

A barn dance. A new and attractive number for the popular dance of the day. Has just the proper swing. Composer, Paul DeVille.

10078 Arab Love Song — **Ada Jones**

A unique song suggestive of Oriental music; being Ada Jones' interpretation of Marie Cahill's big hit in the musical play, "The Boys and Betty," a successful New York production. Orchestra accompaniment. Music, Silvo Hein; words, George R. Hobart.

10079 Meet Me in Rosetime, Rosie — **Harlan and Stanley**

A harmonious, well-rendered march song—sentimental but "snappy"—by the popular song writers, Jerome & Schwartz. Orchestra accompaniment. Music, Jean Schwartz; words, William Jerome.

10080 Now I Have to Call Him Father — **Ada Jones**

This comic song is Vesta Victoria's hit of the season and will equal in popularity her former successes—"Waiting at the Church" and "Poor John." There are three verses, the first one and chorus being:—

I used to be as happy as the children on the town,
That's when I was courting and my mind was well at ease;
I used to feel as loving with my Vicary by my side,
Looking forward in the day when I should be his bride.
But now he's [illegible] my mind, and I'm full of misery,
Someone else has done me out of William Vicary.

Chorus
He used to come and court his little Mary Ann,
I used to think the two my young mind,
His mother caught his eye and they got married on the sly
Now I have to call him father.

Orchestra accompaniment. Words and music by Charles Collins and Fred Godfrey.

10081 Ev'rything's Funny to Me — **Sallie Stembler**

This Record is by a new Edison performer, Miss Sallie Stembler, who has a high soprano voice finely adapted for recording. The title of this song should convey some idea of its nature. It is one of the most infectious laughing songs ever written, and Miss Stembler makes a big hit with it. Orchestra accompaniment. Music, Theo. H. Northrup; words, Chas. Noel Douglas.

10082 A Bowery Flirtatio. — **Ada Jones and Len Spencer**

An original vaudeville sketch in "Bowery" dialect in which the following song with orchestra accompaniment is introduced:

I never knew what love was till I fell in love with you.
You was my best completely with those dreamy eyes of blue;
I've billed Maude and Mandie, and made eyes at Lill and Lou,
I never knew what love was till I fell in love with you.

10083 Just One Sweet Girl — **Manuel Romain**

A sentimental ballad with refrain in a sustained march tempo, which gives Mr. Romain an excellent opportunity to exhibit the charming qualities of his voice. Orchestra accompaniment. Music, Harry Von Tilzer. Words, Jack Mahoney.

10084 The Whistlers — **American Symphony Orchestra**

The Whistlers Intermezzo is from the comic opera, "Frühlingsluft," by Ernst Reiterer, a successful European production which also had a long run at the German Theatre, New York. In the operetta this number is sung and the refrain is featured by a chorus of whistlers. This Record is from an instrumental arrangement, the refrain being repeated by a chorus of whistlers, then by the oboe, again by bells and finally by the entire orchestra. Composer, Ernst Reiterer.

10085 Uncle Josh on a Fifth Avenue Bus — **Cal Stewart**

In which dear old Uncle Josh tells in his inimitable way of his most amusing experience on a Fifth Avenue "bus," New York.

10086 Some Sweet Day, Bye and Bye — **Anthony and Harrison**

A well-known hymn sung in duet form with much effect. Written by two favorite writers of Gospel hymns. Orchestra accompaniment. Music, W. H. Doane. Words, Fanny J. Crosby.

10087 The Sweetest Gal in Town — **Edward Meeker**

A new coon song that will make a hit. Orchestra accompaniment. Words and music by Cole and Johnson. The chorus:

Mr. 1 2, we ain't the sweetest gal in town,
Mr. 2 4, for her I'll turn my best feint down,
But to save us the green grass 'round a stump
I'll love she'a playin' me for a chump
But I don't care, for all that—she'a the sweetest gal in town.

10088 Reed Bird — **Edison Concert Band**

An intermezzo with the form and melody of the popular song of the same title, our Record 9559. This composition has the characteristic merit of the work by this well-known composer. Orchestra accompaniment. Composer, Dave Reed, Jr.

10089 I'll Be Home at Harvest Time — **Frederic Rose**

A rustic ballad of the same style and by the same writer as "When the Autumn Moon Is Creeping Through the Woodland" (our Record 9903). Mr. Rose's pleasing tenor is well displayed in this number. Orchestra accompaniment. Music, Alfred Solman. Words, Arthur Lamb.

10090 Oh, You Kid! — **Ada Jones and Billy Murray**

A comic, up-to-date song of the vaudeville variety, the amusing verses of which are full of "love jolly," which wind up with a humorous refrain in duet form, the words being:

Oh, you Kid! oh you Kid!
Come, now I say you'll let me cuddle closer,
Nod your head, but don't answer "No, Sir"
Oh, you Kid! oh, you Kid!

I mean every word I've ever told you;
Kiss me quick, or else I'll have to scold you,—
Oh, you Kid!

Orchestra accompaniment. Music, Melville J. Gideon; words, Edgar Selden.

10091 Castles in the Air — **Thomas Chalmers**

A baritone ballad with a waltz refrain sung delightfully by Mr. Chalmers. Music by Paul Lyneke, a popular European composer, who also wrote the well-known "Glow-worm" (our Amberol Record No. 61). Orchestra accompaniment. Words, Joseph Herbert.

10092 On the Levee — **Albert Benzle**

An excellent Record of a bells solo with orchestra accompaniment—written in a song and dance style—similar in some degree to "Love's Magic Spell" (our Record 10051). Music, L. P. Laurendeau.

10093 Ground Hog Day at Pumpkin Centre — **Cal Stewart**

An educational bit of country humor enhanced by Cal Stewart's unrivalled impersonation of country folk types—funny, of course.

10094 Yip-I-Addy-I-Ay! — **Collins and Harlan**

A comic song in waltz tempo, brimming over with enthusiastic good nature. This is one of the best Records we have by Collins and Harlan, which is saying a good deal. Music, John H. Flynn; words, Will D. Cobb.

10095 Flanagan's Real Estate Deal — **Steve Porter**

An original vaudeville specialty. Flanagan reads an ad in the paper—"Why pay rent." "Own your own home"—so he decides to become a suburbanite. The usual suburban difficulties are his as plenty, but at last he is made happy by prevailing on a plumber to take "the house" for what he owed him (the plumber had fixed a leak in the house). So Flanagan sings:

"Why pay rent, pay rent." I used to in the paper
"Own your own home." That's the proper caper
For my old home I wouldn't give a cent,
It's cheaper far to move than to have to pay rent.

10096 The Forest King — **New York Military Band**

A strong melodious march by Frederick Peters, composer of the successful musical comedy, "The Mayor of Tokio."

Edison Amberol Records
Four-Minute

81 Introduction and Bridal Chorus from Lohengrin — **Edison Concert Band**

Richard Wagner's most popular opera, "Lohengrin," has as its romantic climax the nuptials of *Lohengrin* and *Elsa*, which occur in the third act. Probably the Bridal Chorus, which is the musical feature of this marriage ceremony, is the most widely known bit of music in existence. It is used in connection with wedding ceremonies throughout the civilized world and is naturally unexcelled for romantic associations. This number begins with the Introduction to the Bridal Chorus, which is the opening of Act 3, this Introduction being one of Wagner's greatest efforts.

82 The Song That Reached My Heart — **Harry Anthony**

An old song that has stood the test of time. The subject is the well known and beloved song "Home, Sweet Home." It is sung as a tenor solo with orchestra accompaniment and the refrain—the old "Home, Sweet Home" refrain—is quietly sung by a trio,—soprano, contralto and tenor,—the sustained voices being unaccompanied and sounding especially clear and sweet. Words and music by Julian Jordan.

83 Uncle Josh's Huskin' Bee — **Cal Stewart & Company**

If you have never attended a real old-fashioned husking bee you have missed a great deal. For a whole-souled good time there is nothing that compares with this typical incident of farm life. So realistic is this Record that it is almost impossible for the listener to believe that he is not one of the merry-makers taking part in song, story and husking at this "bee." The party ends with a rollicking, old-fashioned dance led and "prompted" by Uncle Josh. This is one of Cal Stewart's best interpretations and is well diversified by musical interpolations.

84 A Vision of Salome — **American Symphony Orchestra**

To the music which accompanies the famous Salome Dance should be credited much of the artistic value of this beautiful descriptive fantasie. The synopsis:—Salome has been repulsed by John the Baptist after she has exhausted all her powers to enchant him. She appears before King Herod at his birthday feast. She dances at his request. Herod is pleased with her dancing and promises to grant whatever she may ask. Salome, still smarting under her repulse and urged by her mother, Herodias, asks for the head of John the Baptist. Herod, with great reluctance, grants her request. The feast is over; the head of John is brought in a charger to Salome, whose revenge is now complete—for John, who would not as much as turn his head to look at her, shall now behold her in all her beauty. In her mad frenzy, she caresses and kisses the head. She attempts to dance but is stricken with fear. She is terrified as she realizes the horror of what she has done. She is overwhelmed—abject—but a ray of hope flashes over her sinking soul; can she earn forgiveness by constant prayer and sacrifice? She swoons in a heap upon the floor. Composed by J. Bodewalt Lampe.

85 Just to Remind You — **Manuel Romain**

A sentimental song for tenor finely executed by Mr. Romain. There are two verses with refrains, the whole being written in a slow waltz tempo, which in itself is suggestive of the sentiments expressed. Orchestra accompaniment. Music, Nathaniel D. Mann. Words, Alfred Anderson.

86 The Traveling Salesman — **Empire Vaudeville Co**

Over four minutes of vaudeville on this Record,—one of the best sketches ever recorded. The train pulls into the station at Grand Junction, the Traveling Salesman alights, and the fun begins between the drummer and the ticket agent (the latter is also the baggage master, tinn). The scene shifts from the station platform to the lunch-room and back again, and just before the train pulls out carrying away the genial salesman an original song is sung accompanied by the "station master" on his banjo. This is an original sketch and fairly overflows with fun and dry humor.

87 My Old Kentucky Home—Fantasia — **Edison Concert Band**

A fantasia or musical paraphrase on Stephen Foster's old American song, "My Old Kentucky Home." The familiar melody runs through the entire selection, being taken up first by one instrument, then another, the accompaniments being especially artistic in musical ornamentation and elaboration. The arrangement is by Otto Langey, a well known composer and arranger, who also wrote the Grand Fantasia on "Dixie" (our Record 8333).

***88 Gee! Aint I Glad I'm Single?** — **Edward M. Favor**

A comical topical song which is being featured by Joe Weber's Travesty Co. in "The Merry Widow and The Devil." It is a series of satires on the hits of the New York season. Five verses, a dozen laughs, sung in Mr. Favor's characteristic style. Orchestra accompaniment. Music, Melville J. Gideon; words, Edgar Selden.

89 I Dreamt that I Dwelt in Marble Halls — **Edith Chapman**

One of the gems of the well known English opera "The Bohemian Girl," by M. W. Balfe. It is sung by *Arline* in the first scene of the 2nd act. This scene occurs after a supposed lapse of twelve years from the time *Arline* was stolen by the gypsies. Awakening from her sleep she sings the song of her dream to her lover, *Thaddeus*. Miss Chapman's interpretation is very commendable. Music, M. W. Balfe; words, Alfred Bowen.

90 Scarf Dance — **American Symphony Orchestra**

The Scarf Dance (Pas des Echarpes) is given in its entirety in this Record. This beautiful and famous composition is by Mme. Cecile Chaminade, the distinguished French composer and pianiste who made a concert tour of the United States early this season. Of her many works the Ballet Symphonie "Callirohe" has attained the most popularity and the celebrated Scarf Dance, known as Air de Ballet No. 3, is the favorite number of this ballet suite. Composer, Mme. Cecile Chaminade.

91 In Heavenly Love Abiding — **Edison Mixed Quartette**

A mixed quartette with organ accompaniment. Many well known choirs throughout the country are making use of this anthem. It opens with a solo for soprano, followed by a duet for soprano and tenor and an effective finale for the four voices. Composer, Albert J. Holden.

92 On Parade Medley (*Original*) — **National Guard Fife and Drum Corps**

There is nothing that quite compares with a fife and drum corps for the stirring rendition of certain forms of music, particularly certain of the patriotic airs. The National Guard Fife and Drum Corps gives in this Record a fine exhibition of the possibilities at its command—the medley (an original one) introducing the following numbers: "The Girl I Left Behind Me," "Sweetheart Town," "Garry Owen," "I'm Afraid to Go Home in the Dark," "Benzler's Favorite" (reel), "Just One Sweet Girl," "The Girl I Left Behind Me." Between each selection bugles playing military calls and airs are heard.

93 Angel's Dream Waltz — **New York Military Band**

A waltz that will live; a waltz that is already finding much popularity at society functions. Its construction is based on several well known classic melodies—"Angel's Serenade," by Braga; Mendelssohn's "Spring Song," Nocturne, by Chopin, and an old German love song. These are arranged in perfect waltz time, thus making the number most effective for dancing.

94 Diabolo Two-Step and Medley — **New York Military Band**

An original band composition, the strong rhythm of which defies any pair of human feet to keep still; a two-step that is a two-step; and a four-minute one at that, introducing a medley which includes the splendid two-step refrains in the following popular airs: "Diabolo Two-step" (by Charles J. Roberts), "Down in Georgia on Camp Meeting Day," "Tipperary," "My Dream of the U. S. A.," and "You Can Look and You Can Listen, But M-o-m Is the Word."

*This selection will be illustrated on cover of the March Phonogram.

Turkey in the Window!

We have received from the Eiler's Music House, of Boise, Idaho, a photograph of a novel window display of Edison goods made during Thanksgiving week. The floor, back and sides of the window were covered with cotton to represent snow. Six Edison Phonographs were placed on the floor, apparently resting on the snow. In the foreground stood an immense turkey, a placard in front making him say: "Who said Thanksgiving?" The display attracted much attention. The photograph did not do it justice or we would have reproduced it here. In sending the photograph the company wrote:

"So far fall trade has been especially good with us, in fact, a great deal better than a year ago. Our recent fire has set us back to a certain extent, but even when all the rest of the store was torn up by insurance men and carpenters, the Phonograph department kept going just the same, filling orders for the out-of-town Dealers.

An Edison Jobber in the West recently wrote: "You will remember that in October you shipped us close to 1,200 machines. It is surprising to see how fast these machines are going, for business is very good in the machine line. We have only about 550 machines left of the 1,400 sent us of the combination types."

Our National Advertising

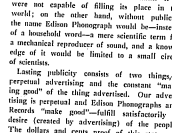
It is the desire of the National Phonograph Company that all Edison Dealers shall know what is being done to advertise nationally the goods they are selling.

Nothing but the great power of publicity could ever have made the Edison Phonograph an instrument that by its very music has r vitalizing effect on the race. The name—Edison Phonograph—is now a household word for happy hours in the home.

Of course, the Phonograph could never have gained the standing it now maintains if it were not capable of filling its place in the world; on the other hand, without publicity the name Edison Phonograph would be—instead of a household word—a mere scientific term for a mechanical reproducer of sound, and a knowledge of it would be limited to a small circle of scientists.

Lasting publicity consists of two things,—perpetual advertising and the constant "making good" of the thing advertised. Our advertising is perpetual and Edison Phonographs and Records "make good"—fulfill satisfactorily a desire (created by advertising) of the people. The dollars and cents proof of this statement is shown by the fact that our advertising appropriation and our output of Phonographs and Records each show a marked yearly increase.

Our current advertising is of course extremely heavy, owing to the necessity of making the name "Amberol," and all that name stands for, also a household word wherever Edison Phonographs are known. During the month of December we used the ad shown herewith, "Why the Mail Was Late," in eleven of the largest circulated weekly publications. This same advertisement will appear in sixteen of the January monthlies, the space taken being one full magazine page. The only back cover we are using in January is in Munsey's Magazine. Besides the space taken in the monthlies and the popular weekly publications, our ad will also appear in twelve or fifteen of the large news weeklies of the country and in thirty-nine farm papers.



"It'll be much too late"

Mr. Edison made all sound-reproducing instruments possible but he perfected the Edison Phonograph.

AMBEROL RECORDS *for*
EDISON PHONOGRAPHS

are Mr. Edison's newest and greatest invention. They are no larger than the regular Records, but hold twice as much music and play twice as long.

Trade Notes

P. A. Powers, of Rochester and Buffalo, has purchased the stock of the Douglas Phonograph Co., 89 Chambers street, New York, and will continue the business as a retail Dealer at the same location. The style of the company will be the Excelsior Phonograph Company. John Kaiser will be the General Manager.

Peter Bacigalupi & Sons, Edison Jobbers at San Francisco, Cal., have secured permanent quarters in Market street, near Sixth, and will be able to occupy the new store soon, when the Golden Gate branch will be abandoned. The new store is very commodious and the extensive basement will be utilized as a warerooom for the wholesale department.

The Wurlitzer Company, of Cincinnati, is opening their new store in New York, at 25 and 27 West 32d street, state they will not put in a talking machine stock at the start off, and will carry samples only. They propose to exploit an initial line of the automatic instruments, and later other goods.

Greater Interest Than Ever

We are writing you this letter thinking possibly you would like to know the condition of the Phonograph business in Omaha. Never in our experience has the interest been as great as it is today, and we have more people with means looking up Phonographs than we have ever had since in the Phonograph business, and our retail trade is most excellent.—*Nebraska Cycle Co., Omaha, Neb.*

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—H. O. Bollinger.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Fammer Co.
San Francisco—P. Bacigalupi & Sons.
Kohler & Chase, Inc.
COLO., Denver—Denver Dry Goods Co.
Rext Music Co.
CONN., New Haven—Pardee-Ellenbarger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips Crew Co.
Wetmore-Jemison Jewelry Co.
IDAHO, Boise—Eilers Piano House.
ILL., Chicago—Siebens Bros.
Lyon & Healy.
James L. Lyons.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Pesotum—Chas. C. Adams & Co.
Peoria—Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Clinton—Lindquist Bros.
Dubuque—Harger & Blish.
Fort Dodge—Eerly Music House.
Sioux City—Eerly Music House.
KY., Louisville—Montenegro-Bishm Music Co.
LA., New Orleans—William Baller.
National Automatic Fire Alarm Co.
MAINE, Bangor—J. L. Crosby Co.
Portland—W. H. Rose & Son.
MD., Baltimore—E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Pittsburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Springfield—Flint & Brickett Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Thomas C. Hough.
Minneapolis—Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
Minnesota—Phonograph Co.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Behmeiyer Arms Co.
St. Louis—Columbia Phono. Co.
Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Bisser.
NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petit
Paterson—Thos. R. O'Dea.
Trenton—Hall Blank Book and Stationery Co.
John Sykes.
N. Y., Albany—Finch & Hahn.
Auburn—John Ross.
Brooklyn—A. D. Matthews' Sons.
Buffalo—C. A. Andrews.
Lyon, Healy, Co. & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Piano. Co.
Kingston—Forsyth & Davis.
New York City—Bieckman Talking Machine Co.
J. F. Bieckman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Hapke.
Regina Co.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss.
Oswego—Frank E. Bolway.
Rochester—Meckle Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Finch & Hahn.
Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Clark-Horrocks Co.
Arthur F. Ferriss.
William Harrison.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Hall-Pintes Co.
Hilmer Musical Co.
Ralph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Jerry H. Whitsel Co.
Dayton—Niehaus & Dohse.
Newark—Hall-Pintes Co.
Toledo—Hayes Music Co.
Youngstown—W. D. Henry Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Sons Co.
PENN'A, Allentown—G. C. Aschbach.
Harrisburg—Cole Bushn & Bro.
Hazleton—Jois Bushn & Bro.
Philadelphia—Cole Bushn & Bro.
C. J. Happe & Son.
Lit Bros.
Musical Echo Co.
Penn Phonograph Co.
John Wanamaker.
Weymann's Talking Mach. Co.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Reading—Reading Phonograph Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. M. Dean Co.
J. Samuels & Bro.
J. Samuels & Bro.
TENN., Chattanooga—J. H. Templeman Co.
Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. N. Atwood.
O. K. Houck Piano Co.
Nashville—Marshall & Co.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—Talking Machine Co.
Houston—Texas Optical Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—D. S. Johnston Co.
Kohler & Chase.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Toronto—E. N. Williams & Sons Co., Ltd.
Vancouver—R. V. Waitt & Co.
Winnipeg—E. B. Williams & Sons Co., Ltd.

Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

There is a great opportunity for you to sell I. C. S. Language Outfits to people who are going abroad or who desire to learn a language for the sake of the knowledge of it alone; to those who desire to qualify for positions as translators and foreign correspondents; and to foreigners who wish to learn to speak English. No sledge hammer is needed to get it clearly into your head that this presents a sure way of broadening your field of work and increasing your sales. For the sake of good business sense, boom the I. C. S. Language feature of the business.

International Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII February, 1909 No. 2



A Lesson in Co-operation---See Page One

The EDISON PHONOGRAPH MONTHLY

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The EDISON PHONOGRAPH MONTHLY

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Co-operation is the one big word we wish to instil into the mind of every Dealer in Edison Phonographs and Records. To us it is a big word with a bigger meaning, for, in a great measure, we owe our own wonderful growth to the strong co-operation of the various departments which make up our organization.

The outer evidence of our belief in co-operation are shown to the trade by our advertising, by our Dealers' protective policy, and by the printed matter we furnish for Dealers' use. Perhaps the PHONOGRAPH MONTHLY is the best evidence of our aim to co-operate with the Dealer.

The Dealers who co-operate with us are those who *take advantage of our co-operation*—those who connect their stores to our national advertising by doing local advertising, who make the best possible use of the printed matter we supply, and who do everything *in their power* to further the sale of Edison goods.

There are many such Dealers and the number is constantly increasing because we make it worth while for a Dealer to get the best possible results from his community by means of our protective policy.

The kind of co-operation of which we have spoken is the absolutely necessary kind, the kind that neither Dealer nor manufacturer can get along without and be successful. But it is a different variety of co-operation we are interested in just now—*co-operation between Dealers.*

You may never have given any thought to helping the other fellow; we don't mean the other fellow 'cross the street, we mean "the other fellow in the other town,"—"the 13,000 other fellows" scattered over the continent. Have you ever said anything like this to yourself: "I would just like to know how So-and-So Company manage to do such a prosperous Edison business on the instalment plan?" If you've ever said anything like that probably So-and-So Company were wondering at the same time how you manage to do such a big Record business. If you should both ask and answer such questions through the PHONOGRAPH MONTHLY you would both gain.

Let us draw a little picture that will represent the facts. All Dealers in Edison Phonographs and Records are trying to pick the same kind of apples, which we will call Phonograph and Record sales apples. The question is,—won't more apples be picked if the Dealers help each other instead of working independently? We think so. Of course, some Dealers sit under the tree and wait for the apples to drop, but these fellows are being crowded out by the boys who take advantage of every windfall. The "wind" that shakes the tree—by the way—is our advertising. But the wind never blows all the Edison apples down. There are always plenty to be had for the picking after the strongest blow.

Yes, there are almost as many ways to gather apples as there are to skin a cat,—some good ways, some bad ways. A bad way, for instance, is to throw stones until you hit the apple you want; this is good fun but the energy required is all out of proportion to the results obtained, for when you finally get the apple aimed at you find it is bruised. Certain of the sky-rocket advertising schemes some of our Dealers indulge in remind us of the boys who gather apples by the stone throwing process.

The boys who get the most apples are the ones who help each other. They climb upon each others' backs, get every apple on the tree, and then divide.

In business people don't divide, but they can

help each other, and when they do, they realize that "the greatest good to the greatest number" is also the greatest good to the individual. Concerted action in connection with any definite purpose has always proven more successful than independent action.

We desire to see Edison Dealers work with us and work together in one common purpose—the selling of Edison goods. The PHONOGRAPH MONTHLY is naturally a medium for co-operation between Dealers and us. We wish to increase its usefulness by allowing it to be a medium of co-operation between Dealers. If two heads are better than one, aren't the chances good that 13,000 heads are considerably better?

We were recently informed by one of our Jobbers that a representative of a competing company had stated it as a fact that the "Edison Company regards the Amberol Record as a failure and would give $100,000 if it could take it off the market." As a rule it is no more worth while to pay attention to remarks like these than it is to notice the barks of a dog on the other side of the fence, but it does seem worth while in this case. The man in question represents a company of standing and is probably making the same statement to others, so that the sooner it is refuted the quicker it will stop it. The remark also furnishes another opportunity to say something about the success of the Amberol Record, and we are so enthusiastic about it that we welcome every chance to write and talk about it.

The slander—for it is nothing else—shows that our competitors regard the Amberol Record as a serious factor in the business or it would not find it necessary to resort to such statements. So far from being a failure, the Amberol Record is a greater success than the most sanguine Edison adherent had anticipated. The sale of Amberol Records and attachments has thus far exceeded every expectation. The trade is not only practically unanimous in its approval of the new Record, but it is manifesting a belief in its future and it is backing up that belief by its orders. The advance orders for the monthly list of Amberol Records is already a close second to the Standard Records, although there are still many more Phonographs that will play only the latter Record than there are that will play both. This shows that the public are also enthusiastic and that those having Phonographs equipped to play Amberol Records are buying a greater percentage of them than are those who use Standard Records only. Amberol Records are not only an immediate success, but the principle back of them—a greater number of threads to the inch—opens up a future the limit of which no one can foresee. When Edison Jobbers and Dealers hear men talk about our lack of faith in Amberol Records we ask them to put it down as being absolutely without foundation and as being actuated by nothing but jealousy of our success.

The Record exchange proposition that went into effect on January 4th served, among other things, to again emphasize the fact that many Dealers and often Jobbers were neglecting an important feature of the business, namely, keeping posted on what is being done for their benefit. The exchange proposition provided for the return of cut out selections. The only cut out list issued in 1908 was mailed to every Jobber and Dealer in August and was also reprinted in full in the September issue of the PHONOGRAPH MONTHLY. In either form it should have attracted the attention of everyone in the trade. Its importance should have been recognized by all. Not only should this list have been preserved, but every Jobber and Dealer should have tagged his stock in a manner to show just what selections were to be dropped, so as to dispose of his stock of them.

Records represent real money to everybody, and it is better to sell than keep them. Even though cut out Records can be returned to the factory for exchange, it costs more real money to pack them and pay freight charges to Orange. Every consideration of self interest should prompt the trade to know all about cut out selections. Yet within a week after the exchange papers were mailed to the trade on January 1st we received a large number of requests for copies of the cut out lists and Jobbers reported that they too were besieged with similar requests. It was evident that hundreds of Dealers had paid no attention to an important trade matter—one that affected their own pockets. As a result many Dealers probably lost the opportunity to return cut out Records because they did not know what to return and by the time they received copies of the list, the limit given for the exchange had expired. No Dealer would have had to ask a question about cut-outs had he kept a file of the EDISON PHONOGRAPH MONTHLY. With such a file he could in ten minutes have obtained from its pages all he wanted to know.

In constantly appealing to the trade to read and keep the PHONOGRAPH MONTHLY, we do so not alone for our own interests (which, of course, is the reason for its publication), but also because we believe it to be of real value to the trade. If it does not benefit Dealers first it cannot benefit us at all. Again we say to the trade:

If you would serve your own interests read every page of every issue of the Phonograph Monthly. If you will not read it, keep a file of it as each issue appears so that when you want information on trade matters you will know where to find it.

How many times have men and women been heard to exclaim, "Why, that's the best Phonograph I ever heard!" upon hearing an up-to-date Edison Phonograph for the first time? Or, "I didn't know that Phonographs are now made so clear and natural in tone or so pleasing to hear. They are very much better than those I heard years ago," is in effect the remarks of others. Dealers should make this the keynote of their efforts to sell Phonographs. Induce the people in your territory to hear the Phonograph. Get them into your store, either by special invitation or by getting them to attend concerts at regular intervals. Or, better still, put Phonographs in their homes on trial. Get their consent to do this, show them how easy it is to operate, and leave the machine and a few carefully selected Records for a few days. In a majority of cases they will not permit the machine to be taken out. To have a Phonograph in his own home, to realize how easy it is to operate it, and to know how much amusement can be had by its use, combines to make an appeal that it is hard for the average man to resist. Even if he holds back, his wife and children will want the machine and it will be an unkind father, or one too poor, that will not keep the machine for their sakes. One of the strongest reasons for the success of the mail order firms is that they put the Phonograph in on trial, knowing in advance that the percentage that will come back is small. If Dealers will do more work of this kind they will find their sales greatly increased.

S. L. Canary, Edison Dealer at Lebanon, Ky., has the right idea along these lines, as is shown by the following letter that he sends to prospective purchasers:

> I am even pleasure in presenting my 1909 Edison Phonograph THREE DAYS' FREE OFFER.
>
> You already know of the fact that the Improved Edison Phonograph is superior to all others, and Mr. Edison's own name on all his Machine and Records is the mark of Quality and a guarantee of Perfection.
>
> May I not place one of these Elegant Phonographs with you for a Three Days' Free Trial, as you can take plenty of time in the privacy of your own home hearing the Records and making your own selections. This privilege is yours for the asking.
>
> Remember, if you are not perfectly satisfied in every particular after Three Days' Free Trial, I will remove the outfit without trouble or expense to you in any way, just as cheerfully as same was brought into your house. Nothing could be fairer.
>
> I want you to try the improved Edison Phonograph, and our liberal terms of my Free Offer.
>
> You understand, this obligates you in no way. You have nothing to lose and a great deal is to be gained.
>
> Mr. Edison's latest invention is a Wonderful New Record, called the Amberol, that plays 4½ minutes—over twice as long as other records.
>
> I desire to serve you to the best advantage, so don't let this Great Free Offer pass. Let me hear from you at once.

This is an example worth emulating.

Does every Edison Dealer realize the value of the protection we give him against strained competition? If he does, let him look over his particular field and decide whether he is covering it so satisfactorily as to warrant our protection. If he is not, let him remember that as soon as an application comes in from his locality we will establish a new Dealer. This is not a warning; it is just a reminder.

No Protection to Dealers Without Sales

An impression seems to prevail among some Dealers that no matter whether they do a good business in Edison goods, a little business, or none at all, they are going to continue in undisputed possession of the territory they occupy. Such an impression is altogether wrong. If a Dealer expects us to protect him in his town and if he hopes to keep out competition, he must keep a fair stock of Edison goods and make a reasonable effort to sell them. His right to possession will be judged by his purchases of our goods and nothing else. It ought not to be necessary to put the matter in this way. Every individual or firm who has invested capital to put in an initial stock of Edison Phonographs and Records ought to be pushing the line for the profits in it, and without any urging on our part. The profits on Edison goods are greater than on 80 per cent. of the goods in any other line and ought in themselves to bring into play the best salesmanship of which the Dealer is capable. In any event, there will be no protection unless there is selling co-operation. So if you don't sell, don't look for protection.

Is your stock of Phonographs and Records in good shape, both as to quantity and variety? If not, bring it up to date.

Selling on Instalments

"I cannot afford to sell goods on instalments," or "Instalment sales take so much capital that I cannot do business that way," are remarks that Dealers are often heard to make. And with such remarks they dismiss the subject as if there was nothing more to be said about it. They realize that much additional business might be had if they could sell on instalments, but it never occurs to them to investigate further. It has never been the policy of the National Phonograph Co. to strenuously urge Dealers to sell goods in this way, and it is not our intention to do so in this article. What is said here is more for information than otherwise.

When instalment sales are made in accordance with a few simple rules it is a better way of selling Edison Phonographs and Records than for spot cash, and it is a better way of doing business in small places than in large cities. Both of these statements may sound ridiculous to Dealers in small places, but they are reasonable and practicable.

It is a better plan, because the more times a Phonograph customer can be induced to enter a Dealer's store, the more Records he can be induced to buy, and if he has bought his Phonograph on instalments he will be required by the terms of his lease to pay a visit once a week until the payments are completed. It is easier and safer to do an instalment business in small places than in large cities, because in the former everyone is known to the Dealer, or his standing can be easily ascertained, something quite difficult in cities.

There is nothing unbusinesslike and little uncertainty about instalment sales. Properly conducted the losses from them are smaller than from the ordinary credit sales. Those who make a success of the business do not sell on instalments to Tom, Dick and Harry, as many suppose who have not looked into the plan. They make a careful investigation into the standing of the prospective purchaser, and unless his record is good he does not get a machine. If he is regularly employed, is well spoken of by his employers and neighbors and has good habits, he is a good risk, for not one out of every hundred such men will fail to meet his obligations. Think how much easier it is in small places to get all the essential facts about instalment purchasers. Remember, too, that the Dealer retains ownership of the machine sold on instalments until all the payments have been made.

Let us suppose that a Dealer in a small town wants to try out the plan of selling on instalments and in a limited way. He needs first a blank form of lease. This should be one drawn in conformity with the laws of his State. If such a form cannot be had in his own town, his Jobber will get supply for him. He next wants a simple system for keeping track of the weekly payments. Since he is only going to try out the plan in a small way, he needs only the simplest system. A leaf in a blank book, with a column marked for each payment and having the date at the top is all that is necessary. He has found a customer whom he is satisfied is all right, and he is ready for the tryout. The customer intends buying a Standard machine at $30.00. This costs the Dealer $18.00. It is customary to require the purchaser to make a first payment of at least $3.00, so that when the deal has been made the Dealer has $15.00 capital invested. It is also customary to expect a purchaser to buy a half dozen Records or more and pay cash for them. If the weekly payments are one dollar the Dealer will get his capital back in fifteen weeks, and the payments thereafter are profit. For twenty-seven weeks the purchaser calls at least once a week, and it is not difficult to sell him one or more Records each time he comes in. It is a safe guess that in twenty-seven weeks he will buy at least four dozen Records, representing a profit of $7.20 to the Dealer. In this way the total purchases will reach $46.80—more than they would on a cash sale—netting the Dealer a profit of $19.20.

But no enterprising Dealer would stop with one such sale. The following table has been prepared to show that a sale of this kind can be made once every two weeks on a total investment of $64.00, and it will not reach even that sum until seven sales had been made. For convenience this table has been based upon the sale of Standard Phonographs only, and it is being supposed that the first sale was made on Feb. 6.

Feb. 6.	Cost of 1st machine	$18.00
	Less 1st payment	3.00
	Capital Invested	$15.00
20.	Cost of 2d machine, less 1st payment	15.00
	Less 2 weeks' payments on 1st machine	$30.00 2.00
	Capital Invested	$28.00
Mar. 6.	Cost of 3d machine, less first payment	15.00
	Less 2 weeks' paym'ts on 2 machs. out	$43.00 4.00
	Capital Invested	$39.00
20.	Cost of 4th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 3 machs. out	$54.00 6.00
	Capital Invested	$48.00

Apr. 3.	Cost of 5th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 4 machs. out	$63.00 8.00
	Capital Invested	$55.00
17.	Cost of 6th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 5 machs. out	$70.00 10.00
	Capital Invested	$60.00
May 1.	Cost of 7th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 6 machs. out	$75.00 12.00
	Capital Invested	$63.00
15.	Cost of 8th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 7 machs. out	$78.00 14.00
	Capital Invested	$64.00
29.	Cost of 9th machine, less first payment	15.00
	Less 2 weeks paym'ts on 8 machs. out	$79.00 16.00
	Capital Invested	$63.00
June 12.	Cost of 10th machine, less first payment	15.00
	Less 2 weeks paym'ts on 9 machs. out	$78.00 18.00
	Capital Invested	$60.00
26.	Cost of 11th machine, less first payment	15.00
	Less 2 weeks paym'ts on 10 machs. out	$75.00 20.00
	Capital Invested	$55.00
July 10.	Cost of 12th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 11 machs. out	$70.00 22.00
	Capital Invested	$48.00
24.	Cost of 13th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 12 machs. out	$63.00 24.00
	Capital Invested	$39.00
Aug. 7.	Cost of 14th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 13 machs. out	$54.00 26.00
	Capital Invested	$28.00
21.	Cost of 15th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 14 machs. out	$43.00 28.00
	Capital Invested	$15.00
Sept. 4.	Cost of 16th machine, less first payment	15.00
	Less 2 weeks' paym'ts on 15 machs. out	$30.00 30.00
	Capital Invested	$00.00
18.	Two weeks' payments on 16 machs. out	30.00
	Cost of 17th machine, less first payment	15.00
	Profit	$15.00
Oct. 2.	Two weeks' payments on 15 machs. out	30.00
	Cost of 18th machine, less first payment	$45.00 15.00
	Profit	$30.00

This table shows that when fifteen machines have been sold the Dealer has had his entire capital returned to him, and thereafter has a constantly increasing income as long as he continues the plan. Then think of the Record business to be had from the weekly calls of fifteen instalment customers. With double the capital one Standard machine could be sold every week. The Dealer of limited capital and skepticol about instalment sales should limit his instalment sales to one in two weeks, until he is convinced and has the capital necessary to swing a larger number. Even if a Dealer has no capital of his own, but has a good reputation, he will have no difficulty in getting his bank to advance the money and take the leases as security.

The foregoing has been presented for the benefit of the Dealer who has not believed in instalment sales. To him, therefore, such sales will be in addition to his usual cash business and consequently just so much additional profit.

Meeting of Eastern Salesmen

The semi-annual general meeting of the Eastern salesmen of the National Phonograph Company was held at Orange on January 5th. The salesmen present were: B. R. Barklow, H. D. Clark, F. W. Ewan, G. A. Hedden, F. H. Hird, F. L. Hough, Jr., J. W. Scott, J. F. Stanton, R. H. Veale, and C. D. Warren. The meeting was in charge of General Manager of Sales F. K. Dolbeer and Manager of Salesmen E. H. Phillips. The entire day was devoted to hearing detailed reports from the salesmen concerning conditions in their respective territories, listening to talks by President F. L. Dyer, General Manager C. H. Wilson, Mr. Dolbeer, Mr. Phillips and others. It was announced that John H. Gill had won the $100 prize for having established the greatest number of new Dealers in 1908; that J. W. Scott had won the second prize of $50, and E. A. Neff the third prize of $40. It was stated that the prizes for 1909 will be awarded according to a new plan by which a certain number of points will be allowed for various kinds of work accomplished and not for new Dealers only. It was the universal opinion that the Edison business was in splendid shape and needed only a return of normal business conditions to be greater than ever before. It was reported that the new Amberol Record had been enthusiastically received everywhere; that it was regarded as having injected new life into the business.

If you expect to keep other Dealers out of your town, do a business that will make competition unnecessary.

Imprinted Cap Labels

With the manufacture of Edison Records for January, the National Phonograph Company began the work of printing the number, title, and name of artist on the top label of each Record box. This is something that has long been wanted by the trade. Action on our part has been delayed because of the cost and because other things involving large expenditures seemed to be more urgent. Among the latter, for instance, have been the construction of a score or more concrete buildings and the purchase of a large amount of new machinery. The largest of these items are now out of the way and new cap labels will get the attention they deserve. The January Records bore imprinted labels and the supplement each month will be similarly treated. As fast as catalogue selections are made up for stock they will be labeled in the new way. It is hoped in another six months to thus change over all catalogue titles and have all Records go out in a uniform manner.

Printed Matter

With the February Bulletins, Supplements, *Phonogram*, etc, just mailed to the entire trade, was included a copy of the new Domestic Record Catalogue, Form 1460. It contains all selections listed up to and including December, 1908, and is bound in a new and attractive cover. Quantities are in the hands of Jobbers, or will be by the time your order for a supply reaches the one through whom you buy.

The Dealers' Discount Sheet, Form 1503, enclosed with this copy of the MONTHLY, is revised to January 1st. Keep it on file; it's sent you for that purpose.

Many Dealers are asking for a copy of the new Alphabetical and Numerical Catalogue. The requests were particularly numerous during the exchange proposition period. It was quite impossible for us to secure the new edition in time for enclosure with the exchange papers—nor are we in a position to say at this writing when it will be ready, despite the fact that the work is being pushed as rapidly as possible.

A new souvenir post card, bearing Form No. 1350, is now being distributed in quantities to Jobbers. A sample is enclosed in this issue. Get a supply with your first shipment of other goods. The post card furnished the trade some months ago was a decided success. This edition is printed in a better manner, and is more artistic in every respect.

How about those Grand Opera Records which may be in your stock? Have you a supply of complete catalogues, Form 1360, to help you dispose of them? If not, your Jobber has, and will be glad to see that you get same.

New price cards, Form 1457, for the combination type machines, were recently distributed to Jobbers who asked for them. You can use a few to good advantage for display purposes. Make this another item on your next printed matter order. If your Jobber didn't get a supply, your order will stir him up.

Selling Attachments on Instalments

In another article we have referred to some extent on the instalment plan of selling Edison Phonographs. While we avoid urging Dealers to sell Phonographs on instalments, there can be no question as to the advisability of selling attachments in this way, because in this way it will be possible to sell many more of them. To sell the attachments which equip a Phonograph for playing Amberol Records means increased sales on Amberol Records. All Records sell for cash, of course. Doubtlessly there are many Phonograph owners in your town who have not yet purchased the attachments. A circular or letter addressed to such people, stating the cost of the attachments, describing the features of Amberol Records and making an attractive time payment offer for supplying the attachments—aside from netting a profit on the attachments sold—would open up some good Amberol Record business. Any effort the Dealers make to see that every Phonograph owner is possessed of the attachments for playing Amberol Records should be well rewarded by increased Record sales.

Notice to Dealers

The attention of all Dealers is directed to the Sales Dept. Supplemental Bulletin printed on page 15. It covers in greater detail the furnishing of combination attachments for use on machines equipped with repeating attachments, a matter which apparently has not been thoroughly understood up to this time. A careful reading of the bulletin and compliance with the instructions contained in it, will facilitate the equipment of machines with repeating attachments, and prevent the complaints received in the past from trade and public alike.



Maurice Levi

The April list of Edison Standard Records introduces a notable musical organization to the Phonograph public in Maurice Levi and his band. Their first Record is No. 10097, "Happy Days." All who hear it will recognize it as the work of a band of superior merit. The Records of the band will form part of each month's lists and we predict great popularity for them.

Mr. Levi first attained prominence as musical conductor of the Rogers Bros. series of musical comedies. With them he wrote his famous Reuben songs, two of the most popular of which were "When Reuben Comes to Town" and "Wedding of the Reuben and the Maid." Last summer Mr. Levi and his band were the principal attraction at Manhattan Beach, the scene of the great P. S. Gilmore's former triumphs. Mr. Levi is now in Europe gathering material for his forthcoming comic opera, which he is to bring out next season.

In directing his band, Mr. Levi divides the honors with them. He furnishes more than his share of the entertainment by his highly interesting methods of conveying to the band and the audience his interpretation of the selection being performed. He is the best of the new school of musical conductors now so popular with the amusement going public.

Free Phonograph Concerts

"The concerts are appreciated, and many would be willing to pay an admission fee to hear them a second time. I think the scheme is a good one and I expect good returns from them, as many who had never heard an Edison before are taking much interest and contemplate becoming owners of an Edison machine."

This is the way B. Thierien, Jr., an Edison Dealer at Laurentides, Can., writes when sending us a copy of one of the invitations he sends out in connection with his free Phonograph concerts. He has printed 20,000 of the invitations in French and 10,000 in English. Mr. Thierien has the right idea about letting the public know about Edison goods, and every Edison Dealer might follow his example with profit.

Corrections

A slight error crept into the printing of the February Record Supplement, Form 1471. In the Amberol section, "The Death of General Custer" is given number 79, when 80 is the proper number, as is quite apparent from the fact that 79 is also given as the number of the preceding selection. Dealers are asked to explain the mistake to those of their customers who may notice it.

In Sales Department Bulletin No. 23, which appeared in the January EDISON PHONOGRAPH MONTHLY, an error was made in numbering the German Record, "Ein Mädchen oder Weibchen." The number should have read 12395, instead of 12396.

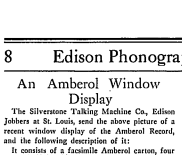
Phonograph Longevity

In your January issue of EDISON PHONOGRAPH MONTHLY I saw an item from H. C. W., Peekskill, N. Y., about his machine that he has run for 12 years. I think I can beat that. I have got an old Concert Edison machine—one of the first one out. I have known of it for 16 or 17 years. It has been all over Kansas giving concerts, but the Records, most of them, wore out, and the parties that owned it thought it was played out. I traded for it, sent it to the Schmelzer Arms Co., had it altered so as to play Gold Moulded Records. When the new four-minute Records came out I got an attachment for it and we keep it running a large share of the day time. It apparently is as good as new and will last a lifetime for all anything I can see. Edison machines never wear out, I guess. —*S. R. Buell, Alton, Kan.*

An Amberol Window Display

The Silverstone Talking Machine Co., Edison Jobbers at St. Louis, send the above picture of a recent window display of the Amberol Record, and the following description of it:

It consists of a facsimile Amberol carton, four and a half feet high, by two and a quarter feet in diameter, it being an exact duplicate of the new Amberol carton, twelve times enlarged. Now this carton revolves mechanically, so that all the reading on the carton could be easily



read. At the base of the carton is placed the well-known old couple, taken from a banner and fastened to a backing of heavy pasteboard. The arm and heads are separate and independent and were made to move mechanically. The arm of the old man raises and lowers, apparently keeping time to the music of the Phonograph, to which he is listening; while at the same time the head moves at intervals away from the hand and then towards it, resting a slight period with the hand at the ear. The old lady occasionally nodding and shaking her head as if with pleasure and surprise.

A sign at the bottom of the display reads, "Listening to the new Amberol Record." Above the carton, not shown in the photograph, was perched an American eagle in white, holding in its bill streamers leading to the new Amberol Records and attachments, which were placed on pedestals to the right and left of the display. Posters explaining the new attachments and Records were each fastened to the pedestals, and these posters were taken from those furnished by the National Phonograph Co.

A semicircle canopy of streamers were draped around the carton and, from the upright posts to the corners of the windows, streamers were extended, upon which were written as follows: "Amberol Records," "Play four minutes," "The wonder of the age," "Twice as long," "Tones sweeter," "Edison's latest invention." As a background to the whole picture the regular Edison banner was hung, forming a striking contrast, with its background of yellow to the white and green colors, which predominated in the decorations and printing.

The above window display has attracted considerable attention here in the city, and the effects are apparent, as business has been considerably improved since placing the above in our window.

Among the Jobbers

Harger & Blish, Edison Jobbers at Des Moines, Ia., were the originators of a neat bit of enterprise last month. As soon as they received word about the exchange proposition of this Company they issued a circular letter calling the attention of their Dealers to it and giving the numbers of the cut-out selections. The latter feature will be hereafter followed by us in advising the trade about an exchange proposition.

Victor H. Rapke, one of the pioneer Jobbers of Edison Phonographs, has moved from 1659 Second Avenue, New York City, to 102 Mott Avenue, in the same city. Mr. Rapke is the originator of and still controls the Rapke Record labels.

W. E. Henry Company, Edison Jobbers at Youngstown, Ohio, have disposed of their entire stock to the Standard Talking Machine Company of Pittsburg and have ceased to be Jobbers at that point.

Peter Bacigalupi & Sons, Edison Jobbers at San Francisco, have taken a long lease on a new location at 941 Market street and have moved to this place their jobbing headquarters at 1021 Golden Gate avenue and their retail branch at 1117 Fillmore street.

The jobbing privileges of the J. M. Dean Co., Providence, R. I., have been transferred to the Household Furniture Co.

Changes in Prices and Discounts

Sales Department Bulletin No. 25, on page 15, gives information about a new price on Recording Horns and a change in discounts on repair parts.

WANTED—Dealers for the Edison Business Phonograph Co. who will give special attention to this line by outside demonstrations and canvassing. Address Edison Business Phonograph Company, Orange, N. J., for discounts under special agreement and full information.


"Hit the rubber wood's played"

Until you have heard the new Amberol Records you have not heard the Edison Phonograph at its best.

Edison Amberol Records have made the Edison Phonograph a more fascinating entertainer than it was before—added richness and sweetness to its tone, increased its repertoire and enabled it to give more people more of the kind of music they enjoy.

Consider the increased enjoyment of a Record that plays twice as long as the regular Edison Record, and longer than any other Record made.

The Amberol Records have opened an entirely new field of music for Edison Phonograph owners.

They offer music which, by reason of its length, cannot be secured on any other Record. They offer not only a wider range of music, but a higher grade and a better rendition than has before been possible.

The tone of Amberol Records is matchless. They have a clearer, richer tone and truer artistic interpretation than that of any other Edison Records, which means that they are superior to all Records.

Amberol Records are 50 cents and afford twice the entertainment of the regular Edison Records, at 40 cents. There are new selections every month for the Amberol Records as well as for the regular Edison Records.

Every Edison Phonograph, except the Gem, can easily be equipped to play Amberol Records without interfering with the playing of other Edison Records. Your dealer has the attachment and Records. Now—to-day—hear both kinds of Records. Go to your dealer and hear the Edison Phonograph play an Amberol Record.

Edison Phonographs are sold on the instalment plan if desired. Prices are $10 to $100. Ask your dealer, or write for booklet.

Dept. of the Edison Phonograph Monthly, which is making Records of history, literature, music and song for the home. Ask your dealer, or write for booklet.

National Phonograph Company, Orange, N. J.



THE EDISON BUSINESS PHONOGRAPH reduces the cost of letter writing one half

Reduced fac-simile of the two-page advertisement of the National Phonograph Co., in the Standard Magazines for February.

February Advertising

The February monthly magazines all appear in January. Therefore any advertising done in them is the first advertising done in the new year. Dealers are doubtless disposed to regard the reference we constantly make to the advertising we are doing as a hackneyed and uninteresting subject.

Believing as we do, however, that advertising constitutes a large part of the life of the business, we feel it a duty, as well as a pleasure, to continually tell the trade what we are doing in this way to sell the Edison goods. All Dealers would see a few publications each month and would know that we were doing some national advertising. But they could not see all of the mediums we are using, and as a result would have no idea of the great amount of this publicity, if we did not tell of it in this way.

The advertising we are doing in what is really the first month of the new year must be accepted as the best possible evidence of our faith in the sale of Edison Phonographs and Records. It represents a very large expenditure and we would not make it if we did not believe it to be a profitable investment.

We print above a reduced fac-simile of the two-page advertisements that we are using in several monthly magazines for February. The same copy in single pages or in other size space is being used in the following publications:

Asociated Sunday Magazines, Collier's, Judge, Literary Digest, Outlook, Puck, Saturday Evening Post, Scientific American, Youth's Companion, American, All-Story, Argosy, Railroad Men's, Broadway, Bohemian, Century, Cosmopolitan, Everybody's, Good Housekeeping, Human Life, Ladies' Home Journal, Ladies' World, McClure's, Metropolitan, Munsey's, National, Outing, Pacific, Popular, Smith's, Red Book, Review of Reviews, Short Stories, Woman's Home Companion, World To-Day.

In addition to this advertising we are also using large space in a list of 39 agricultural papers; in a list of 16 weeklies having large circulations; the Religious Press, comprising 41 Southern weeklies; 20 papers printed in foreign languages, and in the publications represented in the following four Sunday Magazine combinations: Associated Sunday Magazines, Hearst Sunday Magazines, United Sunday Magazines, Illustrated Sunday Magazines.

The Other 13,000

What they are doing and what they want to know about.

Let us again call Dealers' attention to the fact that this new department in the PHONOGRAPH MONTHLY is the *Dealers' Department.* It is theirs—yours—to do what you will with it—make it worth while or not, as you please.

We strongly urge you to do your part to make it successful because we thoroughly believe if everybody takes hold, everybody will benefit. Taking hold isn't just reading what appears in this department.

Once we used to expend much effort to get Dealers to read the PHONOGRAPH MONTHLY, but we believe it is pretty thoroughly read nowadays, so we go one step further and ask the Dealers to contribute—*not money—ideas!*

We want you to ask questions—any that occur to you in connection with the selling of Edison goods—but we also want you to contribute answers—answers to questions asked by some of "the other 13,000."

Questions we can answer intelligently ourselves we will be very glad to answer; but most questions that come up for the retail Dealer's solution can often be answered in a more practical way by some other Dealer who has had the experience and knows.

C. L. Clark, Burghill, O.—I would like to see an article in the PHONOGRAPH MONTHLY on "Exchange of Edison Records to Consumers." I find many of my customers willing to sell or exchange their old Records at 10 cents apiece. The things I liked best in the January issue were the articles under the head of "Questions and Answers."

[If there was a single good reason why owners of Records should expect Dealers or ourselves to take Records back we would give the matter serious consideration. An Edison Record at 35 cents is worth every cent of its cost, and when it has been played until its owner is tired of it, he has had full value for his outlay. He might just as well expect a Dealer to take back sheet music when it has ceased to interest him. He might, with equal propriety, ask the haberdasher to allow him 50 cents for his old hat when he buys a new one. The absurdity would be carried still further when the haberdasher asked the manufacturer in turn to allow him 50 cents for the old hat, for this is really what would happen if an exchange of Records with customers was permitted. Suppose we encouraged the idea of an exchange of this kind and permitted Dealers to allow 10 cents each for old Records, but refused to take them back from Dealers, how long could Dealers continue in business with a profit of 5 cents on each new Record sold in exchange? Old Records have no value to us. We cannot sell them to the trade at any price, and the composition cannot now be used over again. For us to allow Dealers even 5 cents each for them would be a reduction of just so much in our profits. To allow Dealers to take back old Records on any basis would simply provide a way for cutting prices,—something we have fought for years, and expect to continue to fight for as many more. The whole matter is impracticable and impossible, and Dealers will be wise to do all they can to discourage the matter.]

N. D. Herbert, Manchester, N. H.—I would like to see an article in the PHONOGRAPH MONTHLY on benefits to be derived from the associating of all the Dealers in each city. The things I liked best in the January issue were Editorial Comments, "The Other 13,000," and I might say the whole magazine, from start to finish.

[We would like to see this subject covered by an article from Dealers in any city where a plan of getting Dealers into an association has been successful. As a rule associations of this kind attempt too much, and they fail because the keen business competition between its members soon overshadows its objects. An association of Dealers might succeed if begun as a social organization, and business later introduced when the members knew each other better and were less jealous of each other. We would like to print a letter or two each month on this subject.]

Wilmington Phonograph Store, J. H. Hale, Prop., Wilmington, O.—I have just received your announcement in regard to the exchange of defective and cut-out Records. I am glad to say I have none of either class on hand, for I have been careful to work off the cut-out Records as the change has been announced. Although the winter trade has been slow in opening I am now doing a good business.

A. D. Diener, Bellefontaine, O.—I would like to see an article in the PHONOGRAPH MONTHLY on difference in price on cash and instalment sales.

[In all business it is justifiable to charge interest on money. The instalment business, as practised by the retailer, is no exception to this rule. It is wholly within the bounds of fairness and square dealing to sell goods at a higher figure on the instalment plan than for cash. The point to be decided by the Edison Dealer is whether the extra amount of business he hopes for by instituting the instalment plan of selling can be obtained if he puts a premium on instalment sales in the shape of higher prices. The decision must be made by the Dealer himself, because so much depends on the sort of competition he has to meet. If higher prices can be asked without losing sales to competitors it would certainly seem desirable to institute an instalment plan on a reasonable basis of extra charge. On the other hand, if competition is keen (and it generally is when instalment selling has to be considered) it has been found that the amount of extra capital required in the building of a good instalment business is tied up for a comparatively short period of time, and therefore, it is thoroughly practical to allow time payments at regular prices.

Steinhauser & Eaton, Watsonville, Cal.—I would like to see an article in the PHONOGRAPH MONTHLY on "Reasons for making a charge to Dealers for *Phonogram*," thereby requiring the Dealer to pay cost of printing in addition to postage, where mailing list is used—in fact making the Dealer bear the whole load.

[When the *Phonogram* was revived four years ago it was as something apart from the usual policy of the Company concerning printed matter and it was stated that unless the trade wanted it printed on the basis outlined it would not be issued at all. We realized then (and the situation is the same to-day) that unless a charge was made, the *Phonogram* could not be issued at all, for otherwise there would be no way of limiting the demand. The fact that the monthly edition is now nearly 600,000 and that the trade is paying 25 cents a hundred for them, shows that our original decision was correct. Without a charge we doubt if 2,000,000 a month would meet the demand. The cost of such an edition, even though it was at least $60,000 a year, would not be a serious matter if it was the only expenditure for printing that was required. But when we must spend at least five times that sum for forms that we supply to the trade without cost, the additional expenditures must be considered. If Dealers could know what it costs to exploit a product like ours they would appreciate that even large corporations must put a limit on their expenses.]

L. F. Averill & Son, Pomfret Center, Conn.—Congratulations on omitting the announcement on January Records. Think it was a big step in the right direction.

T. H. Gillan, Mgr. Music and Phonograph Dept., Humboldt Piano Co., Humboldt, Neb.—I would like to see an article in the PHONOGRAPH MONTHLY on how to compete with Dealers who say to prospective customers, "I cannot give you machines or Records any cheaper, nor any extra Records, but I can give you a can of paint or anything else I wish to give you." The things I liked best in the January issue were the talks on window cards and mailing lists. I practice both. The suggestions are helpful.

[It ought not be difficult to compete with such Dealers, for practices of the kind referred to are a violation of our Dealers' Agreement, and therefore of an unfair character. Even though a customer may benefit by getting something extra with his purchase, he knows that the Dealer is doing something he ought not to do, and he will always be distrustful of such a man. Doing business by honest, upright methods pays in the end. Edison Dealers have pledged themselves to give us a "square deal," and those who stick to their word will have their own respect and that of the public.]

L. Earl Elshan, demonstrator for The Trafford Co., Mason City, Ia.—I would like to see the PHONOGRAPH MONTHLY conduct a Testing Department, in which the various types of Phonographs and parts can be discussed. The things I liked best in the January issue were "Selling the Goods" and "Store Management."

[We hope to begin a technical department as soon as we can arrange for its regular continuance.]

Will A. Coucke, Gawler, South Africa.—It is with the greatest of pleasure that I read of the change of Edison Records in the pamphlet received from you. I have owned an Edison Phonograph for about 10 years now, and well I remember the first noticeable change in Records. I own one of the largest types of Phonos. When I first purchased it was a concert machine with the polyphone attachment. I used to use the large size concert wax Records. Then came the Gold Moulded. I secured an attachment to enable me to convert it to take the G. M. Records and have been using G. M. Records ever since. I would not part with the old machine for any of the new. I think it is nearly time something was done re Edison Records, something entirely new, as the market has been flooded with all kinds of cheap and *nasty* Records. I will be pleased to learn more about these new Records. It seems too good to be true, that an Edison is going to run four minutes. I suppose I will be able to secure attachments to apply to my machine. Again allow me to thank you for information that I have received.

Mrs. Anna Felt, Cortland, N. Y.—I would like to see an article in the PHONOGRAPH MONTHLY on "Practical Storage Batteries of proper kind to run one of your make Phonographs." The things I liked best in the January issue were Bulletin No. 4, and "Protecting Dealers."

[The Chloride Accumulator Storage Battery is thoroughly practicable for the purpose. It is listed in our Accessories Catalogue at $14.50. It will run a Phonograph thirty hours on one charge and can be recharged at a cost of about 50 cents.]

A. B. Davis's Sons, Ltd., Houma, La.—We would like to see an article in the PHONOGRAPH MONTHLY on form of contract or lease for selling on installment plan.

[We are not willing to offer a form of lease for instalment sales because of the wide variation in the laws of many States covering sales of this kind. In every town of any size forms for instalment sales are sold. These as a rule are drafted to conform with the laws of the State and they may be safely used for selling any kind of merchandise. We will appreciate it if some Louisiana Dealers selling Edison Phonographs on instalment will mail one of their forms to the above-named firm.]

As an Edison Dealer, allow me to express my appreciation of the new Record labels. They fill a long-felt want.—*J. B. Humphrey, Cameron, N. Mex.*

Tell us what you would like to see treated in this department. Address Edison Phonograph Monthly, Orange, N. J.

Selling the Goods

Window Display

As much as we have said in the past about the importance of the store window, we are still of the impression that many Dealers' windows are "not working." Take a good look into your own window from the outside. Does it make you want to go inside where you can't see it? Would that poorly dressed, dusty, shabby window have that effect on passers-by? But strange as it may seem, that kind of a window has the opposite effect on them; they still remain passers-by and always will until you have a window that fairly greets everybody with a cheerful, irresistible "Come in." It takes more than the right kind of a window card to get people into your store. Nobody will see your window card unless your window is clean, fresh and carefully arranged. Don't pile stuff in your window just to show people what a big line you carry. Nobody likes to look at a pile of stuff. Display one or two articles. Make your window interesting. There are hundreds of ways to do it. You can get ideas from other good store windows. Don't steal the ideas—adapt them to your own needs. Why not keep a little window trimming book as one Dealer does to great advantage? He makes up a weekly schedule of window display plans, thinks them out several weeks in advance, making the necessary notes and crude sketches. He is just as systematic about attending to his window every week as he is in paying his bills.

Louis R. Murray, Ogdensburg, N. Y.—At last you have struck the right idea. No more announcements on Records, if we are to believe the January Records—which Records bear no verbal titles.

And more, I often thought that your Records were so superior to any other that the announcement, "*Edison Record*" on the Records, was superfluous, because one could always tell Edison Records without this adjunct.

I have yet to hear the Phonograph owner who does not praise the Amberol—both outfit and Records—and my customers, every one of them, are having their Phonographs equipped as soon as circumstances or convenience will allow them, and those who already possess the new outfit buy 90 per cent. of their Records in Amberol style. All this is through the Dealer's knowing and his entire confidence in the new product.

All my patrons are pleased with the new form of lists of latest Records, as they are now more interesting and practical. My own praise also for your new Monthly Bulletin.

E. A. Waterman, Gordon, Neb.—I am a Westerner, born and raised in New England, and I would like to shake hands with Cal Stewart. His Records are among my best sellers.

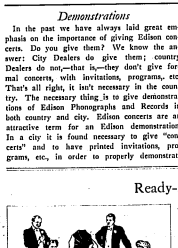
We would not advise you to kill your competitor, but to excel him. About the only way of accomplishing this in the talking machine business is by carrying a more complete stock than he does.—*The Whistle Monthly.*

Demonstrations

In the past we have always laid great emphasis on the importance of giving Edison concerts. Do you give them? We know the answer: City Dealers do give them; country Dealers do not,—that is,—they don't give formal concerts, with invitations, programs, etc. That's all right, it isn't necessary in the country. The necessary thing is to give demonstrations of Edison Phonographs and Records in both country and city. Edison concerts are an attractive term for an Edison demonstration. In a city it is found necessary to give "concerts" and to have printed invitations, programs, etc., in order to properly demonstrate the Phonograph. In the country it is only necessary to open the front door while a Phonograph is playing in order to attract a few listeners.

Now we come to our point, and it is a delicate one, too. How many Dealers *really demonstrate* the Phonograph at their city concert halls or their country stores? It is our belief that most Dealers seek merely to *entertain* instead of to *demonstrate*. If this is true here is an opportunity for profitable reform. Just remember the following definition and you won't lose any sales on this score: Edison demonstration is entertainment with salesmanship added.

Ready-Made Ads



The EDISON PHONOGRAPH

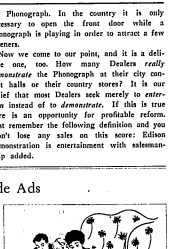
is an entertainer which comes into your home for a small price and makes all kinds of vocal and instrumental music available.

By means of the **AMBEROL RECORDS**, Mr. Edison's newest invention, a great many other kinds of music, monologues, dialogues and other things are available for the Edison Phonograph which have not before been used in a talking machine.

Hear the Edison Phonograph and the Amberol Records at our store.

[Dealer's name and address]

Electro of above Cuts: Single Col. 709; Double Col. 710



EDISON PHONOGRAPHS

WE want everyone who has not yet experienced the delight of owning and listening to an Edison Phonograph to come to our store and hear the Edison Phonograph play. There is only one way to know how good the Edison Phonograph is and that is to hear it. Nothing can describe it.

EDISON AMBEROL RECORDS

are the new Records which have just been made to play on the Edison Phonographs. They play twice as long as the old ones and play far better. This is the latest great discovery of Mr. Edison for the benefit of his favorite Inventions, the Edison Phonograph. Equip your Phonograph to play Amberol Records.

[Dealer's name and address here]

Electro of above cut: Single Col. 711; Double Col. 712.

The Window as a Salesman



When a customer comes into your store you do not show him a Phonograph in silence.

You talk; you explain the instrument in detail and play up its advantages.

If your window doesn't talk it isn't a salesman. It may show Phonographs and Records, and the better it shows them the better it serves that purpose, but showing them without some talk, is like your showing them inside and saying nothing about them.

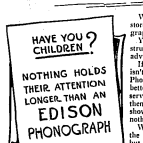
Window cards are the voice of the window. They must be brief but they must make a suggestion that those who read will carry away or act upon immediately.

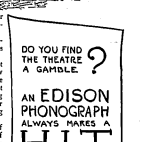
A neck-tie in a window is its own argument because its shape, pattern and material are all evident and these are the qualities—and the only ones—that influence sales.

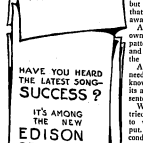
A Phonograph, on the other hand, needs explanation. People want to know what it means to them, so its abilities and its uses must be presented by words spoken or printed.

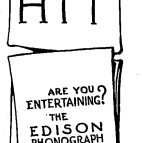
We have, in this month's series, tried to bring out a variety of uses to which a Phonograph may be put. We do it by asking about a condition and suggesting the Phonograph as a remedy.

These cards ought to help. They will give any window an interest beyond that secured by merely showing the goods. Try them.

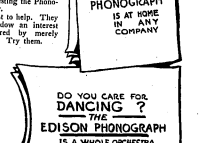












Trade Bulletins

Supplementing Sales Department Bulletin No. 20, Regarding Combination Attachments for Phonographs Equipped with Repeating Attachments. (See E. P. M. for December, 1908.)

In order to avoid error in supplying the proper parts (on account of Phonographs of different models being in use) it will be necessary in every case to observe the following instructions:

First—If a customer orders a combination attachment for use with repeating attachment, it should be ordered from us complete, and the type and serial number of machine for which it is intended must be specified.

Second—If a customer has already purchased a combination attachment, and wants to fit it to a machine equipped with a repeating attachment, the combination attachment must either be returned to us through the Dealer or Jobber with the type and serial number of machine for which it is intended, and we will equip and return it with proper pulley and repeating attachment gear, no charge, or the Dealer or Jobber can take back and place in stock the regular combination attachment and order from us to take its place another attachment, specifying it is for use with repeating attachment, and giving type and serial number of machine for which it is intended.

One or the other of these methods is absolutely necessary, due to the various changes made in Phonographs, also some few changes in the combination attachments, which make it impossible for us to determine what style pulley and repeating attachment gear is required where pulleys only are ordered, as was instructed in our bulletin No. 20.

NATIONAL PHONOGRAPH COMPANY.
January 20th, 1909.

[COPY MAILED TO ALL DEALERS IN THE UNITED STATES.]

Sales Department Bulletin No. 25, January 25, 1909
Trade Information for Dealers in the U. S.

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

CHANGES IN PRICES AND DISCOUNTS.

The attention of Dealers is directed to the following changes in the new Dealer's Discount Sheet, Form No. 1503, enclosed herewith:

1. The retail price of our regular Recording Horn has been reduced from $3.50 to $2.00, and the Dealer's net price hereafter will be $1.50.

2. The discount on repair parts has been changed and made uniform with the discount on supply parts. Both will hereafter be 50 per cent. The former discount on repair parts was 33⅓ per cent.

Although the new Discount Sheet is dated January 1st, these changes will not be effective until February 1st. Dealers are asked to note these changes on their copy of the Dealer's Agreement and also to keep this sheet on file.

NATIONAL PHONOGRAPH COMPANY.

Suspended List, Jan. 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith:

ARK., Stuttgart—B. L. Williams.
COLO., Delta—C. J. Wyatt.
CONN., Norwich — Albert Boardman, 74 Franklin St.
ILL., Palestine—Clell. Foreman.
KANS., Garnett—Belle Smith.
KY., Frankfort—M. E. Gordon, 324 Broadway.
LA., New Orleans—Economical Drug Store, 1019 Canal St.
Ruston—M. S. Gill.
ME., Westbrook—R. C. Boothby, 826 Main St.
MICH., Marcellus—E. A. Dollins.
NEB., Danbury—A. Case.
Hebron—Baker & Jorgens.
OHIO, Wooster—The Crescent Supply Co.
NEW JERSEY, Jersey City—H. Speltz, 481 Palisade Ave. (Formerly 324 Central Ave.)
NEW YORK, Long Island City—M. Greenberg, 63 Borden Ave.
Troy, N. Y.—Frank Burt, Sr. & Frank Burt, Jr.
ORE., Portland—Woodard, Clarke Co., 4th and Washington Sts.
S. C., Charleston—Fred'k Jordan Music Co. (Fred'k Jordan.)
WASH., Chehalis—Stenger Bros.
Palle City—G. W. Bonnell.

RHINSTATED.

VA., Norfolk—H. Glueberg, 296 Church St.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

We would like to get back, for binding purposes, a limited number of copies of the EDISON PHONOGRAPH MONTHLY for January, February, April, May and June, 1904, April, 1905, and March, 1906. Has any one spare copies of these issues?

Advance List

Of Edison Standard and Edison Amberol Records for April, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before March 25th, 1909, all things being favorable, and they may be reshipped to Dealers on & A. M. on March 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on March 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after March 20th, but must not be circulated among the public before March 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on March 24th, for delivery on the following day. Jobbers are required to place orders for April Records on or before February 10th. Dealers should place April orders with Jobbers before February 10th to insure prompt shipment when Jobbers' stock is received.

Edison Standard Records

10097 Happy Days March — **Maurice Levi and his Band**

This is the first Edison Record made by Maurice Levi and his Band. Levi has already made himself famous in this country as a distinguished conductor of the new school now so popular with the amusement-loving public. This march is from Mr. Levi's own pen and was first performed under his direction in connection with M'lle Genee's New York production of "The Soul Kiss." The march is full of novel and original effects, finely executed, a whistling chorus being one of the striking departures. Throughout the entire march the listener is impressed with the fact that a strong personality emanates from the rendition. That personality is Maurice Levi's. His band is simply his means of expressing himself. Publishers, M. Witmark & Sons, New York.

10098 What Might Have Been — **Manuel Romain**

A sentimental reverie for high voice, sung in Mr. Romain's characteristic easy manner. The slow waltz refrain is especially pleasing. Orchestra accompaniment. Music, Albert Gumble; words, Dave J. Clark; publishers, Jerome H. Remick & Co., New York.

10099 Christ, the Lord, is Risen Today — **Edison Concert Band**

A Record for Easter of unusual merit. It is a presentation of the well-known hymn and alleluia "Christ, the Lord, is Risen To-day," arranged for the Edison Concert Band by F. W. Ecke, director. The singing of a quartette of mixed voices is appropriately introduced, which adds much to the charm of this number.

10100 Solitude of the Shepherdess — **American String Quartette**

This beautifully executed string quartette is a melody of a pastoral character. It is written by the famous Norwegian violinist, Ole Bull. This should give some idea of the worth of the composition. Publisher, Carl Fischer, New York.

10101 Uncle Josh's Second Visit to New York — **Cal Stewart**

Uncle Josh tells in his droll way of experiences which the ordinary countryman visiting a large city as a stranger would keep to himself. Uncle Josh has no false pride. If he experiences a delusion that the "9d Ave. Elevated" is a part of Brooklyn Bridge he doesn't hesitate to mention the fact.

10102 Hello There, McIntyre! — **Jack Lorimer**

Jack Lorimer puts into his rendering of this song all the wit and humor of which he is capable, while his Scotch accent is one of those things which must be heard to be appreciated to the full. Orchestra accompaniment. Music by Scott.

10103 I Remember You — **Ada Jones**

The musical comedy "The Girls of Gottenburg" is responsible for the popularity of this comic song. It is now being sung at the leading vaudeville theatres all over the country. The story is of an unsuccessful episode in the life of a typical "confidence man." Orchestra accompaniment. Music, Harry VonTilzer; words, Vincent Bryan; publishers, Harry VonTilzer Music Publishing Co., New York.

10104 Turkey Trot — **American Symphony Orchestra**

A new composition by Oscar Hasse, written in his characteristic style. An original melody is brought out by the trombones—the whole being played in perfect schottische or horn-dance time. Publishers, Jos. W. Stern & Co., New York.

10105 If You Must Love Someone, Won't You Please Love Me — **Byron G. Harlan**

A love ballad which makes a strong appeal to the girl or the man who has many sweethearts. Mr. Harlan is very effective in this song. His enunciation is good and his tones are clear. Orchestra accompaniment. Music, Johann C. Schmid; words, J. E. Dempsey; publishers, H. A. Weymann & Sons, Philadelphia.

10106 A Meeting of the Hen Roost Club — **Peerless Quartette**

A clever sketch written by Cal Stewart. The gavel is sounded, the roll called and the meetin' of this distinguished colored aggregation is opened by the singing of "In the Dead of Night," but 'de regluh ordah ob business am expensed wid' and the initiation of Pinckney Marcus White takes place. 'De white-washuh brush an' de burnin' feathuh' are applied and at last the candidate is placed on 'de slippery roost', whereupon he is declared to be a 'full feathered membah ob de Hen Roost Club.' The meeting closes with the singing of "Who Put de Lock on de Hen House Door."

10107 Jennie — **Billy Murray**

Here is a song that has a real "rag"—not only in the accompaniment but in the melody itself. This song will make a hit with all lovers of ragtime. Orchestra accompaniment. Music and words by Wm. J. Montgomery; publishers, Jos. W. Stern & Co., New York.

10108 The Directorate March — **New York Military Band**

A fine reproduction of one of Sousa's earlier successes. It is a march that is as popular today and will be as popular years from now as when it first came out. Composer, John Philip Sousa; publishers, The John Church Co., Boston.

10109 Playmates — **Ada Jones**

This song has real child interest—takes the older ones back once more to the old, care-free days and tells the child something about the child-life of the grown-ups. Orchestra accompaniment. Music, Ralph Weekes; words, T. Edmond Leonard; publishers, W. T. Deane & Son, Sydney.

10110 Down Among the Sugar Cane — **Collins and Harlan**

A coon serenade sung in duet form by Collins and Harlan with some original effects in close harmony. Orchestra accompaniment. The chorus:

Cos's you see de sight an fallin'.
Whippo-will an singing low;
Don't you hear de crickets callin',
Callin' you and me to go.

Bode don't you keep me waitin',
If you do 'twill cause me pain;
Meet an a-shinin' and me hear an a-joinin'—
Meet me down among de sugar cane.

Music, Cecil Mack & Chris. Smith; words, Avery & Hart; publishers, Gotham-Attucks Music Co., New York.

10111 Uncle Josh's Letter from Home — **Cal Stewart**

Nobody else sees things in the humorous way Uncle Josh does. A common-place experience—like stepping into the modern post-office through a revolving door, for instance,—is to him an event and therefore a source for humor. Uncle Josh could see a funny side to a barn door.

10112 Moon Winks — **Vess L. Ossman**

A banjo solo "of the first water", finely played by an artist of known ability. Ossman was especially happy in selecting "Moon Winks" for reproduction; every note comes out clear and musical. Orchestra accompaniment. Composed by G. Stevens; publishers, Arnett-Delonais Publishing Co., Chicago.

10113 Jesus, Thy Name I Love — **Miss Weber and Mrs. Waterous**

A duet with orchestra accompaniment adapted from a well-known hymn. The two voices—soprano and contralto—blend together perfectly, and show to fine advantage in the solo passages of the duet. Miss Weber makes her debut as an Edison vocalist in this Record. Mrs. Waterous will be remembered by the splendid Records made with Mr. Waterous. Music, J. P. Holbrook; words, J. G. Deck.

10114 I'm Looking for a Sweetheart and I Think You'll Do — **Ada Jones and Billy Murray**

This song is making a "hit" in DeWolf Hopper's new operatic fantasy "The Pied Piper",—one of the successful musical productions of the season. Orchestra accompaniment. Music, Manuel Klein; words, R. H. Burnside; publishers, M. Witmark & Sons, New York.

10115 She's No Friend of Danny's — **Steve Porter**

A vaudeville sketch in which "He" endeavors to exalt his brother Danny's character. But "She" knows Danny and with a brilliant show of sparkling wit rebuts every argument. The trouble was, Danny had "a thirst." The sketch ends with the song:—

My brother Danny, he said to me, he wouldn't drink any more.
I thought he was tellin' the word until I found him drunk on the floor.
Danny, I said to him, "What have you done, you've drinkin' more, ain't you Kid?"
"I'm not drinkin' none," Danny said to me,
"No more than ever I did."

10116 Ginger Two-Step — **National (London) Military Band**

In this gay two-step the quaintest eccentricities of rhythm are introduced, while the curious gyrations of the euphonium keep the listener on the tiptoe of expectation. Composed by Wurm; publishers, Francis, Day & Hunter, New York.

Edison Amberol Records

95 Selection from Rigoletto — **Edison Concert Band**

The grand opera Rigoletto was first produced at La Fenice Theatre of Venice on March 11, 1851. At that time it was Verdi's most successful work and its production at once established his fame as a composer of the Italian school of opera. For this Record the most widely known passages of the opera have been selected and they are played in the following order:—Opening of Act 2; Aria, Caro Nome (Gilda), Act 1; and Finale, Act 1. Publishers, Boosey & Co., New York.

96 If With All Your Hearts — **Reed Miller**

This famous aria from "Elijah", sung inspiringly by Reed Miller, tenor, is a great work to say the least. It is without doubt the strongest solo number in this, Mendelssohn's most famous oratorio. The reproduction begins with a dramatic recitative: "Ye People Rend Your Hearts" (Joel ii, 12, 13) which directly precedes the aria proper, entitled "If With All Your Hearts"—the words of which are from Deut. iv, 29; Job xxiii, 3. Orchestra accompaniment. Composer, Felix Mendelssohn; publishers, Oliver Dinon Co., Boston.

97 Selection from "The Prima Donna" — **American Symphony Orchestra**

"The Prima Donna" is a new successful light opera, being played by Fritzi Scheff and a fine company. It will probably equal in popularity the last production Fritzi Scheff starred in—"Mlle Modiste"—the music of which was also by Victor Herbert. This selection contains the following "hits" of the show:—"Everybody Else's Girl Looks Better to Me than Mine", "If you Were I and I were You", "Dream Love", "I'll be Married to the Music of the Military Band", and "A Soldier's Love". Music by Victor Herbert; publishers, M. Witmark & Sons, New York.

98 If You've Won the Only One in All the World You Want to Win — **Manuel Romain**

A new sentimental waltz song of the same style and character, and also by the same writers of "When Only Girl You're Not Forgotten by the Girl You Can't Forget" (our Record 9544). This Record contains the entire song. Orchestra accompaniment. The chorus:—

If you've won the only one
in all the world you want to win,
What care you if bluets or blue
The eyes you've gazing in?

You live to love—you love to live—
Your heart's desire in the world can give,
If you've won the only one in
All the world you want to win.

Music, J. Fred Helf; words, Ed. Gardenier; publishers, Helf & Hager, New York.

99 My Bambazoo — **Collins and Harlan**

A new Jungle song similar in treatment to "Down in Jungle Town" (our Record 9041) and "In Monkey Land" (our Record 9700) which were also sung by Collins and Harlan. A laughable bit of love-making dialogue between a Zulu chief and the object of his affection is introduced between the verses. Being given in jungle dialect this feature of the Record is especially ludicrous. Orchestra accompaniment. Music, Ted Snyder; words, Norman Stadiger; publishers, Ted Snyder Co., New York.

100 Dance of the Hours — **New York Military Band**

This fascinating "Dance of the Hours" from Ponchielli's famous opera "La Gioconda" is the best known excerpt from this impressive work. It occurs in the 3rd act of the opera, the scene of which is laid in the House of Gold. The music begins tenderly, indicating the Hours of Daybreak. Then the movement becomes more graceful and more refined as the dance of the Hours of the Day begins. This in turn is followed by the dances of the Hours of the Evening and finally by the Hours of the Night. The masked dancers representing the Hours of the Night then enter into combat with the other forces represented and finally, Day is victorious. The music is very picturesque and comes to a close with a rush of brilliancy wholly in accord with the triumph of Day over Night. Composer, Amilcare Ponchielli; publisher, Carl Fischer, New York.

101 A String of Laughs (*Original*) — **Murry K. Hill**

A most entertaining four and a half minutes of vaudeville by one of the cleverest of Edison entertainers. Spicy monologue, introducing some new "cracks", a clever song entitled "Don't", and "100 Nursery Rhymes Brought Up-to-Date" are the interesting features of this Record. Orchestra accompaniment.

102 Bedtime at the Zoo — **Ada Jones**

A song of a novel, imaginative character that is really funny. The scene is night-time at the Zoo with the sleepy animals. The music is written by a well-known composer of comic

opera; the words portray a graphic picture of a Zoo at night. Orchestra accompaniment. Music, Lionel Monckton; words, Percy Greenbank & Leslie Mayne; publishers, Chappell & Co., New York.

103 Wedding of the Winds — **Frosini**

A Record by a new Edison Artist, known on the stage as "Frosini, Wizard of the Accordion". He comes from the Milan Conservatory, Italy. The selection played is a favorite waltz with admirers of the better class of music. It is considered to be the best of John T. Hall's compositions, and is well adapted for an accordion solo with orchestra accompaniment. This waltz has also been rendered by the Edison Concert Band and is so listed (our Record 8128). Composer, John T. Hall; publishers, Jerome H. Remick & Co., New York.

104 Once in a While — **James F. Harrison**

A sentimental song for baritone sung in fine voice by Mr. Harrison. This is one of the song "hits" in "Marcelle", the new successful musical comedy by Pixley and Lüders. There are two verses with refrains. Orchestra accompaniment. Music, Gustave Lüders; words, Frank Pixley; publishers, M. Witmark & Sons, New York.

105 Christ Has Won the Victory — **Edison Concert Band**

This inspiring Easter anthem is here given with a most elaborate and impressive musical setting. An original introduction has been written by F. W. Ecke, director of the Edison Concert Band. This harmonious prelude suggests the dawn of a glorious Easter morn, and trumpets herald the glad tidings of the resurrection. A brilliant burst of song by a quartette of mixed voices follows but an incidental soprano solo accompanied by a quartette of male voices is really the crowning feature of the composition as arranged. Composed by C. B. Hawley; arranged by C. W. Ecke.

106 The Butterfly — **Eugene C. Rose and George Rubel**

A duet for flute and clarinet that is always well received when given in concert. The brilliancy of the solo parts is only excelled by the dash and spirit of the duet passages. There is not a dull moment in the rendition. The orchestra accompaniment is full of interest and shines particularly at the beginning of the trio where there is a solo for the G string. Composer, Theo. Bendix.

107 There is No Love Like Mine — **Will Oakland**

A sentimental ballad for high tenor sung with much tenderness and sincerity by Mr. Oakland. There are few indeed who can vitalize songs of this character in the charming manner which this well-known artist invariably displays. Orchestra accompaniment. Music, Leo A. Hirsch; words, Jean C. Havez; publishers, J. H. Remick & Co., New York.

108 Little Arrow and Big Chief Greasepaint — **Ada Jones and Len Spencer**

An original vaudeville sketch, the first part of which consists of an amusing dialogue in Indian dialect. Big Chief Greasepaint represents the type of Indian seen on the stage. Upon learning that Little Arrow can dance he wastes no time in wooing her, for he sees the possibilities of her success in his Wild West Show company. This Record is replete in local color with its Indian grunts, yells and music. After the betrothal of Little Arrow to Big Chief Greasepaint is announced to the "tribe" Little Arrow sings the following song to her chief:

Now, my chief Little Arrow,
And you'll be my bride.
You're a big Chief, of the Indians and I love you so;

In a tent we'll live together.
One that's built for two.
Little Arrow, Little Arrow, she love you.

109 Three Dances from "Henry VIII." — **Edison Concert Band**

Edward German, the writer of these dances, is a well-known English composer who has been successful in writing incidental music to some of Shakespeare's plays. The Dances reproduced on this Record were written in 1892, German being especially commissioned by Sir Henry Irving for the purpose. The suite consists of three dances, Morris Dance, Shepherd's Dance and Torch Dance. They are heard often as concert numbers on many of the best programmes. Published by Carl Fischer, New York.

110 Choruses of Six Popular Songs — **Peerless Quartette**

A good male quartette has no rival in the entertaining line. The well named Peerless Quartette makes an excellent Record by singing a specially arranged medley which includes the choruses from the popular songs named: "Roses Bring Dreams of You", "In Grandma's Day", "When the Sheep Are In the Fold", "Mandy Lane", "Sweetheart Days", and "Rainbow".

***111 My Uncle's Farm** — **Golden and Hughes**

A side-splitting vaudeville sketch in the form of a dialogue between two chaps who are not particularly wonderful themselves, perhaps, but both of whom possess most extraordinary uncles—wonderful in the extreme, one is led to believe. In fact, it is difficult to determine which uncle is the greater man after listening to the vieing nephews.

112 Rubenstein's Melody in F — **American Symphony Orchestra**

No composition of Anton Rubenstein, the celebrated Russian composer and piano virtuoso, is better known than this simple "Melody in F". Although a famed writer of oratorio, sym-

**This Record will be illustrated on the cover of the April Phonogram.*

phonies, concertos and other complicated musical forms, the "Melody in F" is the universal favorite of his numerous compositions. In the Record this celebrated "Melody" is given in the form of a paraphrase which contains the entire composition. Composer, Anton Rubenstein; publisher, Carl Fischer, New York.

113 How Algy Didn't Propose **Empire Vaudeville Co.**

The answer is—"Father' cannot learn to care for 'Algy' (the reference is to Mavis's father, not Algy's). 'Father's' name is O'Brien. He is "not Swedish", and his life aspiration is not to have an 'Algernon' in the O'Brien family. So Algy leaves hastily,—in fact—hurriedly.

114 American Patrol **New York Military Band**

A typical and very popular patrol of patriotic character. In this Record the New York Military Band is at its best and the national airs "Red, White and Blue", "Dixie", and "Yankee Doodle", which are appropriately introduced, are played with the proper enthusiasm and just the right swing. Composed by F. W. Meacham; publisher, Carl Fischer, New York.

On Fame's Immortal Scroll

Edward Lyman Bill in the Music Trade Review.

Is fame a bubble?

Not in all cases.

The management of the New York *Sunday Herald* recently commenced the publication of a series of articles entitled "The Ten Most Famous Americans Now Living." It was announced that politicians are to be excluded from the *Herald's* "most famous" class, so a number of interesting characters are brushed aside.

The first American thus honored was Thomas A. Edison, and accompanying the article was a reproduction of Mr. Edison's features by a well-known artist.

When we come to consider it, could there have been a wiser selection for the first of the series?

What Edison has done through his marvelous inventive genius is known to every school boy, and his name and fame is not confined alone to this country, for he ranks not only as one of the greatest Americans from an inventive viewpoint, but from an advertising standpoint he outranks them all, with the exception perhaps of Roosevelt, who will make the world ring shortly with his lion hunting exploits.

Think of the millions of talking machine Records which have been put forth in cartons bearing the name, face and autograph of Edison. There have gone to every country in the world, and every island of the sea.

Edison has won undying fame in his reproduction of sound; then in the electrical field, his position is unquestioned.

I have seen the name of Edison advertised in connection with electrical inventions from the City of Mexico to Venice. There is scarcely a city in Europe where some Edison specialty is not exploited in the street cars and newspapers, and certainly in America, the name of Edison is familiar in every home circle in the land.

One does not have to ask who is Edison, for his name is everywhere, and yet there are those who say that fame is a bubble, and that it often costs more than it is worth.

That depends.

Sometimes a fleeting glimpse of notoriety is often mistaken for fame.

But really the scroll of fame is not crowded.

The immortals are few.

A man who perhaps occupied a high position during one generation is forgotten by the next.

Napoleon's name rests securely on Fame's scroll, and yet a great American, Ingersoll, once said, "I would rather have been a French peasant and worn wooden shoes, than to have been that imperial impersonation of force and murder, known as 'Napoleon the Great.'"

The works of men, whether good or bad, live after them and are not interred with their bones.

That song, "Drink to Me Only With Thine Eyes," is still a popular favorite, but its composer is unknown.

The fame of the great composers rests more securely than that of some statesman who struts across the stage and is quickly forgotten.

The fame of a man like Edison is not fleeting. It will not die with him like the fame of an actor, for instance, snuffed out with death.

It will live because Edison is a man who has done things. He has utilized natural forces for the entertainment—the education—the uplifting of man, and his name is chiseled on the imperishable scroll along with the greatest which this country has ever produced.

And yet Edison, like many another man, has won great heights, not by any easy route, but one paved with the roughest kind of obstacles. "The heights by great men gained and kept, were not won by sudden flight. For they, while their companions slept, were toiling upwards in the night."

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bollinger.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. P. Pommer Co.
San Francisco—J. Buckingtapl & Sons.
Kohler & Chase, Inc.
COLO., Denver—Denver Dry Goods Co.
Ivez Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eller's Piano House.
ILL., Chicago—Babson Bros.
Lyon & Healy.
James I. Lyons.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Stein-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Monnengero-Richm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Springfield—Flint & Brickett Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Thomas C. Hough.
Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Hall & Drake Co.
Minnesota Phonograph Co.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Conroy Piano Co.
Knerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Ross P. Curtice Co.
H. R. Bidlee Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petit.
Paterson—James R. O'Dea.
Trenton—Peel Blank Book and Stationery Co.
Jos Sykes.
N. Y., Albany—Pratt & Hahn.
Auburn—Wm. Hoos.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
E. D. Davega, Jr., Inc.
E. D. Davega Co.
Jones Music Box Co.
Victor H. Rapke.
Regina Co.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss.
Owego—Frank E. Bolway.
Rochester—Meckle Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Pisch & Hahn.
Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Troy—Pisch & Hahn.
Utica—Arthur F. Ferries.
William Harrison.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pintzo Co.
Milner Music Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitsit Co.
Dayton—Nolan & Dolter.
Newark—Ball-Pintzo Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Piano. Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Harrisburg—Louis Buehn & Bro.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Bros.
Musical Echo Co.
Penn Phonograph Co.
Peter Pfundstein.
Western Talking Mach. Co.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Reading—Reading Phonograph Co.
Scranton—Ackerman & Co.
Guernsey Bros. Co.
Williamsport—W. J. Myers.
R. I., Providence—I. A. Foster Co.
Household Furniture Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. Houck Piano Co.
Nashville—Magruder & Co.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
W. Penn—W. G. Wale Co.
Fort Worth—Hagaman, Shepherd & Co.
Houston—Texas Piano & Phono. Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Fenolli Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. R. Haynes & Co.
WASH., Seattle—D. S. Johnston Co.
Kohler & Chase.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—L. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—M. W. Waitt & Co.
Winnipeg—R. S. Williams & Sons Co., Ltd.

Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

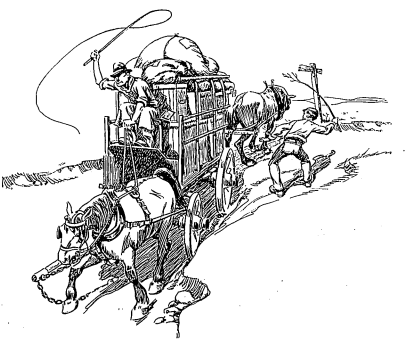
I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

There is a great opportunity for you to sell I. C. S. Language Outfits to people who are going abroad or who desire to learn a language for the sake of the knowledge of it alone; to those who desire to qualify for positions as translators and foreign correspondents; and to foreigners who wish to learn to speak English. No sledge hammer is needed to get it clearly into your head that this presents a sure way of broadening your field of work and increasing your sales. For the sake of good business sense, boom the I. C. S. Language feature of the business.

International Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII March, 1909 No. 3



Two Kinds of Team Work.
See Page 6.

The EDISON PHONOGRAPH MONTHLY

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The EDISON PHONOGRAPH MONTHLY

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NATIONAL PHONOGRAPH CO., LTD., VICTORIA ROAD, WILLESDEN, LONDON, N. W.
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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VII. MARCH, 1909 No. 3

TO DETERMINE how many new Standard Records and how many new Amberol Records to put out each month has become a somewhat perplexing problem to the National Phonograph Co. Nor do the suggestions received from Jobbers and Dealers afford much assistance in reaching a satisfactory conclusion, for some of these suggestions are radically different. On one hand we are urged to cut the standard list down as low as ten a month and on the other the claim is made that it would be unfair to thousands of Phonograph owners, who have not yet added attachments to their machines, to give them a smaller list than twenty to select from. No one takes exception to putting out at least twenty new Amberol Records monthly. On the contrary not a few have expressed the belief that until the total number in the catalogue has been considerably increased, a still larger number might be put out each month.

Aside from these varying suggestions of the trade, the most important evidence we have upon which to base an opinion is the total of the orders placed in advance by Jobbers for each kind of Records. When the March lists were made up an arbitrary cut from twenty-four to twenty was made in the two-minute list, not because of any definite information, but because of a belief that the Jobbers' advance orders would indicate that such a cut was advisable. The Jobbers' orders, however, did not show enough of a falling off to confirm our judgment and they have not shown a great falling off any month since.

It is these conflicting conditions that make the question perplexing. Those of our people whose duty it is to decide upon the monthly list, have felt that there could be no doubt about putting out twenty new Amberol Records a month. There would have been no criticism had we put the Amberol Record on the market with a catalogue of 200 to 300 selections instead of the 50 that were issued in October. On the contrary, we have been criticised for not holding back the first list until it was 200 or more. Such critics have declared that the sale of attachments would have been even greater had there been 200 Amberol Records in the first list.

So far as the Amberol Records are concerned, we think that the trade should regard them just as if they were part of what should have been the first list and not as part of a monthly list. In our opinion, from the stock and cash standpoints the trade is better off to handle twenty Amberol Records monthly than if it had been asked to order a stock from 200 selections, and pay for the entire lot at one time. Then, too, the smaller list and the monthly lot of twenty, while they have limited the choice of buyers, have undoubtedly caused a greater sale of each selection than if 200 had been issued in October. This view is confirmed by the advance orders for Amberol Records, which are already nearly 75 per cent. of the advance orders for the two-minute selections. On the whole, we believe that our handling of the Amberol lists has been extremely conservative and such as to relieve us of any charge that we are desirous of overstocking the trade.

We do not feel so certain of our position concerning the two-minute Records. Considering the short time since October 1st, a remarkably large number of Phonographs have been equipped to play Amberol Records, but there are still a much greater number of Phonographs not yet so equipped. It seems to us to be our duty to continue to put out a fairly adequate list of two minute Records until such time as a much larger number of Phonographs have been equipped to play the larger Record. One things seems sure. If the public stops buying two-minute Records to any extent, the Dealers

will cut down their orders, the Jobbers will decrease their advance orders and then we shall know just how to handle the list.

The trade should not lose sight of the fact that we are compelled to consider the entire country in making up the monthly list. Just as one section will have a large demand for a certain Record, while other sections pay little attention to it, so it is with the two-minute list. Almost on the same day last month we had a letter from a Jobber in one section suggesting a further cut in the Standard list, and a visit from a Jobber in another section during which he strongly advised against cutting the list to less than twenty.

Of this the trade may rest assured: It has never been the policy of the National Phonograph Company to work in any way antagonistic to the welfare of Jobbers and Dealers and we will not do so in handling the present situation. We are daily watching every phase of it and will adapt our plans to meet the changes as they develop. We want Jobbers and Dealers to be equally on the alert, so that their orders for new Records of both kinds will be representative of the true conditions in their cities or towns.

On another page is reprinted an article taken from the *Quoin Club Key*, the official organ of a club of representatives of thirty national magazine and weekly publications. The same matter also appeared in the February issues of the publications represented in the club. It is an interesting article, for it is literally true. The talking-machine industry owes more to the advertising done by the various companies than any other single factor and the greater part of this advertising has been done in the publications represented by the Quoin Club.

A matter for congratulation is the evident improvement in reading the PHONOGRAPH MONTHLY by Dealers each month. We are constantly receiving letters and other evidence which shows that more and more Dealers are reading it and keeping files of it for future reference. We hope eventually to know that every Dealer pursues the same course. We shall then have the best and most aggressive lot of Dealers in the country, not alone because they read our house publication, but if they are live enough to read it they will be live to every other feature of the business.

The February issue of the *Whitsit Monthly*, published by the Perry B. Whitsit Company, Edison Jobbers at Columbus, Ohio, contains some breezy remarks and optimistic statements addressed primarily to the "calamity howlers" who are crying "hard times" and "poor business." Here are a few of the paragraphs selected at random:

Size up the situation. Take a good broad view of it. You have your money invested in a line which is as staple as flour and will sell as readily to a music hungry public as a life preserver will to a drowning man—more or less. * * *

Sit down and figure out what a small percentage of people in your immediate locality you have demonstrated the talking machine to. Relying wholly upon your recollection: Did you not sell the greater portion of these? What about that great big majority who know nothing of the merits of a high-class talking machine? Is it not reasonable to suppose that hundreds of these people could be sold by a little energetic work? Are these people to be allowed to go along forever without knowing the merits of the talking machine? This may all sound theoretical, but it is not. These are cold facts. * * *

Why not, then, get optimistic? Its just as plain as two and two make four. Whenever a Dealer remarks to us that he has sold an unreasonably small number of machines during the past month or year, it does not take us long to form our opinion. He simply has not gone about his work in a determined manner. If he had his machine sales for a year would not be limited to three or four. They would run into as many dozens. Do not get the idea that because your business in 1908 dropped behind the form it showed in 1907 and 1906 that it is going to continue to drop. The talking machine is growing in favor among all classes of people and more especially with the better classes.

The entire article referred to is full of sound advice and should do considerable toward improving conditions among Dealers in the territory where it circulates.

An Advance List of 10 Bohemian, 52 French, 29 German, 25 Italian, 8 Polish and 18 Swedish Records (two-minute) is given on pages 26, 27 and 28 of this issue. The important thing about the list is that all Jobbers and Dealers should read it over, make up their minds which of the languages will sell in their territory, order a quantity of each, get a supply of printed matter and go after the business that they ought to produce. Probably no one in the entire trade has such a patronage as will enable him to sell Records in all the languages named, but there are few who cannot carry and sell some of the languages. Many a Dealer would find that he could do quite a nice business in foreign language Records by making up mailing lists of foreign-born people in their vicinity and sending some printed matter to each nationality, first stocking such Records as are likely to be demanded. Carrying foreign Records means the sale of machines as well as Records. When a foreign-born man learns that Records in his native language can be had he is very apt to want a Phonograph, so as to hear them and to play them for his friends. Foreign Records are worth serious consideration at all times.

Occasionally our mail brings us a letter reading something like this: "I have in my collection of Records one of 'The Last Rose of Summer,' sung by Miss Marie Narelle. Can you give me the numbers or names of others in your catalogue of the same character?" If this question was asked of you or one of your salesmen, would it be answered promptly? Probably not, yet the secret of successful salesmanship lies in *knowing the goods* you are exploiting.

It would be manifestly impossible for us to publish in any one form, without considerable expense, a list of the Records which might be classed as "similar in character." But, reading over and studying the titles of our Records, along with the playing of them, will train the salesman to unconsciously think of selections similar to one called for in particular. Don't offer a "Fol-the-rol-lol" to a customer who asks for "Annie Laurie," or a selection "of about that character." You'll lose the sale and create a bad impression. Study the people who come into your store. Force upon them the musical education you secure through the constant handling of Records without realizing it, and in a manner that will not offend. They'll certainly appreciate your interest.

In a few days more Edison Dealers will have something absolutely unique in the history of the world, namely Phonograph Records made by the ruler of a great nation. Mr. Taft will, on March 4th, become the President of the United States, and the Edison Records made by him last summer will take on a new interest. It is a feature that ought to mean the sale of many more of the Taft Records, and it will sell more if Dealers take advantage of the situation. A year ago the mere suggestion that it would be possible to buy Records made by the President of the United States would have been received with incredulity. And yet in a few days they will exist and may be had at a price within the reach of the poorest. Truly we are a democratic people.

Now that the title numbers of the Amberol Records have reached 100 there is a slight danger of the numbers being confused with those of Standard Records. It is probable that within a year or so the low numbers of the Standard Records will be eliminated by being cut out or being made over, but so long as any duplications exist, Jobbers and Dealers, in ordering, should keep the lists separate, stating in each case whether Standard or Amberol are wanted.

Notice About Governors

About a year ago we made a slight change in the construction of the governor for spring-motor machines by attaching an additional collar to the governor shaft. This new collar is connected to the regular collar by a wire spring, but the old collar is still tapped for the set-screw. This small hole is purely for the convenience of our factory assembly department. Apparently Jobbers and Dealers seem to be under the impression that the set-screw is missing, and proceed to place one in the hole in the collar. To do so defeats the object for which the improvement was introduced.

From the numerous requests received recently from the trade for set-screws it appears that the detail is generally misunderstood. It is hoped that this notice will clear up the misunderstanding.

Corrections

Two slight errors were made in the printing of our Domestic Record Catalgue, Form 1460. On the bottom of page 28 the selection "Hello, Central, Give Me Heaven," is given as No. 7582, when its correct number is No. 7852. On page 55, under the heading of "Miscellaneous Talking Records," the "23rd Psalm and Lord's Prayer," by Len Spencer, is given as No. 9155. Its correct number is 8155. Dealers are asked to make a note of these facts and explain the errors to any of their customers who may notice them.

Pushing Amberols

We take this means of thanking the hundreds of Edison Dealers all over the country who are advertising the Amberol and other Edison Records in their local newspapers.

Every mail we get is filled with advertisements clipped from newspapers and mailed us by Dealers, and all are carefully noted.

We are glad that you see the Amberol Record in the same light as we ourselves do, that is, as the greatest advance ever made in Phonograph Records.

Price-Cutting Suits

Principally to show that there is no let up in our efforts to prosecute price-cutting firms and also to show that the courts everywhere recognize the validity of our Jobbers' and Dealers' Agreement, we print below three out of a number of decisions recently made in suits brought by the National Phonograph Co.

A restraining order was recently granted in the suit against George J. Raymond, who does a large business in job lots of goods at Boston under the name of Raymond Syndicate. He is well known in all that part of Massachusetts, dealing principally in clothing and wearing apparel, but recently has been offering our Records at cut prices, whereupon we brought suit and secured this restraining order. The order in full is as follows:

CIRCUIT COURT OF THE UNITED STATES.
DISTRICT OF MASSACHUSETTS.

NEW JERSEY PATENT COMPANY
AND
NATIONAL PHONOGRAPH COMPANY, *Plaintiffs,*
vs.
GEORGE J. RAYMOND, Doing Business Under the Name and Style of RAYMOND SYNDICATE, *Defendant.*

Bill in Equity
Letters Patent Nos. 782,375 and 886,707.

RESTRAINING ORDER.

LOWELL, J. Jan. 8, 1909.

On reading the Bill of Complaint herein and the motion of the Plaintiffs for a temporary restraining order, the affidavits of Frank L. Dyer, Joseph W. Scott, Charles F. Trundy, Arthur W. Chamberlain, Albert C. Ireton, and Frank C. Dyer, Sylvester, in support of said motion, it is ordered that the said Defendant, George J. Raymond and his agents, attorneys, servants, and workmen, pending the decision of this Court on the motion for a preliminary injunction hereinafter filed and upon which a subpœna has duly issued requiring the said Defendant to appear and answer the Bill of Complaint herein, be restrained and enjoined from directly or indirectly using or causing to be used, or selling, or offering for sale, or causing to be sold, apparatus, articles, or devices embodying the inventions and improvements set forth in said Letters Patent Nos. 782,375 and 886,707, and from infringing upon or violating the said Letters Patent in any way whatsoever, and from aiding, abetting, or assisting, or who disposing of, or intermeddling with any Compositions for Making Duplicate Phonograph Records, or Phonograph Records covered by said Letters Patent and now in his possession.

By the Court:
(Seal) ALEX. H. THOMBERRY,
Clerk.

A final decree has now been entered in the suit of New Jersey Patent Company and National Phonograph Company vs. Wright-Metzler Company. This was a price-cutting suit, the defendant being a concern at Connellsville, Pa., and the suit was brought in the United States Court at Pittsburg. A preliminary injunction was granted last October. This suit was settled by the defendant consenting to this final decree awarding a perpetual injunction and costs. While the decree states that the complainants waived an accounting, this was because the defendant paid to the complainants fifty dollars in cash and sent to us their entire stock of Edison Phonographs and Records, namely, one Fireside Phonograph, one Standard Phonograph, 377 standard Records, besides several Phonograph parts and sundries. The decree in full:

At a stated term of the Circuit Court of the United States for the Western District of Pennsylvania, held at the United States Court Rooms, in the City of Pittsburg, on the 18th day of January, 1909.

Present: Hon. Joseph Buffington, U. S. Judge.

NEW JERSEY PATENT COMPANY
AND
NATIONAL PHONOGRAPH COMPANY, *Complainants,*
vs.
WRIGHT-METZLER COMPANY, *Defendant.*

In Equity No. 39.
Letters Patent Nos. 782,375 and 798,476.

FINAL DECREE.

This cause having come on to be heard at this term of Court, upon the pleadings and proceedings had in the above entitled cause, and Messrs. Bakewell & Byrnes, Solicitors for Complainants, the defendant, Wright-Metzler Company, appearing by its Solicitors, Messrs. Hoesch, Knox & Hosack, and submitting and consenting to a consent decree, such consent is entered as follows:

That Letters Patent of the United States, No. 782,375, issued on the 14th day of February, 1905, to Thomas A. Edison, assignor to the New Jersey Patent Company for COMPOSITION FOR MAKING DUPLICATE PHONOGRAPH RECORDS, are good and valid in law, and that the said Jesse W. Ashworth is the original, first and sole inventor of the invention and improvement described and claimed in said Letters Patent;

That the complainant, New Jersey Patent Company, is a corporation organized and existing under the laws of the State of New Jersey, and that the complainant, National Phonograph Company, is the lawful owner of said Letters Patent No. 782,375, and that the complainant, National Phonograph Company, is a corporation organized and existing under the laws of the State of New Jersey, for the manufacture, use and sale throughout the United States, of cylindrical phonograph records embodying the said invention, and as such licensee has the right to control the use and sale of such patented articles.

That Letters Patent of the United States No. 798,476, issued on the 29th day of August, 1905, to Edward L. Aiken, assignor to New Jersey Patent Company, a corporation of New Jersey, for MEANS FOR SUSTAINING PHONOGRAPH MOTORS, are good and valid in law, and that the said Edward L. Aiken is the original first and sole inventor of the invention and improvement described and claimed in said Letters Patent;

That the complainant, New Jersey Patent Company, is the lawful owner of said Letters Patent No. 798,476, and that the complainant, National Phonograph Company, is the exclusive licensee under said Letters Patent for the manufacture, use and sale throughout the United States of phonographs adapted to use cylindrical phonograph records and embodying the said invention, and as such licensee, has the right to control the use and sale of such patented articles.

And it is further ordered, adjudged and decreed that, the complainants waiving an accounting against the defendant as to their profits and damages, a perpetual injunction be and the same hereby is issued out of this Honble Court, directed to the said defendant and its directors, officers, attorneys, clerks, agents, servants and workmen, strictly enjoining them and each of them from selling or causing to be sold, or offering to sell any apparatus, articles or devices embodying or operating, or constructed in accordance with the inventions and improvements set forth in said Letters Patent Nos. 782,375 and 798,476, or either of them, or from infringing upon or violating the said Letters Patent in any way whatsoever.

That the complainants do recover of the defendant their costs and disbursements of this suit, to be taxed by the clerk.

PER CURIAM,
JOS. BUFFINGTON, *Circ. Judge.*

We approve the foregoing decree as to form, and consent to the entry thereof.

HOSACK, KNOX & HOSACK,
Solicitors for Defendant.

Dated January 15th, 1909.

A temporary restraining order has just obtained against Woodard, Clarke & Company, of Portland, Oregon, as follows:

IN THE CIRCUIT COURT OF THE UNITED STATES, FOR THE DISTRICT OF OREGON.

NEW JERSEY PATENT COMPANY
AND
NATIONAL PHONOGRAPH COMPANY, *Complainants,*
vs.
WOODARD, CLARKE & CO., *Defendants.*

In Equity.

ORDER.

Upon filing the bill of complaint herein and upon the affidavits presented herein, complainants appearing by N. L. Pipes and Thos. A. Morris, their attorneys, defendant appearing by Chester U. Murphy, its solicitor, and Messrs. Bates & Sloan, of complainants' solicitors, for a preliminary injunction and restraining order.

It is at this time by the Court ORDERED, ADJUDGED AND DECREED that the said defendants, Woodard, Clarke & Co., its agents, officers, servants, clerks, attorneys and employes, and each and all of them, be and they are hereby restrained and enjoined from violating any of the terms of the license contract and addenda thereto made and entered into between Woodard, Clarke & Co., and the complainant, National Phonograph Company, on the 12th day of February, 1908, and the 15th day of August, 1908, respectively, and from selling any Edison Standard records or Edison Amberol records containing the invention of Letters Patent Nos. 782,375 and 886,707 in suit herein, or any Edison Phonographs embodying or embodying the combination of the inventions of Letters Patent in suit, at prices less than the prices fixed by the National Phonograph Company or at prices less than those specified in the said agreement and addenda thereto above named or at less than the prices specified in the notice affixed to the carton in which said Edison Standard records and Edison Amberol records are delivered, and from selling any Edison Standard records and Edison Amberol records, and from directly or indirectly using or causing to be used, selling or causing to be sold, any apparatus, articles or devices embodying, operating or constructed in accordance with the inventions and improvements set forth in said Letters Patent without the consent of complainants, and from aiding, abetting or violating the said Letters Patent in any way whatsoever, until the further order of this Court.

(Signed) CHARLES E. WOLVERTON,
Dated February 1st, 1909. *Judge.*

IN every city of any size there are companies, corporations, firms and individuals who can make good use of the modern device for dictating business correspondence—the Edison Business Phonograph. We want Dealers in such cities (unless we already have one) to sell the Business Phonograph to such business people. The average sale is over $200, and the profits are good.

EDISON BUSINESS PHONOGRAPH CO.
Orange, N. J.

A Great Thing for the Dealer

Whatever makes the Edison Phonograph a better thing for the consumer, makes it a better thing for the Dealer.

Amberol Records make the Phonograph doubly attractive, and that means doubly salable. The wider range of high-grade music they afford makes the field wider and the demand greater.

Amberol Records add prestige to the Phonograph, put it in a class by itself and enable it to adequately express its wonderful powers.

It isn't the Records that sell the Phonograph—it is the Phonograph's rendition of the Records.

But it is the Phonograph that sells the Records, and with Amberol Records, costing the buyer but little more than regular Edison Records and netting you a considerably larger profit, a bigger and better-paying business is assured.

The minute you put Amberol Records on sale every Phonograph owner becomes, first, a purchaser of the necessary attachment for his instrument and after that a continuous purchaser of Amberol Records.

You will sell more Phonographs, you will interest people whom you could not interest heretofore, you will sell the attachments at a profit, you will sell more Records at a better profit, and you will have the one, conclusive, deciding feature for those who are debating as to which instrument to buy.

That is what Amberol Records mean to you.

A Tip

When a Dealer in your line (or in any line) hits on some advertising scheme that is highly profitable, put on your thinking cap.

Won't the same scheme make money for you, too, if you change it slightly to suit conditions?

An illustration: A large Edison Dealer has a special hall nicely fitted up for giving concerts every day from 12 to 5 P. M.. Why can't you clear out a space in your store, put a few chairs in and give free concerts?

Suppose you give these concerts and tell about them in your newspaper ads. and on cards in your windows—and suppose your competitor down the street doesn't. Who's going to get the most people in to hear the Edison? We tell you in the PHONOGRAM MONTHLY about what other Edison Dealers are doing, but it will not help you much if you simply take the part of the idle spectator. "The battle is to the vigilant, the active, the brave"—in business as well as war.

Selling the Goods

Two Kinds of Team Work

There can be no real success in Edison Phonograph selling without team work.

Team work means pulling together.

When we advertise Edison Phonographs and Records in your locality through the magazines, and you advertise them through your local papers, that is team work.

When we, in our advertising, tell people to go to their dealer—which means you—and hear an Edison play, and you, in turn, welcome all who come, and demonstrate the instrument to the best of your ability, that is team work.

But team work means more than harmony between our efforts and yours.

It means that your advertising and your store must agree, and this is something you should look closely to.

When you display a hanger listing the new Records for the month and saying they are ready, are they?

When a customer comes in and asks to hear certain ones, does he hear them? Or is he told that a particular one is sold out or that you have it but cannot lay your hand on it and will something else do?

Do your window cards invite people to come in and listen to their heart's content, and when they accept, find that your idea of their heart's content is a Record or two, hurriedly played, and apparent displeasure on your part if they do not buy?

Team work means carrying out your promises. It means instruments properly adjusted for perfect demonstration, so that what is claimed for the Edison Phonograph and Records can be shown.

It means a complete stock, systematically arranged so that what is wanted can be instantly found. It means courteous treatment of all who come in, whether they are prompted to call by a desire to buy, or merely by curiosity.

Your store will never make the progress it should unless every selling force at your command is put to work and so arranged that all are pulling in the same direction.

Demonstration

Advertising will not sell Edison Phonographs. Your arguments over the counter will not sell them.

Advertising excites a curiosity or arouses an interest, and that brings people to your store; but a sale depends upon a demonstration.

The expression "Show me" is generally credited to those skeptics who hail from Missouri, but when it comes to parting with money, everybody is a skeptic, and the "show me" of the Missourians has become a national catch phrase.

Everybody says "show me" and everybody means, "convince me."

The Edison Phonograph must convince people before they will buy, and therefore everything depends upon demonstrations.

The definition of demonstrate is to produce proof that precludes denial.

The demonstration of the Edison Phonograph is the vital thing in Phonograph selling.

Every other selling effort but leads up to this. Our magazine advertising to your customers, your local newspaper advertising, your hangers, the printed matter you distribute, the windows you trim, the clerks you employ—everything we do and everything you do is practically wasted effort if the demonstration of the Phonograph fails to convince.

If it fails it is the fault of the demonstrator. Given a Phonograph in perfect working order, properly oiled and adjusted, an Edison Record that is free from defects and a demonstrator who knows his business, and the Phonograph convinces.

Its sweet tone and faithful reproduction of the singing voice and notes of instruments carry conviction. It proves itself better than any claim ever made for it. It bears out the enthusiastic endorsement of those who own one. It sells itself.

But it suffers in inexperienced or careless hands. It must be wound; it must be oiled; it must be properly adjusted; it must be given perfect Records to play.

Do you understand your Phonographs as well as you should? Are they always in order? Do you take the time to demonstrate them so as to bring out the best that is in them? Are your Records so arranged that you can instantly change from a topical song to a grand opera selection, thus exhibiting its wide range of entertainment?

You cannot sell an instrument for which you must apologize. The Edison Phonograph needs no excuses. All it needs is a fair show.

Please see that it gets it.

The Phonograph Part of Your Store

No matter how you sell Phonographs—whether they are a side line in a big store, or whether you have a store which sells nothing but Phonographs—there are certain things which will make any Phonograph business better.

Never forget that selling Phonographs is an art.

The demand for Phonographs, even with our tremendous advertising, is an acquired demand.

People can be counted upon to buy food and clothing. Nature attends to the one, and custom to the other; but amusements, into which class the Phonograph falls, are a matter of acquired taste.

Therefore, the way to sell people Phonographs and Records is to remind them constantly that they want them. The desire for amusement is in everybody.

The Phonograph will always attract attention. Therefore, remember that the Phonograph is its own best advertisement. Keep one going in your store, and in the window in the evening when the people are on the streets. Keep your window full of Phonograph suggestions. Show and advertise the new Records, and remember that to the man who has not heard it, an old Record is just as good as a new one. Not enough old Records are sold. Both the Dealer and his customers get too interested in the new ones, but the profit on the old ones is just as good, and there are more of them; so do not forget the old Records for the new.

The Successful Store

Do you realize that if you have good store methods, good advertising and good window display, you have every advantage of the largest and most successful department store in the world?

You like to sell goods just to sell them.

The methods used by the successful stores are the best methods for all.

Bring the people to your store as often as possible. When in the store, keep them as interested as possible, and keep your windows full of your goods. This applies to any kind of goods, but we are interested in applying it to Phonographs and Records.

The business of the National Phonograph Company is not only the largest Phonograph business in the world, but it is one of the largest enterprises of any kind. Millions of Phonographs and many more millions of Records have been sold. The entire business has been built up by advertising. We have made people want something that they never knew they wanted before, by our advertising.

Certainly you can make the people in your town want it by your advertising. By "your advertising" we do not mean printed ads in the papers. We mean the advertising of the store itself, the windows and the display of the goods in front of the store.

There is nothing that reminds a man (or a woman) that he wants a Phonograph so much as seeing it every day, except hearing it every day. It is a good thing to make people in your town see a Phonograph every day. It is still better to make them hear it every day.

The Youngest Artist

A Dealer writes the following interesting letter:

A recent article on Home Made Records in the PHONOGRAPH MONTHLY strikes me as being of some importance. I have a record of my baby girl's voice at twenty-six hours old, also one at two weeks old. Expect to make one occasionally; they are well worth the price.

I don't know of a younger singer for the National Phonograph Co. than my two and one-half weeks old daughter. Of course she does not do so well as some of the older artists, but in my opinion she is simply great.

I hope to be able to play these records to her when she is old enough to deny crying as the recorder has recorded her cry on one of these blank records.

One of our Western salesmen a few days ago received a letter from an Edison Dealer in his territory, in which, after expressing an opinion of his own concerning the merit of Edison goods, said: "Another and more convincing proof is that out of forty-six members present at a recent meeting of the Musicians' Union of Duluth, twenty-six were owners of talking machines and twenty-two of these were Edisons. That, in my estimation, is quite a good 'tall' for your machine and its reproducing merits."

If you didn't read the article beginning on page 6, better do so now.

How to Win

Few of the great inventions of history have been the work of any one man. They have been evolved by many clever men, each taking up the work where his predecessor left off.

It's the same way when it comes to business. The way to succeed is to take the successful methods of others and improve on them.

When you see a good Phonograph window, sit down at your desk and frame up one to beat it. Do it right away while your dander is up.

When you run across a good advertisement, see if it does not contain a suggestion for your own advertising. If it does, jot it down before it slips you.

Again, if other Edison Dealers find that Free Daily Concerts are the biggest factor in their success, why shouldn't you find them just as profitable?

If other Dealers sell on the weekly-payment plan and increase their sales all the way to 500 per cent., what's to hinder your doing the same?

And if other Dealers find the losses on time-payment sales average less than 1-10 of 1 per cent., why shouldn't you be equally fortunate?

When a mail order house can ship Phonographs hundreds of miles away to people they never heard of—about whose honesty they know nothing—and collect their payments regularly, why can't you sell on installments to people you can find out everything about?

Which is better and more businesslike—to put in your time worrying about competition from catalog houses, or to simply show a small part of their business hustle, and see that they do not sell the people whose trade you should get on an even basis?

You haven't any right to expect a man to buy a Phonograph of you if you will not treat him as liberally as somebody else will, even if he does know you personally and your competitor is a stranger.

For instance, why should the people of your community pay you cash for a Phonograph if they haven't the cash and somebody else offers them the same outfit on weekly payments?

If a man prefers to buy for cash, well and good, but the majority would prefer to buy on time—nowadays especially.

If a firm gives a man a picture of an outfit, tells him just what it consists of and then offers to send it on free trial, without any risk or obligation on the customer, and then let him pay for it on easy terms, he is apt to do business with that firm unless he knows that you will meet the offer.

Right here is your opportunity. You know nobody can sell the Edison Phonograph for less than you can. Now you do as well for your customer as anybody else will and see to it that he knows you will. That is to say, advertise in your newspapers.

Some Dealers (there are not so many as there were, and the number is steadily decreasing)—some Dealers claim that the extensive advertising of the mail order house puts them at a disadvantage.

But a lot of others say the opposite, and we know the latter are right. They say it is a great advantage, for this reason: Such advertising creates a great demand for the goods—so great that people send hundreds of miles away to get them. That shows how badly they want them.

Now, if you yourself advertise, why can't you turn their desire to own an Edison Phonograph to your own account? They had rather buy of you and save express, delays, breakage, etc., than from a stranger hundreds of miles away who has no interest in them beyond the sale.

The mail order advertisement can be read only about once a month. Your daily paper will carry your advertisement thirty times a month if you say so.

Why They Get Tired

The Phonograph owners who get tired of their machines the quickest are those who have no regular place in which to keep their Phonographs and Records.

Suppose the Phonograph was played last night. Madam Housekeeper finds it in her way the next morning when she is sweeping and dusting, and consigns the machine to an out-of-the-way corner and the Records to a drawer or closet.

"Out of sight, out of mind," you know. There's an effort required to give another Phonograph concert. After a time both Phonograph and Records are apt to remain in seclusion, if they are not easily accessible, for, naturally enough, the Phonograph will not be used nearly so often if it does not have its regular niche in the home, the same as the piano or organ.

And when the Records are simply kept in their cartons, it is hard to find a drawer or shelf to accommodate them. The more Records, the harder the task. Not only that, but it's slow work finding the wanted Record.

What's the answer?

Sell your Phonograph owners a Record cabinet as soon as possible after he pays for the Phonograph.

It makes a nice, attractive piece of furniture—an ornament to the best room in the house—and it guarantees the Phonograph and Records a regular place, where the outfit can be seen and heard and admired by visitors.

A Phonograph owner can not afford to do without a cabinet, and you can not afford to have him do without, for it makes a tremendous difference in Record sales.

Printed Matter

During the past few weeks we have been shipping Jobbers small quantities of the new Order Sheets for Standard and Amberol Records. They have been corrected to date, and should be used by large Dealers for ordering stock Records from Jobbers. The Standard sheets (A, B, C & D) bear Form No. 1450, and the Amberol (No. 1) Form 1455. Don't bother your Jobbers with a request for a supply, unless you are buying a quantity of Records regularly which makes ordering on your own stationery an inconvenience.

With this issue we are mailing direct to every Dealer a copy of the new numerical and alphabetical catalogue, Form No. 1500. This is dated February 1st, but includes all Records, both Standard, Amberol, Grand Opera and Foreign listed in this country to April. The Records issued in March and April are shown at the end of those listed to February. With the catalogue is also mailed a special slip showing the May list of Standard and Amberol Records, (numerically arranged) for the purpose of pasting in the new titles in the proper departments. This slip will be made a feature each month, so that the catalogue may always be kept up to date. Dealers are asked to look for their copies of this catalogue and keep it for store use. Do not let customers coax them away, for you may not be able to get another copy, the edition being limited. Since copies will be mailed to Dealers direct, Jobbers will only require a small extra supply for emergencies. These will be sent on request.

The present size of the new style Record Bulletin (19 x 25) seems likely to be continued for some time to come, if not indefinitely, and it ought to be treated by the trade as a permanent form. We know of no better way to use it than to have a frame made in which to place it each month. It is nicely printed on good paper and placed behind glass in a frame will make a display good enough for any show window. Or if a frame is too expensive, a board a little larger than 19 x 25 might be arranged with strips top and bottom to hold the Bulletin smooth and show to good advantage.

Perhaps some of our ingenious Dealers would like to tell us how they display the Bulletin. We would like to print a page or two giving the best of these suggestions, and we know that the entire trade will find them interesting and beneficial.

New Jobbers at Seattle.

The Bruce & Brown Co. succeeded Kohler & Chase, Inc., on February 1st, as Edison Jobbers at Seattle, Wash. C. E. Brown, vice-president of the new concern, was formerly in charge of the talking machine department of Kohler & Chase, at San Francisco and Oakland, Cal. Mr. Bruce is well-known throughout the Trade in the far West. Mr. Brown, in writing us recently says: "We have moved into our new warerooms, and believe we will have, in time, the finest Jobbing house in your line in the United States. The writer will call on each Dealer in this territory at least once every six weeks, soliciting orders for your goods exclusively."

Personal

Mr. and Mrs. Thomas A. Edison, Miss Madeline Edison and Master Theodore Edison, left Orange on Tuesday, February 16th, to spend two months or more at Fort Meyers, Fla., where Mr. Edison has a plantation. Mr. Edison was sixty-two years old on February 11th.

George M. Nesbitt, manager of the Chicago office of the National Phonograph Co. until it was discontinued and more recently manager of the Jobbing Department of Babson Bros., Chicago, has returned to the National Phonograph Co. and been appointed manager of the Mexico City branch, vice L. L. Lewis, resigned. Mr. Nesbitt assumed charge on February 1st.

E. H. Phillips, Credit Manager of the National Phonograph Co., spent two weeks last month visiting various Jobbers in Ohio. He also attended the convention of the National Manufacturers' Association, at Indianapolis, Ind., February 16 and 17.

F. K. Dolbeer, General Sales Manager of the National Phonograph Co., made a short visit to Toronto last month. Returning, he stopped at Buffalo, Rochester, Syracuse, Utica, Schenectady and Albany.

[Reprinted from the *Quoin Club Key*, the official publication of the Quoin Club, composed of thirty of the leading magazines and national weeklies.]

The Phonograph of To-day

The Phonograph of yesterday was first one of the most famous and astonishing of American inventions. After that it became a mechanism for recording business correspondence—wonderful in its efficiency and economy for that purpose, yet meaning nothing whatever to the public at large in recreation and culture.

The Phonograph of *to-day* is another instrument altogether. If you are familiar only with the Phonograph of yesterday you owe it as a duty to yourself and family to become acquainted with the Phonograph *of here and now*. What this newer instrument is you can learn right in your own community, and it *is* what it is largely through the magazines.

Magazine advertising has put the talking machine into every nook and corner of the nation—of the world. Demand created by magazine advertising has enabled the various manufacturers to undertake research, find new substances, develop more delicate mechanism, and, above all things, safely invest the large capital needed in the making of fine Records for the in-strument.

In your own home to-day, no matter where you live, the world's great opera singers will sing their greatest parts for you, your family, your friends, at a *first cost* far less than would be paid for a few performances of opera in New York, even if you could go there. You can hear these singers again and again at your own convenience. Your talking machine will bring you songs of singers yes to rise into prominence, and keep the voices of the singers of the present at command years after they themselves have gone into retirement.

The capital invested in securing these Records for *you* would subsidize half the state opera in Europe. Yet they are yours at the cost of street music if you appreciate them, along with instrumental music of highest quality. For the magazines have provided for the new Phonograph a vast national audience of interested patrons, making the investment possible. That is why an authority stated, just the other day, that "the magazines have really *made* the Phonograph, and it is not possible to imagine the present instrument without them."

In 1909 our Phonograph industry was grouped with electrical supplies by the census-taker—not big enough then to be classed separately. Five years later it *had* to be classed alone, and to-day few of our industries are growing faster.

Only a few dealers sold the Phonograph ten years ago, while to-day there are *seventeen thousand* dealers in the United States taking care of local demand for the Phonograph. Moreover, each sale of an instrument means not merely a sale, but a permanent future connection in supplying Records. When a dealer sells a Phonograph he has made, not merely a customer, but a client.

Lauder Visits Edison

Harry Lauder, the Scotch vaudeville artist, who has made fourteen Records for the Edison catalogue, was a visitor at the Orange factory on February 6. He spent some time with Mr. Edison and met several officials of the Edison companies.

Closed for Inventory

The fiscal year of the Edison companies ended on February 28th, and the factories at Orange, N. J., were closed from February 26th to March 2d, to take inventory.

A New One

L. W. Broyles, an Edison Dealer at San Marcial, N. M., has hit upon a novel and interesting plan for selling Records, which, he says, lands him a great many machine sales as well.

There are a great many people who do not own Phonographs, but who come into the store often and ask to hear their favorite Records. Mr. Broyles' plan is to sell them the Records at the regular price and charge for playing them.

He keeps different customers' Records in separate trays and has tags on which he marks their names and the date on which the rental runs out.

He charges by the month for playing the Records—60 cents for three; 75 cents for six, and so on. The Record belongs to the customer and can be taken away if he wishes. At the same time the Dealer has the use of them for demonstrating to others and can even sell any he wishes, replacing them later.

Mr. Broyles says that he has a number of renting customers and that they are mostly unmarried men, who board, or who do not have the money to buy a Phonograph at the time. They get half a dozen or more Records almost before they know it, however, and when a customer begins to buy Records by this plan, it is a moral certainty he will own a Phonograph before very long.

Phonograph in Religious Work

The Phonograph is rapidly making its way into every walk of life, but it is becoming especially popular in church and Sunday-school work. The papers almost daily print articles describing such uses by ministers and others in religious work. John T. Dickinson, Edison Dealer at Abingdon, Ill., sends a programme of a sacred concert given by him at the opening exercises of the First M. E. Sunday School on January 24th. About 350 were present and the concert was greatly enjoyed. Mr. Dickinson sends the programme as follows:

PROGRAMME.

Concert Band, "William Tell Overture."
Duet, "The Glory Song" Anthony and Harrison
Mixed Quartet, "The King's Business."
Duet, "My Mother's Bible" Anthony and Harrison
Orchestra, "Angels Serenade."
Tenor Solo, "The Holy City" Reed Miller
Bass Solo, "Calvary" James Harrison
Mixed Quartet, "Sweet Bye-and-Bye."

A Business-Getting Letter

L. R. Porter, Brockton, Mass., is one of the many Edison Dealers who recognize the importance of getting Phonograph owners to put on Amberol attachments. The form letter he uses in going after this business covers the ground thoroughly. It is an excellent letter for Dealers to copy who would like to circularize their trade, but don't know just what to say. Mr. Porter also has the right idea in offering to put on the attachments and allowing plenty of time in which to pay for them:

DEAR SIR:

Have you as yet equipped your Edison Phonograph with the attachment so as to play the new Edison Four-Minute Amberol Records?

You will never get all the pleasure there is in your machine until you have some of these new Records. You remember how much you enjoyed it when you first bought it, and with these new Records it will be new to you again and worth much more.

After putting on the attachment you can play either the old or new Records at will. The Edison Company have already issued a large and varied list of these new Records, and are making more each month.

If you have not yet heard these new Records we invite you to call and decide for yourself if they are not the best music you have ever heard.

Remember, we will put the attachment on your machine, and you can pay for same on weekly payments. "We don't ask you to pay cash for it."

Trusting you will give this matter your careful consideration and favor us with your order at once, we remain, very truly yours,

New Use for the Phonograph

"No mail to-day."

"Why?"

"Landslide at Punta Gorda."

"Where are you, George?" and then the Phonograph began to reel off one of the popular songs of the day.

The conversation noted above took place in the local post office, on Friday, where George P. Austin, manager of the Oxnard branch of the Southern California Music Company had placed a Phonograph to disseminate the important information that all trains were tied up and no mail could be expected.

Mr. Austin prepared the Record himself, and the voice reproduction was so perfect that callers at the office believed Mr. Austin was giving the information personally, and the conversation between the Phonograph and one of our prominent citizens is said to have actually taken place.

The idea was a clever bit of advertising, and no small convenience to Uncle Sam's patrons, many of whom commended Mr. Austin's thoughtfulness and enterprise.

One lady was so pleased with the Phonograph's work that she repaired immediately to the store and bought a machine "just like the one in the post office."

The foregoing clipping from an Oxnard, Cal., paper was sent in by the South California Music Company, who also wrote as follows:

As stated, the trains were held up by landslides and washouts due to heavy rains. There is no free delivery in Oxnard, and the postmaster was pestered continually by inquiries as to mail, and if any trains had come in. Our manager, Mr. Austin, went down and asked the same question and the postmaster remarked that he wished he had a Phonograph there to answer that question, which was put to him many times a day. Mr. Austin was prompt to act on the idea, and immediately went back to the store, made an Edison Record to answer the question and took the outfit down to the post office. Scores of people listened to the novel use to which the Phonograph was put. The closing paragraph of the article is strictly true. The daughter of the postmaster at once called at our store and purchased an Edison Phonograph as a result. The postmaster stated that the Phonograph was no small convenience, as after it was installed whenever the mail question was asked of him, he simply started the Phonograph lever.

The Dealers who are constantly complaining of the "methods employed by mail-order houses," should not over-look the "How to Win" article appearing on page 8.

How to Put in a New Main Spring

To put a new mainspring in a Standard or Home Phonograph, unscrew and take the machine from the cabinet.

Spread a clean sheet of paper on the counter and lay the mechanism down so as to get access to the lower works.

The next step is to remove the governor shaft and the governor. This is done by loosening the pivot screw at the right end, so as to pull the governor pivot out, when the shaft can be removed.

Next take the small spring off the speed-adjusting lever.

There are four screws at the corners of the movement containing the gears. They hold the movement to the motor frame. Loosen the screws and lift the movement and spring barrel off the motor frame.

Now the barrel is to be taken apart from the movement so as to get at the mainspring which is inside. To do this slip the screw driver in between the winding gear and the barrel. This will release the shaft from the rest of the movement so that the spring barrel can be separated.

The top of the barrel will fall away readily leaving the spring exposed to full view. The inside end of the spring has a hole which fastens on a hook in the winding shaft. The outside end has a hole which fastens on a hook in the side of the barrel. When the spring is wound, only the winding shaft turns. When it is unwound, the barrel turns and not the shafts.

If the spring in winding does not retain enough tension to drive the mechanism, it may mean that the spring is broken or slipped from the hook in the barrel or shaft, or that either hook is broken.

If the shaft hook is worn or broken, all that's required is to remove it, put in a new one securely and slip the spring into place. There is no necessity for removing the spring.

If the trouble is in the barrel hook's being broken, take out the spring, drive out the part of the hook still in the barrel, replace and rivet, being careful not to batter the hook head.

If the spring is broken in two, a new one must be put in. To take the broken spring out, catch it firmly in the center with a pair of pliers, hold it off a little way and over a box or barrel in which a cloth or paper has been placed. Now give it a sudden jerk away from you, letting everything go into the box. This

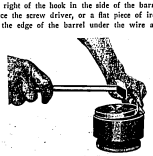


will allow the spring to uncoil in the box where it can do no damage and at the same time will protect the gear from injury. The illustration is made to show the manner in which the spring unwinds, *but it must not be held in the hand after starting.*

New springs come tied up with a stout wire. Lay the new one down with the outside end pointing to your left hand; with a hammer tap the wire down to within half an inch of the lower edge.

Next lay the spring in the barrel with the outside end of the coil pointing to your right hand. It will not work if it is put in pointing to the left.

It will not go all the way down because of the wire's being around it. Make the slot on the outside of the spring lie about an inch to the right of the hook in the side of the barrel. Place the screw driver, or a flat piece of iron, on the edge of the barrel under the wire and



knock the spring down with a hammer. Do not strike it too hard. Force it down and out of the binding wire by degrees. See the foregoing illustration.

After it slips in is a good time to apply graphite. Make a paste of graphite and oil and lay right on the leaves of the spring.

Now place the top of the spring barrel on and twist it to the left. This will cause the hooks on the shaft and barrel to catch in the holes at both ends of the spring.

Put the mechanism back in place by the reverse of the method, used in taking it apart.

A Mechanical Department

The number of letters received daily by our Factory Superintendents is proof positive that there is need of a department in the PHONOGRAPH MONTHLY for answering questions about the mechanical side of Edison goods. Many of these questions are of a character that will make replies to them interesting to the entire trade. We have arranged to maintain a department of this kind if the trade will show enough interest in its maintenance to ask questions. Some questions cannot be answered in this way and we will reserve the right to reply by mail to all such. No attention will be paid to letters not properly signed. In answering questions we prefer to use the names of Dealers, but will use initials only when so requested. We print below a blank coupon. If interested, fill in your question and mail it to the EDISON PHONOGRAPH MONTHLY, Orange, N. J.

Dealers Read This

Following is a reprint of a circular used by C. J. Brown, Edison Dealer at Bartlett, Neb.:

Actually now, don't you want an Edison Phonograph this winter? How can you improve your home as much with so little outlay in any other way? Of the thousands who have bought Edisons none need them more than we who are "pioneering" in Nebraska. You can hear as grand a sermon as any city dweller if you have Bryan's "Immorality" and the Edison. No city choir renders finer hymns than the Phonograph. No city theatre can show as great and varied a line of talent as the Edison owner has at his command. It educates the children. It teaches them what good music is. It keeps them posted on the latest popular music, or familiarizes them with the grand old classics.

$30 buys the Standard Phonograph, equipped with large horn and with attachment for playing both the Two-Minute Record and the new Four-Minute Record, the greatest recent advance in the talking-machine world.

We make it easy for you to buy and pay for the Edison. Don't be misled by mail order Edison Dealers. They can give you no better price than we can. They cannot fill your orders as promptly as we can. If you have to pay freight you are out just that much. We place the machine in your home and you assume no risk from breakage or damage on the road. Just drop us a card with your name and address and say "I want to be posted on the Edison Phonograph and your easy-payment plan." Write it to-day.

The Dealer who goes after business in this manner gets all there is in his vicinity, and he fears no competition. We commend the circular to every Edison Dealer.

March Coupon—Mail to Orange

EDITOR PHONOGRAPH MONTHLY—

As an Edison Dealer, I wish you would answer the following questions in the EDISON PHONOGRAPH MONTHLY:

.....

.....

.....

.....

Name.....

Address.....

Hadn't this striking Two-Page Advertisement in the leading magazines for March ought to help you sell Edison Phonographs and Records?

Thomas A. Edison did another wonderful thing lately

HAVING brought his Phonograph to a point where not even the most critical could ask for improvement, he multiplied its entertaining ability by two.

He did this by producing a Phonograph Record that plays, sings or talks twice as long as the standard Edison Records.

He did this without increasing the size of the Record, making it a Record that can be used on old instruments as well as new.

He did it without affecting in any way the clear, rich, musical tones for which Edison Records have always been famous.

He calls this double-length Record "Amberol."

Doubtless you have heard sound reproducing instruments; perhaps you have had it in mind to buy one; maybe you are uncertain as to which make to buy: but — —

Have you heard

The EDISON PHONOGRAPH

Thomas A. Edison

play an Amberol Record?

YOU can do this at the store of any Edison dealer. When you go, note the Amberol music, not found on any other record of any kind; note also the reproducing point of the Edison Phonograph that never wears out and never needs changing; the motor, that runs as silently and as evenly as an electric device, and the special horn, so shaped that it gathers every note or spoken word and brings it out with startling fidelity. It is these exclusive features, vital to perfect work, that should claim your attention.

Edison Phonographs are sold at the same prices everywhere in the United States, $19.50 to $125.00.

Amberol Records, 50c.; regular Edison Records, 35c.; Grand Opera Records, 75c.

One of the greatest pleasures which the Edison Phonograph affords is making Records at home. This can be done only with the Edison.

Ask your dealer or write to us for catalogues of Edison Phonographs and Records.

NATIONAL PHONOGRAPH COMPANY, 57 Lakeside Avenue, Orange, N. J.
New York, 10 Fifth Ave.; London, Victoria Road, Willesden; Sydney, N. S. W., 80 King St.; Mexico City, 6a Tacuba 57; Buenos Aires, Vincente 315; Berlin, Sud Ufer, 36a; Paris, 42 Rue de Paradis.
The Edison Business Phonograph enables the stenographer to get out twice as many letters.



"The Rivals"

Buy a copy of "Success" for March and make a display in your window of our center page advertisement

The Other 13,000

What they are doing and what they want to know about.

F. E. Grist, Ft. Gaines, Ga.—It may not be much to boast of, but it so happens that the National Phonograph Co. can claim and substantiate the fact that their "Dealer" in Fort Gaines, Ga., is the largest Dealer in United States (retail) in any Phonograph or talking machine goods, measured by population.

The place has not over 2,500 population. Has any other talking machine company a dealer in this size place who devotes a building especially fixed, glass front, 25x105 feet, on the most public street, with another music hall on next popular street, built for the Edison, carrying more stock in this second place than any competitor, both places owned by the Edison Dealer, who is out of debt (don't owe $1) and ahead? I am no new beginner. I was a ———— man until 1901; since then I have used Edisons only. I simply write to let you know I am alive. I sell in Alabama, and in the adjoining counties. The new Amberol is great. If I thought it could do good, I could give some advice to Dealers in the PHONOGRAPH MONTHLY. I make sales by carrying a *stock of Records*. 300 or 400 Records is no stock even for small villages, and the Dealer will find an investment in 4,000 or 5,000 will add to the number of his sales and pay well for his investment.

[We feel sure that other Dealers will be glad to benefit by Mr. Grist's experience and will appreciate any contribution he may make to this department.]

J. B. Snee, Climax, Minn.—As a Dealer in Edison Phonographs and Records, I would like to see an article in the PHONOGRAPH MONTHLY on Stock of Records for small country towns, and kind of assortment. The things I liked best in the January issue were the article of A. W., retiling an Edison Home and twenty Records for $42 cash, in place of thirty-six thrown in. Now, how could that other fellow "throw in" and hold his "job" with the Edison family?

[There is nothing more difficult for us than to attempt to say what the stock should be carried in a small country town and of what selections it should consist. The size of a stock depends upon local conditions. Population is not always a guide. We know of towns of less than 1,000 population where Dealers find it pays to carry the entire Domestic Catalogue. Other Dealers in towns of the same size find that a stock of 500 meets every requirement. We believe that no Dealer, having no Edison competition in his town, should carry less than 500 different selections, and he should add to it as fast as his trade warrants. A stock of 500 Standard Records represents an outlay of $100 the interest upon which is $5. Every Record sold represents a profit of 75 per cent. on the cost. The profits on Amberol Records are larger still. What stock of any other kind can a Dealer carry that pays a better profit? As to what selections should make up a stock of 500 Records depends upon where a town is located. A list that would do for New England would not do for the Southern States. "Marching Thro' Georgia" is all right for a Northern town, but it would be dead stock in the South. Certain Records are always good, as, for instance, the old-time melodies, sacred selections, lively band airs, violin selections, especially the lively dance music, rube sketches, etc. Make a study of the Domestic Catalogue and get your jobber to assist you. Or ask him to submit a list and then check it against a Catalogue to see how your own judgment agrees with his.

The Dealer referred to by A. W. in the January issue will not retain his "job in the Edison family" if we can "catch him with the goods." We are more anxious than ever to eliminate this kind of Dealers. This is a good way to reduce the number in a town where there are more than needed.]

W. B. Tracy, a Dealer at Clinton, Iowa, includes in all his newspaper advertisements a coupon addressed to himself, and reading as follows:

"I am an Edison Phonograph owner and desire to have my name on your mailing list, so I may receive the Phonograph literature which you send out to Phonograph owners each month free of charge."

He claims that they bring him many good Record customers. This is merely a suggestion for those Dealers who haven't mailing lists now, and who desire to start one with little effort.

Louis Tyler, Monroeville, O.—New Attachments and Amberol Records are a big success with us. What is the correct definition of Amberol?

[Amberol is a coined word, and has no definition. It is simply the name of the new Edison Record. It means no more than "Ultra-Fine" does to a certain brand of soda-cracker or "Sapolio" to a cleaning compound.]

Charles J. Pommert, Greenfield, O.—I am sending you two photographs showing the way I carry Edison Records. The rack takes up only 8 feet and 4 inches of space, and holds 1,692 Records. The photograph shows the complete list of American, Amberol and Lauder up to February, 1909. I find this a fine way to carry Records. When one is sold out the space is empty till I get another of the same number. The nice part of it is I can find any Record asked for in a few seconds, and when it comes to ordering Records sold out there is no trouble to tell what numbers I am out of. The little block keeps Records from rolling together when a Record is taken out. The list is a little too large for rack now, but I have another rack about like this one for duplicate Records, and with the two I get along fine. You will notice some little three-cornered pieces of white paper on some of the boxes. That is the duplicates, or rather, numbers I have two or more of. I like the new label, as you see now nice they show up in this rack. I now have in stock over 2,100 Records.

[We regret that we cannot spare space to a reproduction of the two photographs referred to. The important feature is that the Records lie flat, with the top labels facing out. They are placed on shelves just far enough apart for one Record carton. The rack has 36 Records on each shelf and there are 47 shelves.]

O. J. Reynolds, Springfield, Ill.—Our copy of the PHONOGRAPH MONTHLY reached us to-day. We are always glad to receive it, and think it is getting brighter and better with every issue. I was especially interested in the article on demonstrations. I consider this one of the very best forms of advertising and a sure way of obtaining good live prospects.

We never lose an opportunity of demonstrating an instrument, and are always ready and willing to furnish churches, lodges, clubs, and social gatherings with a Phonograph, and it has become the custom of several of these organizations to call on us whenever they have any form of entertainment. We make it a rule always to have printed programmes, folders, or cards to hand to each guest, and by this a great many of our forms have gotten into prospective customers' homes. You will find that any of the above societies are willing to give you all the co-operation necessary in getting the advertising matter distributed.

Recently one of the great celebrities gave a concert in this city, and we arranged to give a musical to a number of the patrons after the concert. We played them Records of this singer's voice, and they were loud in their praise, so we felt that the talking they would do outside the store was bound to do us some good.

Another good form of demonstrating we have tried with success is to get the best music teachers to bring their pupils to the store of an evening, and there give them an hour's programme of classical and operatic music. We can now, on very short notice, arrange one of these concerts without any trouble at all.

C. B. Bergen, San Rafael, Cal.—I cannot refrain from writing you a few words of appreciation of your line of business, and the opportunities it brings to the music dealer during dull times. Here in San Rafael it has rained, I think, every day but three in the last thirty-three days, and this would indicate depression of business itself, but I must confess that the Edison goods have been the means of keeping myself within the bounds of safety financially. Your whole layout is far in advance of all others and occupies my first attention, for I recognize in it a great business, particularly on account of the new Amberol Record, and the omission of announcements. I have customers who say they do not play the Two-Minute Record any more on enthusiastic are they over the longer one. I am pleased to note in the list of April you have increased the issue and another improvement has had telling effect already—cap labels. Your PHONOGRAPH MONTHLY is a source of interest and instruction. I have, I think, all that you have sent me, and often refer to them, as was the case with the cut-out Records.

J. Doersam, Waterloo, Ont., Can.—Allow me to congratulate S. L. Canary, of Lebanon, Ky., in the February EDISON PHONOGRAPH MONTHLY, on the idea of the three days' free offer of putting out Phonographs to prospective purchasers. I tried it and it works immense. I am sending out a lot of *Phonograms* and monthly lists of Records to Phonograph owners in Waterloo and vicinity, and find it pays. I keep a well-selected stock of Gem, Standard, Home and Triumph Phonographs and Two and Four-Minute Records. I have a standing order for the latest Two and Four-Minute Records every month. Talk about old Edison Phonographs! I have had one in my store for nearly thirteen years, and it is as good as ever, since I put on a large horn and crane. There is no wear out to Edisons if kept oiled well. Same as Messrs. Daspits Sons, Ltd., Houma, La., would like to see an article in the PHONOGRAPH MONTHLY on form of contract or lease for selling on installment plan.

H. C. Linnell, Blanchard, Mich.—I want to call your attention to a few things I think that are important. I have been an Edison Dealer for some time, and I find that it is not altogether the handsome profit that we derive from the Phonograph business, but it calls a great number of people to our places of business, and therefore gives merchants a good chance to sell the callers other articles.

J. French, of Ionia, Mich., called at my store and wished to sell me ——— machines, also to give me a stock of 1,000 Records. The price of his machine was $55. I put it beside my $35 Home and played them both. Every one present said that the Edison had it outclassed a hundred times. Before French left he told me he was an Edison Dealer and wished to cut out all other machines and keep nothing but the Edison machines.

Isn't this a good ad for the Edison machine?

In regard to the Edison Phonograph Monthly, will state that I do not believe that any one could publish a book that would be more beneficial than this pamphlet. The only thing I do not like about it is that we do not get them often enough. I take several magazines, but when I get the Monthly I lay them all aside and read it. I also keep them where I can have them to refer to.

I am going to make a suggestion that if we could only get one each week and pay $1 or $2 for it, I believe that it would be money well spent.

There are a great number of things I would like to mention, but not being a very good composer, but an enthusiastic Phonograph Dealer, and like to learn all I can in regard to the business.

[The Editor of the Phonograph Monthly appreciates the nice things Mr. Linnell says about the publication, but doubts if enough subscribers could be secured for a weekly issue to pay half the cost of printing, to say nothing of the cost of editing it. We will be entirely satisfied if we can get all Dealers to read one issue a month.]

Jurgens & Walker, of Sutton, West Va., send a printed programme of a concert given in their store, and write: "The three concerts that have been held by us have been handicapped by bad weather, but we hope to hold a concert soon, distinguished by both good music and fair weather. The audiences have always been extremely appreciative, though smaller than we wished. The Edison Phonograph will be a feature of our Spring fountain opening and all gala days."

C. M. Johnson Music Co., Parsons, Kan.—We want to take this opportunity to state that the new Amberol Record is the best thing we have had in a long time as a trade tonic, and believe it should be applied in liberal doses. While we have never handled any other cylinder machine than the Edison, we believe the recent step of the National Phonograph Company was thoroughly justified, and that a Dealer handling a good thirty-five-cent Record is better off by a long ways than the one handling a cheaper one of poor quality. We are also greatly pleased with the Record Exchange, and think it as fair as a company could possibly make with the interests of so many Jobbers and Dealers to be considered.

Robert C. Peck, Manager Talking Machine Department, A. S. Cook Co., Woonsocket, R. I.—We issue regularly each month a small four-page folder for the use of our Phonograph department. In the latest issue we have originated a plan for disposing of some of our surplus stock of certain Records. It appears to work well. Possibly other Dealers could use the scheme to good advantage. The article in question is headed "Edison Records You'd Like to Have." The following paragraph heads a list of twenty selections:

"To aid you in your selection of real entertainment, we offer the following list taken from our immense stock of over 1,500 numbers. We'd be pleased to have you hear them."

W. E. Bailey, Grand Ledge, Mich.—I wish to thank my brother Dealers for their information in the Edison Monthly. The February issue hits on a very good idea, I think, to have Dealers cooperate and work together. Each Dealer might ret aside one hour or more each month. I am ready, for one. I wish to thank one Dealer in particular for information concerning advertising by putting large horn outside of door, and have rubber tube run to Phonograph equipped with repeater. You may put what you wish on a blank record. For instance, ring a loud bell, then ask the ladies and gentlemen to call and hear the late Records or some great singer. Fix this to suit yourself. I find this a very successful way. I run two music rooms. If I ran six I should handle nothing but the Edison fine. I will be pleased to hear from any brother Dealer.

W. R. Auenbaum, Grant Park, Ill.—Amberol Records are taking hold in good shape here, and you have met a very popular demand in leaving off the announcements. The Phonograph Monthly is getting more interesting each month.

The Agency Co., Galveston, Texas.—We have received the Edison Phonograph Monthly for February. We always make it a point to read this publication upon its receipt, and we are very much interested in the editorial comment upon "Co-operation," and believe the time is ripe for the Dealers in every State to get "acquainted," and for a great deal of mutual good. We agree with you that they should come together and form an organization and to this end we are willing to do more than our part. If you will send us a list of the Texas Dealers we shall take great pleasure in formulating a circular and send to each and every Dealer, asking him to consider the proposition to establish a Texas Dealers' Association. At this time we do not believe we should go outside of our State for members, as it will become too cumbersome to handle properly.

[We regard our list of Dealers as the property of Jobbers who send Agreements to us, and following our invariable custom we were compelled to deny the above request for the names of Texas Dealers. We would suggest that all such Texas Dealers as are interested in the suggestion to form a State Association should send their names to the Agency Co., J. N. Swanson, manager.]

C. E. Holmes, Ames, Iowa.—It might interest some of your Dealers to know how a great number of Blank Records can be sold. We have a recorder and recording horn that we loan to our customers—let them use it free of charge—and it is wonderful how it increases Blank Record sales. We have one customer that has "borrowed" our recording outfit six different times, and each time he bought from five to seven Records (blanks). Every little bit helps, and there is good money in Blank Records.

James W. Atherton, Monence, Ill.—Amberol Records, new labels, no announcements and new attachments for machines are all big steps in advance. Your Monthly is all O. K., and read every word. I fill wagons at least once a week with talking machine ads. Have a large mailing list to whom I mail the *Phonogram* and other matters of interest. Keep big stock of Records—the bigger, the more trade you will get. *Advertise.* Ask customers as to kind of Records they like best, then play best of this kind. Get a sidewalk blackboard and change ads often. Have concerts. Sell on installments. Your answer to C. L. Clark on "Record Exchange" in February issue was "just right." Success to you.

[Mr. Atherton has given in a condensed form the principles upon which to do a successful business in Edison goods.]

J. H. Snyder, Lavelle, Pa.—As a Dealer in Edison Phonographs and Records I would like to see an article in the Phonograph Monthly on "Peddling Phonograph Records from House to House." I notice some Dealers are in the peddling business. The thing I liked best in the January issue was "Store Management."

[We hope that Mr. Snyder is not taking exceptions to this method of selling Phonographs, for in certain sparsely settled sections of the country it is a most necessary way of getting business. In other sections it is possibly less dignified and not necessary to success. We will be glad to print a letter from some Dealer who has made a success of it, telling of the plan upon which he works and other details.]

Daniel H. McRae, Glencoe, Ont.—As a Dealer in Edison Phonographs and Records, I would like to see an article in the Phonograph Monthly on renting Phonographs for concert or parlor use. Is such done by Dealers, and if so what charges for same? The things I liked best in the February issue were ready-made ads.

[We confess that we do not know to what extent Phonographs are rented, or under what conditions it is done. We know that many Dealers have loaned Phonographs to churches, societies, clubs, etc., for a night or two at a time, and have found themselves well repaid because of the advertising it gave them. We do not know what has been the charge, if one was made. Will not some Dealers who have rented machines write the Phonograph Monthly of their experience, for the benefit of Mr. McRae and other Edison Dealers?]

John S. Rice, Port Byron, N. Y.—While reading the February Monthly, it was quite amusing to me, as I travel quite a good deal for the Edison goods. I find many Dealers without much stock on hand complaining of poor sales, and that I am taking away their trade. I find that it pays to advertise and to travel around a little. My trade is 75 per cent. better than it was last year. I can say that in forty miles travel the last six weeks the trade of the Amberol Records and the attachments are fifty per cent. better. Some of our Dealers would like to see the snow so deep that I couldn't get through usually, but I've got quite a channel and a good strong train and expect to keep pushing ahead.

Earl J. G. Lovett, Titusville, Pa.—The following circular letter, which I am sending out to the names on my mailing list with the March Record Supplements and *Phonograms*, may be of some interest to "The Other 13,000":

I am enclosing, with the March Record list, a stamped addressed envelope. I want you to use

this: I want you to make me a list of your *favorite* Records. I am asking this of each talking machine owner in this section of the country. When my replies are all received I will make up a list of Favorite Records and mail you one. This will, no doubt, interest you and may aid you in making your future Record selections. Look over your Records, put down the numbers of your favorites and send them to me at once. I will do as much to accommodate you when I can.

E. A. Keony, Winthorp, N. Y.—I would like to see an article in the PHONOGRAPH MONTHLY on "A Form for Installment Plan on Phonographs." Would be willing to pay for printed contracts furnished by you. The things I liked best in the January issue were the "Other 15,000," "Store Management" and Editorial comments.

[Our own Legal Department states that it is unable to supply us with any one form that can safely be used in all States for instalment sales. If such a form can be supplied to us by any one in the trade familiar with the subject, we will be very glad to get out such a form as you suggest. The laws in different States vary to a great extent, and we would not care to make ourselves responsible for a single form that Dealers in all States might use. Nor would we care to get up a form for each State, for this is a task that our Legal Department refuses to undertake. It has always seemed to us that the matter was one that must be looked after by the Dealers in each State and one by manufacturers like ourselves, who cannot safely undertake the work.]

Do Edison Records Last

When a customer asks if Edison Records last, mention the following testimony of Mr. E. A. Williams, Jackson, Mich.:

"Four years ago my cousin purchased an Edison, and I happened to be here at the time, and helped pick out his records, about one hundred. Many of these Records have since dropped out of the lists and I have been anxious to get a few of my old favorites for my collection.

"Last week I made a deal with my cousin and I am now in possession of sixteen *four-year-old* 'Gold Moulded' Records.

"They are every bit as good as when I last heard them (four years ago), they are not worn, still retain their full, rich tone.

"They take me back to the time they came out and I would not part with them at ten dollars a Record."

One of our Dealer friends writes us concerning a prospective customer who called at the store to hear the new Amberol Records. Two or three were played over for the delighted listener, after which he remarked, with a twinkle in his eye: "If these Records are Amberol, it strikes me that all others are Fol-de-rol."

My trade in Edison Phonographs has been very satisfactory. I am in a little country town of 200 population, and the first fourteen months I sold over $2,000 worth of Edison Phonographs and Records. I have now sold over $3,000. My trade is all with farmers, and I have not lost one dollar and have less than fifty dollars standing out.—*O. R. Beckwith, Dodgeville, Ohio.*

Trade Bulletins

Suspended List, Feb. 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

CAL., San Francisco—Lubbe Bros.
IOWA, Manning—Dr. L. F. Moser (Dr. Moser's Drug Store).
MAINE, Gorham—M. H. Sirois.
N. J., Hoboken—E. Pernin & S. Ricciardi.
Trenton—Howard Cycle & S. Co.
NEW MEX., East Las Vegas—R. M. Mountford.
OHIO, College Grove—Conner & Cochran.
Medford—Morton (or Morton) Ellwood.
PENNA., Spring City—Harvey A. Heck.
VT., East Hardwick—W. S. Wright.
Fairfax—W. J. Trombly.
Newbrook—H. F. Cummings.
CANADA, Prince Albert, Sask.—O. W. Baker.
REINSTATED.
CAL., San Diego—The Wiley B. Allen Co.
VA., Covington—Covington Furniture Co.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

[COPY OF LETTER MAILED TO ENTIRE TRADE UNDER DATE OF FEBRUARY 15, 1909.]

About Deductions for Broken Records

Our attention has been called to the fact that some Dealers when paying their accounts to their Jobbers, are arbitrarily making deductions for Records broken in transit, and for which Jobbers are in no way responsible.

On September 18th, 1907, we notified our Dealers of a reduction of one (1) cent each on Edison Records, the change in price being made effective, not only to insure Dealers a better margin of profit, but to cover any possible loss by breakage in transit.

Deductions made by any Dealer as above are unfair and unjust, and in future will not be entertained by any Jobber, nor will our Jobbers be permitted to allow such claims.

Playing Up Amberol Records

Ready-Made Ads

Edison Amberol Records are the biggest sensation in the talking machine world for years. They will make old General Public and his wife, and his sisters and his cousins and his aunts, and his children and his grand-children sit up and take notice. It is up to you to see that they also take notice of you.

The Dealer who lets people know that he has Amberol Records for sale will sell Amberol Records sooner, sell 'em faster, and sell more of 'em than the Dealer who waits for the public to find out that he has them.

One good way to let people know is your local newspaper. Here are three ads that will help you a lot.

If you will run the ads, we will send free, an electrotype of the illustration. The newspaper will set the type matter for you.



DANCING TO AMBEROL RECORDS

The Amberol Record plays for more than four minutes, long enough for a real waltz.

No. 8 is "Violets" waltz, played by the New York Military Band. The composer is Waldteufel, who has written some of the best waltzes that you ever danced to.

The advantage of the new Amberol Records is that they play long enough to make dancing to them satisfactory.

The Waltz Amberol Record is but one of nearly 200 new ones which can be played upon your Phonograph by means of a new attachment which we show you how to adjust, and a new reproducer. This is the greatest improvement in the Edison Phonograph for several years.

(Dealer's name and address)



THAT NEW RECORD WHICH PLAYS MORE THAN FOUR MINUTES

Mr. Edison has discovered a new composition for Records, upon which he can make a Record more than twice as long as the old one, although the cylinder remains the same size. These new Records

Edison Amberol Records

are for sale here. They can be played upon any Edison Phonograph by means of an attachment, also for sale here.

Nearly 200 new selections, longer and better than any Edison Records, new attachment, or new Phonographs that play the Amberol Records without attachment. Amberol Records without attachment.

(Dealer's name and address)



"THE HOLY CITY"

This famous sacred song has never been given in its entirety and so beautifully as it is now given upon the Edison Amberol Record.

These new Records which play for more than four and a half minutes, make it possible to render the entire song and to give it in all its beauty.

The new Edison Amberol Records, comprising fifty subjects, are for sale here. They can be used upon your Edison Phonograph by means of a gear attachment and a different reproducer. Come in and let us explain about it.

Amberol Records 50 cents.

(Dealer's name and address)

(Cut in above advertisements it No. 707)

Advance List

Of Edison Standard and Edison Amberol Records for May, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before April 25th, 1909, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on April 23rd. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on April 26th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after April 25th, but must not be circulated among the public before April 26th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on April 23rd, for delivery on the following day. Jobbers are required to place orders for May Records on or before March 10th. Dealers should place May orders with Jobbers before March 15th to insure prompt shipment when Jobbers' stock is received.

Edison Standard Records

10117 Venus on Earth—Waltz — **National (London) Military Band**

A charming waltz air by Paul Lincke, the well-known European composer and director of the Apollo Theatre, Berlin, Germany. Mr. Lincke also wrote the popular "Glowworm" (our Amberol Record No. 61) and other attractive compositions.

10118 Won't You Even Say "Hello"? — **Manuel Romain**

The title is a question asked by a lover as he is parting from his sweetheart. Of course it is a sentimental song and it is sung as only Mr. Romain can render such a song. Orchestra accompaniment. Music, Al Piantadosi; words, Edgar Leslie; publishers, Ted Snyder Music Co., New York.

***10119 Oh, La, La, La, La, La** — **Sallie Stembler**

These words and the line: "A little nonsense now and then, is relished by all the wisest men," constitutes all of the English known to the little miss in the Moulin Rouge. The same chorus was sung by a member of the Boston Y. M. C. A. who was found by a friend having the time of his life in the same resort. It is Miss Stembler's second Edison Record and it is all right, too. Orchestra accompaniment. Music and words, Louis Weslyn; publishers, M. Witmark & Son, New York.

10120 Sterling Castle and Harvest Dance — **William Craig**

A xtraheppy and reel on the violin. Just the sort of Record to appeal to all who like the violin for the old-fashioned dance music that was played when our grandfathers were young. Piano accompaniment.

10121 A Confidential Chat — **Press Eldridge**

A heart-to-heart talk by the "Commander-in-chief of the Army of Fun," as Mr. Eldridge is everywhere known. The matter that Mr. Eldridge passes out is of the mirth provoking variety, especially his reasons why men should marry widows. This is one of his most popular monologues. It is always a "hit" at the leading vaudeville houses of the country. This Record marks Mr. Eldridge's entry in the Phonograph field and we predict that in it he will be no less popular than he is on the stage.

10122 Make a Noise Like a Hoop and Roll Away — **Collins & Harlan**

A comic waltz song being sung by a number of vaudeville headliners. The title makes it clear that it is a slang song. Mildred Moore had the slang habit "bad." Bertie McClore, her best young man, wanted to break her of it, but every time he tried she replied in the words of the above title. They married, and Bertie had a chance to get back when Mildred wanted money for a new hat. Orchestra accompaniment. Music, J. Fred Helf; words, Ren Shields; publishers, Helf & Hager Co., New York.

10123 Beautiful Eyes — **Ada Jones**

A sort of novelty song with words quite different from what its title would indicate. It tells of what happened to a young miss who met a charming gentleman. With his beautiful eyes he hypnotized her, told her pretty things and took all her rings. Orchestra accompaniment. Music and words, Ted Snyder; publishers, Ted Snyder Music Co., New York.

* This Record will be illustrated on cover of May PHONOGRAM.

10124 Golden Trumpets — **Albert Benzler**

A bells solo with orchestra accompaniment. The selection is one of those song and dance style compositions, always chosen when the best results from the bells are sought. Composer, T. H. Rollinson; publisher, Oliver Ditson Co., Boston.

10125 Ayesha, My Sweet Egyptian — **Herbert Payne**

A fine Record having an Egyptian color, sung finely and with clear enunciation by a new Edison singer. The orchestra accompaniment is very attractive. Music, Maurice Scott; publishers, Star Music Co., London.

10126 How Firm a Foundation — **Edison Mixed Quartette**

Not to know this popular old hymn is to be stamped as knowing little about matters religious. A Record of it has been asked for by many Phonograph owners. It is also well known as the Portuguese Hymn. Unaccompanied. Music, M. Portogallo; words, G. Keith.

10127 I Used to Be Afraid to Go Home in the Dark — **Billy Murray**

"Now I'm afraid to go home at all." That is the plaint of a man who has a wife waiting for his coming, and he confides his troubles to the barkeep. It is a companion song to "I'm Afraid to Come Home in the Dark" (our Record No. 9780) by the same writers and sung by the same Edison artist. Orchestra accompaniment. Music and words by Williams, Van Alstyne & Burt; publishers, Jerome H. Remick & Co., New York.

10128 A Coon Band Contest — **Maurice Levi and His Band**

A characteristic rag time march and one of Arthur Pryor's well-known compositions. It features a contest between several members of the band, each playing a different air. The trombone wins. The selection is played with great success by Mr. Levi and his splendid organization. It will strengthen the position won by "Happy Days" in the April list.

10129 The Heart of Ninon — **Florence Hinkle**

A soprano waltz song written on themes of the celebrated Italian waltz "Tesoro Mio" by De E. Benecia. The English version is by T. H. Martens. The words are by G. Millandy. It is interpolated and is a striking feature in Lulu Glaser's "Mlle. Mischief," where it is sung in French under the title "Le Coeur de Ninon." Publishers, Boosey & Co., New York.

10130 When the Humming Birds Return, Sweet Irene — **Harlan & Stanley**

A sentimental song for tenor and baritone, that ought, by reason of its sweet melody and tender words, be quite as popular as any other similar songs that have caught the public fancy in the past few years. Orchestra accompaniment. Music, Ted Snyder; words, Edgar Farran; publishers, Ted Snyder Co., New York.

10131 Uncle Josh at the Dentist's — **Cal Stewart and Len Spencer**

Another of Mr. Stewart's original Rube sketches. Mr. Stewart has no rival in Records of this kind, but Mr. Spencer is a close second in making successful talking Records. Together they make a great combination. Hear this Record and you can't help agree with this statement.

10132 Hallowe'en Dance — **American Symphony Orchestra**

A characteristic dance in which the music and effects introduced are of the mysterious and weird order, reflecting the spirit of Hallowe'en. A Record for those who want something different. Composers, H. Engelmann; publishers, Joseph Morris Co., Philadelphia.

10133 I Don't Care if There's a Girl There — **Harry Fay**

With an unusually good voice and a rollicking way of using it, Mr. Fay makes a Record here that will appeal to many lovers of the Phonograph. Orchestra accompaniment. Music and words, Collins & Weston; publishers, Star Music Co., London.

10134 Shine On, Harvest Moon — **Ada Jones and Billy Murray**

Scarcely less popular than Miss Jones' solo Records are those made with the assistance of Mr. Murray, himself one of the best of the Edison artists. The duet Records by Miss Jones and Mr. Murray are eagerly sought for in each month's list. This selection is a serio-comic song, featured in "The Follies of 1908." The dialogue between the chorus is also worth the cost of the Record. Orchestra accompaniment. Music, Nora Bayes-Norworth; words, Jack Norworth; publishers, Jerome H. Remick & Co., New York.

10135 The Model Minstrels — **Edison Minstrels**

A miniature minstrel first part with an opening chorus "Broncho Buster"; jokes by the end men, and the closing chorus, "In the Good Old United States." It is hard to believe that so much can be put on a Standard Edison Record.

10136 Amina — **Edison Concert Band**

Still another fine composition by Paul Lincke, who has won world-wide fame as a writer of music of the better class and of whom much may still be expected. "Amina" is styled an Egyptian serenade, its music being of an Oriental character. Publishers, Jos. W. Stern & Co., New York

Edison Amberol Records

115 Reinzi Overture — **Edison Concert Band**

Reinzi, Richard Wagner's first successful grand opera, has always held a prominent position among his many operatic works. In the overture is found the most significant and interesting themes of the opera, appearing in a most brilliant instrumental garb and with all the grandeur of conception and originality of the famous master. The Amberol Record gives the Concert Band a splendid opportunity to do the selection justice. Publisher, Carl Fischer, New York.

116 It is Enough — **James F. Harrison**

The most popular aria for baritone in the oratorio "Elijah" by Felix Mendelssohn. The text of the aria is taken from the Book of Job, 19th Chapter, 16th verse, and 1st Kings, 19th Chapter, 10th verse. Mendelssohn was born at Hamburg, Feb. 3rd, 1809. He conducted the first performance of "Elijah" at Birmingham, England, August 18th, 1846. At the time of making this Amberol Record the centenary of the birth of Mendelssohn was celebrated by a number of grand concerts, the programs showing some of the best works of this famous composer, including this popular aria from "Elijah." Orchestra accompaniment. Publishers, G. Schirmer, New York.

117 Love and Devotion — **Venetian Instrumental Trio**

One of those quiet, tranquil compositions so well adapted to this combination of instruments—flute, harp and violin. It is delightfully written and charmingly played. A brilliant cadenza for the harp is introduced. Composer, L. A. Drumheller; publishers, Jos. Morris Co., Philadelphia.

118 To the End of the World With You — **Manuel Romain**

A ballad of the better class, similar in style and character to the famous "Love Me and the World is Mine" [our Record No. 0372] and written by the same composers. The air of this selection, combined with unusually well written sentimental verses, ought to make the song quite as popular as "Love Me and the World is Mine." Orchestra accompaniment. Music, Ernest R. Ball; words, Dave Reed, Jr., and George Graff, Jr.; publishers, M. Witmark & Sons, New York.

119 Casting Bread Upon the Waters — **Empire Vaudeville Co.**

A comic vaudeville sketch with the following cast of characters:

Mr. Hiram Jones, Always Dreaming - - - - Edward M. Favor
Mrs. Hiram Jones, Head of the House - - - - Edith Sinclair
Rhodolph Proh, A Tramp - - - - - - Steve Porter

Mr. Favor and Mr. Porter need no introduction. Miss Sinclair in private life is Mrs. Edward M. Favor. Until Mr. Favor entered the comic opera field he and Mrs. Favor were widely known in vaudeville as Favor and Sinclair. This Record is a new departure and must be heard to be appreciated.

120 S. R. Henry's Barn Dance — **New York Military Band**

Recorded purposely for dancing and the first barn dance on the Amberol Record. The unusual length of the Record makes it especially advantageous for dancing. A dance orchestra, as a rule, does not play a dancing number any longer and sometimes not so long. The music for the dance Record was selected from among the best and most popular barn dances of recent issue. Composer, S. R. Henry; publishers, J. W. Stern & Co., New York.

121 Prize Song—"The Mastersinger" — **Reed Miller**

The "Preislied" (prize song) the famous tenor solo from "Die Meistersinger von Nuremberg" by Richard Wagner, sung in English. In the German opera, it is sung by *Sir Walther von Stolzing* and won for him a place among the mastersingers. It is a song of noble and soaring beauty. Mr. Miller's splendid voice gives it a fine rendition. Orchestra accompaniment.

122 Golden Rod — **Mabel McKinley**

Miss McKinley is one of the most notable additions ever made to the staff of Edison artists. She is a niece of the late President McKinley; a composer of great merit, the possessor of a delightfully sweet soprano voice, a woman of charming personality and a universal favorite on the stage. "Golden Rod" is one of her own compositions. It is dedicated to Vice President Fairbanks. Miss McKinley also wrote "Anona" and other musical successes. "Golden Rod" is a song of the national flower. Its words are patriotic, its musical setting is perfect and Miss McKinley's singing of it is artistic in every sense of the word. Orchestra accompaniment. Publisher, Leo Feist, New York.

123 Awakening of Spring — **American Symphony Orchestra**

Styled a romance for orchestra. A favorite concert number. The composer's idea is to picture musically the coming of spring. The opening theme, soft and low, played by the 'cello, depicts this delightful season of the year still asleep in the clasp of winter. The oboe's plaintive strains portray the dawn of the approaching day and a fortissimo burst of melody by the entire orchestra heralds the awakening of a glorious springtime. Composer, E. Bach; publisher, Carl Fischer, New York.

124 Jerusalem — **Edison Mixed Quartette**

This joyful anthem opens with a tenor solo, followed by the baritone in a solo part; then a beautiful harmonized strain for quartette. After this comes a grand and inspiring melody in which all sing in unison: "Lord, now we meet thee, sing we Hosanna." The subject of the anthem is found in the 21st Chapter of St. Matthew, fifth to tenth verses. Organ accompaniment. Composer, Henry Parker; publisher, G. Schirmer, New York.

125 Good-Bye, Molly Brown — **Ada Jones**

A song of the different kind that gives Miss Jones an unusual opportunity to show her cleverness as a dialect singer. It has three verses and three choruses. The latter in turn are sung in cockney English, French and Irish, these dialects being used by the respective suitors for the hand of Molly Brown, from the country. The song is being used in the musical comedy "Mr. Hamlet of Broadway." Orchestra accompaniment. Music, Ben M. Jerome; words, Edward Madden; publishers, The Trebuhs Publishing Co., New York.

126 Nina — **Hans Kronold**

A favorite 'cello solo of the popular virtuoso, Hans Kronold. It is played in his usual style and finish and makes another splendid addition to our list of violoncello Records. Piano accompaniment. Composer, Pergolese.

127 Even Bravest Heart — **Thomas Chalmers**

The recitative and cavatina sung by *Valentine* (Marguerite's brother) in Act 1, Scene 4, of "Faust," Charles Gounod's best known opera. It is a favorite baritone solo. It is here sung in English, Mr. Chalmer's noble voice meeting every requirement of a perfect rendition. Orchestra accompaniment. Publishers, Oliver Ditson Co., Boston.

128 I Feel Thy Angel Spirit — **Miss Chapman and Mr. Harrison**

A fine rendition by soprano and baritone of a high class song. The text is translated from the German, written by the well-known composer, Gruben-Hoffmann. The combination of the voices makes it a fine Record. Orchestra accompaniment. Publishers, G. Schirmer, New York.

129 New Creation Two-Step — **New York Military Band**

Another fine Record made especially for dancing and selected for the purpose because of its excellent rhythm. The long playing length of the Amberol Record is going to make the Edison Phonograph more desirable than ever for dancing purposes, and it is our intention to put out one or two selections every month for use in this way. Such Records are equally enjoyable to those who do not dance. Composer, Edmund Braham; publisher, Carl Fischer, New York.

130 I'm Awfully Strong for You — **Billy Murray and Chorus**

The words of the title are the somewhat unique one used by a sentimental young man to his girl. Mr. Murray sings the selection in a fluting manner, accompanied by a quartette of male voices. Being sung in "The Yankee Prince," George M. Cohan's musical play. Orchestra accompaniment. Music and words, George M. Cohan; publishers, Cohan & Harris Publishing Co., New York.

131 Come Where the Lilies Bloom — **Metropolitan Quartette**

A Record of unusual attractiveness, finely sung by a quartette of mixed voices, accompanied by the New York Military Band. It is some time since we have put out a Record with a band accompaniment. "Come Where the Lillies Bloom" is Will L. Thompson's most popular composition. It is an old-time favorite. For years it has been featured in the best singing shows. It is given complete on the Record.

132 Roses Bring Dreams of You Medley — **American Symphony Orchestra**

An up-to-date medley introducing "Finnegan's Irish Band," "I Remember You," "Yip-I-Addy-I-Ay," "Roses Bring Dreams of You," and "The Sweetest Gal in Town."

133 Si Perkins' Barn Dance — **Ada Jones and Len Spencer**

Not the kind of barn dance now so much in vogue, but a most realistic side-splitting sentimental imitation of an old-fashioned country dance in the barn. The dialogue is by Miss Jones and Mr. Spencer as *Susan* and *Elmer*, the spooney couple, but other special features are introduced. The incidental singing has an orchestra accompaniment.

134 Fair Harvard Waltzes — **Maurice Levi and His Band**

A concert waltz composed and played under the personal direction of Mr. Levi. The state of perfect organization to which Mr. Levi has brought his band is at once recognized in this selection, and the many clever and interesting effects brought out show the remarkable control that as a leader he has won over his men.

Advance List

New Bohemian, French, German, Italian, Polish and Swedish Selections

THE Records named below will be ready for shipment from Orange between April 1st and 10th. Samples of any or all of them will be shipped March 1st to such Jobbers as place orders for them. None will be shipped without orders. Jobbers' stock orders received by March 20th will be shipped as fast as possible, after April 1st. Care will be taken to make shipment at one time to all Jobbers in the same city. Separate supplements of each list will be shipped with Records to all Jobbers who request a supply. State quantity required of each kind.

10 Bohemian Selections

15876	Proc ta lipa u studánky (Vymetal)	Josef Sládek
15877	Líbali mne líbch (Eyslér)	Josef Sládek
15878	Zelený hájové, Chodský pochod	Josef Sládek
15879	Buď prácí cest (slouží J. Scheu)	Josef Sládek
15880	Anka z Hloubětína (Original)	Josef Sládek
15881	U Zvonu (Original)	Alois Tichy
15882	Zahradník (Original)	Alois Tichy
15883	Na Skvírovně (slouží R. Hanf)	Alois Tichy
15884	Verze Pro zasmání (slouží J. Dusek) (Dueto)	Alois Tichy a Josef Sládek
15885	Sumarí (slouží A. Tichy) (Dueto)	Alois Tichy a Josef Sládek

52 French Selections

17015	Allons, Madelon	M. Mercadier
17148	Selon la saison	M. Mercadier
17229	Venez, ma belle	M. Mercadier
17282	A Bagnolet	M. Mercadier
17306	Quand vous serez vieilles	M. Mercadier
17864	Pas d'Pumerons (Duo Auvergnat)	M. Mercadier
17866	Ninette Ninon (Romance)	Mme. Rollini et M. Maréchal
17869	Quand l'Amour chante (Chansonnette avec Flûte)	M. Mercadier
17871	Bousuir Madame la Lune (Romance)	M. Maréchal
17877	La Perlie Mariée (Duo du Rossignol)	M. Noriac
17879	Bonjour Suzon (Mélodie)	Mme. Ida Vaudère et M. Ragneau
17881	O ma Napolitaine (Sérénade)	M. Gluck
17883	Tu m'as dit (Valse chantée)	M. Bérard
17883	Caprice de Vauvere (Chansonnette avec solo de Flûte)	M. Noriac
17895	Notte Serena (Sérénade)	Mme. Rollini
17896	La Vie Parisienne (Opérette)	M. Gluck
17897	Lilas blanc (Idylle Parisienne)	M. Ragneau
17900	Ivresse d'Oberon (Illusette)	M. Maréchal
17903	Les Refrains de la Vie	Mlle. Clery
17907	La Reine de Chypre (Duo d'Halévy)	M. Bérard
17908	Les Myrtes sont fétris (Aubade)	MM. Gluck et Ragneau
17912	Paquita (Valse Espagnole)	M. Soubeyran
17920	Gavroche Tyrolien (de St. Servan)	M. Bérard
17924	Chand de Ballons (de Chaudrie)	Mme. Rollini
17925	Sérénade à Magali (de Will et Trim)	M. Bérard
17927	Le Crucifix (de Faure) (Duo)	M. Bérard
17930	Valse des Cent Vierges (de Lecoco)	MM. Sardet et Dauhaine
17939	L'Honneur (de Maquis)	Mme. Marcigny
17942	Ah! si vous voulez d' l'Amour	M. Bérard
17943	Le Clairon (d'Andre)	M. Noriac
17946	Chasseur Tyrolien (de St. Servan)	M. Roland
17951	J'ai tant pleuré	Mme. Rollini
17955	Marche émouillante	M. Bérard
17956	Carillon tyrolien	M. Dauhérine
17959	Tu ne m'oublieras pas	Mme. Rollini
17977	Gaby	M. Sardet
17979	Pompette	M. Bérard Mme. Rollini

17982	Ohe! l'Hôtelier!	M. Bérard
17984	Romance du Jour et de la Nuit	M. Sardet
17985	Le Rédempteur	M. Préjol
17989	Reine des Reines (de Cazelli)	M. Bérard
17990	Tant pis pour elle (de Christiné)	M. Préjol
17996	Si j'ai rêvé (de Perrin et Devaux)	M. Bérard
17997	Le fou rire (de Delattre)	Mme. Rollini
18001	Tutta Mia	M. Bérard
18002	Ne vends pas ton coeur (Valse)	M. Sardet
18004	Polka des Camelots	M. Lejal
18013	Coeur de Napolitaine (par Rico)	M. Bérard
18014	Pourquoi baiser les yeux (de Gallini)	M. Sardet
18017	Pour la Republique (de Christine)	M. Préjol
18018	C'est Faure (de Maquis)	M. Mercadier
18022	Rends-moi mon coeur (de Palmouries)	M. Bérard

29 German Selections

15723	Märchen und Träume (aus der Revue "Das muss man seh'n")	Joseph Josephi
15726	Eine Fahrt mit dem Autobus durch die Friedrichstrasse (Original-Humoreske)	Schely und Barsch
15730	Der kleine Finkenhahn	Max Steidl
15734	Der eigensinnige Heinrich (Couplet)	Frl. Grete Wiedecke
15803	Der Herzen von Berlin (aus der Revue "Das muss man seh'n")	Joseph Josephi
15808	Puppen-Arie aus der Oper "Hoffmann's Erzählungen"	Hedwig Francillo-Kaufmann
15810	Mutter' wohl, du schöner Maientraum (Quartett)	Edison-Quartett
15812	Strömt herbei, ihr Völkerscharen (Rheinlied)	Carl Nebe
15813	Bummelkompagnon (duett aus der Revue "Das muss man seh'n")	Mila Karri und L. Haskel
15817	An deinem Herzen lass mich träumen	Hans Horsten
15818	Gebet, aus der Op. "Tosca"	Hedwig Francillo-Kaufmann
15819	Ein fideler Studenten-Commers (Original-Vortrag)	Georg Baesch
15822	Posaunen-Müller (Original-Vortrag)	Gustav Schönwald
15828	Am sonnigen Rhein	Carl Rost
15860	Frühlingfahrt	Dr. Otto Briesemeister
15864	Dudel-Quartett (Original-Vortrag)	Robert Steidl
15865	Drei lustige Fechtbrüder (Terzett)	Emil Justitz, Carl Nebe und Max Steidl
15869	Trinklied (Offenbach) (aus der Oper "Hoffmann's Erzählungen")	Juan Raventos
15871	Schöer dreseig Jahre bin du alt (Volkslied)	Carl Nebe
15887	Weibi, Weibi! (Haupt)	Carl Nebe
15891	Horch die alten Eichen rauschen (Quartett)	Edison-Quartett
15895	Immer an der Wand lang (Couplet)	Alfred Walters
15896	Gruss an die Burg (Wagner) (aus "Rheingold")	Theodor Bertram
15897	Schlaraffenland (Walzerlied)	Franziska Krug-Elffen
15905	Im silbernen Mondlicht (Quartett)	Edison-Quartett
15906	Wenn der Spargel wächst (Couplet)	Alfred Walters
15909	Spiegel-Arie, aus der Oper "Hoffmann's Erzählungen"	Theodor Bertram
15911	Seguidilla (aus der Oper "Carmen") (Bizet)	Rosa Olitzka
15912	Das Bergmanskind	Max Steidl

25 Italian Selections

20556	L'amore e facile—Tarantellucci (R. Falco)	Diego Giannini
20557	Ideale di Tosti	Signorina Emma Grandi
20558	Mosche e stroggiunate (R. Falco)	Diego Giannini
20559	Mia sposa sara' le mia bandiera (A. Rotoli)	Ernest Badini
20560	Sempre a voi fedele (F. Paolo Tosti)	Sig. Scarsmella
20561	Il Poveretto—Romanza (G. Verdi)	Ernest Badini
20562	Amor ti vieta, "Fedora" (W. Giordano)	Castiglioni
20563	Se—Melodia di Denza	Ernest Badini
20564	Sogni (Tessari)	Sig. E. De Franceschi
20565	Verrei morir (F. Paolo Tosti)	Sig. E. De Franceschi
20566	Amor te chiedo (C. Gimino)	Sig. Franco
20567	La Stua Sella (P. Mascagni)	Sig. Franco
20568	La Serenata (F. Paolo Tosti)	Sig. Franco
20569	Non Penso a lei (M. Ferrandini)	Sig. Franco
20570	In riva al mare (Drugi)	Sig. Panerai
20571	A serenate d'omrenare (G. Cambardella)	Sig. Panerai
20572	Comme facette Mammeta (Gambardella)	Diego Giannini
20573	Geolosi (Fonoz)	Diego Giannini
		Diego Giannini

20574	Toscanaza (Barzini)	Sig. Molinari
20575	E Naturale (Feydeau)	Sig. Molinari
20576	Io Voglio smarti (F. Paolo Tosti)	Sig. E. De Franceschi
20577	Torna (L. Denza)	Sig. E. De Franceschi
20578	Vorrei (F. Paolo Tosti)	Sig. E. De Franceschi
20579	Malia (F. Paolo Tosti)	Sig. Gabardo
20580	Serenata Mediovale (P. Mario Costa)	Sig. R. Tamenti

8 Polish Selections

21831	"Eros i Psyche." Arja Blednego rycerza	Jan Satern
21832	Arja z op "Halka" (Moniuszko)	Helena Zbolnska
21833	Romans do gwiazdy (Wagnera)	Dr. Zawilowski
21834	Krakowiaczek (Maniuska)	Ignacy Dygas
21835	Cichá smierci piesn, Galla	Dr. Zawilowski
21836	Mazurek lubowy	Wincenty Rapacki
21837	Przymadowa w zastawie, walc	Jan Popowski
21838	Stach (Noskowskiego)	Dr. Zawilowski

18 Swedish Selections

20516	Bond-tur	Comisk Sång	Herr Bondesson
20517	Hur min madam sku se ut	Comisk Sång	Herr Bondesson
20518	Fiserie i myrestacken	Comisk Sång	Herr Bondesson
20519	Ett hår af hin	Comisk Sång	Herr Bondesson
20520	J. Rosenlund Gämlåt Svensk Bondvisa	Sang ut an Accompagnement	Fru Dr. Blumenthal
20521	De tre sjomannen	Orkester och Sang	Herr C. Barckind
20522	Apötekspiket	Soubrett	Frk. Letjmann
20523	Ballad	Sopran	Fru Maily Högberg
20524	Prastens sugga	Talande	Herr Nergards-Lasse (Pseudonym)
20525	Karlekslandtringa	Comisk Sång	Herr Norce
20526	Hur sku' kvinnfolk tas	Drag Spel och Sang	Herr C. Barckind
20527	Liten Anlog	Sopran	Frk. Larsen
20528	Hela klabbet	Comisk Sång	Herr Tenorius
20529	Bergmansvisa	Tenor	Herr Nyblom
20530	Strutta ur Troubadour	Tenor	Herr Nyblom
20531	Visa ur Värmländingarne	Mezzo-Sopran	Fru Hellström-Oscar
20532	Pastorvisa	Bas	Herr Sjöberg
20533	Kosackvisa	Bas	Herr Sjöberg

Owns 3020 Different Edison Records

The Milner Musical Co., of Cincinnati, send the following letter recently received by them from Charles Wendel, a retail customer in their city:

After taking stock of my Records, which has taken about six years to collect, I have on hand three thousand and twenty, of which I could not tell you which I like the best, as very often I play the old ones and feel I could not part with one of them. This includes all operas and grand operas—all Edison Records. I have the largest size Edison Triumph Phonograph, which I bought three years ago, as my first machine was a small graphophone, and my second a Home. This last machine has always done perfect work and has never cost me one cent for repairs. My brass horn is about four feet long, which throws the sound for over a square, and if the time comes and you have anything superior to my machine I will only be too glad if you will let me know to purchase same.

The Invaluable Talking Machine

The talking machine is rapidly coming to the front as a medium for solving various troubles of man. An Albany, N. Y., man recently went into a local talking machine store and ordered a Record to repeat the words "He's not here," and nothing more. He explained his unique order by stating that one of his clerks had been married only a short time before and his bride insisted upon calling him on the 'phone numerous times during the day, usually at the busiest hours.

On each occasion she had to be told repeatedly that her husband was not in, and as the merchant got tired of her continual 'phoning and did not care to fire the man owing to his ability, he decided upon the talking machine record to do the work.—*Talking Machine World.*

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Mobile—W. H. Reynolds.
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ARK., Fort Smith—R. C. Bollinger.
CAL., Los Angeles—Southern Cal. Music Co.
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Peoria Phonograph Co.
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Minneapolis Phono. Co.
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Minnesota Phonograph Co.
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Koerner-Brenner Music Co.
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MONT., Helena—Frank Busser.
NEB., Lincoln—Ross P. Curtice Co.
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Williamsport—W. A. Myers.

R. I., Providence—J. A. Foster Co.
Household Furniture Co.
J. Samuels & Bro.

TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—W. M. Atwood.
O. K. Houck Piano Co.
Nashville—Harger & Co.
Nashville Talking Mach. Co.

TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—Thomas Shepherd & Co.
Houston—Texas Phonograph Co.
San Antonio—H. C. Rees Optical Co.

UTAH, Ogden—Dyer-Ott Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co.

VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.

WASH., Seattle—Bruce & Brown Co., Inc.
Sherman, Clay & Co.
Spokane—Spokane Phonograph Co.

WIS., Milwaukee—Lawrence McGreal.

CANADA, Quebec—G. Stobbitzlis.
Montreal—E. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—M. W. Waitt & Co.
Winnipeg—R. S. Williams & Sons Co., Ltd.

Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

I.C.S. LANGUAGE SYSTEM
for
Thomas A. Edison
PHONOGRAPH

There is a great opportunity for **you** to sell I. C. S. Language Outfits to people who are going abroad or who desire to learn a language for the sake of the knowledge of it alone; to those who desire to qualify for positions as translators and foreign correspondents; and to foreigners who wish to learn to speak English. No sledge hammer is needed to get it clearly into your head that this presents a sure way of broadening your field of work and increasing your sales. For the sake of good business sense, boom the I. C. S. Language feature of the business.

International Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII : April, 1909 No. 4

THE ROOSTER DOES THE CROWING



SHORT SERMONS FROM FAMILIAR TEXTS

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The EDISON PHONOGRAPH MONTHLY

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MEXICAN NATIONAL PHONOGRAPH CO., MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 515, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., SUD-UFER 24-25, BERLIN.
COMPAGNIE FRANÇAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VII. APRIL, 1909 No. 4

Short Sermons *from Familiar Texts*



TEXT:

The rooster does the crowing, but it's the hen that meets the demand for eggs.

MAKING a noise about your business is one thing and a commendable thing, but just making a noise isn't going to put Edison Phonographs into homes where there are none, or Records into homes where Phonographs have gone.

We are advertising Edison Phonographs and Edison Records throughout the length and breadth of the land. There is probably not one man, woman or child in this whole country, who can read, who has not read about Edison Phonographs and Records in some publication at some time or other.

But our work in this direction is never done. It isn't enough to bring the Phonograph to the attention of everybody. We must talk about it month after month; we must continually present it from every point of view; we must urge investigation, comparison with other instruments and win the people over to it by every means within the scope of publicity.

This we are doing, liberally, thoroughly and, we believe, intelligently.

But—

You are the hen.

Your store must meet the demand we are creating.

Unless your store is inviting; unless your stock is complete; unless your enthusiasm is kept at a high pitch; unless your demonstations are well conducted and unless you are doing everything in your power to make sales and make satisfied customers, you are not getting full benefit from our advertising and we are not getting all of the co-operation which our efforts in your behalf deserve.

We promise nothing that you cannot deliver. We claim nothing that anyone can contradict. We ask nothing except that you make all of the money you can out of our goods and our efforts.

This requires effort on your part, but it is effort that brings in fitting returns.

Lets get a little closer together on this.

Don't Let Up

There is no disguising the fact that business conditions are not what they ought to be, especially in the East. It would be foolish for us to attempt to tell Dealers that conditions in their territories are only imaginary and that they could do just as much or more business if they tried. They know and we know that business is below normal. At the same time, too many Dealers are unconsciously influenced by adverse conditions and "lay down" to a much greater extent than the conditions really justify. Thousands of men are out of employment and many other thousands are working on reduced time or at lower wages. The total number of such men, however, is small as compared with the number that are doing as well to-day as they have ever done. To every man who is idle or only partly employed, there are perhaps ten who have not been affected in any way by business conditions of the past eighteen months. These men are earning as much money and are spending as much. There is no more reason why they cannot buy Phonographs and Records to-day than there was two years ago.

Only a comparatively small percentage of them own talking machines and they are as good material as ever for Dealers to work upon. If Dealers would look over their territory, make up a list of people who are as prosperous as ever, they would find in such a list material for an excellent business. There isn't a Dealer handling Edison goods to-day who couldn't, if he tried, make up a list of from fifty to two hundred or more individuals who do not have Phonographs, but who are going to be able to buy them.

With such a list, a Dealer ought to be able to get a certain percentage of them to have Phonographs put in their homes on trial, if sales could not be made in a more direct way. In many other ways effective work may be done in selling goods. The special point is that human nature is too apt to give up easily under adverse conditions and efforts are relaxed to a much greater extent than the conditions really warrant.

Give this a little thought, Mr. Dealer, and see whether there is not some truth in it. Look over your field and ask yourself if you are doing all that you might do to bring business back to the point so greatly desired by the entire country.

Ask some useful question in the Mechanical Department. There must be some things you want to know more about—our replies will interest your fellow Dealers.

Sell the Cut Outs

On another page Dealers will find a list of 500 Domestic Records that we intend dropping from our Record Catalogue to be issued on August 1st. As may be seen by inspection, the list is made up almost entirely of desirable and good selling selections. They are Records we would not think of dropping if we based such action upon their sales. They are selling in the aggregate nearly 400,000 Records a year, and in dropping them we deprive the trade and ourselves of that much business. We are dropping them solely because the trade has demanded that the total Records in our catalogue be materially reduced.

It has been urged that we ought to keep the total as near 1,500 as possible. Dropping 500 will still not reduce the total to 1,500, but it is expected eventually to keep the catalogue at approximately that number. If we continue to issue 20 Standard and 20 Amberol selections to and including August and drop 300 on August 1st, our catalogue will then contain 1,469 Standard selections and 194 Amberol. This is but little in excess of the desired 1,500 and later cut-outs will reduce the list.

Between now and August 1st Dealers will have four months in which to dispose of all stocks of these Records they may have on hand, and they ought to dispose of them so that there will be no necessity of returning any to the factory in exchange for other selections.

There are several reasons why Dealers ought to do this. In the first place, our loss is heavy enough in dropping numbers from the catalogues without being asked to take back those in the hands of Dealers and exchange other Records for them.

In the second place, they are, in most cases, Records that the public would be glad to buy if it had any idea that after August 1st they could not be had. Then, the cost to a Dealer in paying express or freight charges on returned Records is an added expense, to say nothing of the trouble of packing, making out the necessary papers, placing orders for new Records, etc.

There is scarcely a Dealer who cannot dispose of his stock if he will make an effort to do so. Many Jobbers and Dealers adopt a plan of marking the cut-out Records in a way to identify them and they instruct their salesmen to play one or more of them whenever a customer is making up a selection. We would suggest that all Dealers handle the matter in the same way. There is no imposition in selling these selections to customers, for they are in every way as good as any that will be retained in the catalogues. We would especially urge Dealers not to take the cut-out Records out of their stock and put them away. Let them stand on the shelves, properly marked, so that salesmen can pick them out, and make even a greater effort to sell them if they were not to be cut out. Under no circumstances will they be taken back at the factory until after the new catalogues dated August 1st have been in general circulation. This would mean not earlier than September 1st, and may possibly be later.

In issuing this cut-out list of 500 selections, we aim to accommodate Jobbers and Dealers. The least the Jobbers and Dealers can do is to make every effort possible to sell their stocks of them instead of returning to us. This is the kind of co-operation that we feel we are entitled to from the trade.

As Many Dealers as Ever

No policies ever adopted by the National Phonograph Company have been such a complete success as those prohibiting Edison Dealers from selling other cylinder goods and guaranteeing them protection from indiscriminate competition in their respective cities and towns. The policy of limiting Edison Dealers to one cylinder line required all Dealers to sign an addenda to our Dealers' Agreement. The work of getting this addenda signed was begun with some uncertainty as to the outcome. We naturally expected more or less objection on the part of certain Dealers to our new policy. We felt uncertain as to what percentage would prefer to handle other cylinder goods. To our great surprise, however, 90 per cent. of the total signed without delay or objections. On the contrary, most of them expressed their warmest approval of the new plan. Of the remaining 10 per cent., a few objected and decided to drop our goods. Most of the remainder were either out of business or so near out that they decided to drop talking machines entirely. A small number of cases are still being investigated. The result, however, of the six months that have elapsed since this work was begun is that we to-day have practically the same number of Dealers as we had up to October 1st, for the number of new firms that have taken up the line have offset the losses from other causes. We are really much better off than we were six months ago, for we now know that the Dealers we have on our books are real, live, active and progressive people. They make up an army of Dealers that will, when business gets back to normal conditions, do a business in Edison goods that will put all past achievements in the shade. On the whole, we are greatly pleased with the success of the new policy.

Second-Hand Machines

The number of applications made by Jobbers and Dealers for licenses to sell second-hand machines at special prices is surprisingly small. This shows that the number of such machines in the hands of the trade is hardly worth considering. It also shows that out of nearly 1,500,000 Phonographs that have been placed on the market in the past thirteen years, a very small proportion of them are inactive. The small number of applications shows that, after all, there was not much real need for second-hand licenses. The adoption of the plan, however, will give the trade the fullest opportunity to dispose of any machines it may have on hand.

Jobbers and Dealers should not overlook the fact that they are especially prohibited from advertising second-hand machines, either with or without a price; are prohibited from exhibiting them in show windows or in stores, placarded with the reduced price, and cannot do any other act that will give the impression that they are selling Edison goods at bargain prices. The purpose of the special license is merely to give the trade formal permission to sell at second-hand Edison Phonographs at less than list prices. It is an act of courtesy and accommodation on our part and no Dealer will be permitted to take improper advantage of it.

Notice to Dealers Contemplating Change of Location

The attention of Edison Dealers is called to the necessity for communicating with the Agreement Department before making any change in the location of stores. Under the new policy of limiting the number of Dealers we desire to avoid having Dealers locate too close to each other, particularly in the larger cities. When an existing Dealer desires to change his location we take into consideration the proximity of other Dealers before giving consent to the change, and if we find that the proposed store is too close to an existing Dealer, the request is refused. The same rule is applied to the establishment of new Dealers. We therefore suggest to Dealers that where they contemplate changing their location, they first communicate with the Agreement Department before completing arrangements for a new location.

Record Shipment Schedule

Advantage was taken by several Jobbers of the error made in printing the Dealers' Order Blanks for March Records to make shipments to Dealers on February 23rd, instead of February 24th. That this date was an error must have been obvious to all such Jobbers and there was no justification for their course in shipping Records ahead of the regular day. Some time ago a circular letter was issued by our Sales Department giving the shipping and selling dates until January, 1910. A copy of this was sent to every Jobber and Dealer and it was published in the PHONOGRAPH MONTHLY. This schedule must be absolutely followed by the trade and no excuse will be accepted for violations of it. When Jobbers take advantage of an error such as occurred in the March list, they do an injustice to other Jobbers who recognize the error and live up to the prescribed schedule. A rule for Jobbers to adopt is never to make shipments before the 24th of the month, unless that date falls on Sunday or a holiday, when shipments may be made the day preceding. This plan is so simple that no one can be excused for not following it.

Printed Matter

A new slip, small envelope size, advertising the Edison Amberol Records, is now being shipped to Jobbers. It is attractively printed on two sides in orange and black ink, and bears Form 2490. Place an order with your Jobber for a supply, but if he doesn't fill it immediately, remember that shipments are just now being made, and in all probability his allotment has not been received.

With the April Monthly printed matter to Jobbers we included a hanger 9½ x 14 inches in size, calling particular attention to the Edison Records by Maurice Levi and His Band. If you ordered April Records, one of these hangers should have been included with the shipment. With the May printed matter it is our intention to include a hanger of about the same size referring to Amberol Record No. 122, "Golden Rod," by Mabel McKinley. These display forms will be a regular addition in future to the hangers now being supplied and Dealers should arrange to get one copy of each. We justly feel proud of the prominent artists we are adding these days to our already famous list. The issuance of these posters is one of the many methods of telling the public about them, our idea being to select for special consideration the one artist, combination of artists or selection of usual interest to Phonograph owners.

Show It in Homes

After all, nothing is more successful in selling Edison Phonographs and Records than demonstrating the goods. A Dealer may have an attractive show window, may have a splendidly fitted up stock, may have courteous salesmen, may do considerable advertising, may have up-to-date mailing lists, but none of these will be so effective as to show the machines and play Records for possible customers. This kind of work, too, is most successful when done in the houses of prospective customers. A possible buyer may hear a Phonograph in a well-equipped and comfortable demonstration room, but the impression made upon him can never be so good as if he hears the machine in his own home, where he can be permitted not only to hear it, but be shown how easy it is to operate it himself. We cannot point out too strongly the desirability of making sales in this way. Dealers should make every effort to get the consent of possible buyers to make a demonstration in their own homes. Once the consent is gained, take the machines to such homes, together with a carefully selected assortment of Records, selected with some reference to the tastes of the individuals, if their tastes can be learned in advance. Play some of the Records, show the individuals how to operate the machine and leave the whole outfit with them for a day or two. In only a small percentage of cases do the outfits ever go back to the store. This plan is by no means new, for many Dealers, even in small places, are doing a splendid business by following it. It is one of the greatest factors in the success of the mail order people, and it should be successful with every Dealer who adopts it and follows it up in the right way.

President Taft Records

Now that Mr. Taft is actually President of the United States, have you replenished your stock of the Edison Records made by him, and are you making the effort to induce your customers to buy these Records that their importance justifies? Mr. Taft is going to be one of the best loved Presidents the country has had, and Edison Records made by him are going to possess a continually increasing interest as time passes. It is the duty, therefore, of every one who hopes to make a success of the Edison business to carry an adequate stock of these Records and make every reasonable effort to interest Phonograph owners in them.

Selling the Goods

An Edison Phonograph customer is a good find.

Good, not only because a sale means a profit, but also because a Phonograph in a home will sell more Phonographs than a Phonograph in your store.

You can start a Phonograph playing through your window and draw a crowd. Your customer can start one in his home and create a desire for one on the part of all who are present.

It is the same way with Edison Records. Their appeal is stronger when played in a home.

There, both the Phonograph and the Records are in their proper setting. There they demonstrate all that you claim—entertainment in the home; entertainment for guests; entertainment for all.

You talk this home entertainment idea, of course, and you should. We talk it in our advertising. The home of one customer proves its value to others, verifies our claims and sales multiply.

Hence the importance of a satified customer. Hence the importance of keeping close tab on instruments that you sell. Hence, also, the wisdom of keeping Phonograph owners well informed as to the new Records so that they and their friends (who are your future customers) will retain their interest and keep up their enthusiasm.

Play Up the Talent

Notice the Edison Phonograph advertising in the April magazines.

We are using additional space in many of them to feature the Edison stars who are contributing their talents towards making the Phonograph more desirable.

This is but a beginning. Next month other well-known artists will be brought to the attention of your trade.

This is sure to stimulate a demand for Records. You should make the most of it.

You have doubtlessly received the Maurice Levi hanger.

Did you display it prominently? Did you play the Levi Record for the benefit of the passers by?

Did you do any local newspaper advertising so that those who learned from our advertising that Levi and Rosnin were represented in the Edison Records for April, learned also that you had them for sale?

That is the only way to get the benefit you should from our advertising.

Other artists will be featured in our May magazine advertising. A new hanger will be sent you for your windows.

We hope you will co-operate with us in making this special talent campaign a big success.

Two Dealers

Out in Wisconsin there is a small town of 1900 inhabitants where we have a first-class aggressive Dealer. One of our salesmen called on him recently and found—

That he had a mailing list of Phonograph owners.

That he understood thoroughly the repair of Edison machines.

That he sold machines on the installment plan.

That he advertised regularly and intelligently in local newspapers.

That he printed and distributed circulars to prospective purchasers.

That he carried a good stock of Standard and all the Amberol records.

And last of all that he had sold twenty-nine outfits since Christmas and had six more on order.

In the same county in a town of 3,000 inhabitants there is a dealer upon whom our salesman called the same day. This dealer—

Does not have a mailing list.

Does not thoroughly understand repairing.

Does not sell on installments.

Does not advertise regularly in any way.

Does not carry even a fair stock of Standard and none of the Amberol records—

And says that the Phonograph Business is a failure.

The reason is obvious—one dealer is in the business for all it's worth; the other doesn't care to work for even a reasonable return from his investment.

Enough has already been written in this publication about conditions as they exist in some localities. The above, however, are *facts*—not theories.

Take just a moment and classify yourself. Are you one of the "hustlers?"

The Edison Record Making Talent

Every Edison Record is an argument for the Phonograph. Each month a great array of famous artists is represented.

It is one thing to secure such talent; it is another thing to get from that talent Records that do them justice.

This is done in every Edison Record.

Have you noticed the artists who are contributing to your selling possibilities?

Have you brought them to the attention of your customers?

Are you equipped to meet every call for Edison Records?

Keep up your stock and your enthusiasm.

Only the Edison Phonograph Plays Amberol Records

Amberol Records are a new Edison Phonograph feature. No other instrument can play them and no other instrument offers a feature which means so much to your trade.

A Record that plays twice as long as a standard Edison Record at a trifle additional cost is a great selling point for the Phonograph as well as for the Records.

Are you stocked with Amberol Records? Are you getting the new Amberols as they come out each month?

Are you demonstrating them and putting back of them the interest and enthusiasm they warrant?

If not, you are letting a big opportunity slip by. The time to make the most of a good thing is while it is new.

That Home Record-Making Feature

Here's just one question for the thoughtful consideration of all Dealers. Have you fully realized the possibilities of doing an unusual business in recording horns and blank Records, now that the list price of the former has been reduced to $2.00? Remember, that amateur records cannot be made on any other type of machine. There's a strong talking point.

Still after Price Cutters

Judge Reed, of the United States Circuit for the Northern District of Iowa, in the Central Division, has recently handed down a memorandum opinion overruling the demurrer of the defendants to the amended bill of complaint in the case of New Jersey Patent Company and National Phonograph Company vs. Edward H. Martin, Fred N. Martin, M. M. Martin, Martin Telephone Company and R. S. Sterling. This suit was originally brought against Edward H. Martin alone, and he endeavored to hide behind the other parties who were afterward made defendants, his principal reliance being upon the contention that the Martin Telephone Company was responsible for the cut price sales which took place at Webster City, Iowa. To meet this contention the bill was amended to add the various additional defendants, and thereupon a demurrer was filed. A copy of Judge Reed's decision overruling the demurrer is printed below.

UNITED STATES CIRCUIT COURT, NORTHERN DISTRICT OF IOWA—CENTRAL DIVISION.

NEW JERSEY PATENT CO. ET AL., *Complainants*
vs. No. 171. Equity.
E. H. HARMIN ET AL., *Defendants* Memorandum.

In demurrer to the bill of complaint as amended.
DYER and KELLEHER & O'CONNOR, for complainants.
WESLEY MARTIN, for defendants.
REED, District Judge.

The demurrer is for want of equity in the bill, and also challenges the jurisdiction of this court upon the ground that the bill is founded upon an alleged breach by the defendants of the contract entered into by them with the complainants for the lease of their phonograph records, and that the amount of damages sustained by complainants because of such breach is not sufficient as shown. But the original bill, as well as the amendment thereto, alleges that after the contract between complainants and defendants had been terminated, the defendants obtained from some source unknown to complainants, but not from complainants, phonographs and used them in this district without right or authority from the complainants or any of their authorized agents, and in infringement of their patent. This shows an infringement by defendants of complainant's letters patent after the termination of the contract, and is sufficient to confer upon this court jurisdiction of the suit under the patent laws of the United States to enjoin such infringement and for an accounting, regardless of the amount involved.

Whether or not a sale by defendants of the patented articles which they procured under the contract with complainants was a breach or violation of its terms, would at once terminate the contract, and at the same time be an infringement of complainants' letters patent, which the complainants and denied by defendants in argument, need not now be determined, for the bill and amendment plainly allege that after the contract had been terminated, and defendants no longer had any rights thereunder, they procured and operated articles from some unauthorized source and sold them in this district in violation of complainants' rights in the premises under the letters patent. The demurrer is therefore overruled, and defendants may answer the bill as amended by the March rules, if they shall so elect.

It is ordered accordingly.

A. J. VAN DUZEE, *Clerk.*

Filed February 3, 1909.

A suit was recently brought by the National Phonograph Company against Joseph G. Williams, who was an authorized retail dealer at Worcester, Mass. This dealer, desiring to close out his stock of Edison Records, began advertising to sell them at cut rates, and after we had warned him to desist we found it necessary to bring an infringement suit and apply for an injunction to restrain the selling of these goods at less than the list prices. Such an injunction was granted and we print herewith a copy of the same.

UNITED STATES OF AMERICA.

MASSACHUSETTS DISTRICT, ss.

The President of the United States of America,

To JOSEPH G. WILLIAMS, a citizen of the State of Massachusetts, and a resident within the District of the District of Massachusetts, and having a regular and established place of business at Worcester, in the County of Worcester and State and District of Massachusetts, Your Agents and Servants, Greeting:

WHEREAS, The New Jersey Patent Company and the National Phonograph Company corporations created, organized and existing under and by virtue of the laws of the State of New Jersey, and having their principal offices at West Orange, County of Essex, in said State, and both citizens of the State of New Jersey, have exhibited their bill of complaint before the Justices of our Circuit Court of the United States, for the First Circuit, begun and holden at the District of Massachusetts, on the first Tuesday of February, 1909, against you, the said Joseph C. Williams, praying to be relieved touching the matters therein complained of; and

WHEREAS, By an order of said Court made on the first day of October, A. D., 1908, it was ordered that a writ of injunction and writ of ne exeat issue out of said Court restraining and each of you, from doing all the matters and things, from the doing of which you are prayed to be restrained in said Bill, according in full with the prayer of said Bill.

We, therefore, in consideration thereof, ENJOIN AND COMMAND you, each and every of you, that from and after service of this writ upon you, each and every of you, or any of you, you shall not sell, or offer for sale, or advertise for sale, the so-called Edison Records, or any thereof, or indirectly make, use or sell, or cause to be made, used or sold, any apparatus, article, or device embodying the construction or operating in accordance with the invention and improvement set forth in the Letters Patent No. 782,375 and 880,707, and reissues and licenses of the complainants, New Jersey Patent Company and National Phonograph Company, or infringe upon, or violate the said Letters Patent, or the rights of the Complainant thereunder, in any way whatsoever.

Whereof you are not to fail, on pain of $20,000, to be levied on your said goods of your goods, chattels, lands and tenements to the same.

WITNESS the Honorable MELVILLE W. FULLER, Chief Justice of the United States, at Boston, this first day of October, in the year of our Lord, one thousand, nine hundred and eight.

(Signed) ALEXANDER H. TROWBRIDGE, Clerk.

By L. C. TUCKER, Deputy Clerk.

One of the most recent instances of price-cutting of Edison Records occurred at Dover, New Hampshire, these goods being offered for sale by Harry C. Hopkins, doing business under the name and style of H. C. Hopkins & Company. Mr. Hopkins conducts a sort of dry goods or department store, but acquired in some way a stock of Edison Records and sold them at cut prices. Suit was promptly brought and an application made for a restraining order, which was granted by the Federal Court. This order reads as follows, and is dated March 4, 1909:

CIRCUIT COURT OF THE UNITED STATES.
District of New Hampshire.

No.
NEW JERSEY PATENT COMPANY and NATIONAL PHONOGRAPH COMPANY, *Plaintiffs*,
vs.
HARRY C. HOPKINS, doing business under the name and style of H. C. HOPKINS & COMPANY, *Defendant.*

Letters Patent in Equity. Nos. 782,375 and 880,707

RESTRAINING ORDER.

On reading the Bill of Complaint herein and the motion of the Plaintiffs for a preliminary restraining order, the affidavits of Albert C. Ivins, Frank W. Aylesworth and William Quigley, in support of said motion, it is by this court, this 4th day of March, 1909, ordered that upon the complainants filing a bond in the sum of $500, the said Defendant, Harry C. Hopkins, and his agents, servants, attorneys and all persons under the jurisdiction of this court on the service of a preliminary injunction hereinafter filed and upon which a subpoena has duly issued requiring the said defendant to show cause against the said motion, be temporarily restrained and enjoined from directly or indirectly using, or causing to be used, or selling, or offering for sale, or causing to be sold, any apparatus, article or device embodying the inventions and improvements set forth in said Letters Patent Nos. 782,375 and 880,707, and from infringing upon or violating the said Letters Patent in any way whatsoever, and from moving, secreting, or otherwise disposing of, or intermeddling with any Compositions for Sound Records, or Edison Records, or Edison Phonograph Records, covered by said Letters Patent, now in their possession. This order to be subject to modification upon hearing upon 24 hours' notice. Otherwise, hearing at Portsmouth on March 16, 1909, at 11 A. M., E. S.

By the Court.

BURNS P. HODGMAN, Clerk.

A Good Idea

The W. G. Walz Company, Edison Jobbers at El Paso, Texas, have had a rubber stamp made reading as follows:

"Be Sure to Read
The EDISON PHONOGRAPH MONTHLY Every Month."

With this they stamp all letters going to Dealers. This strikes us as an original and excellent plan. We will be glad to have the assistance of all Jobbers in inducing Dealers to read each issue of the PHONOGRAPH MONTHLY and keep a complete file of it for constant reference. The PHONOGRAPH MONTHLY contains many things of interest and value to the trade and it is a duty that every Dealer owes to himself to read it, so as to be fully informed as to what is being done here for his benefit. For reference purposes only, it is invaluable. Many Dealers would have been spared considerable trouble in connection with the last exchange proposition if they had kept a file of the PHONOGRAPH MONTHLY and been able to look back over past issues to learn what Records had been cut from the catalogues.

Ask your Jobber for Levi and McKinley show cards.

The Other 13,000

What they are doing and what they want to know about.

Roy E. Berthoff, Cherokee, Kansas—I have for some time now made it a practice to read the PHONOGRAM MONTHLY as soon as received. I desire to relate, for benefit of some, two of my little experiences. As soon as the Amberol Records and Attachments came out, I thought they would be winners, so ordered some attachments, one Home Combination Phonograph, and one each of the fifty records. They had just been in stock a few days when a railroad conductor came in the store Sunday A. M. When asked if he desired anything, said: "I noticed advertisements in the *Post* that Edison has out a new 4-minute record, and new machines. I suppose they are too new for you to have any, but I have desired to purchase a Phonograph, but have been waiting till they had a longer record." Well, I forgot it was Sunday. I told him, "You bet I have them, come right back and hear them." He said he didn't care to purchase now, but I insisted he listen to a few sacred pieces. It was 10 A. M. when he came in; he left the store at noon, with a Home Combination Phonograph, two dozen Amberol records, and I had his check in full payment. He has not purchased a single two-minute record as yet, but purchases Amberols every month. I scored a sale by having the New Goods Early.

Another little incident. I sold last Summer a farmer living eighteen miles from here, but close to Parsons, Kan. He had sent a list of records he desired, selected from a Mail Order House Catalogue, to a dealer in Parsons, one at Pittsburg, and one to me, asking we report by early mail how many of the list (48) we had. The others only had about half, I had all but one. I carry the full catalogues and it pays, though this town is less than 2,000. The result was, he took the train at McCune, twelve miles from here, and came over to see me. I sold a Home and forty-eight records, cash. About the first of February, I received a letter from him in reply to the announcement I had sent him of the Amberols and attachments, asking "If he would meet me at the morning train, would I come over, bring some records and attachments, and remain over night with him. He would drive me in next day to catch early morning train, and he would invite in some neighbors. Perhaps I might sell some other machines. Anyway he would purchase attachment and some Amberols." You bet I wrote I would come, for him to let me know the day. Meantime I just figured I would perhaps make a sale, so I packed up a Home (I sell nothing but Homes, have sold three Triumphs and two Standards outside of Homes); a suitcase full of Standards, and another suitcase of Amberols, and attachment, and went over. He met me, drove me seven miles to his home, had a fine country dinner, made over his machine that afternoon, played some Amberols. He got busy at the rural 'phone, called all his neighbors, and invited them over. Twenty-five arrived at about 7 P. M. and I played Records for six hours. I sold a Home and $16.50 worth of Records to one visitor and got the cash, and have several prospects, and invitations to return any time. I consider that a good night's work. It gave me an idea, and when good roads come, I am going to fit up my automobile touring car to hold machines and Records, and work all the surrounding country.

J. A. Huber, Ft. Atkinson, Ia.—Why don't you have more German and Bohemian Records made in this country? Those new ones made in Europe don't go with my trade. Good old common songs or plainer comics is what we want.

[It is not feasible to answer questions like these with any degree of satisfaction to the inquirer or ourselves. If the demand for German and Bohemian Records was larger, we might be encouraged to do much more in the way of putting out new lists, and if we found that the demand was for Records made in this country, rather than in the countries themselves by native artists, we would make more of them here. The demand, however, is limited at the best, and it is by no means certain that Records made in this country would be more satisfactory than those made abroad. We might say in this connection that we are contemplating in the near future putting at the command of the entire trade all of the Records that have been made and are being sold in Germany. Our present list of such German Records contain many humorous selections and you may be able to find many Records among them that will suit your trade. It is not likely, however, that we will be able to make any definite announcement about these German Records before May 15th or June 1st.]

John Henry Lynch, Edwardsville, Ill.—What can I do to stimulate the interest of my customers having from 100 Records up, who say they have grown tired of their machines and will buy no more Records, or at most only an occasional one? How, besides playing Amberol Records, is best to go about persuading a customer they need a 4-minute attachment?

[It is rather difficult to revive the interest of a man who states that he has grown tired of his machine. If a man lacks the necessary interest to buy new Records, it is not easy to induce him to buy. Possibly by getting him to come to your store and hear the new Records from time to time, he may find them so interesting that he will want to buy a few Records each month. Do not give him up, but send him lists of the new Records, and whenever opportunity offers point out to him that without new music interest is lost in all kinds of musical instruments. Individual performers on a piano would soon tire of the instrument if they did not play new selections from time to time. The same is true of the violin or any other similar instrument. If a man has only a collection of one hundred Records and plays them over and over, he can hardly fail to lose interest in playing the machine. Induce him to come to your store. If a Record comes in which you think will please him, drop him a line giving the title and tell him he ought to come in and hear it.

There is really no better way to induce the owner of a Phonograph to add an Amberol Attachment to his machine than to show him how easy he can play first one Record and then another by having an attachment applied and get him to hear some of the Amberol Records. You might write letters, advertise in newspapers and do other kinds of publicity work, but you would hardly succeed in persuading him without a demonstration both of the machine and Records.]

Geo. J. Ellett, Kaministikwia, Ontario—I am just through reading the PHONOGRAM MONTHLY, which I usually do same day as received, if I can anyhow do so, if not I always read it first chance I get, and am sure I benefit by so doing. Am specially interested in the news and advice of my fellow Dealers. I think that my case may probably convince some of what can be done in the Edison business. But maybe I am only one of many. I became an Edison Dealer some eighteen months ago, and started with the smallest stock, two Phonographs and 200 Records. The town I am running my store in is small, population about 200. I have general store and postoffice. Well, I did not make a sale for some time, but eventually I sold a Standard. Two days later another, and have up to date disposed of twenty-five machines—Gem, Standard and Home—and I think I may say thousands of Records, and my business is gradually improving. I am trying to put an Edison in every section house along our division, and I guess I will, although some of them have other machines. To show the superiority of the Edison machines I give the following instance: An operator near by had a —— machine. He came into the store one day. I took the opportunity of playing him a few Records and then casually mentioned that I understood he had a ——. He said he had a good one, but admitted that our machines were O. K. The third time he came into my store he had sold his, and bought from me an Edison Standard, remarking that "he thought he had the best machine going, but the first Record I played him made him want an Edison." Now if I can sell so many Phonographs in such a small town, what can a Dealer do in a large town? Well, I hope to try in a few months and see what luck I may have. I keep three Phonographs in stock, Gem, Standard and Home, one combination type and 500 to 600 Records, Record Cabinets, Carrying Cases and some Edison repair parts. Recorders and Reproducers, blank Records, etc.

Louis R. Murray, Ogdensburg, N. Y.—On the occasions of Lincoln's and Washington's Birthdays I issued to the various schools throughout this city as many badges (same as sample enclosed) as the teachers could distribute to the pupils to good advantage. The pupils wore them at the exercises in honor of the memory of the patriots, and afterwards took them home as souvenirs. As this was an original advertising idea in this locality, you can make up your mind that it was effective. The children wearing these on the streets and at other places soon created much curiosity, and now when most any one sees one of these badges he immediately remembers my store.

My business is slowly but surely building up, and when it does reach a more paying plane it will satisfy me to realize that it was honestly elevated and thoroughly in accord with your contract and intentions, despite the fact that I often lose a customer for refusing to violate my contract even in the smallest detail. Why, last week no less than five customers were put out because of my refusing to make exchanges which possibly I could have done to the letter of the contract, but not to the spirit. The consequences are they do not trade with me now. But it makes no difference to me. I am positively opposed to exchanges in any way; if one cannot get his money's worth out of a Record, then I'm not going to be his "tool."

On page 10 of the EDISON PHONOGRAPH MONTHLY, under "The Other 13,000," there is a reply to C. L. Clark, in regard to exchanging Records. I have made a typewritten copy of this and framed it and then hung it in a conspicuous place so all that wished might read it. And it has done wonders.

Emil Taussig, Elizabeth, N. J.—No doubt that your policy, in co-operating with all Dealers, has met with the success it deserves. I hope it will lead to an organization of the Dealers all through the United States. Have learned a great deal from the articles sent from "The Other 13,000," and am very much interested in everything they write about. I had quite a success with show-window trimming and it may help some Dealers to know how to display Phonographs or Records with a small stock on hand and without a big expense.

THIS ONE MADE A HIT.

Background—White cheesecloth, draped in folds one inch wide, one and one-half yards high, trimmed with a band of red cloth four inches on bottom and top. Sides of window treated same way. Floor same way.

Centre—Put a cabinet for Records in the centre of windows with an Edison Home Phonograph Combination Type on top of it, with horn and crane complete.

Sides—Build a pyramid from Amberol Records (empty boxes) about one yard high on the right side, and same on the left of the Cabinet, only using Standard Record boxes instead.

Signs—Two big signs, each one yard long and nine inches wide, marked "FREE." Cut the letters out and paste red tissue paper in back so as to make the letters transparent. Paste this sign, one in every corner on top of front glass. Make another sign about twenty inches square, with following: "FREE." This outfit will be given free to any person who can prove that the Edison Phonograph is not the best Cylinder Machine in the world." (Stand this sign in front of cabinet.)

ANOTHER ONE.

Background—You can use same background and sides for this display, but I had a scenery painted on a bed sheet representing bushes and swamp, to harmonize. Get a tank about four inches deep and at least one yard long and twenty inches wide. Your plumber will make one very cheap for you. Fill same with water and put some soil in, so as to cover the ground. Put tank on one side of the window and cover the rest of bottom of window with grass plots, leaving a pathway about ten inches wide, which you cover with some gravel. The whole thing should look like a swamp, with a pool and a pathway leading to it. Maybe you can find some dried up bushes, in an empty lot.

Borrow from some friends a stuffed stork; I have used a gray bird that looks something like it. Stand him up over the tank and suspend a Gem Phonograph with Horn over the bird with picture wire. Tie a Turkish towel around the machine, leaving front of it exposed, and make it look as if the stork was holding the knot in his bill. It should look as if the stork was bringing the machine out of the pond.

Sign—One big sign to cover the front window in a half circle: "What is a Home without a Phonograph?"

Your little folder, "See the Free Show Inside," gave me the following idea:

I own a machine that will run twelve hours on one winding, carry a weight of fifty pounds and is very handy for "live" displays. Have made a large circle out of wood about forty inches in diameter, made it on the style of barrel top, braced on bottom. Fasten this circle on machine and have it run very slow. Divide circle in about eight compartments with thin boards twenty inches wide and twenty inches high and nail them on circle from centre of circle out to the rim, forming little rooms (triangles). My painter supplied me with an old wallpaper sample book, with which I have papered these rooms, every room different. Some of it was used for the floor of rooms. Spread a sheet tent-like over the whole; high in centre with a small flag, and leaving front exposed just enough to show one room at a time, as the machine is running. Every room represents a parody on Edison Records. For instance:

Record No. 9392—"Next Horse I Ride on"—a wooden horse and a doll under it.

Record No. 9408—"Since Nellie Went Away"—showing a dirty kitchen with a toy stove all upset, some small toy dishes and pails on floor upturned. It looked as if Nellie had a scrap with Missus and after a good fight left the battlefield.

You can advertise this way almost any new Record, and don't forget to put a small sign in every room with number and title. Many an original idea can be worked out this way. If you can have a light in front to light up the rooms as they come in view.

E. C. Hagerty, Stephen, Minn.—I am enclosing you a copy of the "ad" I am running and thought it might be a good suggestion for you to make to the trade in the MONTHLY. It is the women and children in the country homes that Dealers need to reach, and I think this plan will do it quite successfully. Once they have had one for a time they will tease the old man till he will feel obliged to get one in self-defense. I have a customer now who is getting one simply because they happened to have a man with one for a time, and now the women and children simply cannot think of getting along without one. This is a very inexpensive way of creating interest in them and I feel will be a very successful way.

[The advertisement sent by Mr. Hagerty read in part as follows:

"Would you like to hear an Edison Phonograph in your own home? Then read this.

"I have decided to keep one machine and two dozen or more records just to loan out to anyone living in the country who will be responsible for the safe return of it inside of a week after receiving it. Application for it can be given in person or by mail and will be recorded in the order received by me and I will give you the date when you can get the machine. There will be no charge or no obligation to buy. Just take the machine to your home and play it for a week and return it to me. That settles the bill. I want all the country people to hear the Edison and at my expense. If after hearing my machine you decide you must have one I will sell you a new one and new records and on easy terms if desired. Why wait till you get rich when you can buy one on small payments for the amount of which you would not think of being without it even as rent? Call at once and register, or if you cannot call, write and I will let you know when your turn comes to have the free use of this outfit."]

Leopold J. Schreiber, Plymouth, Mass.—For the benefit of Daniel H. McRae, Glenora, Ont., and other Dealers, I wish to say I do quite a business in letting Phonographs and Records. I charge $1.50 a night for a Standard Phonograph and four dozen Records in a case. And I charge $5.00 a week for same outfit to Summer people at the cottages and allow them to change the Records three times a week. I have given *free* entertainments to many lodges and public times and bazars, which brought me good trade. Most anyone is willing to pay $1.50 to have a Phonograph and four dozen Records overnight to entertain their company.

For the benefit of J. H. Snyder, Lavelle, Pa., and other Dealers, I wish to say I sell more Phonographs and Records on my team route than I sell in my store. I have over 200 customers for Records. Every month when the new Records come out I drive out and leave the entire list with each customer overnight and call next morning. I replace the ones sold and leave these in next house and it keeps me agoing. By the time I get all around I can start right over for next month. Soon as I have a prospect for a Phonograph I leave the outfit at their home a few days, with two dozen late Records and wish to say I sell three to four Phonographs a week.

M. J. Roth, Edison Dealer at 1495 Third avenue, New York City, decided recently to follow out the suggestion contained in the Edison PHONOGRAPH MONTHLY and give Phonograph Recitals at regular intervals.

The invitations he issued to patrons were attractively printed and worded as follows:

"You are most cordially invited to be present at our first Edison Phonograph Recital on Saturday evening, Feb. 20th, at 8 o'clock. If you are a lover of good music, whether you own a Phonograph or not, don't fail to attend and bring your friends. These concerts will be given at regular intervals on the fifth floor of our building, especially fitted up for the occasion. A choice program of two and four minute Records will be rendered."

The Records selected for the recitals were taken from both the Amberol and Standard lists and the numbers were marked with one or two stars to indicate two minute and four minute selections respectively.

At the bottom of the program was left a blank for the name and address of any prospective purchaser and the following explanatory note:

"Patrons desiring to purchase any of the Records on this program may put an X in front of the number, fill out the name and address blanks, hand the slip to clerk and the Records will promptly be delivered to their residences."

Mr. Roth states that this scheme worked very successfully and recommends it to the attention of other dealers.

Chas. F. Sonnekorn, La Porte, Ind.—We are beginners in the talking machine business, but are learning fast. We put in a line of Edison Phonographs about the middle of December and have had a fine business. Our present stock consists of 500 Records and we ordered 500 more recently. By next fall we will carry a complete stock of Records. We like your PHONOGRAPH MONTHLY very much and read each issue from cover to cover.

(*Department continued on page 14*)

Two-Page Advertisement of Edison Goods in the leading magazines for April

The EDISON PHONOGRAPH



"A Useful Ally"

Imagine an entertainment where every performer is a star and every number a selection of your own

THAT describes the entertainment of an Edison Phonograph. You need not dress for it, go out after it, arrange your time for it or pay for admission to it. It takes place in your home, at your convenience, as often as you like.

You listen—that is the extent of your effort. You hear Manuel Romain sing just as you would if he stood before you. You hear Maurice Levi's Band play under his spirited direction and forget the medium by which his artistic efforts are brought to you.

Or you enjoy the talents of such clever entertainers as Ada Jones, Cal Stewart, Byron G. Harlan, Billy Murray and Steve Porter.

Do you doubt this excellence in the Edison Phonograph? Then hear it. Go to an Edison store; select the Record of a singer you have heard and a song you know. This test has placed the Edison Phonograph in a million homes.

Ask particularly to hear an Amberol Record, Mr. Edison's latest contribution to Phonographic entertainment; a record that preserves the sweet, clear tones of the Standard Edison Records, yet plays or sings twice as long and costs but a trifle more.

Edison Phonographs are sold at the same prices everywhere in the United States, $12.50 to $125.00. Amberol Records, 50c.; regular Edison Records, 35c.; Grand Opera Records, 75c. One of the greatest pleasures which the Edison Phonograph affords is making records at home. This can be done only with the Edison.

NATIONAL PHONOGRAPH COMPANY, 24 Lakeside Avenue, Orange, N. J.

EDISON RECORD TALENT



Maurice Levi

A Galaxy of Stars

LET a song make a hit, let a singer rise above the commonplace, let a band or orchestra achieve distinction, and a million homes immediately become the beneficiary through the Edison Phonograph. Each month the Phonograph offers entertainment of the highest order—the work of artists who have made names for themselves in the musical world.

Among those who have contributed to the Edison program for April are two of unusual eminence.

MAURICE LEVI offers his "Happy Days March," played by his band under his leadership. Levi is famous as a conductor of the new school. The march is his own composition and was first performed under his direction in "The Soul Kiss." It is full of novel effects, and in its rendition shows clearly the strong personality of Levi himself.

MANUEL ROMAIN contributes two songs, one a sentimental reverie with waltz refrain; the other a new waltz song with orchestra accompaniment—an Amberol Record containing the entire song. Romain is a marvelous tenor and never fails to make a Record that appeals.

April Records (Standard and Amberol) will be ready March 25th. Go to any Edison dealer and hear them. Catalog of April selections with descriptions, as well as a catalog of Edison Phonographs from the dealer or from us on request.

TRADE MARK
Edison Phonograph

NATIONAL PHONOGRAPH CO., 24 Lakeside Avenue, Orange, N. J.
New York, 10 Fifth Ave.; London, Victoria Road, Willesden; Sydney, N. S. W., 340 Kent St.; Mexico City, 6a Tacuba 33; Buenos Aires, Viamonte 515; Berlin, Sud Ufer, 24-25; Paris, 42 Rue de Paradis.

With the Edison Business Phonograph you dictate at your convenience and the typewriting department does the rest.

Our advertising is intended to help you sell Edison Phonographs and Records.
Just how much it helps depends upon your own efforts

W. G. Thomson, Nelson, B. C.—Referring to communication from T. H. Gillan, on page 11 of PHONOGRAPH MONTHLY for February, in giving something away as a premium with machines or Records, and your comment on it, I fail to see any distinction between that and giving something off the price of machines or Records, or giving Records with machines, or an extra Record with a sale of a dozen Records, or any other form of rebate, or why any Dealer doing such a thing should not be regarded as violating his contract in the matter of rebates or price cutting, and treated accordingly. Would be glad to know what you have to say regarding this.

[We did not mean to give the impression that we approved of the practice referred to, for we do not. Giving merchandise of any kind or making any inducement whatever to sell Edison goods is a violation of our price agreement and we are constantly prosecuting cases of this kind. In commenting upon the letter of Mr. Gillan, we intended to say that offering inducements is a species of dishonesty, and dishonest practices do not win out against a Dealer who gives the manufacturer as well as the public a "square deal." The dishonest man may "get away" in a sale of this kind, but the man who benefits by the sale knows that the Dealer has been dishonest and he never again has the same opinion of him that he once had.]

F. E. Huffaker, Visalia, Cal.—Can an Edison customer receive the *Phonogram* for you every month, or are they supplied from Dealers?

[We do not mail *Phonograms* to Phonograph owners unless they pay the subscription price of twenty cents a year to pay postage. Most owners are supplied by Dealers, who buy *Phonograms* from Jobbers at 25 cents per hundred. This is the price that Jobbers in turn pay for them.]

George Frew, Cardington, Ohio—A lady was in my store the other day and I played Record No. 9994, "Come Where My Love Lies Dreaming," by the Knickerbocker Quartette, for her. A well-known quartette recently gave a concert in our town and sang the same number. "Why," said the lady, when she heard the Record, "I understood those words ever so much better than I did when I heard it on the stage." Pretty nice compliment, wasn't it.

Bernard & Bishop, Reading, Mich.—Can music be made louder by using larger horns? Or which is the best way to furnish music for dances on Edison Machine?

[The use of large horns will slightly increase the volume of a Record and this volume ought to be sufficient except for a very large hall.]

Hopkins' Bazaar, Redfield, S. D.—Is a local Dealer allowed to prepay the express or freight charges on a Phonograph or Records, providing the same has been sold at full retail price?

[This is a matter that we never have attempted to regulate. If, for example, a local Dealer is permitted to deliver Phonographs and Records by means of an automobile or delivery wagon, either of which is an expense to him, we do not see how we can prevent another local Dealer who does not have an automobile or delivery wagon from making his deliveries by means of express or railroad companies. Of course, in all cases, we insist that the goods shall be sold at full retail prices. Therefore, our answer to your question is that a local Dealer is permitted to prepay express or freight charges.]

R. E. Shafer, Gering, Neb.—I have a drug and music store, 24x100. I display the Edison Record list (monthly) on a post in the center of the room, about fifteen feet from the main entrance. Everybody sees it.

Charles D. Blaine, San Luis, Obispo, Cal.—Your PHONOGRAPH MONTHLY is O. K. I look for it anxiously every month. To prove what the Monthly did for me in one instance, will state that a little over a year ago when you gave your dealers exchange of Records, through some error of the postal department, my exchange papers failed to reach me and I knew nothing about the exchange until the Monthly appeared. I had a few days in which to take advantage of the proposition but no papers. I immediately "got busy" and borrowed papers from a dealer who was quitting the business (fortunately for me) and made shipment of my cut-outs and defective Records, the Monthly saved me from carrying that dead stock for another year.

Stephens City Furniture Co., Stephens City, Va.—In the PHONOGRAPH MONTHLY for March, Louis Tyler asks, "What is the correct definition of Amberol?"

We would reply in brief—A M-uch B-etter E-dison R-ecord, O-f L-ength.

An Aid to the Show Window

"Show windows are the 'eyes of the store,' and are supposed to reflect the character of the store," said a prominent merchant. Of what value is it to spend a large amount of money in the preparation of fine window displays and effective newspaper advertisements if people are subjected, inside your store, to discourteous or cold treatment and methods which are at variance with the splendid treatment pictured in your windows and advertisements. I would use every effort within my power to see that folks were not importuned to buy when they only wanted information, and were made to feel at home when they came in.—*Exchange.*

Mechanical Department

We have made a beginning here of a department for answering questions asked by the trade concerning the mechanical features of the business. We believe that this department will be a valuable one to Jobbers and Dealers, and we hope that they will freely ask questions that may be answered in the department. We would especially like to reply to questions on subjects of interest to the trade generally. The coupon on page 24 may be used for asking questions, or Dealers may ask questions by postal cards or by letter.

Thomas Riddell, Brooklyn, N. Y.—What is the cause of and best way to cure a quivering governor? This applies especially to new style Triumph Phonographs.

[This condition is known as a drunken governor, and it can be remedied in the following manner: First, allow the machine to run down completely, until the main spring is entirely unwound. Then remove the governor and shaft from the machine, and loosen the screws that hold the springs to the collar and press the balls of the governor down flat on the shaft, and reset the screws tightly. After tightening these screws, press the ends of the governor on its shaft, together, so as to bow out the springs, until they assume a slightly convex appearance, after which re-assemble to the machine, wind it fully, and test it with a Record on which the trembling was most noticeable.]

King & Gager, Savannah, Mo.—What makes the springs jump as though giving way and catching again, and what is the remedy? We have tried oil and graphite, and in one case a new spring.

[This condition is known as a chugging main spring, and is caused by the leaves or coils of the main spring becoming gummed and sticking together by the excessive use of oil. The remedy is to allow the motor to run until the spring is half unwound, then remove the Phonograph from the cabinet, and thoroughly wash out the spring with benzine, after which apply powdered graphite between the leaves or coils of the main spring, and a little Phonograph oil. Then replace the Phonograph in its cabinet, wind it fully, and allow the motor to run down two or three times, after which treatment the motor will operate smoothly, and the chugging will cease.]

Leopold J. Schreiber, Plymouth, Mass.—I find that the Standard Records play louder and better with the Model H Reproducer. Do you think it will hurt the Standard Records or the Model H Reproducer?

[It is true that a Model H Reproducer can be used on Standard Records with possibly better results than a Model C Reproducer. It is not, however, wise to use the Model H Reproducer on Standard Records. The reproducing point of the Model H is much smaller than in the Model C, and Standard Records are not made to withstand the possible wear of the smaller point. Standard Records are made of a different composition than Amberol Records, and a smaller point is more apt to cut the former. We would advise you and all other Dealers not to encourage the use of Model H Reproducers on Standard Records.]

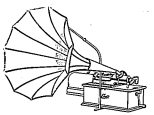
C. D. Bonfoy, Claysville, N. Y.—Why are some Model C Reproducers louder and much plainer speaking than others? Is there any way to make them uniform?

[All of our Reproducers are tested by a standard and are uniform in tone or as nearly so as it is possible to make them. It occasionally happens that the rubber gaskets between which the diaphragm is placed will shrink and become hard, and when this happens the tone of the reproducer becomes impaired. It can be improved by tightening the clamping ring a little, which takes up any play there may be between the diaphragm and the gaskets and eliminates any tendency of the Reproducer to blast or rattle. Care should be taken, however, not to tighten the clamping ring too much, for if it is screwed up as tight as it will go the volume of tone will be reduced. It should be tightened just enough to take out any blast that may be apparent in the Reproducer.]

W. E. Fuller, Williamsburg, Ia.—What shall we do with the old main shafts and mandrels? How and when shall we turn them in?

[When the price of the attachment for playing the Amberol Record was fixed, the value of the old main shaft and mandrel was taken into consideration, and the price was based on the exchange of these parts for the new attachment. Dealers who have accumulated a quantity of these old main shafts and mandrels should return them to their Jobber, who will return them to us. The main shaft and mandrels are of no value to the user or the Dealer, but are of some value to us, and all of our attachments are sold with the understanding that the old main shaft and mandrel should be returned to us.]

Four Ready-Made Ads



The Edison Phonograph

is an entertainer that comes into your home at a small price and brings with it the music of the world rendered by the world's greatest artists.

Hear Levi and His Band, Ada Jones, Harry Lauder, Press Eldridge and hundreds of other musical stars at our store.

(*Dealer's name and address*)

Electro of above cut, single col. 547; double col. 542



What Kind of Music Do You Like Best?

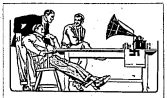
You can get any good kind from an Edison Phonograph. It renders a band of fifty pieces as well as it does a single singing voice. Nothing you can buy will provide so much of the best kind of entertainment for yourself and your family at so trifling a cost as an

EDISON PHONOGRAPH

Come in and hear the new things and get our terms.

(*Dealer's name and address*)

Electro of above cut, single col. 715; double col. 714



Much of the World's Best Music

is beyond the possibilities of a Record of ordinary length.

Edison Amberol Records, playing longer than any other Record, afford songs and selections not heretofore obtainable.

Have you heard the Edison Phonograph play Amberol Records?

(*Dealer's name and address*)

Electro of above cut, single col. 715; double col. 716



Amberol Records For the Edison Phonograph

They are the same size as the Standard Edison Records, but they play twice as long and cost but half as much again.

The new Edison Phonographs will play both. Your old Phonograph can be made to play both.

We have the attachments.

(*Dealer's name and address*)

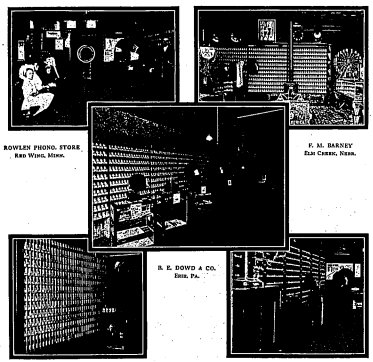
Electro of above cut, single col. 717; double col. 718

Store Arrangement and Display

We reproduce below a few of the scores of photographs of Dealers' stores sent us by our loyal friends. These have been in our hands for several months awaiting a favorable opportunity to use them and we still have many more on a waiting list.

We wish we were able to use some of these photographs every month, for we would like to do all we can to encourage Dealers in improving the appearance of their stores. Whenever a Dealer arranges his stock and the interior of his store in an attractive manner, and has a photograph taken of it, he may be put down as the right kind of a Dealer. When a Dealer takes pride in his stock and store, it will be found that he advertises, has mailing lists and leaves no stone unturned to get business.

The photographs reproduced here should furnish some ideas to Dealers who have not given the proper attention to the display of machines and Records.



ROWLEN PHONO. STORE
RED WING, MINN.

F. M. BARNEY
ELK CREEK, NEBR.

B. E. DOWD & CO.
ERIE, PA.

JNO. L. CANARY
LEBANON, KY.

TALKING MACHINE CO.
MINNEAPOLIS, MINN.

Advance List

Of Edison Standard and Edison Amberol Records for June, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before May 25th, 1909, all things being favourable, and they may be reshipped to Dealers at 8 A. M. on May 24th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on May 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. There may be distributed to Dealers after May 20th, but must not be circulated among the public before May 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on May 24th, for delivery on the following day. Jobbers are required to place orders for June Records on or before April 10th. Dealers should place June orders with Jobbers before April 10th to insure prompt shipment when Jobbers' stock is received.

Edison Standard Records for June

10137 Brooke's Triumphal March — **United States Marine Band**

The first Edison Record made by Washington's famous band. We are indeed fortunate in being able to place at the command of owners of Edison Phonographs the music of this great band organization. A corps of Edison experts was sent to Washington for the sole purpose of having the Marine Band make a series of Records for us. Some of these were made for the shorter Edison Record, so that those who have not added an Amberol attachment to their machines may share in the work of the Marine Band. Composer, Roland F. Seitz.

10138 No One Knows — **Manuel Romain**

A sentimental song of much more than ordinary beauty, both in words and music. Mr. Romain never sang more expressively. This is loud praise, for his Edison Records have gained for him a world-wide popularity. Orchestra accompaniment. Music and words, Francis Mack; publishers, M. Witmark & Sons, New York.

10139 Did He Run? — **Edward Meeker**

A comic song, descriptive in the first verse of what happened when a pack of firecrackers was tied to lazy Pete Green, and in the second verse of how a milkman entered his horse at Sheepshead Bay and was winning handily until someone shouted "Milk." Orchestra accompaniment. Music, Albert Von Tilzer; words, Junie McCree; publishers, New York Music Co., New York.

10140 Chinese March—Kwang Hsü — **Edison Concert Band**

A characteristic march, in which the instrumental effects reflect the style and character of the music of the Chinese Empire. Composer, Paul Lincke; publishers, Jos. W. Stern & Co., New York.

10141 Bandy Legs — **Ada Jones**

A "kid" waltz song similar to "Smarty" (our Record No. 9822) and with an equally catchy air. The words relate the woes of a little girl in short dresses whose lower limbs are not as perfect in form as they might be. She was teased night and day by her playmates calling her "bandy legs." Miss Jones gives the words the right kind of "kid" interpretation. Orchestra accompaniment. Music and words, John B. Lowitz; publishers, Trebuhs Publishing Co., New York.

10142 He Will Hold Me Fast — **Anthony and Harrison**

A sacred selection that attracted much attention at the revival meetings in Boston, January, 1909, conducted by the Rev. J. Wilbur Chapman. It was there sung with great success by Evangelist Alexander. The fact that Anthony & Harrison make the Record of the song stamps it as an artistic performance. Orchestra accompaniment. Music, Robert Harkness; words, Ada R. Haberson; publishers, Fleming H. Revell Co., New York.

10143 Trans-Mog-Ni-Fi-Can-Ban-Dan-U-All-Ty — **Billy Murray**

A new coon song by the same composer as "He's a Cousin of Mine" (our Record No. 9412) and "Common Sense" (our Record No. 9886). The title is the word that puzzled Ephraim Jackson Brown to spell. Orchestra accompaniment. Music, Chris. Smith; words, James Burris; publishers, Jerome H. Remick & Co., New York.

10144 The Jolly Clowns — **American Symphony Orchestra**

A characteristic composition by the writer of "Mosquito's Parade" (our Record No. 7393) and "Mouse and the Clock" (our Record No. 9434). It includes effective parts for the bassoon and oboe. The laughing of the jolly clowns is a feature. Composer, Howard Whitney; publishers, M. Witmark & Sons, New York.

10145 If You Were Mine — **James F. Harrison**

Mr. Harrison has not in some time made a more delightful Record than this new sentimental lullad by Kerry Mills, whose name alone makes for a successful production. Orchestra accompaniment. Words, Arthur J. Lamb; publisher, F. A. Mills, New York.

10146 Who's Your Friend? — **Collins and Harlan**

One of those duet Records in which these popular artists have made their greatest successes. It is typically "coon" in character, with clever verses and a swinging air. A laughable bit of by-play is the termination of a quarrel between the pair of dusky lovers. She is jealous and nags him till he strikes her. She cries "Police," but when the patrol wagon arrives she declares that he has only been demonstrative in his affection, and will not let the policeman arrest "her man." Orchestra accompaniment. Music and words, Ed. Rogers; publisher, Ted Snyder, New York.

10147 Almost — **Edward M. Favor**

One of the song hits in "The Fair Co-Ed," the successful musical production written by George Ade and played by the Elsie Janis Co. It is the song of "the average sort of a regular kind of a college man" who "almost" does many things. He "almost" made quarter back, "almost" ran on the cinder path, "almost" made the banjo club; the girls said he could "almost" dance, etc. Orchestra accompaniment. Music, Gustav Lüders; words, George Ade; publishers, M. Witmark & Sons, New York.

10148 The Rolling Chair March — **Maurice Levi and his Band**

Another of Mr. Levi's own compositions. Mr. Levi's productions show that he has unusual talent as a composer of band music, as well as being a band leader of the first rank. The Records by this band are different from any band Records heretofore listed in the Edison catalogues and are already in great demand. Publisher, Chas. K. Harris, New York.

10149 Uncle Josh's Trip to Coney Island — **Cal Stewart**

Mr. Stewart has been selling the story of his trip to New York City's famous resort for a long time and millions of people have laughed when he told it. But, like wine, the story improves with age and it is still funnier than most of the humorous things more recently placed before the public. Thousands of Phonograph owners are acquiring a complete collection of the Uncle Josh Records, getting the new ones as fast as they appear.

10150 Isn't Love a Grand Old Thing — **Ada Jones and Billy Murray**

The title of this comic duet and the names of the artists singing it, at once suggest a Record that will be "in the money"—that is, one that will rank among the five best sellers of the month. Miss Jones and Mr. Murray present another Record fully as good as any made by them since they have been singing together. Orchestra accompaniment. Music and words, Wm. J. McKenna (writer of "Mandy Lane," our Record No. 10033); publishers, Jerome H. Remick & Co., New York.

10151 Schoolmates — **Byron G. Harlan**

A charming waltz song that may be called a companion piece to the familiar "Schooldays" (our Record No. 9562). It is written by the same composer and sung for our Record by the same artist. A pleasing feature is the unexpected responsive voice in the refrain of the little schoolmate of "not so many years ago." This refrain is sung by Miss Jane Rossmore. Orchestra accompaniment. Music, Gus Edwards; words, Ed. Gardenier; publishers, Gus Edwards Music Co., New York.

10152 Moszkowski's Serenade — **Venetian Instrumental Trio**

Moritz Moszkowski, concert pianist and composer, was born at Breslau, August 23d, 1854. As a composer he is most widely known by his elegant and dainty salon-music for piano. The serenade is a gem among his many compositions. It was originally written for the piano, but it is here given with a musical setting that emphasizes its charming and graceful melody.

10153 Flanagan's Evening at Home — **Steve Porter**

Another good member of the Flanagan series. Flanagan puts in an evening at home. He reads the newspaper and in the "Lost" and "Wanted" columns he finds much to amuse him. Some of the advertisements he reads to Mary Ann will certainly amuse Phonograph owners.

10154 Good-Night Quartette—"Martha" — **Metropolitan Quartette**

"Martha," by F. Von Flotow, was first performed in Vienna in 1847. Its popularity has been so great and lasting that it has become known both here and abroad as "the ever popular." The "Good-Night Quartette" is one of its many charming and melodious numbers. It is sung in the second act, the scene being in the farm-house after Martha and Nancy have engaged themselves as servants to Lionel and Plunkett. Publisher, G. Schirmer, New York.

10155 Denver Town — **Premier Quartette**

Another cowboy song, telling how a cowboy wooed and won his bride. It is sung by a new combination of artists, including Will Oakland, John H. Bieshing, Billy Murray and W. F. Hooley. Unaccompanied. Music, George Botsford; words, Harry Breen; publishers, Jerome H. Remick & Co., New York.

10156 In God We Trust March — **United States Marine Band**

A popular march of this famous organization. It was brought into added prominence because of the coin "In God We Trust" controversy. It introduces the following tunes: "My Country, 'Tis of Thee"; "Dixie" and "Down Upon the Suwanee River." Second only in interest to these selections is the spirited figuration for clarinets and cornets that appears almost as prominently as the melodies themselves. Composer, G. Rosati.

Edison Amberol Records for June

135 Ruy Blas Overture — **Edison Concert Band**

Among Felix Mendelssohn's celebrated concert overtures there is none that ranks higher than his famous "Ruy Blas." In symmetry of form and beauty of theme, it may justly be classed a masterpiece from the pen of this wonderful composer. The many admirers of Mendelssohn's composition will find our Record worthy of this renowned classic. Publisher, Carl Fischer, New York.

136 Adam and Eve — **Grace Cameron**

This comic song was a hit in the musical comedy "The Pied Piper," De Wolf Hopper's latest success. It was sung by Miss Cameron while appearing in that production. Her rendition for our Record is quite as clever as her stage production. Miss Cameron is prominent and popular, both in musical comedy and vaudeville. This is her first appearance as an Edison artist. The Record will make the public want to hear more of her work. Orchestra accompaniment. Music, Manuel Klein; words, R. H. Burnside; publishers, M. Witmark & Sons, New York.

137 Whispering Flowers — **Edison Concert Band**

Originally written by von Blon, but specially arranged for reed instruments only by F. W. Ecke, leader of the Edison Concert Band. The composition is full of brilliant changes and charming effects, the composer's idea being to portray the murmuring zephyrs, the gentle breezes rustling through the leaves with whispering flowers nodding in the sunlight of a bright summer day. This conception is musically conveyed by the special arrangement for the reeds, the combination producing a splendid blending of woodwind, greatly enhancing the melodious beauty of this exceptional number. This arrangement is not published.

138 As the Years Roll On — **Manuel Romain**

As the years roll on,	In this world's vast space,
As they come and go,	None can take your place.
You are more to me,	And I'll love, and love, and love you!
Than you'll ever know.	As the years roll on.

Given words like these, with a sweet musical setting, sung by Mr. Romain and an attractive orchestral accompaniment, and all the ingredients are at hand of a delightful sentimental Record. Music, Melville J. Gideon; words, Edgar Selden; publisher, Shapiro, New York.

139 Hallelujah Chorus—"Messiah" — **Oratorio Mixed Chorus**

This chorus is the most inspiring part of "The Messiah," the greatest oratorio written by George Frederich Handel, one of the old masters. Handel was born February 23d, 1685. Whenever this oratorio is performed, it is customary for the audience to arise and remain standing while the "Hallelujah Chorus" is being sung. This custom originated with the first London performance of "The Messiah." When the "Hallelujah Chorus" rang out, the entire audience rose as one person, carried away by lofty enthusiasm. Band accompaniment. Publisher, G. Schirmer, New York.

140 Semper Fidelis March — **United States Marine Band**

This composition is regarded at Washington, D. C., as the official march of the United States Marine Band and is played by them at all government functions. It is one of J. P. Sousa's best compositions. The Record is noteworthy because it is the first of the Amberol series made by this famous government organization. Mr. Santelmann, the conductor of the band, is one of the foremost leaders in the country. Publishers, John P. Church Co., New York.

141 Any Old Port in a Storm — **Gus Reed**

Mr. Reed's superb basso voice could hardly be heard to better advantage than it is in this descriptive song of the sea. His rendition for our Record is faultless. Incidental to the singing there are some effects, like the sound of water dashing against the side of the ship, that adds to its realism. Orchestra accompaniment. Music, Kerry Mills; words, Arthur J. Lamb; publisher, F. A. Mills, New York.

142 A Possum Supper at the Darktown Church — **The Cal Stewart Co.**

This descriptive coon sketch, written by Cal Stewart, demonstrates that his ability is not confined to writing Yankee drollery and reproducing it on Records. It may not be generally known that Mr. Stewart is the writer of all the matter that appears on Records made by him. The story on this Record is very realistic of darkey life in the South. It includes a typical coon conversation, an address by "de Parson" and a song, "Boll That Possum Down," by Brother Lucius Livermore.

143 Peer Gynt Suite { No. 1 "The Morning" / No. 2 "Ase's Death" } — **Edison Concert Band**

144 Peer Gynt Suite { No. 3 "Anitra's Dance" / No. 4 "In the Hall of the Mountain King" } — **Edison Concert Band**

This suite is the best known of the numerous works of Edward Hagerup Grieg, the celebrated Norwegian composer. The subjects are taken from the dramatic poem, "Peer Gynt," by Henrik Ibsen. "The Morning" is of a pastoral character and exquisitely portrays the tranquility and quietude of the break of day. "Ase's Death" describes the overwhelming grief of Peer Gynt at the death of his mother. "Anitra's Dance" is a dreamy mazurka movement, picturing Anitra, the daughter of a Bedouin chief, in her graceful and languorous dancing, by which she fascinates Peer Gynt, who has fallen in love with her. "In the Hall of a Mountain King" expresses in mystic and wierd strains the departure of Peer Gynt from the hall of the mountain king in the pursuit of the goblins. Publisher, Carl Fischer, New York.

***145 The Longest Way 'Round is the Sweetest Way Home** — **Will Oakland**

What fond lover will fail to recognize as the truth the title of this sentimental composition? Is not the longest way all too short to him? In this composition he frankly confesses before the wedding that it is the sweetest. A year after the marriage she asks that, for old times' sake, they again take the long way, and gives the same reason for her preference. Orchestra accompaniment. Music, Kerry Mills, who also wrote "When You Love Her and She Loves You" (our Record No. 9778) and "Red Wing" (our Record No. 9622); music, Ren Shields; publisher, F. A. Mills, New York.

146 Wedding March—"Midsummer Night's Dream" — **American Symphony Orchestra**

No composition by Mendelssohn is so universally known and admired as this wedding march. It is part of the incidental music written by Mendelssohn to Shakespeare's dramatic comedy, "A Midsummer Night's Dream." No wedding in these days would be complete without this march as one of the nuptial airs. Publisher, Carl Fischer, New York.

147 Hear Ye Israel—Aria from "Elijah" — **Edith Chapman**

The best known and most popular aria for soprano from the oratorio "Elijah." The text is taken from Chapters XLVIII, LIII, XLIX, XLI and LI of the Book of Isaiah. Miss Chapman's beautiful soprano voice could not be heard to better advantage than on this Record. Orchestra accompaniment. Publisher, G. Schirmer, New York.

148 Sweet Peggy Magee — **Ada Jones and Len Spencer**

An Irish dialect story of the courtship of Paddy Flynn and Peggy Magee. Paddy has proposed many times, and as many times been refused by the coquettish Peggy. Paddy finally outwitted her and won her consent to be married. The Record includes more than the usual number of incidental effects, all of which add to its desirability.

149 Frau Luna Overture — **Maurice Levi and His Band**

The overture to Paul Lincke's comic operetta, "Frau Luna," a successful European production. It is one of Mr. Lincke's favorite numbers and always scores a "hit." The principal theme running through the selection is the chorus of "Castles in the Air," a charming bit of melody. The entire overture is very entertaining. Publisher, Jos. W. Stern & Co., New York.

150 Anona — **Mabel McKinley**

"Anona" was Miss McKinley's first great success as a composer. The selection has indeed been a success, for ever since its first recognition by the public it has been a feature on musical programmes, especially of band concerts. The graceful way in which Miss McKinley sings the selection is delightful. Orchestra accompaniment.

151 Darkey School Days — **Golden and Hughes**

A screaming vaudeville sketch, given on our Record just as it is presented nightly on the stage by these vaudeville artists. The dialogue is between two darkey school-boys, and the statements they make, the sums they propound to each other and their antics generally, all combine to make an unusually funny Record.

152 Gavotte-Caprice — **Samuel Siegel and Roy H. Butin**

A mandolin and guitar duet by two experts on these instruments. The selection is an original composition by Mr. Siegel, the construction of which presents fine contrast and brilliant change, and affords a splendid opportunity to these artists to show a skilled and finished performance on these sweet-toned instruments.

153 Seven Favorite College Songs — **Knickerbocker Quartette**

A specially arranged Record of the following seven songs, so well known and popular among the colleges: "Upidee," "Bring Back My Bonnie to Me," "Boola Song," "Soldier's Farewell," "Stein Song," "Old College Chum" and "Good Night, Ladies." Sung by male voices, unaccompanied.

*This Record will be illustrated on cover of JUNE PHONOGRAM.

154 The Skater Waltz — **New York Military Band**

Another Amberol Record made for dancing. The composition is by Emil Waldteufel, an European writer, well known for his graceful and popular dance music. His waltzes are greatly admired for their sweet, flowing melodies and their splendid dance rhythm. They are favorite numbers, both in concert hall and ball room. This waltz is characteristic of its title, conveying by instrumental effects the clatter of the skaters, while the merry jingle of sleigh bells assist in picturing the life and action of this exhilirating sport. Publisher, Carl Fischer, New York.

Trade Bulletins

Sales Department Bulletin No. 26, April 1, 1909
Trade Information for All Dealers in the U. S.

All correspondence concerning the Bulletin should receive its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, *Orange, N. J.*

The 300 Edison Records named below will be withdrawn from sale August 1st, 1909, and will not appear in the Domestic Record Catalogue of that date.

In giving Dealers four months' time in which to dispose of their stock of these out-out selections, we hope that the trade will co-operate with us in reducing to a minimum the number of Records to be returned for exchange.

These Records are being dropped solely to meet the wishes of the trade that the total number be kept as near 1,500 as possible. Without exception, they are desirable and salable selections. Their withdrawal means the loss to us of a large amount of business and we are entitled to the assistance of Dealers in reducing the further loss that will be caused by the return of cut-out stock.

300 RECORDS TO BE WITHDRAWN ON AUGUST 1, 1909

11	Benediction of the Poignards	Edison Concert Band
31	Handicap March	Edison Military Band
32	Hagenbeck March	Edison Military Band
33	Ireland's Well-known Melodies	Edison Concert Band
52	Overture, The Drummer of the Guard	Edison Concert Band
53	Overture to Fra Diavolo	Edison Concert Band
58	Overture to Semiramide	Edison Concert Band
59	Overture to Zampa	Edison Concert Band
60	Pilgrims' Chorus from Tannhauser	Edison Concert Band
65	Selection from Attila	Edison Concert Band
67	Selection from Bocaccio	Edison Concert Band
69	Selection from Daughter of Regiment	Edison Concert Band
70	Selection from Der Freischutz	Edison Concert Band
71	Selection from Faust	Edison Concert Band
72	Selection from Fatinitza	Edison Concert Band
77	Selection from La Mascotte	Edison Concert Band
78	Selection from Les Huguenots	Edison Concert Band
79	Selection from Martha	Edison Concert Band
84	Selection from Merry War	Edison Concert Band
85	Selection from Robin Hood	Edison Concert Band
86	Selection from Robin Hood	Edison Concert Band
88	Sextette from Lucia	Edison Concert Band
89	Stephanie Gavotte	Edison Concert Band
112	In Storm and Sunshine March	Edison Military Band
116	Gloria from Mozart's Twelfth Mass	Edison Concert Band
128	Ireland's Well-known Melodies	Edison Concert Band
142	Soldiers in the Park March	Edison Military Band
524	Light Cavalry Overture	Edison Symphony Orchestra
613	Selection from The Mikado	Edison Symphony Orchestra
608	Battle of Manassas	Edison Military Band
1011	The Old Continentals	Dudley
2225	Our Dixie Southern Home	Edison Male Quartette
2323	Narcissus	Brooks
4909	Wayne Bold	Harrison
7007	In Old Madrid	Harrison
7133	On Guard, Vigilance	Yoder
7252	Oh, Dear Us, Think You?	Sanderson
7253	Polonaise Brillant	Tosso
7260	Village Blacksmith	Bentley
7508	Medley of College Songs	Edison Male Quartette
7509	Vesper Service	Edison Male Quartette
7600	Independentia March	Belmont
7601	Under the Double Eagle	Wagner
7638	Serpent Dance	Edison Military Band
7662	From Uncle to Uncle	Edison Concert Band
7664	I Left Because I Love You	Dixon
7731	In the House of Too Much Trouble	Harlan
7744	While the Band is Playing Dixie	MacDonough
7785	Selection from the Burgomaster	Edison Symphony Orchestra
7870	Pan-American Exposition March	Edison Military Band
7927	Hurrah Boys March	Edison Military Band
7967	Dip, Dip	Tosso
8005	I Have Grown so Used to You (Xylophone)	Benzler
8006	McNerney and the Parrot	Collins & Harlan
8031	Rose of Tralee	Taylor
8032	Trombone Smears	Edison Military Band
8050	Night Trip to Buffalo	Invincible Quartette
8052	Medley of Favorite Reels	Edison Military Band
8065	My Own Wild Western Rose	Harlan
8068	Shade of the Palms	Stanley
8070	Amoureuse Valse	Peerless Orchestra
8080	Selection from A Chinese Honeymoon	Edison Concert Band
8101	Belle of Kentucky	Edison Military Band
8104	Old Church Organ	Edison Concert Band
8108	Overture to Merry Wives of Windsor	Edison Concert Band
8114	Rubin Song	Harlan & Belmont
8125	Minter Dandy	Taylor
8126	Procession March from Le Prophet	Benzler
8127	Overture to Barber of Seville	Edison Military Band
8128	Overture to Norma	Edison Concert Band
8143	Overture to William Tell	Edison Symphony Orchestra
8160	Lazarre Waltzes	Edison Concert Band
8201	When Kate and I Were Comin' Thro the Rye	Harlan
8218	Under the Bamboo Tree	Collins
8236	Days Where the Waterginger Flows	Collins & Harlan
8244	Revings of John McCullough	H. Spencer
8252	Just Kiss Yourself Good-bye	Collins
8253	Sweetheart Chickenfeed	Stanley
8310	The Balloon	Steiger
8317	I've Got My Eyes on You	Edison Military Band
8338	When the Autumn Leaves are Falling	Harlan & Stanley
8340	Old Uncle Ned	Tosso
8356	Mr. Dooley Medley (Xylophone)	Benzler
8370	Symphia Waltzes	Edison Military Band
8387	Alsagasan March (Xylophone)	Benzler

8391	Selection from Marianna	Edison Concert Band
8399	Under the Bamboo Tree Medley (Xylophone)	Benzler
8412	Down Where the Wurzburger Flows Medley (Xylophone)	Benzler
8423	Hebrew Vaudeville Specialty, With Parody on "Hiram Green, Good-bye and Sit Down"	Rose
8432	Peters, Peggy Mignon	Edison Concert Band
8433	Strudella Overture	Edison Concert Band
8438	Sweet Rosy	Watson
8450	Ballet Music from Faust, Part 1	Edison Concert Band
8460	Heart Bowed Down	Tosso
8472	Santiago Waltz (Xylophone)	Benzler
8475	Lily	Edison Concert Band
8476	Hot Zouave March (Xylophone)	Benzler
8482	National Fantasia	Kryl
8487	Ballet Music from Mathieu Sandorph	Tosso
8499	Happy Days	Keyes
8500	American Standard March	Edison Military Band
8502	Hungarian Dance No. 1	Edison Hungarian Orchestra
8503	Ida Waltz	Collins
8504	I Was the Dutch	Collins & Harlan
8515	Good-bye, Eliza Jane	Collins
8516	Ballet Music from Faust, Part 2	Edison Concert Band
8536	Waldemere March	Edison Military Band
8537	Sandwich Polka	Hentzinia
8554	Sabre	Edison Symphony Orchestra
8556	Melody of Love	Edison Symphony Orchestra
8596	Uncle Sammy March (Xylophone)	Benzler
8600	It Was the Dutch Medley	Edison Military Band
8609	Your Mother Wants You Home, Boy	Harlan
8622	Girlish Dreams (Bells)	Benzler
8623	Oh, Mister Dude, That's All	Murray
8646	Sweetest Girl I Know	Murphy & Stanley
8649	March of the Holy Grail	Edison Military Band
8661	I've Got My Eyes on You	Collins
8669	King Carnival Polka	Kryl
8671	The 13th of March	Collins
8673	Navajo Medley	Edison Military Band
8717	I'll Be Married I Never Had	Collins
8682	Belle of the West	Edison Military Band
8683	Whistling Coon's Patiotism	Campbell & Burr
8705	Hail Columbia Grand Selection	Collins
8706	Pomeranikie's Silver Wedding	Spencer
8710	Mineral Boy	Tosso
8725	Tipperanoe	Roberts
8727	Don't Leave a Soldier Medley	Edison Military Band
8800	Ballet Music from Cassilda	Edison Concert Band
8801	Con Cheney's Before Election Speech	Harlan
8803	One Heart, One Mind (Bells)	Benzler
8804	Teasing	Roberts
8805	Selection from The Royal Chef	Edison Concert Band
8819	Does You Love Me as You Used to, Jane	Collins & Harlan
8808	Yankee Girl (Xylophone)	Benzler
8860	Teasing Medley	Edison Military Band
8903	Hunting Scene	Edison Military Band
8907	Coax Me	Collins & Harlan
8918	Dots, Dots, Dots—o-o!	Murray & Roberts
8919	I've Got My Fingers Crossed, You Can't Understand	Harlan
8924	Dolphin March	Edison Concert Band
8925	Rare Old Bird	Roberts
8930	Never	Roberts
8940	Ye Ancients' March	Edison Concert Band
8948	My Carolina Lady	Jones
8949	Mildred Schottische (Bells)	Benzler
8950	Mississippi Rag	Minerets
8951	You Got a Little Money and I've Served It All for You	Murray & Roberts
8956	Overture to Bohemian Girl	Edison Concert Band
8959	Yankee Land	Gaynan
8960	Overture	Edison Concert Band
8961	Teddy's Jag	Murray
8964	Hungarian Rhapsody	Edison Concert Band
8968	Summer Night's Dream Overture	Gaynan
8969	Days Where the Waterginger Flows	Collins & Harlan
8970	Revings of John McCullough	H. Spencer
8972	Flag of Victory March	Edison Military Band
8973	Antony and Cleopatra	Jones & Spencer
8974	Don't Leave Me Crying	Collins
8975	The Balloon	Steiger
8977	I've Got My Eyes on You	Edison Military Band
8978	Every Little Bit Helps Medley	Edison Military Band
8980	Oberon Overture	Edison Concert Band
8981	Harlan	Vance
8971	Message of the Old Church Bell	Anthony
8976	Plaine Dame Doudou	Edison Concert Band
8988	Just Because I'm from Missouri	Roberts
9091	You Must Think I'm Santa Claus	Tescott
9093	Bells, The (Bells)	Benzler
9104	Making Eyes Medley (Xylophone)	Benzler
9113	Evening on the Plaza	Siegel
9118	Yankee Girl March	Edison Concert Band
9115	Hiram Green, Good-bye	Murray
9130	Bye-bye, My Bye, Bye-bye	Collins
9152	Don't Leave Me Crying Baby Tough	Collins
9154	Girl From the U. S. A.	Gilbert
9159	Call Again, Calligan	Favor
9164	Sympathy	Murray
9173	A Lovely Night in June (Bells)	Benzler
9177	Lights Out March	Edison Military Band
9207	Three Jackies March	Edison Military Band
9214	Sweet Rosy, Rosy, 'Cause de Winter am Coming In	Vance
9215	Original Cakers	Jones & Spencer
9221	Uncle Josh in a Department Store	Keefe
9220	Sweet Smiles (Bells)	Benzler
9230	I'll Be Married Again	Harlan & Stanley
9253	Let Me Write You I Never Dared to Tell	Harlan
9253	Ching Chang (Xylophone)	Benzler
9254	Elite Albums	Edison Concert Band
9255	Is Everybody Happy Medley	Edison Military Band
9260	Colleen Bawn	Harlan & Stanley
9281	Serella (La Mattchiche)	Edison Military Band
9284	Yankee Shipmates	Turner
9284	Virginia Reel	Stanley
9287	Nibelungen March	Edison Military Band
9307	I Want What I Want When I Want It	Stanley
9313	Flying Arrow	Edison Military Band
9338	Rube of the Valleyries	Edison Concert Band
9355	When Love is Young	Stanley
9361	Afloat on a Five Dollar Note Medley	Edison Military Band
9362	Tomb Dance	Edison Concert Band
9382	Belle of the East (Bells)	Benzler
9391	Songs of the Rag Time Boy	Collins & Harlan
9393	Blue Ribbon March	Edison Military Band
9401	Shun Nellie Went Away	Edison Male Quartette
9409	Under the Church Medley	Edison Military Band
9413	The Sea	Pryorski
9414	I'll Do Anything in the World for You	MacDonough
9415	Camp-meeting Time	Collins & Harlan
9433	Bonhamia March	Edison Military Band
9449	Don't Leave the Room to Speak to Me	Collins & Harlan
9453	Sweet Rosy, Rosy, Rose of All	Stanley
9453	March "Please" (Xylophone)	Benzler
9461	Limited Overture	Edison Symphony Orchestra
9464	Fassy Little Nancy	Jones
9465	Uncle Josh in a Chinese Laundry	Keefe
9477	Ave Maria	Kronold
9478	Serenade for a Certain Girl	Murray & Chorus
9525	Record March	Edison Military Band
9500	Gambrinus Polka	Edison Concert Band
9512	If Anybody Wants to Meet a Jonah, Shake Hands With Me	Collins
9516	If You Want to Pick a Fuss, Wait Till the Sun Shines	Roberts
9522	Telephone Girl Ball Tolled	MacDonough
9524	Bowery Cavaliers	Stanley
9530	Mill in the Forest	Edison Concert Band
9533	Good-a-bye John Medley (Xylophone)	Benzler
9530	Something for Jesus	Anthony & Harrison
9532	Thunderer March	Edison Military Band
9543	Nobody's Sweetie Girl	Harlan
9545	Under the Linden Tree	Edison Concert Band
9546	Last Rose of Summer	Helena
9554	Golden Rod—Intermezzo	Edison Concert Band
9555	With You in Spanish	Gillette
9558	Intermezzo—Cavalleria Rusticana	Helena
9560	Tell Washington	Murray
9561	Yankee Doodle	Edison Military Band
9565	Overture Wm. Tell	Edison Symphony Orchestra
9566	Polka Mazurka	Peerless Orchestra
9570	Schoraan Johnson	Collins
9571	Last Rose of Summer is the Sweetest Song of All	Anthony
9572	Honey and Izzy	Jones & Spencer
9577	Peace, Most Medley	Edison Military Band
9578	Ballet Music from Faust, Part 3	Edison Concert Band
9570	Te, Te, An Revely, I'm Goin' to Go	Jones
9581	I Love You for My All Time Girl	Collins
9582	And a Little Bit More	Collins
9583	I'll Be Married Right Off for You	Anthony
9584	Dream of the Revelry Fleed	Edison Military Band
9588	You'll Not Be Forgotten, Lady Lee	Foster
9502	Hymns of the Old Church Choir	Stanley
9503	Awful Polka	Edison Concert Band
9591	Lost Hour of Summer	Edison Male Quartette
9596	Save a Little Money for a Rainy Day	Meeker

8097	Chorus Lady March (Xylophone)	Bentler
8098	Tale of the Blanket	Dacey
8099	Tale of the Two Soldier Man	Harlan
8002	Minuet and Gavotte from "Pastiace"	
	Edison Concert Band	
8024	Sailor's Chorus	Edison Male Quartette
8029	Hungarian Dance, No. 2 Edison Hungarian Orchestra	
8030	Theodora	Favor
8032	When Somebody Really Cares	Gillette
8033	Dixie Land Band	Edison Military Band
8036	Just Because I Loved You So	Anthony
8037	Chopin's Nocturne, No. 2	Kronold
8038	I Think I Ought'n' Ought to Any More	Hooker
8040	Your Lips, Your Eyes, Your Golden Hair	Werrenrath
8041	Sweetheart Waltz	Roberts
8051	There's a Girl in the World for Every Boy, and a Boy for Every Girl	Gillette
8058	Birds in Georgia Sing of Tennessee	Miller
8060	There's Always Something Wrong	Collins
8081	Siberian Patrol	Edison Military Band
8062	As Long as the World Rolls On	Werrenrath
8063	Dixie Sparks	Collins
8069	Butterfly Ballet	Edison Hungarian Orchestra
8070	No, No, Positively No	Hooker
8071	Chimmie and Maggie in Nickel Land	Jones & Spencer
8074	Danny and His Hobby-Horse	Edison Concert Band
8076	Oh, Oh, Miss Lucy Ella	Collins & Harlan
8077	Secret Love Gavotte (Bella)	Bentler
8078	Dreaming	Gillette
8080	I've Had Many a Sweetheart, But None Like You	Miller
8093	Balcony March	Edison Hungarian Orchestra
8094	Yesterday	Werrenrath
8095	Marching Through Georgia	Edison Military Band
8099	I'll Be Waiting Dearie, When You Come Back Home	Miller
8700	Pretty Blonde-Eyed Susan	Edison Military Band
8712	Marianina	Brockman
8714	Make a Lot of Noise	Murray
8715	Old Dog Sport	Spencer & Girard
8716	Dixie Land	Werrenrath
8717	Love's Confession	Edison Symphony Orchestra
8727	Rosary, The	Kronold
8736	What Will Your Answer Be?	Miller
8740	Dat Priest of Miles	Roberts
8760	Cantanlli	Brockman
8770	"Hoosbart"	Brockman

A Useful Computer

E. B. Hyatt, an Edison Dealer at Portland, Ore., has just gotten up an "Instantaneous Computer of Edison Amberol Records and Attachments." This seems like a long title for what is, after all, a simple table. In this table Mr. Hyatt has carried out the cost to the Dealer of from 100 to 400 Amberol Records and the cost to the Dealer of from 1 to 50 Standard, Home and Triumph Attachments. In other words, the table shows at a glance that 74 Amberol Records cost $20.72 and that 33 Standard Attachments cost $123.75. It saves all trouble of computing the cost of a given number of Records or Attachments. The computer is printed on a card 3⅝x13 inches and is very convenient for trade use. Mr. Hyatt is willing to mail copies of it to any of his fellow Dealers upon receipt of ten cents each.

An Alaska "Stunt"

The White Co., Edison Dealers at Valdez, Alaska, recently made a request for new electros illustrating our various machines, because those which had previously been furnished were lost in the fire which destroyed their local printing office. In referring to the fire William M. Wilson, president of the Company, writes:

"The printing office was almost completely destroyed, but the editor nevertheless issued a paper on the day of the fire. I enclose a copy for your perusal. The news matter was typewritten, pasted on a large sheet, and *photographed*. Prints from the negative were distributed to subscribers, instead of the usual type set newspaper."

Suspended List, Mar. 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

ABIC., Eureka Springs—Eureka Music Co.
GAN., Quebec, Que.—Lavirueux & Hutchison.
IOWA, Toledo—J. M. H. Hanson.
KAN., Argonia—Bob F. Cissell.
Gas City—Lamberton Hdw Co., also G. Waynetown—Thomas Jewelry Co.
IDAHO, Boise—Eiler's Piano House.
ILL., Chicago—Babson Bros.
Lyons & Lyons.
Jones, Lyons.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Daily Music House.
Sioux City—Daily Music House.
KY., Louisville—Montenegro-Hinton Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—R. L. Crosby Co.
Portland—W. H. Shaw & Son.
MD., Baltimore—J. H. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Pitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Springfield—Flint & Brickett Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Thomas C. Hough.
Sleepy Eye—Thos. Lee.
St. Paul—J. H. Droop & Bro.
Koehler & Hinrichs.
Minnesota Phonograph Co.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Conroy Piano Co.
Silverstone-Wagner Music Co.
Western Talking Mach. Co.
MONT., Helena—Frank Busse.
NEB., Lincoln—Chas. D. Curtice Co.
Edison Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—C. C. Feig.
Paterson—John DeYoe.
Trenton—Stoll Blank Book and Stationery Co.
John Sykes.
N. Y., Albany—Grafy & Hahn.
Astoria—John Rost.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.

Indians Make Own Records

We enclose herewith application from a new dealer located at Winnebago, Neb., wrote the Early Music House, Sioux City, recently. This is only a small town but it is the headquarters for a number of Indians who, strange as it may seem, are large users of Phonograph goods, especially machines and blanks. As an example of the way they purchase the latter it may be of interest to you to know that one of our Dealers in that vicinity recently sold a machine and twenty-five blanks to a buck, but was unable to sell him a single Standard Record.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARIC, Fort Smith—R. C. Bollinger.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pommer Co.
San Francisco—P. Bacigalupi & Sons.
Kohler & Chase, Inc.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Hllenberger Co.
D. C., Washington—S. P. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waynesboro—Thomas Jewelry Co.
IDAHO, Boise—Eiler's Piano House.
ILL., Chicago—Babson Bros.
Lyons & Lyons.
Jones, Lyons.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Daily Music House.
Sioux City—Daily Music House.
KY., Louisville—Montenegro-Hinton Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—R. L. Crosby Co.
Portland—W. H. Shaw & Son.
MD., Baltimore—J. H. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Pitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Springfield—Flint & Brickett Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Thomas C. Hough.
Sleepy Eye—Thos. Lee.
St. Paul—J. H. Droop & Bro.
Koehler & Hinrichs.
Minnesota Phonograph Co.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Conroy Piano Co.
Silverstone-Wagner Music Co.
Western Talking Mach. Co.
MONT., Helena—Frank Busse.
NEB., Lincoln—Chas. D. Curtice Co.
Edison Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—C. C. Feig.
Paterson—John DeYoe.
Trenton—Stoll Blank Book and Stationery Co.
John Sykes.
N. Y., Albany—Grafy & Hahn.
Astoria—John Rost.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Hapke.
Regina Co.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Bolway.
Rochester—Macks Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Finch & Hahn.
Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur P. Ferries.
William Harrison.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pratts Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Rolfpes Musical Co.
Columbus—Perry B. Whitall Co.
Dayton—Niehaus & Dohse.
Newark—Hall-Pratts Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
Penn Phonograph Co.
The Hub.
Musical Echo Co.
Penn Phonograph Co.
John Wanamaker.
Eastern Talking Mach. Co.
W. H. Heyman & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Albert Olms.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
Household Furniture Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Altemus.
G. E. Houck Piano Co.
Nashville—Magruder & Co.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—Cummings Shepherd & Co.
Houston—Texas Piano & Phono. Co.
San Antonio—Ed. Rose Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Bruce & Brown Co., Inc.
D. S. Johnston Co.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—W. Walli & Co.
Winnipeg—R. S. Williams & Sons Co., Ltd.

Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

There is a great opportunity for **you** to sell I. C. S. Language Outfits to people who are going abroad or who desire to learn a language for the sake of the knowledge of it alone; to those who desire to qualify for positions as translators and foreign correspondents; and to foreigners who wish to learn to speak English. No sledge hammer is needed to get it clearly into your head that this presents a sure way of broadening your field of work and increasing your sales. For the sake of good business sense, boom the I. C. S. Language feature of the business.

International Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII May, 1909 No. 5

SHORT SERMONS FROM FAMILIAR TEXTS



The spur does not give the horse more speed; it merely brings out the speed that is in him.

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Vol. VII. MAY, 1909 No. 5



Short Sermons *from Familiar Texts*

TEXT:

The spur does not give the horse more speed; it merely brings out the speed that is in him.

COMPETITION is a spur. Without it we would all be inclined to sit back and be contented with what business came our way.

Competition keeps dealers wide-awake, alert and eternally on the job. It is responsible for good goods, up-to-date store methods, inviting interiors, attractive window displays and liberal advertising.

But competition does not give a dealer more shrewdness and hustle; it merely brings out the business abilities that are in him.

You have competition in the sound-reproducing business. Do not let it worry you or discourage you; but do not ignore it, forget it or under-estimate it.

You can win if you will, and win signally, because you have in the Edison Phonograph an instrument that is worthy of all the enthusiasm and selling effort you are capable of putting behind it.

No competition, however fierce, can hold its own against the perfect work of the Edison Phonograph and Edison Records.

If it hadn't been for competition, the Edison Phonograph might not have been the perfect instrument it is today, answering every demand of people who have been taught to expect the best.

This same competition should induce you to exert greater selling efforts in its behalf, to give it every advantage, to make it more widely known locally and to see to it that every possible purchaser of an instrument hears it before making a decision.

Leave nothing to the imagination of the good people in your locality. Nobody can imagine what a great entertainer it is. Get a hearing for it.

Competition in this business is a matter of exploitation—not of machines.

The Future Bright and Full of Promise

From reports which reach us now and then, it would appear as if some Dealers were trying to make themselves believe that the talking machine business has seen its best day. Some of these pessimistic Dealers are fond of comparing the business with the history of the bicycle, pointing out that it, too, had its palmy days and went into a decline. This comparison is little less than silly, for there is nothing whatever in common between a Phonograph and a bicycle. The Phonograph makes its appeal to the ever-present desire of the human race for music and entertainment. It is true that the bicycle was used for amusement, but it was more like an outdoor sport than anything else. One might just as well claim that the human race was losing its desire for music, when the contrary is the case. The desire for music in one form or another increases hourly. And so long as it exists and increases, the Phonograph will continue to increase in popularity.

There is nothing whatever the matter with the talking machine business that is peculiar to the industry alone. It is true that its volume is not as great nor the demand for machines and Records as large as it was, but the same is true of hundreds of other industries. It is simply suffering from the same business depression that is affecting business everywhere. In fact, we doubt if it is suffering as much as many other manufacturing businesses. Even the Dealers who are disposed to croak would find by looking over their books, that the business they were doing was not so much less after all than they did in the past two years.

We, at the manufacturing end of the business, know that there is nothing the matter with the industry. If we did not believe in it, does the trade suppose that, acting upon the advice of counsel, we would have effected a settlement of the litigation in New York and other States, that has been in progress for the past ten years, when we could just as well have continued the contest longer, or done any one of several things less beneficial to the future of the business? We had promised the trade that we would assume all responsibility for the results of this litigation and we felt that the future of the business would be greatly benefited by a termination of the litigation and it was terminated. The cost did not in the least deter us from following this course.

If we did not believe in the future, does the trade suppose that we would be working upon new machines, working to improve existing machines, working to improve our Records, working to interest higher priced artists to make Records for us and, in fact, working harder than at any time in the past for the permanent improvement of the business?

Does the trade suppose that we would be formulating plans to add to the number and efficiency of our selling force? If we doubted the future, would we within the past two months have turned down three bona fide jobbing propositions simply because they would have encroached upon the territory that legitimately belongs to present Jobbers? Could we not as easily have taken the $30,000 that these propositions represented if we had any thought that the business would not continue indefinitely?

Would we have adopted a policy of protecting Dealers in their respective territories if we had not been looking forward to its effect upon the business of the future? Could we not just as well have continued our old plan and put in as many Dealers as possible and wherever possible just for the money that their business would bring us?

Would we have attempted so radical a thing as to limit Edison Dealers to the sale of our goods as their only cylinder line, if we did not regard such a move as lasting in its benefits and designed to improve the standing of Dealers?

If the future did not seem to us to be full of promise, would we at the present time be planning to spend a greater sum of money than ever, for advertising in publications and for literature to aid our trade in selling Edison Phonographs and Records? Does the trade suppose we would spend a half million dollars or more in this way if we did not expect to get it back with increased profits in the future?

We ask the doubting Dealers to give these facts a little consideration and have the same confidence in the business that we have here. Beyond the same conditions that are influencing other businesses, there is nothing the matter with the talking machine business and the Dealer who, because of the depression, goes out of it or lets up in his efforts to boost it, will in the near future regret his course.

Have patience for a few months longer and when business generally begins to come back, Dealers in Edison goods will come into their own and will find it even a better money-making proposition than it ever has been before.

Continuous Exchange Proposition

Immediately after May 1st, we will begin to mail to the entire trade, a special bulletin and a series of blank forms, concerning a plan by which the trade may return at any time, such quantity of cut-out and defective (not surplus) Edison Standard or Amberol Records (not Grand Opera or Concert) as it may have on hand. This arrangement will become effective on May 5th and will be continued until further advised. The matter will be handled on almost the identical lines as the exchange propositions of the past two years, the only important change being that Dealers must, when they advise us of shipments of returned Records, send an order for immediate shipment for a quantity of Edison Standard or Amberol Records, at least equal to the number of such Records being returned. This order will be forwarded by us to the Jobber designated when credit has been rendered for Records returned. Dealers will also be expected to send a bona fide list of numbers for the quantity designated in the order. The reason for this change is to prevent Dealers from imposing upon Jobbers by returning Records for credit and placing no orders to offset them. In other words, merely using the exchange proposition to pay part of their accounts.

Jobbers and Dealers are urged to watch for the envelope that will contain the exchange papers. They are urged to carefully read the bulletin giving details and to see that none of the blank forms are mislaid. If Dealers do not have a sufficient quantity of Records on hand to at once take advantage of the exchange proposition, they are urged to put the papers away so that they will know where to find them when needed. We expect to be in a position to furnish further copies of the Bulletin or blank forms as may be needed, but the trade will assist us materially if they will take good care of the present lot until more are needed. After the papers have been used to return one lot of Records, it will, of course, be necessary to write us for a set of the forms if desired to return another lot some months later.

This Continuous Exchange Proposition is, by long odds, the most liberal one ever made to the talking machine trade. It still further emphasizes the desire of the National Phonograph Company to do all within its power to aid our Jobbers and Dealers in selling Edison Records on a satisfactory basis. Dealers can no longer complain of their inability to return cut-out and defective Records. The subject will now be entirely in their hands.

By having cut-out and defective Records returned at all times throughout the year, and not in large quantities at one time, we will be enabled to give all details of the matter much closer consideration than heretofore. The inspection that we will give returned Records will make it impossible for Jobbers or Dealers to return Records not included in the scope of the Exchange Proposition and the trade is warned that any attempts to include surplus or broken Records will accomplish no other purpose than to have the entire shipment returned, or at least, credit refused.

Go After Unused Machines

Next to selling a machine, a Dealer cannot do a better thing for himself or his trade than to find Phonograph owners who are not using their machines, because they are out of order, and induce them to have them repaired, cleaned up, or otherwise put in running order. Many a man has stopped buying Records because his machine went wrong in some respect and he neglected having it repaired or looked over. Dealers ought to induce owners of such machines to let them take them and put them in good condition, making an extremely low price for the work in order to get the owner to buy Records again. Where a Phonograph has not been used for several months, for some such reason as the above, when the owner is able to use it again, he has much the same enthusiasm as he had when he first bought it and he buys a larger number of Records than the man who is buying every month. This matter is well worth the attention of every enterprising Edison Dealer.

Wanted—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to

EDISON BUSINESS PHONOGRAPH CO.,
ORANGE, N. J.

A Good Thing All Around

Much of the splendid success of the Amberol Record is due to the efforts of the trade to push it because of the largely increased profits over those made on Standard Records. Amberol Records are an excellent thing for the trade and the public. To the latter they are great value at fifty cents each. To the trade they afford a profit that makes it worth while to sell attachments, combination machines and the Amberol Records themselves. While we want Dealers to sell as many or more Standard Records than ever, we are equally desirous of having them push the Amberol Record wherever they can. There are lots of songs and musical compositions that are practically complete on the two-minute Record, and Dealers should point this out as one of the reasons why Phonograph owners should continue to buy two-minute Records.

The Amberol Record makes it possible to put out many songs, etc., that would not go on the two-minute Record. It is, therefore, possible to urge the sales of Amberol Records without materially affecting the possible demand for the shorter Record. Advance sales of Amberol Records have nearly reached those of the two-minute Record and it will not be long before the sale of Amberol Records will be the greater.

The Amberol Record has another advantage not to be lost sight of. It has made it possible to get up a considerable list of compositions and songs of the better class. Dealers should keep these in mind when they find a customer whose taste is for music of the better grade. In fact, it is sometimes good policy even when you do not know the taste of a customer, to begin by playing music from the operas, for even if the hearer does prefer popular music, he feels flattered that he should be regarded as one of superior musical taste. In all talking machine lines, the sale of high grade Records is limited, and one of their great advantages is to play them when first demonstrating a machine for a customer. The Edison catalogue has a large number of high-class Records in all languages and Dealers should have no trouble in showing that the Edison Phonograph is quite as well equipped in this field as in an other.

About New Locations

Before permitting a Dealer to transfer his stock from one location to another, in the same city, we are, where it is possible, making a personal investigation. That is, our travelling salesmen are instructed to make a careful inspection of the territory, and, where it is possible, we avoid placing a Dealer within say six blocks of another. Otherwise our decision rests upon the report of the salesman regarding the condition of the stock of Edison goods in the hands of the other Dealer who may be located in the same territory.

We have in many cases been successful in inducing the live Dealer to purchase the stock of Edison goods in the hands of the Dealer who has lost interest, thereby eliminating one Dealer, and making it possible for the up-to-date Dealer to do a much larger business. The remaining Dealers have been much pleased with the action taken in these cases.

We would point out that Dealers must not secure locations, or lease stores where they expect to handle Edison goods, without first taking the matter up with this company. The results we are obtaining from this careful inspection of territory are very encouraging, and, while we perhaps may make some errors, we guard against them to the best of our ability.

Protecting Dealers

Every now and then we get a letter from a Dealer having no other competition in his town. He asks questions which seem to indicate that he is somewhat uncertain about our new policy of protecting Dealers. He seems to be afraid that if he does a good business, we will put another Dealer in his town and take part of it away from him. We want to assure every Dealer having such thought in his mind, that he does us an injustice. If a town will only support one good Dealer and that Dealer is handling our goods in a way to get the most business out of the territory, he may depend upon it that we will not disturb him in any way. Our new policy in this respect is not, however, designed to shut out competition, but is rather intended to improve the total volume of our business by encouraging existing Dealers to make greater efforts in their respective territories. To this end, we expect Dealers to carry a sufficient stock at all times, to make proper efforts to sell machines and Records and otherwise to conduct the business to show there is no necessity for another Dealer in his town.

In the larger cities where there are several Dealers, we are going to keep them separated as much as possible and we will not put a new Dealer in a large city where he will interfere with the business of existing Dealers. We are aiming to keep Dealers at least six blocks apart, which, in a large city, should be sufficient separation. In the large cities, however, it is more difficult to treat the matter satisfactorily than it is in the small towns, and we do not expect to be as successful in insuring the city Dealer from competition as we are in the smaller places. We will, at all times, do the best we can to treat the matter with absolute fairness. We would again urge the progressive Dealers in towns where there are two or more to arrange to buy the stock of the weaker Dealer and thus eliminate so-called competition.

Concerning Dealers' Agreements

The following copy of Bulletin No. 44 to Jobbers only, dated April 10, is reprinted as a matter of record and to get the attention of Jobbers who may not have received the Bulletin itself:

It has been our practice in the past to acknowledge receipt of all Dealers' Agreements forwarded to us by Jobbers. Please take notice that hereafter, such acknowledgments, as a rule, will be discontinued. This action is taken to save correspondence.

Jobbers are urged to forward new Dealers' Agreements without delay after shipment of initial order, and, in case a new dealer does not qualify, or, for any reason, is not acceptable to the Jobber, would request that prompt notification be sent to us, so that our files may be cleared. This will save Jobbers' considerable loss of time, in cases where we receive subsequent applications from towns where a dealer has not qualified.

Jobbers very frequently send us signed Agreements and omit to send applications; this causes unnecessary delay.

We also find that many Jobbers send us signed agreements, together with signed applications, which necessitates returning the Agreements to the Jobber for statement of the initial order and shipment. This necessitates unnecessary correspondence, and delays the work of this department.

In all cases, Jobbers should hold the Agreements until advised of the acceptance of an application, and then forward one copy of Agreement to us with complete statement as to initial shipment.

We also call attention to the necessity for sending a signed application in all cases.

Edison Awarded Rare Medal

The Royal Academy of Sciences in Sweden has given Thomas A. Edison the Adelskiold gold medal for his inventions in connection with the Phonograph and the Incandescent light. This medal is conferred only once in ten years. It has been given to Charles H. Graves, American Minister, for transmission to Mr. Edison.

Following Up the Violators

A preliminary injunction has been granted in the Federal Court, in the case of the New Jersey Patent Co. and the National Phonograph Co., against the Paxton & Baker Co., of Hammond, Ind., by which the defendant is restrained, until further order of the court, from selling certain Phonograph Records at less than the prices stipulated in a contract with the National Phonograph Co. It was alleged in the complaint asking for an injunction that the defendant company had entered into a license agreement with the National Phonograph Co., by which the defendant company was to sell the Records at not less than specified prices. It was alleged that the defendant company had sold the Records at less than these prices.

A suit was recently brought by the National Phonograph Company against Helen M. Woodman, doing business at No. 339 Washington street, Boston, under the name and style of Home Entertainment Club. This defendant had been exchanging and selling Edison Records at cut prices for several months and had refused to desist from such practice. A suit was thereupon brought and a motion made for preliminary injunction. The case was referred to a Master, before whom the defendant and her husband, who acted as the manager of the business, were cross-examined. Upon the filing of the Master's report, the motion was brought on for argument before Judge Lowell, and the defendant, by her attorney, vigorously opposed the granting of the injunction. The court, however, ordered that a preliminary injunction should issue and the same was duly issued on March 16, 1909.

Another suit has been recently filed by the National Phonograph Company, in the United States Circuit Court at Boston, against S. Pollmer, doing business at 2012 Washington street, Boston, this suit being based upon the offering for sale of Edison Records at cut prices. A motion for a preliminary injunction was made and a restraining order was granted on March 16th.

Advertising puts a store or enterprise under a white light. Publicity directs public attention to something which would otherwise remain unknown. If that something is good—if it will stand the ordeal of the white light—then advertising makes it the vogue, makes it go, makes it a success. If the white light merely emphasizes the defects of the store, the enterprise or the article, then publicity would serve to warn away patrons or buyers rather than to attract them.

Cut-Out Record Hanger

We are shipping to all Jobbers a quantity of large hangers giving the list of 500 Edison Records, to be dropped from our catalogue on August 1. These hangers are intended to assist Dealers in disposing of such stock of these Records as they may have on hand. The heading on this hanger makes no reference at all to the fact that they are cut-out selections. It has been suggested that the trade might have better success in selling these Records if the public did not know they were to be withdrawn. Dealers can point out this fact where they think it will be better to do so. Dealers having any of these Records in stock are urged to get this hanger from their Jobbers and put it up in a prominent place.

Cannot Consign Goods

The attention of the trade is directed to Bulletin No. 27, printed on page 20. It refers to the matter of consigning Edison goods and was sent out at the request of the Executive Committee of the Jobbers' Association.

The complaint was specifically regarding the practice of certain Jobbers sending out Edison Records on approval, the plan usually being that they would send out the new Records and at the end of the month, or some future date, take back such portion of same as were not salable. This, of course, constitutes a consigning of goods, which is a violation of the Jobbers' Agreement.

Caution

A Philadelphia Dealer recently wrote us as follows:

"I would like to ask you whether you are aware of the fact that there are fellows going around over here that tell Phonograph owners they can improve the loudness and sweetness of sound on the four minute reproducers, by placing improvements on them. Several of my neighbors had their brand new reproducers totally ruined. It would be wise for you folks to warn your patrons through your monthly list against such inventors."

This paragraph explains itself. Dealers should not take up the sale of any so-called improvements to the Edison Phonograph without giving it the most careful consideration, and they should especially urge their patrons not to adopt any of these devices until they have been assured by a competent Dealer that it is safe to use them.

We all have higher ideals in trade than we practice—we can't practice them; for we must combat those of lower ideals.—*Common Sense.*

Spanish Amberol Records

The National Phonograph Co. have just finished at their New York laboratory a series of Amberol (4-minute) Records, intended primarily for their Spanish trade, but which should be well received by cosmopolitan music lovers, as they are a representative collection of typical songs of Spain and Spanish-speaking countries. They utilized the services of several Spanish artists now at New York, with the Anna Held Company in the successful musical play, "Miss Innocence," and made a set of fourteen Spanish-"Flamenco" Records—six soprano solos; three by instrumental trio, (two guitars and one "bandurria," a small guitar with wire strings being the baritone of a combination, the mandolin or



"LOLA LA FLAMENCA"

lute being the soprano; and four guitar solos. The soprano, "Lola la Flamenca," is a prominent Spanish dancer and singer, very popular, not only in Spain, but in other countries, especially in Paris, from where she came direct to New York. She was born at Seville, Spain, and is a specialist of "flamenco" songs, songs typical of Andalusia, a region of southern Spain, and which have the same charm and languor which distinguish the songs of southern countries. The instrumental trio has played delightful selections. This trio is composed of Amalio Cuenca and Eduardo Salmerón, guitar players, and Miguel Casares, "bandurria" player. They are immensely popular in Europe and Spanish America. Eduardo Salmerón is especially popular in England. He resides at London, and has played before King Edward, who complimented him personally for his fine execution. Amalio Cuenca is also a splendid guitar player. He has a great



AMALIO CUENCA

reputation in Europe, and also in Mexico, where he played before Diaz and was warmly praised by him.

The National Company have also made twelve Porto Rican selections, sung by Gracia López, a young Porto Rican soprano, with a very fine natural voice, and by Jorge H. Santoni, a well known Porto Rican singer and musician. They are beautiful selections and are a representative collection of the songs of that delightful island possession, which, in common with all Spanish countries, has numerous typical and folk songs full of charm and sweetness.

Last, but not least, the company also made four "bandurria" solos by Joseph Ramirez, the best "bandurria" player in the world. Mr. Ramirez is a Spaniard and has a great reputation throughout the world. He is also well known in this country, as he was the originator and organizer of the Spanish troubadours, which toured this country with great success several years ago. He has also been with Maude Adams in "Twelfth Night," with Frances Starr in "The Rose of the Rancho," and of late with William Faversham in "The World and His Wife" and "The Barber of New Orleans." The selections recorded by him are delightful dance airs.

While these Records are intended chiefly for Spanish-speaking countries, they will shortly be placed at the command of the trade in this country.

Among the Jobbers

The Musical Echo Co., of Philadelphia, has disposed of its stock of talking machine goods to Landay Bros., of New York, and have discontinued the business, both at wholesale and retail. Louis Jay Gerson, formerly manager of this company, has become manager of the talking machine department of John Wanamaker, Philadelphia.

The Houston Phonograph Co., J. N. Swanson, manager, 709 Louisiana street, Houston, Texas, have bought from the receiver the stock of the Texas Piano and Phonograph Company, and will continue the business at the foregoing address.

The Pacific Phonograph Company, 1385 Sutter street, San Francisco, Cal., have succeeded to the talking machine department of Kohler & Chase of that city. They expect to make an aggressive campaign for business in the Coast and adjoining States.

The American Phonograph Co., Detroit, Mich., Edison Jobbers, will on May 1 remove from their present store at 106 Woodward avenue to new quarters at 252 Woodward avenue.

The Conroy Piano Company, Edison Jobbers at St. Louis, have sold their entire talking machine stock to the Silverstone Talking Machine Company, of the same city, and will retire from the talking machine business. With their retirement, the talking machine industry loses one of the pioneers in the business. P. E. Conroy, the head of the Conroy Piano Company, was one of the first half-dozen to enter the talking machine business. Mr. Conroy, and the company which was later incorporated to conduct the business, have since been steadily identified with the industry. They have seen it grown from almost nothing to its present magnitude. They are now giving up their jobbing privileges to devote more time and capital to piano and musical merchandise. Their retirement will leave the Silverstone Talking Machine Company and the Koerber-Brenner Music Co. as the only Jobbers in St. Louis.

It's the way a man sticks to a thing that marks him as a success or a failure. Many a fellow has won out at the eleventh hour, just because he wouldn't let go. Don't be a quitter. —*Talking Machine World.*

Selling the Goods

The sale of Amberol Records is increasing by leaps and bounds. Reports for last month show that sales of these sweet-toned, long-playing Records came pretty close to the sales of Standard Edison Records.

Considering the fact that the Amberol Records were never heard of until last fall, this is phenomenal, but considering the quality of the Records, it is but natural.

The point is: are you getting your share of this Amberol business? These Records are of no use to owners of Edison Phonographs unless their instruments have been brought up-to-date.

The new types of instruments play both Standard Edison Records and Amberols. Every time you sell one of these you add an Amberol Record customer, but think of the Amberol trade you might get if all Edison Phonographs heretofore sold in your territory were equipped with the necessary attachments.

It isn't as if putting on these attachments was a labor of love. It isn't as if it was entirely a move towards future Record business. Its a good, paying stroke in itself because you make as good a profit on the attachments as you do on anything else you sell.

So long as there are Edison Phonographs out in your locality not equipped to play Amberol Records, there is business you are not getting and it is easy business to get. Do not neglect this field.

From the Talking Machine World.

Now, there are some things in connection with the talking machine business that should not be lost sight of.

Not for a moment—follow the leaders—the business builders.

Do the manufacturers themselves show lack of confidence in the future of the trade?

Is there anything in their actions which would cause such a belief?

Are they unloading stocks in a manner which is detrimental to trade interests?

Are they pushing out their lines from irresponsible sources and through channels which seriously interfere or are intended to enter into competition with the legitimate dealer?

No. On the contrary they are doing everything to safeguard the industry.

They are carrying on aggressive advertising campaigns and investing huge sums of money in lines of publicity which could be saved if they so desired.

No, the talking machine men of the industry have faith and confidence in it.

Their actions prove it.

Now, just think it over, Mr. Talking Machine Man of the weak heart and shaky nerves, and just take a leaf from the leaders in the trade.

Follow out their line of policy and see if you can draw from it the belief that they have lost heart in the business.

No; certainly not.

But——

The stream cannot rise higher than the fountain, and the talking machine business cannot rise higher than the general trade conditions of the country.

It is ridiculous to suppose for one moment that it could, but it is surely rising with the general tide of prosperity.

Mark that.

Take heart. Draw inspiration from good sources.

Revitalize your business with the energy which will insure you success.

Get your business house in order.

There are always matters to consider in the conduct of your affairs which may have escaped you.

Keep close to the subject.

Watch the changes which mark the years.

Remove that clot from your business brain, that the talking machine has seen its best days.

It has not.

Look at the demand to-day for the higher-priced machines, which is so large that the manufacturers have been unable to meet it with the promptness most desired by Dealers and Jobbers.

The higher-priced machines were never in such demand as they are to-day.

Just hustle.

Good Display is Half the Battle

Display your Phonographs so that everyone who comes into the store or passes by will know that you sell the Edison.

You have everything to gain by letting *everybody* know this. The indifferent passerby of today may be the buyer of next week. Or he may mention that you sell the Edison to someone else who will buy.

You ought to keep a Phonograph or two in your window and you ought to arrange the display so attractively that nobody can help seeing and making a mental photograph of it in passing by.

Use plenty of window cards giving prices and telling about the easy-payment plan, if you sell in that way.

Inside the store give the Phonograph a good place up near the *front*. Keep them on Record cabinets or on the counter always ready to play. Keep a number of good popular Records near at hand so there will be no delay when a customer wants to hear the machine.

Have one machine of each type always ready to start up so that your customers can hear the type they prefer or make comparisons.

The Phonographs that are set in the window should be arranged so they can be gotten out readily. It is also desirable to have one or more of each type in unopened boxes just as they were received.

A customer may want one shipped or he may want to carry it a long ways in a vehicle. Then, too, you will sometimes have a customer who wants a brand new machine that has never been used—fresh from the factory.

Music stores find it pays to have a Phonograph in the sheet music department for demonstrating the sheet music, both vocal and instrumental. There are Edison Records for most piano and vocal pieces and it helps the sale of both music and Phonographs to demonstrate them.

Have your Phonograph department where everybody who comes in can hear the machine played. People who come in especially to hear it will do so much more readily if they have only to step inside the door instead of having to walk the length of the store.

Many Edison Dealers have told us that the Edison up near the front acts as a magnet to bring in customers who make purchase in other lines. It also comes in splendidly for entertaining customers when there is a delay in waiting on them.

The Edison is deserving of the very best location you can give it for it is a wonderful seller and is gaining every day. What other merchandise yields as large a profit as Edison Phonographs and Edison Records? What other merchandise brings the buyer into your store month after month and gives you a chance to build up trade in other lines?

About Advance Solicitation

Some weeks ago a Dealer wrote in, asking us to supply him with a small quantity of Dealers' order blanks, stating that he wanted to send them to those who have Edison Phonographs and in this way solicit orders for Records in advance. "By trying it three months," he said, "I will then know whether it will pay or not. I carry the largest stock of Records and Machines that any Dealer carries in this part of the country for over five hundred miles and it is my intention to push the business to its fullest extent."

Knowing that other equally enthusiastic Dealers may be thinking of the same plan for getting business, we reprint the reply we made to the above Dealer, as follows:

"We only print a sufficient quantity of Dealers' Order Blanks each month to mail copies to the entire trade. We have no supply that will permit us to supply them to the Dealers in compliance with the requests similar to yours. In fact, we would prefer to do all that we can to discourage any such use of these blanks. We believe that nothing whatever would be gained in attempting to solicit orders for Records one, two or three months in advance. On the contrary, we believe that sales would be lost by doing so. If the average individual could know any time in advance what Records were coming out, he would be disposed to wait for those he wanted instead of making a fairly good selection from the only list at hand, if he had but one.

"We believe that if you take up the proposed plan, even by doing the printing at your own expense, you will do something that will cause you considerable trouble with no corresponding increase in business. Our policy in the past has been to discourage the distribution of printed matter in advance of the selling date. Where Dealers do their own printing, we cannot prevent them from circularizing in advance, but we discourage it because we believe that, if attempted by Dealers in general, it would cause an endless amount of trouble and confusion, and in the end no one would profit. If you try it in your territory, you will very soon find that some Dealer whose territory adjoins yours will do the same thing and others will be compelled to follow in self-defense.

"We greatly appreciate the motive that prompts you to consider a plan of this kind, for it shows you are giving the business your best attention. We simply advise against it because we think that in the end you will regret it."

Readers of magazines and other publications can't get away from this Two-Page Copy in the May issues

The EDISON PHONOGRAPH

SOMETHING to enjoy in the evening, at home, in comfort, without effort. Something that is cleaner, brighter and more fascinating than most entertainment that is planned for and paid for.



Some Exclusive Features of the Edison Phonograph

GO to an Edison dealer's and compare the Phonograph with other instruments. Note particularly its sturdy construction, good for years of perfect work; its indestructible reproducing point, which never needs to be changed; its long-running, silent motor, most essential to brilliant work; its sensitive wax cylinder Records, famous for their clearness and sweetness of tone; its large, specially designed horn and its new Amberol Records, playing twice as long as the standard Edison Records and longer than any other Record.

Have you ever tried making your own Phonograph Records? It's no end of fun. This can be done only with the Edison.

Edison Phonographs are sold at the same price everywhere in the United States—$16.50 to $125.00. Ask your dealer or write us for catalogs of Edison Phonographs and Records.

NATIONAL PHONOGRAPH CO., 23 Lakeside Ave., Orange, N. J.

SOME can, at times, hear noted singers and famous bands and orchestras.

Everybody can, at all times, hear them, to equal advantage, through an Edison Phonograph.

In no other way than through an Edison Phonograph can you hear, to equal advantage, just those you care most for render selections of your own choosing.



Notable Contributors to the May Edison Record List

MABEL McKINLEY is a notable addition to the staff of Edison artists. She is a composer of great merit, the possessor of a delightfully sweet soprano voice and a universal favorite on the stage. Her own song, "Golden Rod," is her contribution to the May Edison Records. Press Eldridge, "Commander-in-Chief of the Army of Fun," enters the Phonograph field with a heart-to-heart talk called "A Confidential Chat," the biggest hit in his whole repertoire of monologues. 28 other Records, standard Edison and Amberol, all by artists of the highest class, are included in the May list. Hear them at your dealer's.

Standard Edison Records, 35c. Amberol Records, 50c. Grand Opera Records, 75c.

NATIONAL PHONOGRAPH CO., 23 Lakeside Ave., Orange, N. J.

The Edison Business Phonograph saves the time of high-salaried men and increases their letter-writing capacity

Thomas A. Edison

Are you doing your part by seeing that the public can't get away from your store when they want Edison Goods?

The Other 13,000

What they are doing and what they want to know about.

W. A. Whitmore, 3119 Cumberland street, Phila.—Several days ago I sent to you one of my advertisements, but neglected to say that I sold two outfits before the job left the printer's office. I took the tip from the PHONOGRAPH MONTHLY and advertised to send outfits on trial. It is *the* way to sell Phonographs.

Ramsay & Co., Rocks, Md.—We notice in the PHONOGRAPH MONTHLY an item about a Dealer in a small town of 1,900 inhabitants getting orders or selling twenty-nine machines. If you will refer to your records you will find that in December, 1908, you did not think this town was large enough to put a Dealer in here and we had trouble to get the Dealers' Contract, as this town is down as ten inhabitants on the map or by mercantile reporters. Well, we succeeded in getting the contract through and received our initial order of three machines and 150 Records January 11, 1909. Up to the present time we have orders booked and signed and some already delivered for twenty-five machines, besides the Records and four-minute attachments, etc., sold and delivered. We are carrying about sixty-five of the four-minute Records and about 300 of the two-minute Records. Less than three months we have sold almost as many as the Dealer in the 1,900 town and we think will keep on increasing from now on. We thought we would let you know what we were doing.

Crescent Drug Co., Shawnee, Oklahoma.—We find our sales have greatly increased since we completed our list of Edison Records, and sales are so easily made. We are only sorry we did not take this step long ago. We find that mailing the Phonograms out each month to phonograph owners and prospective purchasers is a great help.

S. Finn, Walterboro, S. C.—Have you any connection with the sale of Edison Machines and Records in Russia at present? Also which principal cities of them?

[We have no direct connection, but our goods are sold by dealers in all of the principal cities.]

H. H. Caswell, Harrison, Maine.—We appreciate the PHONOGRAPH MONTHLY very much. It is a great help to the Dealer.

Louis R. Murray, Ogdensburg, N. Y.—The contents of the Edison PHONOGRAPH MONTHLY are read with as much interest as any periodical I receive. What's more I find myself impatiently awaiting its arrival. I could not bring myself to miss one line, much less an issue.

You keep up the crowing; and we can't help laying eggs. I have just marked my cut-out so that I can tell them at a glance. You can rest assured that my efforts will be to sell every cut-out before August.

Amberol slips 1490 were just the thing to include with the April list, which went the rounds of my mailing list.

The Levi Records are winners. That London band is just as good, too.

For the Amberols, I have nothing but praise. In fact I have sold almost twice as many as the Two-Minute Records figuring from my total sales. Figuring from the new Records since the arrival of Amberols, I can safely say I have sold three to one of the Four-Minute.

I ordered several Cuban and Mexican Records (instrumental) and they struck a right vein as I disposed of them in three days by playing them between times.

W. A. MacPherson, Easton, Me.—Is it proper for any Dealer in Edison goods to put subagents into another Dealer's territory? Ought we as Edison Dealers, to "butt" into another Dealer's territory? Is it just the proper thing for any Dealer to have sub-agents, when the established Dealer is carrying a large stock and paying insurance and taxes. He should be allowed the business in his territory. The subagent has no money invested and can pick out the sales without any expense, only his time and then get the commission?

[The principle back of these questions cannot be satisfactorily answered. No matter what way be the right or wrong of the matter we cannot attempt to settle it. Except in a few somewhat isolated instances it is practically impossible for us to say where one Dealer's territory begins and another's begins. As long as Dealers will sell Edison goods according to the Dealers' Agreement we do not see how we can prevent one Dealer from selling in another Dealer's town, any more than we can prevent a Dealer from advertising and selling by mail in all parts of the country.]

The Wise Piano House, of Boise, Idaho, recently issued a circular letter, reading in part as follows, to the prospective purchasers of Phonographs in their vicinity:

"The African missionary, Royal J. Dye, who spent eleven years as a missionary among the natives of the Congo, was in Walla Walla a few days ago, and bought from us a $60 Edison Phonograph, along with a lot of Records, extra sound boxes, reproducers and Record blanks to take back there in May.

Those superstitious natives will surely scarcely be able at first to comprehend these wonderful entertainers, and must experience that awful sensation that any of us would feel if the Almighty spoke to us direct. And yet these everyday occurrences, grown common place with us, are still wonderfully wonderful. We may put in cold storage our fruit, can or preserve it for a few years, but to catch so fleeting a thing as sound to be released in full power for future generations, seems still to the wisest of us, a feat uncanny.

Mr. Dye will most likely record many interesting native chants and songs for our entertainment on his next return from the Congo.

It would afford great pleasure to many who read this, to reproduce, in after years, the childish prattle or little songs of the dear ones, now a daily joy, that will then be grown, or possibly passed away.

The opportunity is yours. Call and see us about it. Easy terms.

E. A. Schweiger, 664 Grand street, Brooklyn, N. Y.—Kindly inform us how to distinguish the difference between the Type A and B Triumph machines so as to put on the Amberol attachments.

[The Model A Triumph Phonograph can be distinguished from the Model B Triumph Phonograph by the cabinet, the Model A having a fleminh or green oak cabinet, the Model B having the golden or antique oak.

The Model A Triumph Phonograph has a black japanned winding crank with a slot cut in the shaft to fit the pin in the winding shaft. The Model B Triumph Phonograph has a nickelled winding crank that screws on to the winding shaft.

The Model A Triumph Phonograph has a body which rests on the top plate between rubber cushions, and is held through the top plate from the upper side. The Model B Triumph Phonograph body has no lugs and rests on the top plate, being bolted from the under side of the top plate.

These three distinguishing features should enable the trade to identify the two types.]

G. B. & A. D. Clark, Dealers at Searchlight, Nevada, recently published a unique and convincing advertisement in their local paper. It reads as follows:

No. of Phonographs of all kinds in use in Searchlight 23
No. of Edison Phonographs in use in Searchlight 19
No. of Edison Phonographs sold by us in ten months 14

Merit Wins.

A Live Wire

The force of example may be applied with quite the same propriety to Jobbers as it is to Jobbers. If it is advantageous to tell Dealers through the PHONOGRAPH MONTHLY what other Dealers are doing, is it not equally allowable to point out to Jobbers what means other Jobbers take to get business. Every month the mails bring to us one of the letters that the O. K. Houck Piano Co., of Memphis, Tenn., send out to their Dealers. Below is the latest one, dated April 15. We think this good stuff.

TO EDISON DEALERS.

The April list of Edison Records was a business getter par excellence and the June List enclosed herewith will certainly be a strong hot weather trade magnet.

Any legitimate way of getting people into your store should be taken advantage of by you, and we know of no better way than to push the new Records.

The National Phonograph Company spends thousands of dollars advertising these new Records in the magazines, all of which advertising accrues to your benefit if you do your part.

Your part is to have the new Records and to let people know you have them—which means selling them.

Some dealers (not many Edison, thank goodness) imagine the summer season is a necessary evil, others force the issue and reap their reward in increased profits.

Which one are you?

Confirm our belief that you are the latter by placing your order for June Records without further delay.

If a pleasant incident occurs in the store, one that has a news value or in which there is human interest, do not hesitate to "give it to the papers." They may not mention your store by name,—and then again they may. If they do not, those most interested in the item will be sure to do so, and every time a retailer's name is mentioned in a kindly way throughout his territory it is helping to make a customer.—*Inland Stationer.*

New Edison Talent



UNITED STATES MARINE BAND, WILLIAM H. SANTELMANN, CONDUCTOR



MISS GRACE CAMERON



No. 614



No. 610



No. 621



No. 630



No. 612



No. 622



No. 650

Any one of the above electros will be sent to any Dealer who wants to print business cards, letter heads, bill heads, etc. All that we ask is a copy of the job in which it is used.

"Fou the Noo"

It is contrary to our custom to print the words of songs of which we make Records, but we have had so many requests from Dealers and the public for the words of Harry Lauder's song, "Fou the Noo," that we print the words below:

I've just come frea a weddin' or a fun'ral,
A Christ'ning or a something of the kind,
Of the stuff that I've been drinkin's took me noodle,
And I'm as fou as any lightship skipper.
I've the courage of a dozen'd men the noo,
I'm a miserable devil when I'm sober,
But I'm very very happy when I'm fou.

(Coughs). This is the whiskey cough I've got I think,
When I was going upstairs last night, the wife cried down: "Is that you, John?" I said: "I, my sin it is me, who was yer expecting?" Och dear me, I'm telling you.

I am fou the noo, absolutely fou,
For I've been drinkin' whisky from in,
But to-morra a Jock McGraw,
And I dinea care a straw,
For I've something in the bottle for the morning.
(Coughs.) Och I, Ah-so-lute-ly.

Co-operation

The employees of the Eastern Talking Machine Company, Edison Jobbers in Boston, recently formed a permanent organization among themselves for the purpose of recreation and good-fellowship. E. F. Taft, the General Manager of the Company, was elected President; A. W. Chamberlin was chosen Vice-President, and S. J. Freeman, Secretary. The most interesting thing about this organization is the spirit of co-operation that it represents. Employees of a company do not, as a rule, organize unless they are on pretty good terms with their employers and with themselves. And when this condition exists, the maximum amount of co-operation is secured. Organizations of this kind are a good thing for both employer and employed and the example set by the Eastern Talking Machine Co. might be followed to excellent advantage by the employes of other Edison Jobbers.

Advance List

Of Edison Standard and Edison Amberol Records for July, 1909.

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before June 25th, 1909, all things being favorable, and they may be exhibited or Dealers on sale by Jobbers or Dealers until 8 A. M. on June 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after June 20th, but must not be circulated among the public before June 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on June 24th, for delivery on the following day. Jobbers are required to place orders for June Records on or before May 10th. Dealers should place July orders with Jobbers before May 20th to insure prompt shipment when Jobbers' stock is received.

Edison Standard Records for July

10157 The Peacock — **Edison Concert Band**

A characteristic number by L. P. Laurendeau, the writer of numerous popular instrumental compositions, many of which are listed in the Edison catalogues. A truly pleasing selection. Publisher, Carl Fischer, New York.

10158 Help! Help! Help! I'm Falling In Love — **Grace Cameron**

The title is the wail of a young miss who has been made nervous and shy and whose heart has been set fluttering by meeting a certain young man. She declares she is falling in love and wants some handsome life saver to come to her rescue. Miss Cameron sings this song on the stage and naturally makes an excellent Record of it. Orchestra accompaniment. Music, Harry Von Tilzer; words, Vincent Bryan; publishers, Harry Von Tilzer Music Publishing Co., New York.

10159 Tittle, Tattle, Tattle Tale — **Byron G. Harlan**

A new "kid" song similar to "Smarty" (our Record No. 9872) and constructed around the derisive sentence so well known to every school child. Who, no matter how old, can forget the penalty imposed for telling tales? This song cannot fail to recall such childhood days. The air of the song is catchy and ought to make it as popular as "Smarty," "Schooldays" and similar compositions. Orchestra accompaniment. Music and words, Herbert Ingraham; publisher, Shapiro, New York.

10160 I Used to be Afraid to Go Home in the Dark Medley — **Albert Benzler**

Another of Mr. Benzler's clever xylophone solos. It includes these three popular hits: "I Used to Be Afraid to Go Home in the Dark," "My Rosy Rambler" and "When I Marry You." Orchestra accompaniment.

10161 The Whitewash Man — **Arthur Collins**

A coon character song by the writers of the popular "Meet Me in Rosetime Rosie" (our Record No. 10079) and many other widely known songs. It is spring and the whitewash man sings of his importance at this season of the year. No singer in the Edison catalogue could make a better Record of this kind of song than Mr. Collins. It will recall the success that he had in "Any Rags" and similar popular songs. Orchestra accompaniment. Music, Jean Schwartz; words, William Jerome; publishers, Cohan & Harris Publishing Co.

10162 Blue Feather — **Ada Jones and Billy Murray**

An Indian love song on the style of "Rainbow" (our Record No. 10049), which is also sung by Miss Jones and Mr. Murray. The publishers of "Blue Feather" expect it to be a great success and they predict that within a very short time it will be whistled and sung from one end of the country to the other. It possesses the essential qualities of attractive words and pleasing rhythm. Orchestra accompaniment. Music, Theodore Morse; words, Jack Mahoney; publishers, Theodore Morse Music Co., New York.

10163 Nobody Knows, Nobody Cares — **Will Oakland**

A sentimental song perfectly fitted to Mr. Oakland's remarkable counter-tenor voice. It was written by Chas. K. Harris and is regarded by him as one of his best songs in some time. Some of Mr. Harris' recent successes are "I'm Starving for One Sight of You" (our Record No. 9977) and "Always Me" (our Record No. 10009). Orchestra accompaniment. Publisher, Chas. K. Harris, New York.

10164 Braham's Medley Jig — **New York Military Band**

A jig with the real dancing swing to it, compiled by the late Dave Braham, whose musical contributions to the old Harrigan and Hart shows were such a big part of those entertainers' success. The late Wallace Reeves, director of the American Band of Providence, and afterward successor to the late P. S. Gilmore, arranged it for Military Band and played it with great success with the organization of which he was the head. Publisher, W. H. Cundy, Boston, Mass.

10165 Abie, Take an Example from Your Fa'der — **James Brockman**

A Hebrew dialect song in which a prosperous Hebrew gives some timely, though humorous, advice to his son. The Record will show that Mr. Brockman is quite as good in Hebrew dialect as he is in Italian. He will be recalled as the writer of several excellent Edison Records in Italian dialect. Orchestra accompaniment. Words and music, James Brockman; publishers, M. Witmark & Sons, New York.

10166 Sweet Peace, the Gift of God's Love — **Edison Mixed Quartette**

Although a sacred selection, this Record will appeal to all Phonograph owners because of its delightful melody and its splendid rendition by the Edison Mixed Quartette. Unaccompanied. Music and words, P. P. Bilhorn.

10167 It Happens in Many Families — **Billy Murray**

A comic song descriptive of what happened in the years following the marriage of Joe and Flo. Many families will find some familiar things in the words of the song. Orchestra accompaniment. Music, Edward Flanagan; words, Tudor Cameron; publishers, M. Witmark & Sons, New York.

10168 Yankiana Rag — **American Symphony Orchestra**

This composition is featured in Anna Held's musical production, "Miss Innocence." It cannot fail to please all lovers of light musical compositions when rendered by orchestra. Composer, Melville J. Gideon; publisher, Shapiro, New York.

10169 Uncle Josh at a Baseball Game — **Cal Stewart**

The baseball season is now increasing in interest, the fans are beginning to get a line on the leaders, and everything in the way of baseball will arouse considerable interest. Uncle Josh's baseball experiences, as given on this Record, are therefore timely and the Record ought to be in great demand. The words on the Record are original with Mr. Stewart.

10170 Heinie Waltzed 'Round on His Hickory Limb — **Collins and Harlan**

Although Heinie had a wooden leg he indulged in dancing. The song describes his success in waltzing with such a handicap. It is one of the hits in the leading vaudeville houses. Music and words, Herbert Ingraham; publisher, Shapiro, New York.

10171 I Want a Little Corner in Your Heart — **Ada Jones**

A coon love song that should, if merit of words and an attractive melody are an indication, be one of the successes of the year. It is above the ordinary in attractiveness. It will recall the success that Miss Jones had in singing "My Carolina Lady" (our Record No. 8948) and "Just A Little Rocking Chair and You" (our Record No. 9222). Orchestra accompaniment. Music, Kerry Mills; words, Andrew B. Sterling; publisher, F. A. Mills, New York.

10172 "The Fans" March — **John Kimmble**

An accordion solo. Another of Mr. Kimmble's own compositions. It is well written and played in his usual clever manner. Piano accompaniment.

10173 Go Easy Mabel — **Edward Meeker**

Mabel is a young woman with the champagne habit. Her "steady" is only a ribbon clerk, and when they go out to dine, Mabel's liberality in ordering things to eat and drink causes Percival to beg her to "go easy," because he is not a Pittsburg man, and, therefore, not able to pay the bills. Orchestra accompaniment. Music by J. Fred Helf, composer of "Make a Noise Like a Hoop and Roll Away" (our Record No. 10122); words, Ren Shields, Ed. Moran and Will D. Cobb; publishers, Helf & Hager Co., New York.

10174 Good Night, Moonlight — **Premier Quartette**

A sentimental ballad of the same style and character as "Blue Bell" (our Record No. 8655), written by Theodore Morse, who wrote the music of this selection. The Premier Quartette sings it in a manner that must please those who appreciate quartette singing. Unaccompanied. Words, Jack Mahoney; publishers, Theodore Morse Music Co., New York.

10175 Flanagan's Boarding House — **Steve Porter**

Mr. Flanagan's vaudeville specialties are always clever and amusing, but this is better than the average. It includes lots of funny things, such as the exclamation of the landlady, when the boarder found a needle in the soup, that it was a typographical error; it was meant to be "noodle," not "needle." If anyone thinks that the Flanagan series has run out, he wants to hear this one and he will change his mind.

10176 Thomas Jefferson March — **United States Marine Band**

The opportunity to hear another Standard Record by this superb band organization will be widely welcomed. William H. Santelmann, the conductor of the Marine Band, is the composer of the selection, and between the merit of the composition and his successful leadership, the Record is one that will delight all lovers of band music.

Edison Amberol Records

155 Egmont Overture — **Edison Concert Band**

This famous overture was written by Ludwig von Beethoven in his "second period" of composition (1800-1815), marking the zenith of his best works. It was composed for Goethe's tragedy of "Egmont." It is an intense and powerful tone-picture expressing the tragic events of this great drama. Beethoven was born December 16, 1770, at Bonn on the Rhine, and died in Vienna, March 26, 1827. Of all the musical composers he stands pre-eminent.

156 The Tough Kid on the Right Field Fence — **Digby Bell**

A doubly attractive Record. It is made by Digby Bell, one of the best-known men in comic opera and vaudeville, who hereby makes his initial bow to the Edison Phonograph public. Its other attraction is the realistic baseball talk indulged in by the youngster from a "deserved" seat on the right field fence. He tells the home team how to play the game and what he thinks of them when their playing isn't up to his standard. He is a type of baseball "fan" found alike on the grandstand and on the bleachers. The Record ought to be a real treat to everyone who understands the language of our national game. It ought to go a long way towards establishing Mr. Bell's popularity as a maker of Edison Records.

157 My Rancho, Maid — **Mabel McKinley**

Another of Miss McKinley's own compositions and as pleasing in words and melody as her others. Miss McKinley's rendition of the song for our Record is as charming as that of "Golden Rod" and "Anona," given in the May and June lists. Music and words, Mabel McKinley; publisher, Leo Feist, New York.

158 Clancy's Wooden Wedding — **Edward Meeker**

This selection was one of the largest sellers in the present catalogue of Standard selections, and its popularity has induced us to make an Amberol Record of it. It has been added to and worked up with a number of novel effects, making it a Record that will be wanted by those who already have the shorter Record as well as by those who do not have it at all. It almost makes one's head ache to hear Mr. Meeker's enumeration of the things that happened at Mr. Clancy's tenth wedding anniversary. Orchestra accompaniment. Words by Teddy Simons.

159 You're a Grand Old Bell — **Byron G. Harlan and Chorus**

A patriotic Record that will appeal to all sections of the country. Naturally, the "Grand Old Bell" is the Independence Bell of Revolutionary fame. The words pay a splendid tribute to it and the music, with incidental effects, combine to make up one of the most attractive Records we have put out in some time. Music, Johann C. Schmid; words, J. E. Dempsey; publishers, H. A. Weymann & Son, Philadelphia.

160 The Bachelors Waltz — **United States Marine Band**

Another composition by William H. Santelmann, the leader of Washington's famous band organization, and played in a manner most creditable to both composer and band. It is not easy to find proper words to describe band Records. They must be heard to be appreciated.

161 I Surrender All — **Edison Mixed Quartette**

An unaccompanied sacred selection that made a great success on the two-minute list. It is here given with additional verses and new features. The first and third verses are sung by soprano and contralto, the second and fourth by tenor and basso. The entire quartette join in the choruses. This Record will find a place in all collections of sacred selections. Music, W. S. Weeden; words, J. H. Van De Venter.

162 On a Monkey Honeymoon — **Collins and Harlan**

Another tale of the jungle, a monkey ditty written in the same style and by the same composer as "In Monkey Land" (our Record No. 9700) and "Down in Jungle Town" (our Record No. 9941). The song has its full share of swing so characteristic of these monkey songs. Orchestra accompaniment. Music, Theodore Morse; words, Jack Mahoney; publishers, Theodore Morse Music Co., New York.

163 Prelude and Intermezzo—"Cavalleria Rusticana" — **American Symphony Orchestra**

"Cavalleria Rusticana" won the prize offered by Sonzogno, the music publisher, for the best one-act opera. It created a genuine sensation at its first performance, in the Costanzi Theatre, Rome, May 17, 1890, and has since been heard the world over. The subject is a tragic tale of Sicilian peasant life, and the impressive characteristic of the music is its dramatic intensity. The Record contains the Prelude to the Opera and the famous Intermezzo. Composer, P. Mascagni; publisher, Carl Fischer, New York.

*This Record will be illustrated on cover of JULY PHONOGRAM.

164 When a Fellow's on the Level with a Girl That's on the Square — **Billy Murray and Chorus**

One of Victor Moore's songs in Geo. M. Cohan's musical comedy, "The Talk of New York." The lesson taught in this composition will meet even Mr. Roosevelt's ideas of a square deal. It also gives some incidental advice that's worth while. Music and words by Geo. M. Cohan; publisher, F. A. Mills, New York.

165 Thy Hallowed Presence — **Edison Mixed Quartette**

An anthem of the better grade and one that often finds a place in the musical programmes of the large churches where quartette singing is a feature. It is sung with organ accompaniment. Music, Charles Davis Carter; words, P. McNiven Bennie; publisher, G. Schirmer, New York.

166 The Marathon Two-Step — **New York Military Band**

Another Amberol Record made especially for dancing. It was made under the direction of a professional dancing master, and is guaranteed by our Recording department to be played in correct time for the two-step, if played on Phonographs running at the proper speed. Composer, Mark Phillips; publisher, Carl Fischer, New York.

167 Where is My Wandering Boy To-Night? — **Frederick Gunster**

The old familiar hymn, which is regarded as more of a temperance selection than sacred. It is a great favorite at temperance revivals and meetings. It is one of those compositions that will live many years after thousands of present day popular songs are forgotten. The Record is made by Frederick Gunster, another new Edison artist, who has a pleasing tenor voice. Music and words, Robert Lowry; publishers, Bigelow & Main, New York.

168 Moving Day at Pumpkin Center — **Cal Stewart**

Pumpkin Center, according to Mr. Stewart's telling, has passed through many notable days, but moving day is quite the greatest of all. You will believe this when you hear Uncle Josh tell of the many events which transpired on that day. There is a laugh at every sentence, which means that you laugh from beginning to end of the Record.

169 Levi's Famous "Reuben" Songs — **Maurice Levi and His Band**

The most popular compositions of Maurice Levi are his Reuben songs, which were written while he was director of the Roger Brothers' musical productions. This Record contains "When Reuben Comes to Town" and "Wedding of the Reuben and the Maid." Both of these were written and were popular several years ago, but they are no less attractive now than they were then and we believe that the Record will be one of the best sellers of the month.

170 Only a Pansy Blossom — **Will Oakland and Chorus**

In the opinion of the entire Edison organization, this Record will be the hit of the year. It will be scarcely less popular than "Silver Threads Among the Gold," which, when rendered by a counter-tenor voice, has become almost a classic. "Only a Pansy Blossom," is an old-time selection which was immensely popular years ago, and still retains its hold upon the public. Mr. Oakland's solo work is perfect and the chorus assistance given him is equal to any quartette Records put out in some time. Music, Frank Howard; words, E. E. Rexford; publishers, The John Church Co., New York.

171 Call to Arms — **Peerless Quartette**

A combination singing and talking Record. The sketch portion was written by Albert Campbell. It serves to introduce singing of war songs, bugle calls, beating of horses' hoofs, cheers, cavalry effects, drum rolls, fife and drum, and quartette singing. The variety of features in this Record will certainly make it popular. Unaccompanied.

172 Ballet Music from William Tell — **Edison Concert Band**

"William Tell," Rossini's masterpiece, was first given at the Paris Opera, August 3, 1829. In the opera a grand ballet is introduced in the second act, and the music of this contains some of the finest melodies of the score. The ballet music as an instrumental number is a favorite concert piece. Our Record contains two of the most popular numbers of the suite. It requires no musical training to appreciate this music, for its delightful character must appeal to everyone. Publishers, The John Church Co., New York.

173 That's Why I Won't Say Good-Bye — **Harlan and Stanley**

A descriptive song for tenor and baritone. It is the story of a member of the life boat crew who would not say good-bye to his sweetheart when the boat went out to sea. The ending is pathetic, for he did not return. Orchestra accompaniment. Music and words, Alan Rattray.

174 National Emblem March — **New York Military Band**

A spirited and vigorous march which echoes a stirring strain of "The Star Spangled Banner." Composer, E. E. Bagley; publisher, E. S. Williams, Boston, Mass.

Trade Bulletins

Suspended List, April 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

IA., Linden—D. Z. Roland.
ILL., Chicago—W. C. Pearson.
MISS., Ashland—M. C. Pegg.
NEV., Carson City—Bert J. Sweetland.
Miss Rubel Sweetland.
OHIO, Cleveland—Myrick & Burge.
OKLA., Ada—Ada City Drug Co. (Wood & Vogt).
PA., Mitchell—J. W. Fox & Bro. (Fox Bros.)
VT., Newport—H. F. Humphrey.
Montpelier—J. E. Leland.
VA., Charlottesville—J. E. Ellington.
W. VA., Bloomdaville—Talley & Fox.
WIS., Janesville—F. E. Williams.
CANADA, Ontario—Bell Piano Co.
Waterloo—F. I. Weaver & Co.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

Sales Department Bulletin No. 27
April 5, 1909

Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

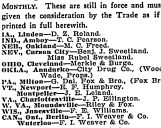
We have been reliably informed that some of our Jobbers are still consigning goods of our manufacture to Edison Dealers; this, notwithstanding the fact, that such action is a distinct violation of a clause in our Jobbers' Agreement

We were firmly convinced that this undesirable feature of our business had been entirely eliminated, until the matter was very recently drawn to our attention, and we would now respectfully request, that if any of our Jobbers have been indulging in this practice, that they immediately discontinue this method of handling our goods.

Regretting sincerely the necessity for issuing this letter, and hoping that it may not prove necessary for us to take any other action, we beg to remain,

"You're a Grand Old Bell"

The song with the above title, included in the Amberol Records for July, is the first song ever written about the Liberty Bell at Philadelphia. It seems incredible that the praises of a



bell, so universally known and loved as the Liberty Bell, should, for all these years, go unsung.

The writers of the song have brought before every American a long neglected duty, and, incidently, have given to the public, a ringing musical composition, which, from an artistic point of view, stands as a classic, while the words have an instruction in themselves to both young and old. Twenty-seven of the public schools of Philadelphia are teaching the song to the school-children, showing that it can be used without regard to class or creed.

At the Children's Carnival, in Atlantic City, during the coming summer, it will be sung by a chorus of two thousand children's voices; all of which is evidence that the efforts of the writers have met with instant appreciation, and that "You're a Grand Old Bell" is destined to become one of the nation's own songs. It is published by H. A. Weymann & Son, Edison Jobbers of Philadelphia.

Watch for the papers of the Continuous Exchange Proposition. If you don't use them now keep them till you need them.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARIZ., Fort Smith—R. C. Bollinger.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pummer Co.
San Francisco—P. Bacigalupi & Sons.
Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C., Washington—H. P. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eliot's Piano House.
ILL., Chicago—Bibson Bros.
Lyon & Healy.
James I. Lyons.
Chas. Viva Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Klipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Harry Lenning Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Richm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—E. L. Crosby Co.
Portland—W. H. Rose & Son.
MD., Baltimore—H. P. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Oliver Ditson Co., The.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Springfield—Flint & Brickett Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—
Minnesota Phono. Co.
St. Paul—Dyer & Bro.
Knabbe & Hinrichs.
Minnesota Phonograph Co.
MO., Kansas City—J. W. Jenkins' Sone Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. G. Pelit.
Paterson—James K. O'Dea.
Trenton—Roll Blank Book and Stationery Co.
John Sykes.
N. Y., Albany—Gilbert & Blahn.
Auburn—John Hoss.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Regina Co.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Bolway.
Rochester—Forsyth Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Finch & Hahn.
Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur F. Purtis.
William Harrison.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pinks Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Harry R. Whitsit Co.
Dayton—Niehaus & Dohse.
Newark—Ball-Pinks Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
PENNA., Allentown—J. A. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
J. Jappe & Son.
Lit. Bros.
Penn Phonograph Co.
John Wanamaker.
Western Talking Mach. Co.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
Household Furniture Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—F. M. Atwood.
G. K. Hough Piano Co.
Nashville—Magruder & Co.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—Cummings, Shepherd & Co.
Galveston—H. G. Rees Optical Co.
San Antonio—H. G. Rees Optical Co.
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Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

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WITH
Thomas A. Edison
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International Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII June, 1909 No. 6

Short Sermons From Familiar Texts.



Plant the Crab-tree where you will, it will never bear Pippins

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Vol. VII. JUNE, 1909 No. 6

Short Sermons *from Familiar Texts*



TEXT:

Plant the crab tree where you will, it will never bear pippins.

A CRAB is an apple; so is a pippin. Both grow on trees, both require the same care and attention to raise, both take the same amount of time to mature and both require the same amount of work to gather.

But when they get to market it is the pippin that finds the most buyers and yields the biggest profit.

If you want to do a pippin business, concentrate your time and your energy on a pippin proposition.

Start right, or if you've started and are working along crab apple lines, start over.

It costs no more to carry a line of Edison Phonographs and Records than other kinds; it takes no more time to demonstrate them; no more space to show them, and no greater store expense to handle them.

But there is more in them for you. Among instruments of this kind the Edison is the pippin. It is the great, popular entertainer, gaining in prestige every day, tightening its grip on the public, month by month as Mr. Edison adds new features and as new stars join the Record-making staff.

The Edison was the first sound-reproducing instrument. It is the first to-day—first in quality, tone, simplicity, durability and in the length and character of its Records.

People want the instrument that Edison is responsible for because they know Edison and know that what he produces is the best that can be produced.

If you want the result to be pippins devote your efforts to presenting the Edison line.

IMPORTANT ANNOUNCEMENT.

Victor Herbert Makes an Exclusive Contract with National Phonograph Company

Beginning on June 1st and continuing for an indefinite period, Victor Herbert, America's foremost composer, musician and conductor, will be actively identified with the organization back of the Edison Phonograph and Edison Records.

Mr. Herbert has just signed an exclusive contract with the National Phonograph Company, by which he will become the musical adviser and expert critic of all of the better instrumental compositions reproduced on Edison Records. He will also lead in person the famous Victor Herbert Orchestra, which will make records exclusively for the Edison Phonograph.

We never have had the pleasure of making an announcement that in our opinion means so much for the continued and increasing success of the Edison Phonograph. In entering upon this connection, Mr. Herbert promises to give the work his best endeavor. He will go regularly to our recording laboratory, suggesting compositions for reproduction, taking part in making up the musical organization to play them and criticizing the making of masters as the work progresses. Certain of these Records will be listed as having been made under his direction, in addition to those made by the Victor Herbert Orchestra under his leadership.

Mr. Herbert has for some years been an enthusiast over the possibilities of the Phonograph and has always believed that he could aid in its improvement. This arrangement will give him ample scope to work out the plans he has formed concerning talking machine records.

The contract with Mr. Herbert is of the greatest importance to Jobbers and Dealers in Edison goods, for its effect upon business will be far reaching and will more than ever make it worth while to push the business.





Sketch of Mr. Herbert's Life and Work

In the musical world Victor Herbert occupies a unique place—unique because there is no other just like him. And perhaps there never was another just like him. Some one somewhere once referred to him as Victorious Herbert. It was a slip of speech, but it concealed, unknowing, a singular prophecy; for the suffix thus unconsciously bestowed upon his given name has since been well won and fully deserved by Mr. Herbert. His is a name to be conjured with, and on the score of an opera it means more than mere jugglery of tunes.

Whence comes this maker of sugared melodies, and what is his mission? Is he a reincarnation of some past musical Golconda, flashing the brilliant jewels of its marvellous intonations for the benefit of a modern world, or is he merely a genius? Offenbach, Strauss and Sullivan rolled into one might make a Herbert, but it would be difficult to analyze these elements in any Herbert composition. Repetition of himself even is an absolutely rare fault, and in four operas written in one season some few years ago the musical plan and structure, technically, were so utterly dissimilar as to provoke comment and raise a doubt of uniform authorship. Yet the Herbert touch was there—an elusive similarity that defied comparison in the closest analysis. The inevitable conclusion would seem to make it necessary to place Mr. Herbert in the classification of a genius, for we then have his antecedents for a basis of judgment.

Mr. Herbert was born in Dublin, Ireland, on February 1, 1859, the son of a barrister and the grandson of Samuel Lover, the creator of that immortal hero "Handy Andy." Novelist, poet, painter, dramatist and musician, Samuel Lover is undoubtedly the mould in which is cast the present-day musical genius. Heredity showed early, for at the age of seven the young Herbert became a student of music in Germany, where his parents had established themselves. Here under capable masters he rapidly developed in his chosen profession, and at the age of twenty-seven, he became first 'cellist of the court orchestra at Stuttgart.

In the search for a broader field in which to exercise his fast-growing accomplishments, America claimed his citizenship, and here he has gone on and on, winning fresher laurels with each new achievement, until the crown is virtually his. Through a succession of triumphs he has emerged as the world's foremost light-opera composer, while as a conductor he has practically no superior. From his first arrival in this country he took a commanding position in the musical profession, playing first 'cello in the celebrated orchestra of Theodore Thomas and Anton Seidl, being associate conductor with the latter.

Perhaps nothing in musical history can take rank with Mr. Herbert's marvellous success as a composer. Of serious work he has to his credit not only the imposing symphonic poem, "Hero and Leander," but two violoncello concertos he wrote are in the repertoire of every noted 'cello soloist throughout the world. In light opera the list of his scores is formidable, comprising the really great successes of the past sixteen years. Among these are "Prince Ananias," "The Serenade," and "The Viceroy," which revived the waning fortunes of the old Bostonians; "The Wizard of the Nile," "The Idol's Eye" and "The Ameer," three operas that firmly established the popularity of Frank Daniels as a star; "The Fortune Teller" and "The Singing Girl," which served the brilliant purpose of Alice Nielson; "Cyrano de Bergerac," one of Francis Wilson's most ambitious offerings; "Babette," and "Nile Madiste," the latter the most finished operetta produced here in a quarter of a century, both written for Fritzi Scheff; "Babes in Toyland," "It Happened in Nordland," "Daily Dollars," "Wonderland," "The Red Mill," the latter with Montgomery and Stone as the stars. To these must be added "Algeria," "Prima Donna" and "Little Nemo."

With the clientele which this chronology has furnished him, Mr. Herbert is again successfully appearing with his own orchestra at present, playing a series of Sunday night concerts at the New York Theatre.

Mr. Herbert Talks About His New Work

We cannot better present Mr. Herbert's attitude toward the work he is about to take up than to reprint an article from the *Music Trader* of May 8th, which includes a long interview with Mr. Herbert on the subject. It is as follows:

An announcement of very great importance to the talking-machine trade and to the great public the world over was made by the National Phonograph Co. this week, in giving out the news that they have engaged Victor Herbert, famous musician, orchestra conductor and composer, to act in a supervising capacity in the making of artistic records and to lead his celebrated orchestra while it makes records for the company.

The National Phonograph Co. believes with Mr. Herbert that the composer should be consulted in the arrangement and interpretation of his works for use upon the Phonograph so that every record should be a guaranty to the public that it is adapted to reproduce a practically perfect rendition of a musical work by artists who render and interpret the work as the composer wrote and intended it to be performed.

The new contract is effective on June 1. The arrangement gives the National Phonograph Co. the exclusive right to Mr. Herbert's services in the talking-machine field, together with that of his superb orchestra. He will be consulted upon every phase of the work of making records of the better class of music, and especially of instrumental compositions.

He will assist in the selection of suitable music for record-making purposes, aiming always toward such music as will widen the field of the Phonograph. He will be consulted, too, as to the people who will sing or play the better kinds of compositions. He will also try to improve the records of popular music, although this has not been definitely decided upon.

Will Raise Standard of Compositions.

Mr. Herbert will go frequently to the record-making laboratory of the National Phonograph Co. and supervise and criticise the work of making records.

This innovation is sure to have a tremendous effect on improving the character of the compositions that the people will hear. Mr. Herbert is easily the most famous living American composer. He has written twenty-six operas which have had a wide vogue on the American stage, and many of which are being played at the present time in this country. Several of them have been sung in many foreign countries, even in far-off Australia.

His operas have made the reputation of many theatrical stars who have appeared in these productions. As a composer of serious music he has also written many compositions of high merit. As a musical conductor he is internationally famous.

For some years he was the conductor of the Pittsburg Symphony Orchestra, one of the leading organizations in music. At present he has an orchestra of his own, which ranks at the top, and which, while playing the world's leading compositions with splendid artistic finish, at the same time has a tremendous popular following.

In addition to the prestige that Mr. Herbert has as a composer and a conductor, he is a musician of rare equipment, a fine 'cello soloist and a student of musical literature and of musical conditions. A man more capably fitted for the task which Mr. Herbert will undertake for the National Phonograph Co., could hardly be selected, because, in addition to his musical abilities and experience, he also knows what the people want, having directed thousands of concerts.

Enthusiastic Over New Work.

Mr. Herbert enters upon his new work with enthusiasm. He has long believed that the talking-machine is the principal medium through which the people can imbibe correct musical ideas, providing that the records of good music be adequately and artistically rendered. He believes that by means of the Phonograph thousands can be reached who would hear good music in no other way. The advantage of a master hand in choosing music that will best be reproduced on the talking-machine, and in making the cuts in the compositions that answer Phonograph requirements, and, which, at the same time preserve the spirit and ideas of the composer, is instantly apparent to all students of Phonograph development.

Mr. Herbert talked enthusiastically about the Phonograph and its possibilities when seen in his beautiful New York home by a representative of *The Music Trades* this week. He was arranging some of the details of the musical programme for the Lambs' Club All Star gambol, the greatest collection of theatrical celebrities ever gathered together for a tour of the country, but willingly stopped to discuss the Phonograph. When the Lambs' gambol is ended this month he will be ready to take up the work for the National Phonograph Co. The only composing he is doing at the present time is an American grand opera which he is writing for Hammerstein, which will be produced on January 15, the first American grand opera to be heard in the Manhattan Opera House. Until this work is finished he will do no other composing.

"I have long advocated that the composer should be connected in the arrangement and interpretation of his work for use upon the Phonograph," said Mr. Herbert to *The Music Trades*, "and now that the National Phonograph Co. has given me the opportunity to see that my own works shall be interpreted by my own orchestra, led by myself, and we have also agreed upon an artistic supervision by me of important compositions in musical literature, modern and classic, I am very much pleased. I shall enter upon this work with genuine enthusiasm and interest, because I believe that there are endless opportunities for the spread of musical culture through the Phonograph, which enters every corner of the world.

"I regard my new connection with the National Phonograph Co. as in the nature of a public service. My friends know that my income is such that I am not taking this action for individual profit.

"Many Phonographic reproductions have been disappointing because while they accurately reproduced the musical notation, the interpretal, intangible element existing in every work, the throbbing, pulsating spirit of the composer were lacking, and the absence of this vital quality often made them insipid and lifeless. What a difference in effect upon the listener in the playing of the Tannhauser overture by experienced and artist musicians under the stirring leadership of a Seidl and the nondescript members of some park band led by a phlegmatic time-beater! Records prepared with care and discrimination in the arrangement and interpretation of the works they are designed to reproduce, because

of their permanency of form, perpetuate the works and the spirit of them as above described.

Life and Color to Be Put into Records.

"Edison records made by the well-trained members of my orchestra, under my supervision and direction, will insure not only perfect reproduction of the works they are intended to reproduce, but interpretations as exact and artistic as possible, and will afford to the listener in different climes the same pleasure as derived from listening to my living orchestra in action.

"I contend that life, color and individuality can be and should be put into a talking-machine record. Naturally the composer will play his compositions with spirit and the enthusiasm of his reading will be communicated to the auditor. Thus, Phonograph owners in foreign countries, as well as here in America, will be hearing a live force, and not an automaton, conducted through the Phonograph.

"A great deal of foolishness has been written about so-called popular music. A general idea prevails that popular music is neither dignified nor inspiring, but my belief is that the only reason why the big general public apparently favors compositions which are unworthy is because they are not in a position to hear anything better. The wrong kind of music always does harm. From the simple principle that the people only love what they know, I am convinced that people would only love good music if they could only know it.

"I claim that the most beautiful compositions, the most beautiful works, would always appeal to any audience, even to the humblest wage earner or factory woman, if that music were properly presented. Unfortunately, often it is not.

"We subvention the bands, playing on the piers, but what do they play? The cheapest sort of music, which does not do a bit of good. These bands should play only the very best. If they did that, the people, hearing this good music on the one hand, and cheaper music in other places would have a standard lifted and, thus, could discriminate. It is the same principle as the man who for years has read nothing but flashy literature. He is not able to recognize a piece of inspired writing when he sees it.

"On the other hand, if works of high excellence are given, in parks, piers, concert hall or through the medium of the Phonograph they should be correctly and artistically rendered. Otherwise, their influence is destroyed.

"If Shakespeare is appropriately mounted, and acted by a capable company of intelligent artists, the theatre will be filled and the audience delighted. But no one wants to hear a Shakespeare play awkwardly acted by performers little removed from the grade of amateurs, who know nothing about elocution or have little conception of the ideas of the dramatist.

Intelligence and Common-sense Essential in Record-Making.

"Intelligence, common-sense and knowledge are just as necessary in recording music for the Phonograph. How foolish it would be for a recorder to take Beethoven's ninth symphony for instance, and chop it into a three-minute 'selection' for the talking-machine. I do not care to assume the attitude of criticising talking-machine companies, yet, particularly with some of the foreign companies, I have heard selections which have taken as great inartistic liberties with the composer. This is especially noted in the case of arias of operas, which sometimes are murdered in shameful fashion by a talking-machine bungler.

"Those arias or compositions which it would be futile to cut down to the time limit of a Phonograph record I shall avoid. There are many beautiful classic selections, however, that can be handled in such a manner that the composer's spirit and interpretation will be preserved.

"I feel sure that we can get out records that will astonish the world. And, too, I understand that a longer-playing record has been invented by Mr. Edison, which will greatly broaden the scope of selection.

"The steady stream of marvelous improvements in these Phonographs, the high standard of perfection and accuracy of their reproducing qualities, the enormous repertoire of the compositions they are reproducing, ranging from the popular songs of the day to the most serious symphony, the variety of methods of performance and rendition offered by them, including orchestra, single instruments, singers, duets, quartettes, are calculated to commend them to the untutored as well as to the most skilled in the musical art, as I pointed out some time ago in an article in *The Circle*.

"The perfection of these instruments as a popular institution is assured by the obviating of the laborious, tedious and often difficult studying and practising required to reproduce music from the printed staff notation on the piano, violin or other musical instrument. A great industry has sprung up devoted to their manufacture and exploitation, in which large capital is invested, and which is much greater in every respect than the sheet-music publishing industry.

Modern Phonograph Fast Supplanting Other Music-Producing Methods.

"The magnitude of this industry, the greatness of the demand for these automatic musical instruments, the completeness of the catalogues listing the compositions they are adapted to reproduce, and the decline in the demand for sheet music are positive indications that the modern Phonograph is supplanting and will eventually displace the old methods of reproducing music.

"It is the work of the composer that instils life into these inventions. Their only useful and profitable purpose is to impart to the consumer the conception of the composer, and enable him to enjoy the same. Their marketability is altogether dependent upon the character of the composition they are designed to reproduce and the standing of the author of the work."

Mr. Herbert's Past Interest in the Phonograph

Mr. Herbert's attitude toward the Phonograph, as evidenced by his arrangement with the National Phonograph Co., is by no means new. He has for several years regarded it as having a wonderful influence upon the people of to-day and as having great possibilities for the future. In March, 1908, when, as President of the Authors' and Composers' Copyright League of America, he was contending in Congress for his rights as a composer, he wrote an admirable article entitled "The Influence of Automatic Musical Reproductions upon the Musical Art," in which he took the broadest grounds on this subject. The article was published in the *Circle Magazine* for March, 1908, and attracted much attention. Following is an extract from the article:

"The capabilities of these inventions in spreading culture, instilling a sense of appreciation and discrimination of the best in art, and musically educating the people are beyond conception.

"In the rural communities, where opportunities for hearing good music are limited, in the many homes where no one is trained in the manipulation of a musical instrument, or where the repertoire of the player is confined to but a few well-known airs, the Phonograph and self-playing piano are indeed welcome messengers of amusement, culture and joy.

"The steady stream of marvelous improvements in these inventions, the high standard of perfection and accuracy of their reproducing qualities, the enormous repertoire of the compositions they are reproducing, ranging from the popular songs of the day to the most serious symphony, the variety of methods of performance and rendition offered by them, including orchestra, single instruments, singers, duets, quartettes, are calculated to commend them to the untutored as well as to the most skilled in the musical art, as I pointed out some time ago in an article in *The Circle*.

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"The magnitude of this industry, the greatness of the demand for these automatic musical instruments, the completeness of the catalogs listing the compositions they are adapted to reproduce, and the decline in the demand for sheet music are positive indications that the modern Phonograph and self-playing piano are supplanting and will eventually displace the old method of reproducing music.

"From this standpoint, the introduction of the automatic musical instrument becomes a matter of deep concern and serious importance to the composer. While these devices tend to increase the audiences of the composer, for the sale of each record and roll means a patient hearer of his latest efforts, and an appreciation of his labors, yet they are under the present state of our copyright laws portentous of much evil and injury to the musical art, and unless Congress comes to the rescue of the composer and extends his copyright so as to cover the automatic reproduction of his compositions, the art of music will decline. These reproducing devices of musical works were unknown when the present copyright laws were enacted, and consequently no express provision of law in respect to them was embodied therein. The manufacturers have taken advantage of this defect in the law by appropriating for use upon their machines the best compositions without the leave or license of the composer and without paying him any compensation for his efforts.

It is the work of the composer that instills life into these inventions. Their only useful and profitable purpose is to impart to the consumer the conception of the composer, and enable him to enjoy the same. Their marketability is altogether dependent upon the character of the composition they are designed to reproduce and the standing of the author of the work.

Good music being so essential to their industry, it would be supposed that the manufacturers of these devices would exert every possible effort to elevate and encourage the art which they exploit for profit.

Since the announcement was made of his arrangement with the National Phonograph Co. Mr. Herbert made the following statement:

It is very gratifying that the Edison Company was the first to appreciate the truth of my contention as expressed in my article published in The Circle of March, 1908, entitled "The Influence of Automatic Musical Reproductions upon the Musical Art," to the effect that the composer should be consulted in the arrangement and interpretation of his works for use upon the Phonograph, so that every Record should be a guaranty to the public that it is adapted to reproduce a practically perfect rendition of a musical work by artists who render and interpret the work as the composer wrote and intended it to be performed.

Many phonographic reproductions have been disappointing because, while they accurately reproduced the musical notation, the interpretal, intangible element existing in every work, the throbbing, pulsating spirit of the composer was lacking, and the absence of this vital quality made them insipid and lifeless. What a difference in effect upon the listener in the playing of the Tannhauser Overture by experienced and artist musicians under the stirring leadership of a Seidl and the nondescript members of some Park Band led by a phlegmatic time-beater! Records prepared with care and discrimination in the arrangement and interpretation of the works they are designed to reproduce, because of their permanency of form, perpetuate the works and the spirit of them as above described.

Edison Records made by the well-trained members of my orchestra, under my supervision

and direction, will insure not only perfect reproduction of the works they are intended to reproduce, but interpretations as exact and artistic as possible, and will afford to the listener in different climes the same pleasure as derived from listening to my living orchestra in action.

What the Trade Papers Say

Far-reaching in its direct influence and what it portends as well is the announcement just made by the National Phonograph Co., makers of the Edison Phonographs, that it has signed a contract with the distinguished composer and musician, Victor Herbert, a man known throughout the world, to act in an advisory or supervisory capacity for all its Records in future; and this, be understood, is not an arrangement which provides for the use of a distinguished musician's name for a financial consideration, but calls for the active daily interest of Mr. Herbert in his new work, and is brought about by Mr. Herbert's own realization of the educational value of this connection and its splendid possibilities for raising the standard of musical education and musical appreciation not only in America, but wherever American talking machines go—and that is all over the world.

It is a serious, earnest and intelligent appreciation of the splendid opportunities open to them that caused the Edison house to enter into this arrangement, which will redound to the mutual advantage of both the immediate parties to the contract and of the larger and even more interested party, the vast American public.

The Edison Company secures not the mere salaried interest of Mr. Herbert, but the earnest, enthusiastic, whole-hearted devotion of one of the greatest living musicians, who realizes the unique possibilities thus offered him for gradually uplifting the musical taste of the masses and helping in a tremendously potential way to creat the musical atmosphere, which is the goal of all educators, humanitarians and public-spirited citizens.

With this unique knowledge of music and of the musical taste of the public, his unexampled musical abilities and freedom of action, Mr. Herbert will be able to reach and influence millions of people in the most effective way, and educate them to an appreciation of all that is best in music. A technically finished musician himself, he will be able to provide music that is popular without being common or bizarre, and classical music which has the gift of melody with an ennobling and not a depressing influence.

The advantages of this contract for the Edison Phonograph Co. and the Edison agents are so apparent that they need not be here enumerated, but as a business proposition it is evident that the Edison house has opened a marvelously prolific field.—*Music Trades.*

The announcement that the great composer and conductor, Victor Herbert, and his orchestra, have become associated with the National Phonograph Co. will be read with keen interest by thousands of talking machine men everywhere.

In line with this, what marvelous educational powers the talking machine has in bringing the works of the great composers within reach of thousands of people who otherwise would have no means of obtaining a knowledge of classical or popular compositions!

And right here, the educational value of the talking machine is beyond power of estimate.

The association of Victor Herbert with the National Phonograph Co. is but another move showing the progressiveness of the directors of this great institution, and the fact that they propose to exert all legitimate means to give to their Dealers and representatives the best obtainable.—*Talking Machine World.*

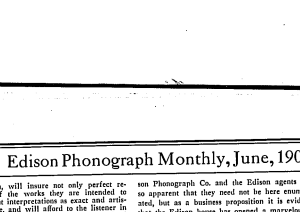
Dispose of the Cut-Outs

Dealers are again urged to take such steps as will enable them to sell any stock of the cut-out selections they may have on hand. These selections are not returnable until after August 1st, and Dealers will find it much more profitable to sell them than to return them for exchange. There is nothing the matter with any of the selections. They are as good as any in the catalogue. They are being cut out simply to keep down the total list and, but for this fact, would be continued in the catalogue indefinitely. In fact, it is with much regret that we are dropping fully half of the list, for they are numbers that should be retained. Many Dealers have declared their intention of keeping many of the Records in stock, even after they have been dropped from the catalogue, for they claim that their trade in them is too good not to have them in stock. If, however, Dealers want to carry in stock only such Records as appear in the catalogues they should adopt some plan of tagging their present stock of these cut-outs so that they and their salesmen will induce Phonograph owners to buy them before they are retired. There are many ways of marking the stock so that they can be readily picked out. Customers can frequently be induced to take one or more of these Records by simply playing them over.

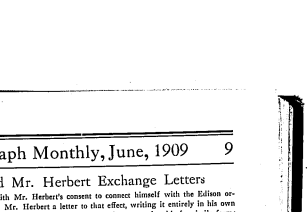
Mr. Edison and Mr. Herbert Exchange Letters

Mr. Edison was so pleased with Mr. Herbert's consent to connect himself with the Edison organization that he at once wrote Mr. Herbert a letter to that effect, writing it entirely in his own hand, something he rarely does. His letter and Mr. Herbert's reply are reprinted in fac-simile form:

MR. EDISON'S LETTER.



MR. HERBERT'S REPLY.



Don't Ship Records Not Covered by Exchange Proposition

The attention of Dealers is again called to the fact that we will not accept at the factory any Records returned for exchange that are not covered by the conditions of the Continuous Exchange Proposition, papers for which were mailed the entire trade between May 1st and May 5th. Some Dealers have already returned to us Records with artificially made defects and Records that will not become cut-outs until after August 1st. We are returning such Records to the sender with charges collect. The same plan will be followed with any other shipments of similar Records from the trade.

The Continuous Exchange Proposition covers cut-out and defective Edison Standard and Amberol Records, but not Grand Opera or Concert. Cut-out Records mean those that have already been dropped from our catalogue, and not such as may be dropped from future issues. Defective Records mean those that are defective from a manufacturing standpoint. All returned Records are being carefully inspected at the factory and it will be useless for the trade to ship any Records for exchange not covered by the Continuous Exchange Proposition. To ship such Records will cause the shipper double charges for transportation.

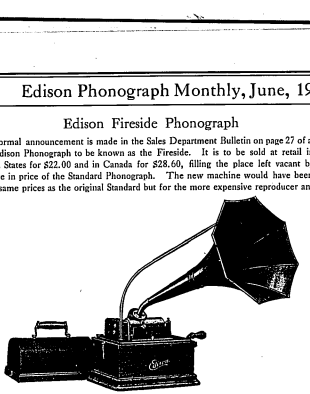
The Continuous Exchange Proposition was designed as a permanent feature, and, if it is to continue, it is important that its conditions shall be thoroughly understood and lived up to by all concerned. The form letter and blank forms mailed to the trade give all details of it, and Dealers who have not understood them are urged to read the papers over again.

An Error

The *Talking Machine World*, in its last issue, stated that the new Edison Fireside machine was designed to *take the place* of the Edison Standard Phonograph. This was not correct. The Fireside is intended to take the *place formerly occupied* by the Standard, when the latter was sold at $20.

Edison Fireside Phonograph

Formal announcement is made in the Sales Department Bulletin on page 27 of a new type Edison Phonograph to be known as the Fireside. It is to be sold at retail in the United States for $22.00 and in Canada for $28.60, filling the place left vacant by the advance in price of the Standard Phonograph. The new machine would have been sold at the same prices as the original Standard but for the more expensive reproducer and the



larger horn on the Fireside. It was a matter of much regret among the officials of the National Phonograph Company that a $20.00 price could not be adopted. But the Fireside at $22.00 is worth the difference and we are satisfied that no one after seeing and hearing it will object to the higher price.

The new features of the Fireside are its maroon finished horn and its combination reproducer. The horn is the same as used on the Gem except that it is colored and is made in two sections. The reproducer is in appearance and size like the Model C but it is equipped with two sapphire points, one for Standard and one for Amberol Records. These points are mounted on separate swivel arms which move one way for Standard Records and another for Amberol Records. This reproducer will be known as the Model K. The horn is supported by a crane which is attached in the same manner as the crane on the Gem Phonograph.

The Fireside is slightly smaller than the Standard but it has a highly polished antique oak cabinet with carrying cover to match. The cover is held in place by new style catches. The machine has a strong single spring and can be wound while playing. The change of gears for playing with Standard or Amberol Records is made by a button at the left of the machine.

The price at which the Fireside will be sold makes its success assured and leaves no doubt that it will be the best seller in the Edison line. The same discounts as on the higher priced machines will apply to it, making it equally profitable to the trade. The Fireside will be placed on sale everywhere in the United States and Canada on July 1st. Every dealer will need at least one Fireside and he will be wise if he places an order with his Jobber by which others can be had as fast as needed.

Read Bulletin No. 30

Sales Department Bulletin No. 30, printed on page 27 in this issue, is important in several other respects besides the announcement of the Fireside Combination Phonograph, and it is quite necessary that every Dealer should read it carefully. It also announces an Amberol attachment for the present Gem Phonograph. This attachment has been designed so that it may easily be applied to the Gem machines now in use and enable owners of such machines to enjoy the pleasures of the Amberol Record. This attachment is equipped with a Model H Reproducer, for use on Amberol Records, the owner of a Gem machine still using his Model C Reproducer for Standard Records. This attachment will be placed on sale simultaneously in the United States and Canada on July 1st. Its list price is $4.00 in the United States and $5.20 in Canada.

The bulletin also places a list price of $5.00 on the new Model K Reproducer. This, as stated in connection with the Fireside machine, is a reproducer with two different sized sapphire points, assembled so that the points may be moved to play either Record as required, so that only one reproducer will be required to play both Records. This reproducer has many advantages and doubtless numerous Phonograph owners will get one instead of using two separate reproducers as at present. The matter of putting in a stock of these is worth more than ordinary attention on this account. The Model K Reproducer will be placed on sale in the United States and Canada on July 1st.

Another very important announcement in the bulletin is the reduction in the list price of the Model C and Model H Reproducers from $5.00 to $3.50 each. This reduction will become effective on July 1st. On this date, the exchange on Reproducers, which has existed since 1902, will be discontinued.. Jobbers and Dealers who still desire to avail themselves of the exchange proposition must do so on or before June 30th.

The bulletin points out the importance to Dealers of placing orders promptly for such Fireside Machines, Gem Attachments and Model K Reproducers as they may require to meet the demands of their trade. Experience has been that no matter how carefully plans are made, every time new machines or other goods are placed before the trade there is always a larger demand upon the factory than can be supplied. Plans made in advance are speculative as to quantities, but when Dealers place orders through Jobbers, the latter know how to order and we in turn are enabled to increase our production to meet the demand.

What Better Argument?

What better answer can be made to those who doubt the future of the talking machine business than the plans now being carried out by the National Phonograph Company. The engagement of Victor Herbert, as referred to in other pages, is one designed to greatly improve the business and to make for it a greater and more permanent future. The engagement of such high-priced artists as Albert Spalding, Nat M. Wills, Mabel McKinley, Grace Cameron, Digby Bell and others, means an enlargement of the field of the Edison Phonograph and a greater popularity for its Records. The issuance of the new type Edison Phonograph and the various other new features covered in the bulletin to the trade printed on page 27 of this issue, should prove conclusively that present conditions are but temporary and that the business in a few months will be more attractive and more profitable to all engaged in it. All of the things referred to are but a part of the plans now being worked out by the National Phonograph Company, all of which will add to the prestige and the volume of the business. We are disposed to say more about the future of the business than would be necessary under ordinary circumstances, because of a feeling that there are some Dealers who are discouraged and are contemplating giving up the line. Edison Dealers who are now in good standing could not make a greater mistake than to go out of the business just now. They might better retain their privileges as Dealers, even if they did not make any profit for the next few months.

Consigning Edison Goods

The following is a copy of a letter mailed on May 3d by General Manager of Sales Dolbeer to all Jobbers:

In communications received from several of our Jobbers, they advise that it has been the custom of other Jobbers to send quantities of Edison Records to Dealers on approval, with the understanding that Dealers might retain such Records as they desired, returning balance for credit.

This method of handling Edison Records practically amounts to consignment of such goods, and is strictly prohibited under the terms of our Agreement, and was recently referred to in a circular letter sent to the Trade, and we must insist upon the discontinuance of this practice.

Suits Against Price Cutters

Nothing could demonstrate the success of our uniform one price selling system more conclusively than the fact that notwithstanding Edison goods are handled by more than thirteen thousand Dealers, the number of cases of price cutting is so small that the percentage is an almost entirely negligible fraction.

The price cutters that we wish to talk about in this issue, are Dealers, who, because of peculiar local conditions, or because they have failed to apply the necessary push to make the business a success, have decided to discontinue the business of selling Edison goods. We venture the assertion that if the facts and the policy of the National Phonograph Company with regard to such sales were fully understood by all Dealers, there would be no cases of price cutting of this sort. This is the most objectionable class of price cutting which is met with, for it is the height of unfairness for a man to sell Edison goods for years, during all of which time he is dependent for his entire success on the strict carrying out of the one price selling system, and then the moment he decides to go out of business himself, to begin cutting prices and to disrupt the trade of all Dealers in his vicinity, merely to get rid of a small stock of Records and other goods he may have on hand. Such price cutters as these would be the very first to object, had they still been in the business if the price cutting was done by some one else in the neighborhood.

There seems to be an impression abroad in some quarters that when a Dealer has ceased to buy new Records and other goods each month, he is no longer bound by his contract but is free to go ahead and sell out his stock at such prices as he may see fit. Nothing can be further from the truth, for he is bound by his contract and by the notices secured to the goods as long as he has any Edison goods in his possession, and he never can acquire the right to sell them to the public at any other prices than those prescribed by the National Phonograph Company. Again, parties who are going out of business, sometimes write to the Company notifying it of this fact and requesting it to take back the stock on hand at the prices paid and threatening, if this is not done, that the goods will be sold at cut prices. In this too, a very great mistake is made, for the Company does not put out its goods on consignment and will not take them back merely because a Dealer, for reasons of his own, has decided to go out of business, and the Jobber cannot take them back as this is specifically prohibited by his contract. The only proper way for a Dealer who has decided to go out of business to sell his goods is to continue selling them to the public at the prices prescribed by the National Phonograph Company, or else to make an arrangement with some other Dealer, either by selling the goods to the latter or by putting them in his hands for sale at full prices. If a Dealer proposing to go out of business will make such an arrangement as this with another Dealer who is in good standing, and will apply to the National Phonograph Company in advance, giving the details of the transaction, and they are found to be satisfactory, the National Phonograph Company will approve such an application and will permit the transaction, and the Dealer who is retiring will be able to dispose of his goods at a fair price and there will be no disturbance of neighboring Dealers by cut price sales, and last, and best of all for the retiring Dealer, he will not be subject to the necessity of defending an equity suit in the federal courts for an injunction and accounting which will certainly be brought against him if he persists in putting the goods on the market at cut prices.

Henry Spahr, who was a Dealer at No. 482 Palisade Ave., Jersey City, N. J., decided to go out of the business of selling Edison goods, and he began advertising and selling his goods at cut prices. A representative of the National Phonograph Company called upon him and notified him that if he did not discontinue the sale at once, the Company would proceed against him, but he scoffed at the idea and said that he was convinced that as soon as his sales became known the National Phonograph Company would be over there with a truck for his goods, and would take them back and pay the prices he had paid for them as if he had taken them on consignment, but instead of being visited by a truck he received a visit from the Marshal of the United States Circuit Court with a preliminary injunction, and the sale was stopped, but the Records remained in the store. A final decree has now been obtained against Spahr, and instead of making money by his cut price sale, he has enjoyed the pleasant sensation of being a defendant in a suit in the United States Circuit Court, and has been put to considerable expense. The moral is plain—do not go out of the business of selling Edison goods, but put some push and hustle into the business and make a success of it. The man around the corner or in the next town makes it succeed, why not you? But if you are bound to go out of the business, or if circumstances force you to do so, do not begin cutting

prices right and left, for not only have you no right to disrupt the business of your fellow-Dealers, in common with whom you have shared in the past the benefits of the one price selling system, and to which your past success in the business was due, but you will have the same experience as Mr. Spahr of Jersey City and others who have tried the same thing have had, and you will find too late that it is unlawful, troublesome and expensive.

The following is an extract from the final decree of the Circuit Court of the United States for the District of New Jersey, in the case of New Jersey Patent Company and National Phonograph Company, complainants, against Henry Spahr, defendant.

"It is further ordered, adjudged and decreed that a perpetual injunction issue out of and under the seal of this court directed to the said defendant, and his clerks, agents, servants, workmen and attorneys and employees and each of them, under the penalties which may fall upon them and each of them in case of disobedience, that they forthwith and until further order, judgment and decree of this court, desist from (1) giving away or selling or offering to sell or otherwise dispose of Edison Records or any part thereof, records or blanks, at a discount or at less than current list prices, or in any manner otherwise than as permitted by defendant's license agreement of March 21, 1908, with the National Phonograph Company; (2) from directly or indirectly using, selling or offering to sell Edison Records or Edison Phonographs, articles or devices embodying or constructed or operating in accordance with the inventions and improvements set forth in Letters Patent of the United States, Nos. 782,370 and 789,670, or either of them, without the license of the complainants (New Jersey Patent Company and National Phonograph Company) under said Letters Patent, or under either of said Letters Patent or either of them in any way whatsoever.

That the complainants do recover of the defendant their costs and disbursements of this suit, to be taxed by the clerk.

W. M. LANNING,
United States Judge."

About Electros

When you ask for electros, don't forget

That you will get them *without* charge,

That you are expected to use them,

That we want evidence to show their proper use,

That they represent a certain amount of money to us and should be accounted for,

That your request represents about one five-thousandth of the sum total received in our Advertising Department and that the handling of these many requests is done in the most automatic manner possible.

So, if you should be reminded that you haven't sent us proofs of the cuts already furnished when you ask for a further supply, don't write us as some Dealers do occasionally:

"I don't ask for cuts when I don't intend to use them," or

"If you don't want to send me a few inexpensive cuts when I ask for them, you needn't," or

"Do you think for a moment that I have time to bother with sending you proofs?" etc.

During the course of a year, the electros we furnish Dealers without cost amount to a very considerable sum—at least a few thousand dollars —and we have the same interest in that investment that each individual Dealer would feel if the expenditure were his, and was supposed to bring some definite return. Don't consider yourself "above" or think that we have singled you out or "the other 13,000" as being the only one who must show proofs of electros, for this is decidedly not the case.

All our efforts point toward the one object—the disposition of just as many Edison Phonographs and Records as is possible during the course of a stated period. In the accomplishment of the object the co-operation of all Dealers is essential. If we furnish cuts without charge, each Dealer should also take pride in forwarding the advertisements wherein they are used, for by so doing he is unconsciously assisting us to conduct in the least troublesome and most effective way the great advertising campaign, of so many branches, which is bringing the Edison product to the attention of prospective purchasers the world over.

Jobbers Convention July 6th and 7th

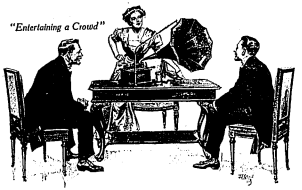
J. Newcomb Blackman, chairman of the committee of arrangements for the convention of the National Association of Talking Machine Jobbers, announces that the convention will be held at the Hotel Chalfonte, Atlantic City, N. J., on July 6 and 7, instead of on July 12 and 13, as originally planned. The change of date was made owing to the fact that the busy season for the hotel begins about July 10, and by holding the convention before that date better accommodations could be secured. Another reason is that with the Fourth of July falling on Sunday and being celebrated on Monday, the visiting Jobbers may make the convention the occasion for a four days' outing at the seashore.

Did any of *your* friends ever drink *your* health to this toast?

Here's to the man who plans things—
Builds things—makes things—
Who prates not of wonders of old;
Nor gloats upon ancestral gold,
But takes off his coat, and takes a hold
And does things.

Isn't it worth while following the example set by this National Advertising and do some of your own in local papers?

The EDISON PHONOGRAPH



Songs and music never before offered in Record form can now be had in Edison Amberol Records

MUCH of the world's best music has heretofore been too long for any record of any sound-reproducing instrument. If used, it had to be cut or hurried. Such music, executed as the composer intended it, is now offered in Edison Amberol Records.

Amberol Records play twice as long as standard Edison Records and longer than any other records of any kind.

Thus Amberol Records bring to Edison Phonograph owners an exclusive and unusual list of songs and musical selections.

The new Edison Phonographs play both the standard Edison Records and the Amberols. Any Edison Phonograph (except the Gem) can be changed to play both at a small expense.

No instrument, except the Edison Phonograph, plays Amberol Records; so if you want the music that Amberols have made possible your instrument must be an Edison Phonograph.

ANY Edison dealer will play these new Amberol Records for you and supply you with both Phonograph and Records. Any dealer will change your present Phonograph to play both standard Edison Records and Amberols. Ask your dealer or write to us for catalogues of Edison Phonographs and Records.

TRADE MARK

Thomas A. Edison

NATIONAL PHONOGRAPH COMPANY, 24 Lakeside Ave., Orange, N. J.

EDISON RECORD TALENT



These people are among the greatest entertainers in their lines in the country

YOU know them, at least by reputation. They have spent the best part of their lives in perfecting themselves for the sole purpose of entertaining others.

Each is a specialist; all are among the best that the field of opera, music hall, concert, musical comedy and vaudeville has produced.

They represent a few of the artists now contributing to the monthly programs offered in the form of Edison Records. The owner of an Edison Phonograph commands the services of this array of talent; not for himself alone, but for his family and friends; not on occasions, but all of the time.

The Edison Phonograph does not specialize. Its great and ever-increasing popularity is due to the fact that its powers of entertainment are as broad as the land—offering to each what each prefers.

IF all of the artists who have contributed to the June list of Edison Records were billed to appear at a single performance, neither distance nor price would keep you away. Yet they can do no better in their various lines than they have done in making these new June Records.

There are forty Records from which to choose, twenty of them Amberols.

Ask your dealer or write to us for catalogues of Edison Phonographs and Records.

Edison Phonographs are sold at the same prices everywhere in the United States—$12.50 to $125.00.

Standard Edison Records, 35c. Amberol Records, 50c. Grand Opera Records, 75c.

NATIONAL PHONOGRAPH COMPANY, 24 Lakeside Avenue, Orange, N. J.

This Two-Page Advertisement in June Magazines and National Weeklies will be seen by millions of possible buyers of Edison Phonographs

Printed Matter

Perhaps we didn't make ourselves quite clear last month concerning the Cut-out Record Hanger, form 1553. We said "quantities are being shipped to Jobbers," but neglected to state in what way. The supplies were included with Jobbers' stock orders for June Records, many of which were not delivered until after the May PHONOGRAPH MONTHLY. This paragraph is inserted that Dealers may not think their Jobbers negligent in the matter of turning over copies for display purposes as suggested last month. If you haven't acted in the matter, now is the proper time to do so.

Letters received by us from Phonograph owners, prove that there is a generally wide-spread interest in these 500 Records to be withdrawn from our catalogs on August 1st. Among them are many very desirable selections which will mean sales to Dealers who have the enterprise to point out the proposed withdrawal of them to their regular customers. We have no way of assuring the Trade that these selections will ever be re-listed under new numbers and it seems quite logical that Phonograph owners would want at least a part of them before it is too late.

In South America, a manufacturer of artificial ice would do a rushing business but if he opened a branch in Greenland it stands to reason that the home office would very soon discover that the branch was not a success. The reason is obvious. In the one instance is being sold a necessity, while in the other natural ice is too easily obtained to permit a demand for the artificial product. The selling of Edison Phonographs and Records in times like these represent a parallel condition. It's easy enough to sell food-stuffs and the necessities of life, but to interest people in what they do not actually require is indeed a task worthy of the attention of the most ambitious Dealer.

But, if all efforts to interest the people in your town, are stopped, how can you ever expect to appeal to their taste for good music, if they know not of the way in which that music is to be obtained? Or if they do know, perhaps a little reminder from you in the form of an attractive piece of literature might just do the trick. If you've given up that mailing list of Phonograms and supplements, start it going again; if you've discharged the boy who did your house-to-house distributing, put him to work again. If your typewriter or mimeograph machines have been idle because you thought it not worth while to continue mailing out soliciting letters, the operation of them should be begun without further delay. Your Jobber has the printed matter,—or if he hasn't he can get it without difficulty. Business isn't coming back to you, you must go out and get it. As "Bill Barlow" says:—

"Opportunity knocks once on every door,—but sweeps out mornings for the man who helps himself."

What use have you made of the Amberol Slips, form 1490? This is a most excellent piece of small literature for boosting the sale of attachments. Every Dealer should have a supply.

The six-page extension folder, form 1434, "Three New Types of Edison Phonographs," is still as timely as it was the first day copies were distributed. The combination types of machines are yet *zero* to those who haven't investigated the improvements, so don't give up the distribution of the folders just because the Amberol attachment may seem like a familiar story to *you*.

The records of our advertising department show a decidedly falling off in requests from Jobbers for printed matter. While we do not want to encourage the indiscriminate distribution of literature where, because of local no national conditions, it would do little good, it does seem as if there has been a gradual "laying down" on the part of Dealers, a decided relaxation of their former efforts to get business.

Death of Bandmaster Voss

C. Frederick Voss, who died at Newark, N. J., on May 1st, was one of the best-known musicians connected with the early days of the Phonograph. Mr. Voss was a noted bandmaster and he was the leader of the first band that ever made an Edison Record. He and his band played at the Edison Laboratory in the early experimental days of the Phonograph, and, for several years after Edison Records were put on the market, the selections made by Voss's band were among the most popular. Every owner of a Phonograph who bought the old-style wax record will recall with pleasure those made by Voss's Band. Mr. Voss was a native of Prussia and was sixty-five years old. He came to this country in 1865. Since then he has been prominent in New York, Newark and vicinity as a musician and band leader.

Some of the New Artists Who Are Making Edison Records

Albert Spalding, Violinist

Albert Spalding, the American violinist, is a notable addition to the list of artists who are making Edison Records. Although he is not yet twenty-one years of age, he has acquired a reputation for a mastery of the violin exceeded by but few living artists. He has appeared in Paris, Berlin, London and many other European cities and everywhere created a sensation. Mr. Spalding was born in Chicago, Ill., on August 15th, 1888.



As a very young child he showed remarkable fondness for music. He would sit for hours listening to his mother, a fine singer and accomplished musician. At seven he asked for a violin, and quickly astonished his parents by his wonderful aptitude for the instrument. A three-quarter size Gallano was procured, and he commenced to study seriously with Chiti, of Florence (where his parents have a winter residence), and during the summer months, which they spend in America, he continued his studies under Juan Buitrago in New York.

He made his first appearance, when ten years of age, before the Duke and Duchess of Connaught. Professor Chiti became so impressed with the genius of the boy that, wishing for confirmation of his opinion, he suggested his charge should undergo the severe test of an examination for a professorship at Bologna Conservatoire. The committee of examination consisted of three violin professors, two of the 'cello, and the principal of the Conservatoire. The boy secured forty-eight marks out of a possible fifty, and, as the points required to pass were only thirty, it will readily be seen that young Spalding is phenomenally gifted. The professors were astounded that one so young—he was only fourteen—should have come thro' the trying ordeal so triumphantly, unanimously declaring that he was the youngest on record to pass such an exacting examination. A search of the books revealed the fact that, 133 years before, Mozart passed an examination for the piano at precisely the same age.

The young musician next went to Paris, and studied for two years with Lefort, where he made his professional debut on June 6th, 1906, at the Nouveau Theatre, and later, at the invitation of Coquelin, appeared with Patti at the Chatelet, and at once achieved great success. His successes have been confined to no one country, no one city—the same eulogistic reports come from well nigh all the great music capitals of Europe.

For his first Edison Record Mr. Spalding plays Wieniawski's Polonaise in D Major, a composition calling for ability of the highest order. Those who hear it will recognize it as the work of a superior artist.

Digby Bell, Monologist

The first Edison Record made by Digby Bell will go out with the July list. Few men in the comic opera and vaudeville field are better known than Mr. Bell. He has been constantly in the public eye since he made his first operatic appearance at the Madison Square Garden in 1879, when he appeared as Sir Joseph Porter in "Pinafore." He was a member of a number of the most prominent comic opera companies in his day and for a number of years was a star himself, assuming the principal roles in several notable comic and light opera successes. More recently he has appeared as a monologist in vaudeville and has been quite as successful as he was in his operatic work.

Mr. Bell's first Amberol Record is the story about the tough city kid who tells about the progress of a game at the Polo Grounds from his favorite seat on the right-field fence. Mr.



Bell has the "kid" dialect down to a nicety and, appearing at the height of the baseball season, the Record will be a great success.

Nat M. Wills

There is no better known performer on the vaudeville stage to-day than Nat M. Wills. There is no vaudeville performer whose efforts before the footlights give greater pleasure than



Mr. Wills in his tramp act, with its many variations of monologue and song. Mr. Wills has presented this act in probably every important vaudeville theatre in the United States and Canada. In inducing him to make a series of Edison Records, we have, therefore, done something that will meet with the immediate approval of every person who has seen him in vaudeville. We are glad to state, too, that his Records are unusually loud and clear and make his Record performance quite as satisfactory as the one on the stage.

Josie Sadler, Comedienne

Miss Sadler is unusually talented. Her special forte is German comedy characterization. She made her first professional appearance about twelve years ago, appearing as "Wild Rosie" in "Prince Pro Tem." Since then she has had prominent parts in many successful musical comedies. She is well known at all of the Broadway houses devoted to musical comedy or light opera. One of her greatest hits was the song "Hennsy," which she sang in "Peggy from Paris." Since then she has appeared as Mrs. Sibyl Schwartz in "The Galloper" and Fifi in "A Waltz Dream." She is a decidedly popular player and endeavors to adopt German dialect roles as far as possible, introducing a novel note in most of them and thus avoiding the pitfalls of a one-part player. Her success is a fitting tribute to her talents and abilities.



How to Secure a Complete List of Active Records

Take the combined Alphabetical and Numerical Record Catalog, form 1500, as a beginning and

ADD

March, April, May and June, 1909, Standard and Amberol Record Lists.

10 Bohemian, 52 French, 29 German, 25 Italian, 8 Polish and 28 Swedish selections, listed in the EDISON PHONOGRAPH MONTHLY for March, 1909.

10 Vesta Tilley Records covered by Advance List mailed early this month to all Dealers and reprinted in this issue.

ELIMINATE

The 300 Records to be cut from our catalogs on August 1st, as published in the April EDISON PHONOGRAPH MONTHLY.

You will then have a complete list of active numbers. If a certain selection in your stock does not appear in this list you will know that it is a "Cut-Out."

This information is given in response to requests for it from several Dealers: who do not know what Records may be returned as Cut-outs against the Continuous Exchange Proposition.

It should be remembered that the Records to be cut from our Catalog on August 1st, are not to be returned until after that date.

No Place Too Remote

The West is noted for doing big things and the Western sales of Edison Phonographs and Records have proved no exception to this rule. Price cutting in Edison goods heretofore has been almost unheard of among the states on the Pacific Slope, and conditions have been very satisfactory in the Western trade. We were therefore very much surprised when at about the beginning of the year, Woodard, Clarke & Company, who have one of the largest stores in Portland, Oregon, violated their license contract and threw a big stock of Edison goods on the market at cut prices. A suit on the Phonograph and Record patents was promptly brought by our Legal Department, and the same was speedily stopped by a preliminary injunction. A perpetual injunction has now been obtained. These decisions are of special importance as they are the first to be obtained on the Pacific Slope, and they show conclusively that no price cutter is too far off to be reached in the enforcement of the license conditions under which Edison goods are sold.

We print below an extract from the decree granting a perpetual injunction:

"It is also then by the Court, CONSIDERED, ADJUDGED, and DECREED, that the said defendant (Woodard, Clarke & Co., its agents, associates, officers, attorneys, servants, clerks, and employees, and each and all of them be, and they hereby are, perpetually enjoined and restrained from in any way using, or causing to be sold, or offering for sale, or advertising for sale any Edison Standard Records, Edison Amberol Records or Edison Phonographs at less than the regular list or cut prices, or at prices less than those specified in the agreement and addenda thereto set forth in complainants' bill of complaint, which agreement was made between said defendant and said complainant, National Phonograph Co., or at less than the prices specified in the notices affixed to the cartons in which said Edison Standard Records and Edison Amberol Records are packed and sold: Thirty-five cents for Edison Standard Records and fifty cents for Edison Amberol Records, or selling the same in violation of any of the terms of the license contracts under which said Edison Standard Records and Edison Amberol Records and Edison Phonographs were originally sold by said National Phonograph Co. to its authorized jobbers and retail dealers, and from violating any of the terms of the license contract and addenda thereto made and entered into between the said defendant and the said complainant, National Phonograph Company, and from directly or indirectly using or causing to be used, selling or causing to be sold, or offering for sale, articles, or devices, embodying or operating or constructed in accordance with the inventions and improvements set forth in the Letters Patent Nos. 782,375, 708,678 and 880,707, without the license of the said complainants', and from infringing upon or violating the said Letters Patent in any way whatsoever.

(Signed) CHARLES E. WOLVERTON, *Judge.*

Dated April 13, 1909.

Records by Vesta Tilley

Ten Edison Standard Records by Vesta Tilley, the well-known English comedienne and vaudeville star, were put out as a special list on May 1st. These Records were made by Miss Tilley some time ago, but the special reason for putting them out now was because she is now making a tour of this country, appearing at the big vaudeville theatres of the large cities. The Records were cordially received everywhere, handsome orders being placed for them. Dealers who have not yet put them in stock should order at once. The Records are:

13571 I'm Following in Father's Footsteps.
13581 The King of the House is Baby.
13583 Jolly Good Luck to the Girls Who Love the Soldiers.
13593 It's Part of a Policeman's Duty.
13603 Algy ('The Piccadilly Johnny').
13620 The Royal Artillery.
13624 The Seaside Smile.
13634 When the Right Girl Comes Along.
13732 Following a Fellow with a Face Like Me.
13752 I'm the Idol of the Girls.

Every Phonograph Dealer should be a booster—not a quitter. A business in its infancy has no place for a quitter, and ours is one in particular where he has missed his calling.—*The Whitit Monthly.*

The Other 13,000

What they are doing and what they want to know about.

Kaner and Company, Virginia, Minn.—We started to handle your Edison Phonographs and Records about two years ago. At first we had quite a time to sell the people around here but after hard working we started the ball a-rolling until we have worked up an ever increasing trade. We always keep a large supply of Records and machines. Our Record trade is increasing wonderfully.

John A. Wiseman, Union City, Mich.—I noticed in the May Number of the PHONOGRAPH MONTHLY that certain Dealers think that the Phonograph business is going back. I must say that my business in this little town is as good if not better than it was last year at this time, and also have more prospects than I had a year ago, and think the Phonograph has come to stay.

E. A. Schwieger, 664 Grand Street, Brooklyn, N. Y.—In answering last month your question as to how the difference between the Model A and Model D Triumph Phonographs might be determined, a slight mis-statement was made. We were in error in describing the Model A Winding Crank as having a slot cut in it to fit a pin in the Winding Shaft. There is no slot cut in the crank for this type but instead it has a square hole which fits over the squared end of the winding shaft.

We thought it best to make this explanation to avoid any misunderstanding on the part of Dealers who may have read the paragraph on this subject last month.

Charles Hullinger, Corning, Cal.—Having received a good many pointers from the PHONOGRAPH MONTHLY, I will give you some of my experience, hoping it will be of some benefit to some one else. I put the large cotton banner received from you outside and I noticed the weather was beginning to fade it so I went to the painter and got some carriage varnish and gave it a good coat of that. Now it is good for several years' wear.

And for my Record lists, Form 1528, I took two strips of wood 36 by 1 inch and 22 inches long, drove small nails through one of them so as to pierce the top of paper, boring small holes in the other to match the nail, also cut a slot in each end one inch long to admit two screw eyes screwed into the other piece. Then I lay the piece with the nails pointing up and put on the paper face up, put on the other piece and turn the screw eyes crosswise to hold it in place and hang up by two small screw eyes in the back piece.

George W. Williams, proprietor of the Lyceum, St. Paris, Ohio.—I gave a novel entertainment at the Union Opera House, April 24, in a two-part program, using the Amberol Records. It was greatly appreciated.

PART FIRST.

No. 1. William Tell Overture. (Represented by shadow pantomime character pictures thrown on curtain.)
No. 64. Elks' Minstrels. (Represented by shadow pantomime character pictures thrown on curtain.)
No. 116. 'Tis the End of the World. (As an illustrated song with slides.)
One reel of Films.

PART SECOND.

No. 111. My Uncle's Farm. (Shadow pantomime.)
No. 110. Chorus of Popular Songs. (Shadow pantomimes, comic contests.)
No. 2. Roses Bring Dreams of You. (Illustrated song slides.)
One reel of Films.

It did good business and believe it was a good advertisement for the Amberol Records.

The *San Francisco Call* for April 19th, 1909, contains a news item relative to the removal of Clark Wise & Company, Edison Dealers, to their new building, 233 Grand avenue. A picture of the building is also run in conjunction with the article. From all indications these progressive Dealers are arranging to push the sale of Edison goods, for a large Phonograph sign appears in a conspicuous place on the outside of the building. The article states that the entire second floor will be devoted to their Talking Machine Department. In writing us concerning the removal these Dealers say—"Of course, we are not settled as yet but are laying strings for what we hope to be a very prosperous business in the best retail district in the city."

You mustn't lose sight of the great value of these Amberol Records to you, as a Dealer, not only in the extra profit they bring you, but also in the effect they have on the sale of Edison Phonographs. Though no longer new, do not forget that no other Records equal them in playing time or in clearness and tone quality.

A Word to Dealers who Don't Follow-Up Inquiries

A retail inquiry for catalogs of Edison Phonographs and Records was referred recently to C. M. Flomerfelt, at Califon, N. J. The inquirer was located some distance away from Califon, and in a section not easily accessible. But note what this enterprising Dealer did:

"I am enclosing inquiry No. 16,870 and trust that my report on it will meet with your approval. It may interest you to know that I found the prospect after a fifteen-mile drive out in the back-woods and he told me that he saw your advertisements and wrote for booklets believing the Edison the best machine to buy. This instance proves that 'advertising pays.'"

An Appreciative Editor

R. M. Bryant, Edison Dealer at Spiro, Oklahoma, recently sold the Editor of the *Spiro Tribune* an Edison Phonograph outfit. Soon after it came into his possession this editorial appeared in the columns of his paper. His appreciation is too well expressed to require further comment:

A person who can not appreciate the effects of a film by one of the great artists, when thrown upon the canvas must be either too young to observe, or else too old to see. Moving pictures by the greatest artists are far more popular to-day than they were five years ago, and that popularity is destined to increase and be lasting.

This is also true of Phonographs. What those artists are doing for man through sight, Edison is accomplishing through sound. In the film may be preserved the active, smiling features and movements of persons and objects of renown long after they are gone. Likewise on the cylinder he catches the waves of sound.

He reproduces every tender tremor and quality of the voice with perfect articulation, and the sweetest melodies of famous musicians with marvelous exactness. Through the sounds which his Records reproduce one can feel the passion of the heart, can see the beauty of the soul of the singer, or the musician.

The perfection of the Edison Phonograph and Record is approached by few others and is equalled by none.

His little machine is therefore destined to become as popular at the home fireside as the moving picture show is at the city playhouse.

It may please you to know that during my late cruise around the world with the ships that we never stopped at any place where I was not able to purchase Edison Records, even at that remotest city on this hemisphere, Punta Arenas, in the Straits of Magellan.—*Joseph H. Darley, U. S. S. Kentucky.*

A Good Dealer's Letter

The following letter mailed by L. H. Atkin, Houghton, Mich., to his patrons with the May Record supplements looks as if the "hard times" had not hit his territory:

Owing to the vast increase in our Phonograph business and desiring to place ourselves in a position to serve you in the best possible manner with Edison Phonograph Records and Supplies, we have increased our stock of Records, both Two-minute and Amberol to embrace every American Record in their catalogue comprising about seventeen hundred numbers.

We most cordially invite you to come in any time and let us play any number of Records of your selection whether you wish to buy or not. It is our aim to keep in close touch with every owner or prospective owner of an Edison Talking Machine in this vicinity, to send to their address the new monthly lists of Records and interesting discussions as contained in the "Phonogram," and by courteous treatment to merit your continued patronage and make friends and customers.

We herewith enclose list of May Records, many numbers of which are particularly bright and entertaining. We will consider it a special favor if you will advise us of any irregularity in receiving this monthly publication or give us the name of any friend who owns a machine and does not receive the new lists.

Personal

F. K. Dolberer, General Manager of Sales, left on May 17th for a three weeks' trip through the West and Northwest. He may go as far as Winnipeg, which city he has not yet visited. So much is being said about the present and future of Manitoba that he is anxious to look the field over and get some personal impressions concerning it.

Wanted—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to

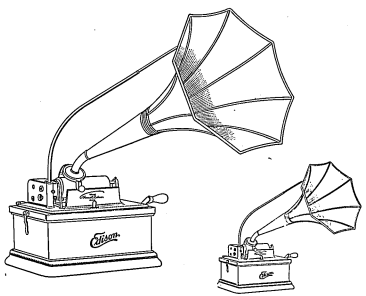
EDISON BUSINESS PHONOGRAPH CO.,
ORANGE, N. J.

Get Ready to Advertise the New Fireside Phonograph.

The who have seen the new Fireside Phonograph are unanimous in expressing their belief that it will have a tremendous sale. Its price is a popular one, well within the reach of the masses, and, since it is a perfect Phonograph in every way, it is going to sell by the thousands.

The important thing for every enterprising Dealer is to make preparations to push it just as soon as he can get a supply of the machines. There is no better way to do this than to advertise in local papers. We show below single column and double column cuts of the Fireside machine, both suitable for use in newspapers. We will send one of each to every Dealer who will agree to run them in his local paper and send us one issue of the papers in which they are used. These are the only cuts that should be used in newspapers. If Dealers want half-tones for use in printed matter where smooth papers are used, we have half-tones of the same machines. They are: Single column, No. 721; double column, No. 722. Here again, we only require a promise to use the cuts and a copy of the printed matter showing them.

Next month we will show some ready-made ads in which these cuts are used to advantage. Get the electros now, watch for the copy next month and then go after the business. Do it promptly, so that the other fellow will not get ahead of you.



Double Col. No. 720.

Single Col. No. 710.

Advance List

Of Edison Standard and Edison Amberol Records for August, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before July 24th, 1909, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on July 23d. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on July 24th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after July 20th, but must not be circulated among the public before July 24th. Jobbers and Dealers may, however, dispose Supplements and Phonograms in Music Boxes or Post Offices after 3 P. M. on July 23d, for delivery on the following day. Jobbers are required to place orders for August Records on or before June 15th. Dealers should place August orders with Jobbers before June 20th to insure prompt shipment when Jobbers' stock is received.

Edison Standard Records

10177 "La-La-La" March — **Edison Concert Band**

A hit in three New York shows: Anna Held's "Miss Innocence;" "The Queen of the Moulin Rouge" and "The Girl from Rector's." Its composer, Vincent Scotto, is also the writer of "La Petite Tonkinoise" (our Record No. 9569). Publisher, Leo Feist, New York.

10178 Parody "Down in Jungle Town" — **Nat M. Wills**

In making his initial appearance in the ranks of Edison Record makers, Mr. Wills has chosen for his first selection, a parody on the well-known monkey song, "Down in Jungle Town," and he sings it to the music of that selection. The words, however, treat of the Roosevelt hunting trip to Africa in a facetious way that will make the Record popular. Mr. Wills is one of the best known artists on the vaudeville stage. His Tramp Act has made him famous from coast to coast. He makes an unusually clear Record and in this new role will make as great a hit as he does upon the stage. Mr. Wills is the author of the parody as well as the maker of the Record. Orchestra accompaniment.

10179 He Falls for the Ladies Every Time — **Josie Sadler**

This selection also serves to introduce still another well-known vaudeville artist to the Phonograph public. Miss Sadler is deservedly popular for the clever way in which she sings upon the stage in German dialect. For her first Record, Miss Sadler has chosen the above selection sung by her in the musical comedy, "The Mimic World." This song tells of the virtues of the young man who had no bad habits, but had a fondness for the ladies. Orchestra accompaniment. Music, Alfred Solman; words, Arthur J. Lamb; publishers, Jos. W. Stern & Co., New York.

10180 Abide With Me — **Albert Benzler**

An organ solo and the first one to be made for the Edison Phonograph, since the introduction of the Gold Moulded Record. It is put out in response to a widespread demand for an organ Record. The title of the Record will add still further to its popularity. Composed by Wm. H. Monk, but the arrangement is a special one by F. W. Ecke.

10181 Under the Irish Moon — **Byron G. Harlan**

A march song rendered in Mr. Harlan's best style. It is a song rather different from those of which he usually makes Records, but his admirers will agree that he is quite at home in his rendition of it. Orchestra accompaniment. Music, Geo. W. Meyer; words, Jack Drislane; publishers, F. B. Haviland Publishing Co., New York.

10182 Guide Me, O Thou Great Jehovah — **Edison Mixed Quartette**

A sacred selection too well-known to need comment or description. It is beautifully sung by the Edison Mixed Quartette. Organ accompaniment. Music, J. P. Holbrook; words, W. Williams.

10183 Wise Old Indian — **Billy Murray**

Indian songs do not seem to be losing any of their popularity. Most of them of which we have made Records have been among our best sellers. This one possesses all the requirements needed for success. It is written by the same composer as "Blue Feather" (our Record No. 10162) and "Good-Night, Moonlight" (our Record No. 10174). Its words are extremely funny. They are set to an attractive melody and the Record is made by Mr. Murray, who has been very successful with songs of this kind. Orchestra accompaniment. Music, Theodore Morse; words, Jack Mahoney; publishers, Theodore Morse Music Co., New York.

10184 The Last Kiss Waltz — **American Symphony Orchestra**

A composition that has the style and character of the French waltzes now so popular in this country. It is played in concert style by our orchestra and is a splendid reproduction. It is a Record that will find a place in every collection whether its owner desires either music of a better character or popular selections. Composer, Charlotte Blake; publishers, Jerome H. Remick & Co., New York.

10185 The Market on Saturday Night — **Ada Jones**

To those old enough this Irish character song will recall the days when the most popular place of amusement in New York City was the one conducted by Harrigan & Hart. It will also recall the comic plays featuring phases of New York City life which made Harrigan & Hart known throughout the entire country. In its day, "The Market on Saturday Night" was a great success, being sung and whistled everywhere. Miss Jones has given the song a rendition for our Record that will not only delight those of older years, but will also please the younger generation. Her Irish dialect is all that Harrigan & Hart would desire could they have chosen her to sing the Record, and her clear enunciation makes every word distinctly understood. Orchestra accompaniment. Music, Dave Braham; words, Ed. Harrigan; publishers, Will A. Pond & Co., New York.

10186 Little Willie — **Premier Quartette**

Here is an unaccompanied selection for male voices that will score a success. It is a comic song with three verses and three choruses. "Little Willie" is the hero in the first verse. The other verses tell of the mishaps that befell Sammy and Tommy. Music, J. Lincoln Hall; publishers, Hall-Mack Co., New York.

10187 Dear Old Dear — **Will Oakland**

A sentimental song fully described by its title. Its melody is of the kind perfectly adapted to Mr. Oakland's fine counter tenor voice. Critics may not agree concerning high tenor voices, but the general public have but one opinion. These voices are the striking ones in minstrelsy and they are equally popular among the Phonograph public. Orchestra accompaniment. Music, Benj. Hapgood Burt; words, John Hazzard; publishers, Jerome H. Remick & Co., New York City.

10188 Marsovia Waltz — **United States Marine Band**

With this composition is presented another two-minute Record by Washington's famous government band. The air is characteristic, and is designed to be typical of the imaginary country of Marsovia. Its rendition will add to the high opinion already achieved by the U. S. Marine Band. Composer, Henriette-Blanke-Belcher.

10189 Any Old Place in Yankee Land is Good enough for Me — **Edward Meeker**

A descriptive march song quite Colonesque in name and character of melody, but not by Mr. Colon. The words tell of the content of the man who is willing to live in any city so long as it is in Yankee Land. Cleverly sung by Mr. Meeker. Orchestra accompaniment. Music, Will Marion Cook and Chris Smith; words, Alex. Rogers; publishers, Gotham-Attucks Music Co., New York City.

10190 Can't You See I Love You? — **Ada Jones and Billy Murray**

One of the principal songs in "The Newly-Weds," a comedy with music founded on the cartoons by Geo. McManus, published in the *New York World*. Of course, the song is sentimental. Its chorus has a specially happy swing. It was selected for Miss Jones and Mr. Murray because it was one of those selections in which they have been so successful in singing together. Orchestra accompaniment. Music, Nat D. Ayer; words, Seymour Brown; publishers, M. Witmark & Sons, New York City.

10191 Prunes — **Edward M. Favor**

It goes without saying that a song with this title must treat of boarding house life. It is a song of a man whose misfortunes compel him to live in boarding houses and who gets prunes on all occasions. His imagination may conjure up apple sauce, ice cream and custard pie for dessert, but instead he always gets prunes. Probably no other Edison artist could so successfully render a song like this as Mr. Favor. Orchestra accompaniment. Music, Seymour Furth; words, Geo. W. Day; publishers, Seymour Furth Music Publishing Co., New York.

10192 Love's Golden Dreams — **Albert Benzler**

A bright and snappy bells solo played in Mr. Benzler's unapproachable style. Orchestra accompaniment. Composer, Geo. Stevens; publishers, Arnett-Delonais Co., Chicago, Ill.

10193 Uncle Josh and the Lightning Rod Agent — **Cal Stewart**

Uncle Josh is always getting the bad end of every deal he makes. However, he takes his misfortunes good-naturedly enough. He always sees the funny side, no matter how bad he has been "stung." In this case, he tells how the agent put up lightning rods on every stormary thing in sight on his farm, and how he signed a paper, stating that the job was a good one, only to find shortly afterward that he had signed a note for a considerable amount.

10194 Set 'em Up In the Other Alley — **Collins & Harlan**

A song by the same composer as "Make a Noise Like a Hoop and Roll Away" (our Record No. 10122) and destined to be quite as successful as the latter song. It is a song of the bowling alley and will find a large call among the devotees of the popular game of bowling. Collins and Harlan are as clever as ever in their rendition of the song. Orchestra accompaniment. Music, J. Fred Helf; words, Ren Shields & Andrew B. Sterling; publishers, Helf & Hager Co., New York.

10195 If Ev'ry Girl Was a Girl Like You — **Grace Cameron**

A waltz song that will still further enhance the vogue of Miss Cameron as a maker of Edison Records. The words reflect the doubt of the young lover who wonders what would happen if all the girls were like his. Orchestra accompaniment. Music, Seymour Furth; words, Will A. Heelan; publishers, Seymour Furth Music Publishing Co., New York.

10196 Our Victorious Nation March — **New York Military Band**

A stirring march which echoes strains of our national airs, a feature that ever appeals to the typical American. The air is bright and snappy. Just the kind to keep the feet a-going while the Record is being played. Composer, J. Lincoln; publishers, Vandersloot Music Publishing Co., Williamsport, Pa.

Edison Amberol Records

175 Selection from "Robin Hood" — **Edison Concert Band**

Of the numerous operettas by Reginald de Koven, "Robin Hood" is the most popular. It was first produced at Chicago, June 9, 1890, and for nineteen years it has been regarded as one of the best of the light operas by American composers. The Record contains the following numbers: Entrance of Robin Hood, Act 1; waltz song, "Sweetheart, My Own;" "Oh, Promise Me;" "Tinkers' Song and the Finale of the Opera. Always one of the most popular of the two-minute selections, the same music on the Amberol Record will continue its popularity for years to come. Publisher, G. Schirmer, New York.

176 The Flag He Loved So Well — **Nat M. Wills**

This is Mr. Wills' first Amberol Record. It is twice as funny as the one in the two-minute list, for it is twice as long. The song is one that he has featured on the vaudeville stage and in which he has done his full share in adding to the mirth of the amusement-going public. To hear this Record is to see him standing before the curtain in his tramp makeup and with his coat decorated with medals, one of which, to use his own words, he obtained for singing and a larger one given him for stopping. This Record will make a strong fight with the older favorites for place at the top of the August list. Like most of his selections, this song is original with Mr. Wills and is not published. Orchestra accompaniment.

177 Polonaise in D Major — **Albert Spalding**

Mr. Spalding is a young American violinist, who, by virtue of his unusual talent, has scored a great success. We regard ourselves as fortunate indeed in inducing him to reproduce some of his marvelous talent on our Records. Further reference to his career and success will appear in the Phonograph Monthly. Violin solos of Henri Wieniawski, the composer of this selection, are very popular with concert performers and are found in the repertoire of every violin artist, Wieniawski was himself a renowned violinist as well as composer. His Polonaise in D Major calls for that artistic conception and brilliancy of technique so essential to the true violinist. Piano accompaniment.

178 Bear's Oil — **Golden & Hughes**

A vaudeville sketch that is a scream. It is one of several that Golden & Hughes are using in vaudeville, and it is even more funny on our Record than on the stage. Mr. Golden asks Mr. Hughes what he smells when he first enters a drug store, and then follows an enumeration of the odors of a drug store that is ridiculous in the extreme. The fun cannot be described, the Record must be heard.

179 Are You Coming Home To-Night? — **Anthony & Harrison**

Few sacred selections are better known to the entire country than this one. We could hardly put out a Record that would make a wider appeal among seriously inclined people. The interpretation of the selection given by Anthony & Harrison is fully as good as anything that these church singers have given either from choir lofts or on Edison Records. Orchestra accompaniment. Composer, James McGranahan.

180 La Perle de Madrid Valse — **American Symphony Orchestra**

A Spanish waltz having the well-marked rhythm, swinging melody and cantinet effects, which give it the true Spanish color. In every sense a delightful orchestral selection, and finely rendered by our Symphony Orchestra. Composer, A. Lamotte; Publisher, Carl Fischer, New York.

181 The Arkansas Traveler — **Len Spencer**

An old, old favorite made over on the four-minute Record. It has been on the two-minute

list since the introduction of the Moulded Record, and years from now will find it still upon the Amberol list. It is hard to say why it is so popular, but it has a hold upon thousands of lovers of the Phonograph that is unquestioned. Mr. Spencer carries on the dialogue in two different voices and has the assistance on the violin of a member of our Symphony Orchestra.

182 The Day of the Game **Peerless Quartette**

This is the big hit and the most stirring song in "The Fair Co-Ed," a musical comedy produced by the Elsie Janis Company. The subject of the song is a game of football, and its most attractive feature as performed in "The Fair Co-Ed" is a large and effective chorus, representing a crowd of lively, enthusiastic spectators, who encourage the players by cheering for their favorites with loud hurrahs and spirited college cries. Our Record is a clever reproduction of the stage performance and reflects much credit upon the Peerless Quartette, who make it with the assistance of a special chorus. Orchestra accompaniment. Music, Gustave Lüders; words, George Ade; publishers, M. Witmark & Sons, New York.

183 Believe Me If All Those Endearing Young Charms **Arthur S. Witcomb**

A cornet solo by Mr. Witcomb, who is the cornet soloist of the U. S. Marine Band and a player of marked ability. The song is one of the most popular of Thomas Moore's poems, the melody being by Sir J. Stevenson. The U. S. Marine Band played the accompaniment while Mr. Witcomb was making the Record.

184 Come and Hear the Orchestra **Josie Sadler**

A comic waltz song in Dutch dialect, in which Miss Sadler gives on our Record a clever reproduction of one of the acts in which she appears in vaudeville. Various instruments in the orchestra are featured during the song and add to the effectiveness of the reproduction. Orchestra accompaniment.

185 There's a Woman in the Case **Murry K. Hill**

Another of Mr. Hill's characteristic vaudeville specialties. The Edison Records already made by Mr. Hill furnish a good line upon the fun that may be expected from this one. The Record provides four and a half minutes of real laughter.

186 Tannhäuser March **Edison Concert Band**

This grand march movement occurs at the opening of the fourth scene in the Second Act of "Tannhäuser," written by Richard Wagner, the grandest and most original composer of all times. As an instrumental number, the "Tannhäuser March," with its stirring introductory strain and broad and majestic theme, so well known to admirers of Wagner, is without doubt the most popular and melodious composition written by this famous composer. Publisher, Carl Fischer.

187 Good Night, Dear **John Barnes Wells**

A love ballad by still another singer who now enters the ranks of Edison artists. Mr. Wells is well known in New York and vicinity. He has a fine tenor voice, has sung in some of the best metropolitan church choirs and his name frequently appears on the best concert programmes. The song is the one introduced in the comedy, "Love Watches," and sung with great success by Billie Burke. Its composer, Will R. Anderson, also wrote "Just Some One" (our Record No. 9847). Orchestra accompaniment. Publishers, M. Witmark & Sons, New York.

188 Holy! Holy! Lord God Almighty **Edison Mixed Quartette**

A sacred selection of the better class, sung in a stately and dignified manner by our Mixed Quartette. The high character of the Record, both in subject and rendition, would make it worthy of presentation as part of a religious service anywhere. Organ accompaniment. Music, Rev. John R. Dykes; words, Reginald Heber.

189 Garry Owen Medley **Eugene A. Jaudas**

Here is a violin solo that will not only sell big now, but will sell big as long as it is in the Amberol catalogue. In the medley are introduced the following jigs and reels: "Garry Owen" jig; "17th of March" reel; "Haste to the Wedding" country dance; "Reilly's Own" reel; and "Champion" jig. Interspersed with these selections are bits of the following favorite Irish airs: "The Minstrel Boy;" "Come Back to Erin;" "Wearing of the Green;" "The Harp that Once Thro' Tara's Hall" and "Killarney." Orchestra accompaniment.

190 While the Kids Played Ring a Rosie **Will Oakland**

A song descriptive of the days when school children sang and danced in this childish game. Few grown-ups will hear the words and melody without recalling the days when they and their childish companions joined hands in a circle and took part in "Ring Around A Rosie." Mr. Oakland's high tenor voice is just the one needed to successfully reproduce the song. Orchestra accompaniment. Music, Emanuel Aroni; words, Billie Verne; publishers, Allan & Co, Melbourne, Australia.

191 Cuddle Up a Little Closer Lovey Mine **Ada Jones, Billy Murray & Co.**

The "production" song hit from "The Three Twins," first recorded as a duet by Miss Jones and Mr. Murray on our two-minute record (No. 9950). It is now given on the Amberol in the same form, but with several choruses added. The first one by Mr. Porter in imitation of "as Grandpa would sing it;" the next by Mr. Harrison as the soldier off to war and bidding good-bye to

his sweetheart would sing it. Miss Jones then gives it "as the baby sings it," the Record concluding with all joining in a chorus. Orchestra accompaniment. Music, Karl Hoschna; words, O. A. Hauerbach; publishers, M. Witmark & Sons, New York.

192 Poet and Peasant Overture **Frosini**

Frosini is a wonder as a player of the accordion. They way in which he plays the "Poet and Peasant Overture" for our Record will cause many an individual to revise his or her opinion of the musical popularity of the accordion. It will also cause them to accord to Frosini credit as being a player of remarkable talent. Unaccompanied. Music, Fr. Von Suppe; publisher, Carl Fischer, New York.

193 Arrah Wanna **Collins & Harlan**

Not a new song, for it has been on our two-minute list for several years (it is No. 9447), but it is even more popular to-day than it was when first published and reproduced on our Record. Many thousand two-minute Records of it have been sold and no doubt exists that many thousands more will be sold in Amberol form. The longer Record has made it possible to include more of the song and to add new features, which make it well worth the higher price of the Amberol Record. Orchestra accompaniment. Music, Theodore Morse; words, Jack Drislane; publishers, F. B. Haviland Co., New York.

194 Teddy-After-Africa **New York Military Band**

A comic portrayal of Teddy and his trip to Africa in search of new animals to conquer. The finale shows a chorus of barnyard inhabitants, chickens, roosters, goats, pigs, cows, etc. This composition is Arthur Pryor's latest and one which his band will feature during the summer season. Publisher, Carl Fischer, New York.

Trade Bulletins

Sales Department Bulletin No. 29, May 13, 1909
Trade Information for All Dealers

All correspondence concerning the bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

The trade is hereby advised that the eleven Spanish Records named below have been dropped from our catalogue because the moulds have fallen below the required standard. Orders for any of these selections will be filled so long as our present stock lasts, but the moulds will be at once destroyed and no further quantity manufactured. The numbers will be dropped from future editions of our catalogue.

12077	Caballero de Gracia	Antonio Vargas
12153	Nina Pancha	Antonio Vargas
12169	Himno Nacional Mexicano	Antonio Vargas
12183	Las Neuve de la Noche, Jota	Antonio Vargas
12545	El Juramento, Romanzo	Senor Cabello
12662	La Mascota, Los de los pavos	Senorita Carmen y Senor Cabello
12737	Gran corrida de toros por el celebre espada espanol Don Luis Mazzantini	Vargas & Co.
12738	El Lapicero, Tango	Antonio Vargas
12739	Zapateao di Caramelo	Antonio Vargas
12787	El Merengo, Yango	Antonio Vargas
12792	El Amor y el Desafio	Antonio Vargas

Sales Department Bulletin No. 30 May 20, 2009
Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

IMPORTANT ANNOUNCEMENT

A new type Edison Phonograph whose success is assured, as it possesses all of the important features of the higher priced machines, combined with some novel features recently applied.

Fireside Phonograph Combination Type.

Description—A New Combination Type Phonograph, designed to satisfy the demand of the trade for a moderate priced machine, which will play both Standard and Amberol Records.

PRICE: List price $22.00, (Canadian, $28.60), subject to regular machine discounts.

EQUIPMENT: Equipped with a combination model "C" reproducer, having a model "C" and model "H" sapphire, assembled in separate arms, mounted on a swivel plate set in the overhanging weight; attached to this swivel plate is a pointer, or lever, thereby enabling the user to readily change the position of the sapphires for playing either the Standard or Amberol Records.

HORN: A specially finished maroon colored, gold striped, sectional horn, which permits packing in the case with the machine, and which very materially adds to the attractiveness of the outfit, giving excellent results phonographically. 19 inches long bell 15 inches wide.

HORN CRANE: Assembled in a socket on the body of the machine, instead of on the cabinet, as with our other types.

MAHOGANY FLEETS PHONOGRAPH: Same outfit as above, with mahogany cabinet and mahog. any finished horn, $32.00, (Canadian, $41.60), complete.

SELLING DATE: To be placed on sale simultaneously in the United States and Canada on July 1st, 1909.

Gem Combination Attachment.

Description—An Attachment which can be readily applied to all Gem Phonographs, making it possible to play both Standard and Amberol Records on such machines.

PRICE: Net prices have been established as follows: Dealers, $2.00, (Canadian, $3.50). List, $4.00, (Canadian, $7.20).

EQUIPMENT: Equipped with a model "H" reproducer for use on Amberol Records.

SELLING DATE: To be placed on sale simultaneously in the United States and Canada on July 1st, 1909.

Model "K" Reproducer.

A New Combination Reproducer, having a model "C" and model "H" sapphire, assembled in separate arms, mounted on a swivel plate set in the overhanging weight; attached to this swivel plate is a pointer, or lever, thereby enabling the user to readily change the position of the sapphires for playing either the Standard or Amberol Records.

PRICE: List price $5.00, (Canadian, $6.50) subject to regular Jobbers' and Dealers' discounts.

SELLING DATE: To be placed on sale simultaneously in the United States and Canada on July 1st, 1909.

Reduction in Price of Reproducers

On and after July 1st, 1909, the list price of both model "C" and model "H" reproducers will be reduced to $5.00, (Canadian, $4.55), subject to regular discounts.

Exchange on Reproducers Discontinued.

On June 30th, 1909, the present existing exchange on reproducers will be discontinued. Jobbers and Dealers desiring to avail themselves of such exchange, must return such reproducers as they may have on hand prior to that date, and place orders for an equal number of model "C" so that the transaction may be completed before the new prices become effective.

We would respectfully request our Dealers to place orders for such of these goods as they may require with their Jobbers as promptly as possible, thereby placing the Jobber in position to supply their full requirements for these goods prior to July 1st, 1909, when they are to be offered to the public. The Jobbers should place their orders with us at the earliest possible moment, to insure of their being in a position to take care of their Dealers' requirements.

Suspended List, May 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

CAL., San Diego—Theatre Music Co.
ILL., Macomb—M. T. Kirkpatrick.
KANS., Coffeyville—Coffeyville Music Co.
Minneapolis—Jacob Heberly & Co.
MICH., Ewarton—J. S. McIlhargey.
N. H., Laconia—Lougee-Hobbison Co.
N. C., Winston-Salem—Forsyth Sporting Goods Co.
N. J., Jersey City—Andrew Brunton.
South Amboy—Andrew Brunton.
Perth Amboy—A. Kauffman.
Hans J. A. Lund.
N. Y., Brooklyn—Joseph Mikko.
Kingston—F. C. Bell.
PA., Monongahela—F. G. Kennedy.
S. C., Charleston—Samuel Banov.
VA., Fries—Carl L. Dalton.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

Many New Dealers

A few weeks ago our Sales Department sent to all Jobbers, a list of towns in the United States and Canada of 500 or more population, in which there are no Dealers in Edison Phonographs and Records. These lists have been made the subject of an aggressive campaign by many Jobbers and the result has been the establishment of a surprising number of new Dealers. A considerable number of such Dealers have already made their initial purchases and a still larger number of applications are being put through the Agreement Department. Results of this work show that there is no lack of confidence in the future of the Phonograph business on the part of hundreds of business men throughout the country.

There is no better way of seeking Phonograph buyers than through Edison Records, and that being true, the new Edison Amberol Records come as the strongest selling force for Edison Phonograph sales that has been put forth since instruments of this kind were invented. Tell the people in your community to insist upon a four-minute Record and tell them the advantages of it. That will bring them to the Edison line and no argument or series of arguments can get them away from it.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—H. L. Panick.
ARIZ., Fort Smith—R. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pommer Co.
San Francisco—P. Bacigalupi & Sons.
Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C. Washington—E. F. Droop & Sons Co.
GA., Athens—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Fouman Jewelry Co.
IDAHO, Boise—Eller's Piano House.
ILL., Chicago—Babson Bros.
Cable Co.
Jones & Lewis.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Interocgro-Nielsen Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Rose & Son.
MD., Baltimore—E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Wm. Filene's Sons Sptg. Goods Co.
Fitchburg—Johnson Sptg. Goods Co.
Lowell—Thomas Warren.
New Bedford—Household Furnishing Co.
Springfield—Flint & Brickett Co.
Worcester—Harper Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
Minnesota Phonograph Co.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Busser.
NEB., Lincoln—Jess P. Curtiss Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petit.
Paterson—James K. O'Dea.
Trenton—Scott Blank Book and Stationery Co.
John Ryker.
N. Y., Albany—Finch & Hahn.
Binghamton—Lyon & Healy.
Brooklyn—The Matthews' Sons.
Buffalo—W. J. Aarens Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Hapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Belway.
Rochester—Mackie Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Finch & Hahn.
Seymour Finch & Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur F. Ferriss.
William Hartfelder.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball Piano Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitsit Co.
Dayton—Niehaus & Dehne.
Newark—Ball-Pfeifer Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smiley Phono. Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Bros.
Penn Phonograph Co.
Wanamaker & Brown.
Weaver Talking Mach. Co.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—C. A. Myers.
R. I., Providence—J. A. Foster Co.
Household Furniture Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. N. Atwood.
O. K. Houck Piano Co.
Nashville—Marcuse & Co.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—C. Wahl Co.
Fort Worth—Thomas Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Bruce & Brown Co., Inc.
D. T. Johnston Co.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.

Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

There is a great opportunity for you to sell I. C. S. Language Outfits to people who are going abroad or who desire to learn a language for the sake of the knowledge of it alone; to those who desire to qualify for positions as translators and foreign correspondents; and to foreigners who wish to learn to speak English. No sledge hammer is needed to get it clearly into your head that this presents a sure way of broadening your field of work and increasing your sales. For the sake of good business sense, boom the I. C. S. Language feature of the business.

International Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII July, 1909 No. 7

Short Sermons From Familiar Texts.



While we stop to think - we often miss our opportunity.

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The EDISON PHONOGRAPH MONTHLY

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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VII. JULY, 1909 No. 7

Short Sermons *from Familiar Texts*



TEXT:

While we stop to think we sometimes miss our opportunity.

DO YOU realize your opportunity in the Phonograph field?

Do you appreciate the decided advantage you have at the present time?

First, Amberol Records, the longest playing Records made, offering music that no other Records offer.

Second, Record-making talent of the highest order – stars in the entertainment world.

Third, the exclusive services of Victor Herbert, the eminent musician and composer as musical critic, and offering, in addition, the services of his famous orchestra for Record making, under his leadership.

Fourth, a new type of Phonograph, playing both Standard Edison Records and Amberols and one you can sell at a price within reach of all.

Are you me litating over these great advantages and wondering whether they will take with your trade?

If so, you are missing your opportunity. It is no time to ponder and argue with yourself. It is time to act, to stock up, reach out and make even dull old July a revenue earner.

We are telling the people about these great Edison achievements. We are furnishing you with printed matter and hangers on the subject.

The opportunity to cash in is now, while the news is fresh, the interest keen, and while competing instruments have nothing to offset these Edison advantages.

Don't miss your opportunity. The business you are going to do next fall isn't bringing you any money to-day.



JOHN PHILIP SOUSA

Mr. Sousa has signed a contract by which his famous Band will make Edison Records.

Mr. Sousa Also Joins the Edison Forces

The National Phonograph Company has just signed a contract with John Philip Sousa, the noted bandmaster and composer, for the exclusive services of his band in making cylinder Records. The actual work of making Records by Sousa's band will not begin until August and the Records themselves cannot be issued for two or three months later. The fact, however, that Mr. Sousa has entered into this arrangement is little less than noteworthy than the arrangement that the National Company has made with Victor Herbert. Mr. Sousa has been more or less opposed to talking machines and this arrangement indicates a decided change in his attitude. He would at once begin the task of making Edison Records but for the fact that the engagements of his band organization make it impossible to do so before August.

While Mr. Herbert has been prominently identified with orchestra work and the composition of light opera, Mr. Sousa has been even more prominent as a band leader and composer of music of a more popular character. Of the two men, Mr. Sousa is probably the best known among the people to whom the talking machine makes the greatest appeal.

The arrangement made between Mr. Sousa and the National Phonograph Company gives the latter no rights to compositions that Mr. Sousa may copyright after July 1st. Any of his music that the National Phonograph Company may use must be had upon the same condition as that of any other composer.

John Philip Sousa was born at Washington, D. C., in 1859. Sousa's father was a musician. He had been a political exile from Spain and earned a precarious livelihood by playing a trombone in the very band at Washington where later his son found a stepping-stone to fame. His mother is a German. He was taught by John Esputa and George Felix Benkert. At eight years of age Sousa had begun to earn his own living as a violin player at a dancing school and at ten he was a public soloist. At fifteen he was teaching harmony. At sixteen he was the conductor of an orchestra in a variety theatre.

Two years later he was musical director of a traveling company in Milton Nobles' play, "The Phœnix," for which he composed the incidental music. Later he had a position in the orchestra with which Offenbach toured the United States. Later he played in a minstrel show. Later still, with a living picture company. He had many other interesting experiences before he was twenty-six. At this age he became the leader of the United States Marine Band. He was leader in this band for twelve years, developing this unimportant organization into one of the best military bands in the world. At one period of his Marine Band leadership, a bill was introduced in Congress to give him a commission as second lieutenant in the army, and if this had gone through Sousa would probably still be the leader of this organization.

In 1892 his fame had become so widespread that he left the Government service, and took the leadership of a band of his own, which was organized by millionaire friends of the popular composer-conductor.

Sousa has written more than 200 compositions. These are the most popular: "Washington Post," "High School Cadets," "Liberty Bell," "Directorate," "King Cotton," "Manhattan Beach," "The Stars and Stripes Forever."

He has also written some comic operas. The best known of these is "El Capitan," written in 1896, starred in by De Wolf Hopper and having as its chief air a march which every boy in America could whistle. Hopper next produced "The Charlatan," a work bordering upon opera comique. "The Bride-Elect" was entirely the work of Sousa, he writing the music and libretto of this opera. His earlier operas were "The Smugglers," written in 1879; "Desiree," brought out in 1885 by the McCaull Opera Co., and "Queen of Hearts," a one-act piece.

In his "Chris and the Wonderful Lamp," an extravaganza, the chief ensemble was worked up from a previous march, "Hands Across the Sea."

Some of Sousa's more serious compositions have won wide commendation. One of the best is a symphonic poem, "The Chariot Race." He has also written descriptive music, "Sheridan's Ride" and "The Last Days of Pompeii."

There is probably no composer in the world who has had a popularity equal to that of Sousa. Though he sold his Washington Post March outright for $15, his "Liberty Bell March" is said to have brought him $15,000. It is found that his music has been sold to 18,000 bands in the United States alone. Sousa's marches have appeared on programmes in all parts of the civilized world. At the Queen's Jubilee, when the Queen stepped forward to begin the grand review of the troops, the combined bands of the household brigade struck up the "Washington Post." When General Miles returned from his visit to European armies he said that he heard Sousa marches everywhere played by these army bands.

Getting-Ready Time

The talking machine trade will, between now and September 1st, be in the position of a lot of runners in a marathon race, waiting for the signal to start. With practically the same certainty that the runners know that the pistol will be fired for the start, so the trade knows that sooner or later the time will come for a new start in the talking machine business. And, when the start is made, the race will be interesting and long. Again comparing it to a marathon race, success will come to those who get an early start and who never let up in their endeavors to win.

It is not to be expected that Dealers can, under any circumstances, do as much business during the summer months as they do in colder weather. The Phonograph is principally a device for indoor amusement, and it is natural that its best season should be when people are more or less confined to the house. The summer affords too many outdoor pleasures and people are now too much interested in them to think of amusements that will keep them indoors.

During the summer, however, a Dealer can do much to get ready for the fall. It is an excellent time to clean house and to determine whether or not a stock of machines and Records is being kept in the best part of the store, and, if not, to build new shelving in a better place. If the location of the department cannot be improved, it is a good time to go over the entire stock, dust it off, dust off the shelving and rearrange the stock in a more attractive manner. It is a good season to make an inventory of the Records out of stock and place an order for shipment at a time when the demand for Records will be more lively. The summer season is a good time to write copy and prepare plans for advertising in local papers. It is a good time to go over mailing lists and make up new ones. Improvements can be made in the show window if it is not already suitable for good displays.

Many other things can also be done, all tending to making ready for fall trade. Notwithstanding the season, many sales of machines and Records can be made by a little extra exertion. While the season is naturally more quiet, don't make the mistake of thinking that no business at all can be done merely because the weather is warm. Thousands of people never give up the idea of owning a Phonograph and oftentimes it is just a little extra urging that gets their money.

Then, too, many people take Phonographs on their summer vacation at the seashore or mountain or woods. A Phonograph is good company in a camping party. It takes the place of all other musical instruments.

Mr. Herbert at Work

Victor Herbert put in three hard days at the Recording Laboratory of the National Phonograph Company on June 14th, 15th and 16th. He came all the way from Lake Placid, where he has a summer home, for the purpose of continuing his work in connection with the Edison Phonograph. He conducted his own orchestra while it made several selections. One of these Records was a selection of the best airs from "Algeria," another was the selection of the airs from "The Red Mill," both of which were written by Mr. Herbert. They will be issued in October and November lists.

Mr. Herbert and his people are getting more familiar with the work of recording and are making rapid strides toward the perfection that Mr. Herbert is aiming to secure. Mr. Herbert will probably fill a similar engagement each month during the summer and in the fall when he returns to the city, he will take a still more active part in the general work of the department.

Don't Delay Qualifying Notices

Jobbers are requested to notify the Agreement Department promptly as to whether or not parties qualify after they receive our acceptance of signed applications; that is, we should be advised if initial order has been shipped and accepted and signed Agreement forwarded to this office. We have found that Jobbers, in a number of cases, have delayed notifying us that applicants have qualified, and in some instances the applicants have refused to accept the initial shipment, or have cancelled the order. Furthermore, there have been a few cases where applicants have not been ready to receive first shipment, and have requested additional time in which to receive the goods. Jobbers will, no doubt, appreciate the importance of this department receiving notice without delay of the qualification of applicants who have been accepted, so that we will know what action to take on other applications that might be received from the same places. It will, therefore, facilitate the work of the Agreement Department very much if Jobbers will comply with above request.

Attention is directed to Sales Department Bulletin No. 32, on page 23, advising the trade that we will continue in our catalogue, Records Nos. 9051, Mariar, by Clarice Vance, and 9556, Intermezzo from Cavalleria Rusticana, violin imitation by Edith Helena. Stocks of these two numbers should not be returned for exchange.

About Reproducer Exchange

In the Sales Department Bulletin to Jobbers and Dealers, dated May 20, 1909, a reference was made to the discontinuance of the exchange on Reproducers. From the numerous letters received from Jobbers and Dealers, it would appear as if this Reproducer exchange proposition was misunderstood. It referred only to Model B Reproducers. The Model B was the Reproducer in use at the time the Moulded Record and Model C Reproducer were introduced, and in order that owners of the Model B Reproducers might exchange them for the Model C, it was arranged that the old speaker could be returned at a valuation of $2.00 so that a Model C Reproducer could be had upon the return of the Model B and the payment of $3.00 in cash. This exchange proposition has been in effect since the spring of 1908 and many thousands of Model B Reproducers have since been turned in. It is believed that practically all of the old style speakers have now been retired.

From the correspondence received on the subject we are led to believe that some Jobbers and Dealers think we intend to accept the Model C and H Reproducers in exchange for the new combination speaker, known as Model K. This is not so. We intend to continue equipping the Standard, Home, Triumph and higher-priced combination machines with two Reproducers; Model C for use on Standard, and Model H for Amberol Records, instead of supplying a combination Reproducer like the Model K which will be used on the new Fireside machine. All combination attachments (Gem excepted) will contain the present Model H Reproducer.

With this information Jobbers and Dealers will understand that their stock of combination Phonographs and all Attachments are entirely staple with the Reproducers now on the machines and attachments. Dealers should further understand that the owner of a combination Phonograph, wishing a Model K, must purchase it as an extra. No allowance, whatever, can be made for the Model C and H Reproducers now on the machine.

Keep the Cut-Outs

Although the 300 selections printed in the April PHONOGRAPH MONTHLY are to be cut from our active Record Catalogue on August 1st, we do not, ourselves, intend dropping them for some time to come. The demand for practically all of them continues to be active and it does not seem to us wise to take them off the market entirely. Our foreign offices will continue to list fully one-third of the number and we shall be compelled to carry a stock of such numbers to meet their demands. We shall also carry a stock of the remainder and will keep at least one mould of the entire list from which to fill orders after our present stock is exhausted. In other words, we are placing ourselves in a position where the trade cannot say to us, as it has in the past: "Why did you cut out such a selection—one of my best sellers? Can't I get more of them?"

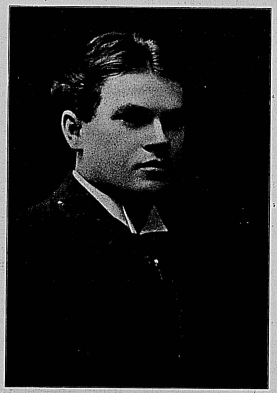
Under the new exchange plan there is no reason why Jobbers and Dealers should return cut-out Records within a given time. All of the cut-out selections will continue in the present and previous editions of the Domestic Record Catalogue and since these catalogues will be in circulation for several months to come, there ought to be a continued demand for the entire list. In fact, the demand ought to be sufficient to clean up the stocks that Jobbers and Dealers may have on hand. We would strongly urge the trade not to hurry to return these cut-out selections, but to keep them a while to meet the demand of the public. If it is found that there is no demand for some of them they can be returned quite as readily then as now.

State Kind Wanted

In ordering Records, whether by Dealers from Jobbers or by Jobbers from us, it is now important that it shall be specified in every case whether Standard, Amberol or Grand Opera is wanted. Some of the Amberol numbers are duplicated in the Standard and Grand Opera list and unless the kind is specified our Order Department will be compelled to return orders and ask for the missing information. It would facilitate our work if Jobbers would write separate orders for each kind, stating the kind at the top of the sheet.

Italian Amberol Records

The trade will notice that we are listing three Italian Amberol Records with the regular lists for September. These are worthy the attention of every Dealer who has a demand for Italian Records. They are not only longer, but they are made by unusually good artists and the selections are such as find the greatest favor among Italian speaking people. They are high-class Records in every respect and should be in large demand.



RICCARDO MARTIN

The noted American Tenor, who has made a series of Grand Opera Records for the Edison Phonograph.

Amberol Grand Opera Records Coming

Among the many new things that the National Phonograph Company have in store for the trade and the public is a series of Amberol Records of grand opera music made by artists of the first rank. No time has been set for the issuance of these Records but they will not be put out before the fall at the earliest. Certain singers whose Records are now on the market cannot be had by us because of the existence of exclusive contracts. But just as these singers succeeded the stars of a previous day, so will the present favorites be succeeded by new stars and from the latter will the National Phonograph Company build up a catalogue of grand opera Amberol Records. Only a few years ago the Metropolitan Opera House controlled all of the grand opera stars known to this country and had a virtual monopoly of grand opera, in the East at least. But Oscar Hammerstein took up grand opera, found and developed new stars and the performances of grand opera at the Manhattan Opera House in the past two seasons have equalled in quality and excelled in novelty those at the older playhouse. Mr. Hammerstein could not get the artists bound to his competitor by exclusive contracts, but he found others as good and he has made an unquestioned success of grand opera. By a course much the same as that pursued by Mr. Hammerstein, the National Phonograph Company will build up a catalogue of grand opera music second to none.

A notable beginning has been made in securing Riccardo Martin to make a number of Amberol Records. Mr. Martin has a remarkably fine tenor voice, but little inferior to the famous Caruso. On several occasions last season he sang at the Metropolitan Opera House in place of Caruso and in the great Italian's favorite roles, and was hailed by the press and the public as Caruso's coming rival if not his successor as a solo tenor. His special hits have been made in "Tosca" and "Il Trovatore." Young as he is—being still but thirty—he has a brilliant career before him. Although he is a native of Louisville, Ky., so much of his life has been spent abroad that he speaks his mother-tongue with an accent. Curiously enough Mr. Martin has never had occasion to sing in English.

Mr. Martin has studied in Paris with Sbriglia, Monsieur and Madame Escalais and Jean de Reszke; in Milan with Franklin Cannone, and in Florence with Maestro Lombardi. Caruso, himself, has given him instruction and much valuable advice. Caruso, together with Scotti, advised Martin to study with Lombardi. He recently sailed to Europe to continue his studies under the latter, and is expected to divide Caruso's popularity at the Metropolitan Opera House next season.

All Business Now Done at Orange

For the better concentration of business, we have removed the Sales and Agreement Departments from our New York Office at 10 Fifth Avenue to the main office at Orange, N. J. For some time, part of the work of both of these departments has been conducted at New York and Orange, a separation at many times found to be inconvenient. With the new change, all of the work of both departments will be done at Orange. All correspondence of the company should hereafter be addressed to Orange, whether for the Sales, Credit, Legal, Agreement or Advertising Departments, or for any matters pertaining to the factory or its mechanical departments.

The New York Office will be continued and will be in charge of Walter Stevens, Manager of our Foreign Department. This department will be continued at 10 Fifth Avenue, together with the Bates Manufacturing Company, selling the Bates and Wizard Hand Numbering Machines, which are also Edison Products. We realize that in making this change we are making it a little more inconvenient for Jobbers and Dealers to meet the officials of our company, but we hope that the change will not deter the trade from coming to Orange. We are as anxious as ever to meet men connected with the business, and would regret it if any of them found the trip to Orange inconvenient. Orange is but forty-five minutes away from Sixth Avenue and 23rd Street, by the Hudson Tunnel and the D., L. & W. R. R., and the entire trip from any part of New York City to the factory can easily be made in an hour.

Going Some

T. H. O'Connor, an Edison Dealer at Seneca Falls, N. Y., told our salesman who called upon him recently, that he had disposed of nine outfits in sixteen days!

Rather enterprising for a small town, isn't it?

Our salesman adds in his report: "Mr. O'Connor is much pleased with the line. He is negotiating for a new location where he can secure a better display and representation of the goods. He has all confidence in the future of the Phonograph business."

Selling the Goods

Why July is a Good Month

There are twelve good months for the Phonograph business—July and eleven others.

That is one way to look at it.

The other way is to consider that there is only just one month as far as you are concerned, and that is next month, which happens to be July.

The only way to make a Phonograph business grow is to consider every opportunity.

Do not divide your year into dull months and busy months, and do nothing in the dull months. Consider every month a possible good month, and then proceed to make it so.

To go back to July:

July is the mid-summer month.

It is the month when people sit around on porches, in the dark, and smoke or chat, and friends drop in.

It is too hot to read, and a light attracts moths. The theatres are closed.

What people want is a nice, cool amuser that can sit around on the porch and perform in the dark.

It ought to be the star month for the Edison Phonograph.

It would be a star month if you worked as hard in July as you do in December.

While July is the month for your customers to sit around on the porch and keep cool, it is not a month for you to sit around and keep cool—that is, if you wish to get all the profit out of your business that you can.

Make a special July effort on possible Phonograph buyers.

Put some of these thoughts in your window. Follow up your customers with the idea that the one and only month they should own a Phonograph is July.

August and the rest of the months will take care of themselves.

Twelve good months would make a nice year's business, and the first month out of the twelve that you have to work on is July.

Raising the Musical Standard

You know just as well as we do that all kinds of people like the Phonograph.

There are a lot of people who prefer music and entertainment of the lightest and even trashier character. You have had big sales on Records of this kind, but that is no reason why the Phonograph should not appeal to every discriminating lover of music.

Its good music is just as good as any good music, but in order that the standard of music as applied by the Edison Records shall be the very best, we have made an arrangement with Victor Herbert to become a musical supervisor.

Victor Herbert will advise us about all of the music that should be selected with care.

He will supervise the making of the Records and will hear the master Records afterwards and decide whether they are good enough from a musical point of view.

This applies not only to the music he has written himself and the music which his own orchestra will play; it applies also to other good music which should be adapted to the Edison Records with intelligent supervision. That intelligent supervision Victor Herbert is to supply.

In one way he becomes a very important addition to our Record-making talent, and in another way he becomes our adviser and helper in making Edison Phonograph music second to none.

Victor Herbert himself believes that the kind of music that you hear from the average wandering band is not good enough; that a Phonograph can supply better music than the average person can get in any other way. He believes this implicitly.

He was willing to become associated with the Edison Phonograph because he believes the Edison Phonograph is the most perfect sound-reproducing machine that has yet been made.

Hence you will have the combination of Mr. Edison's genius as expressed in the Phonograph, his invention as expressed in the Amberol Record and Victor Herbert's acknowledged leadership in music, all combined in one perfect amusement-making machine.

Victor Herbert is easily America's leading musician. His orchestra, which he has trained and developed himself, is one of the very best. He is the author of a great many kinds of music, all of which has been exceedingly popular—both operas and march and dance music.

He is a better judge of what the people like than any other leader on account of the immense popular success of his own work as a conductor.

No better man or one more logically fitted for this position could be found.

You are not getting the advantage of this step which we have taken, as much in your interest as ours, if you do not sell more Records on account of it.

Getting at the $22.00 Man

You have probably met, in the course of conducting a Phonograph business, a great many men who have just $22.00 to spend for a Phonograph.

By this we mean that a great many people find the Gem not good enough for their purpose, and the $30.00 price of the Standard a little too high.

In the Fireside we have made a Phonograph almost as good as the Standard with a price almost as low as the Gem.

You ought to sell a lot of this number.

It is in every respect a first-class Phonograph.

It plays both the Standard and the Amberol Records.

It has a good, long-running spring, an attractive horn, and a nickel-plated horn support.

It ought easily to be possible to make at least five sales on the Fireside where before you have made two on the Standard.

Every time you go down in the price of a desirable article, you greatly widen your possible number of purchasers.

There ought to be a million people who did not buy the Standard because the price was too high for them, who can afford to buy the Fireside. Some of these people live in your town. You know them. They come into your store. Show them the new member of the Edison Phonograph family and make a sale.

Turn Your Store Inside Out

You have got the materials for a very good business inside your store, but the people do not know it.

The right kind of advertising is turning your store inside out. It is putting the facts about your goods in possession of the people who now go by uninterested.

There is not a Dealer in the business who could not sell more Phonographs if he would.

Not one-tenth the people who ought to own Phonographs have them. At least half of that one-tenth would buy them if they knew more about them. Of the other half you might get some of them by persistent effort. But the easy half is the half that can be reached by a little intelligent, persistent advertising.

Our advertising is not enough. We go as far as we can. We are spending more money advertising Phonographs than any other maker is spending.

We are reaching millions of people a great many times, but we do not reach them often enough. It requires your effort as well as ours.

There are a great many ways to advertise Edison Phonographs and Edison Standard and Amberol Records. For some of these ways we supply the material. For the others you have to pay yourself.

The best advertising is that for which you pay yourself.

Space in newspapers comes first; space in street cars second; window displays third; printed matter sent to the address of a customer fourth.

You certainly ought to be using at least one of these ways, and it is better if you are using all of them.

No advertising is so absolutely bad that it is all lost, but the better advertising is, the more results it brings.

Never forget that it is advertising that has made the Edison Phonograph business.

The desire for a Phonograph is not a natural one like the desire for food, warmth and shelter. It is an artificial one. It has to be created by suggestion.

Advertising supplied that suggestion. Advertising has made the Phonograph in the home almost as standard as the piano. More advertising will accomplish more.

Your advertising should begin where ours leaves off. Take a piece of paper and a pencil and calculate just how many homes there are in your town or in your territory. Make an estimate of how many of these homes have Phonographs. Deduct ten per cent. from the remainder to cover those that would not buy a Phonograph by reason of being superior to it or being too poor to pay for it. The remainder is your possible trade. You cannot get it all to-day nor yet to-morrow, but you can get a good deal of it.

Persistent advertising is the way.

This MONTHLY shows you every month ways in which you can utilize the advertising we furnish you. Put yourself behind this advertising, your personality, your acquaintance with people, your knowledge of business conditions in your town, your knowledge of the Edison Phonograph proposition, and you will sell more Phonographs and more Records.

This is not the hot-air talk of a man who sits in the office and has not had any experience. It is the opinion of a man who has sold Phonographs and who knows just how much further room there is for development in this business.

Every bit of development must come through Dealers like you. The more you get of it, and the quicker you get it, the bigger your share of profits.

There is no way we can keep you from getting these profits. They will wait there until you get them, but there is no reason why you should not be spending today the money that you would otherwise earn next year.

New Foreign Record Catalogues

Sales Department Bulletin No. 51, printed in full on pages 22 and 23, gives considerable information about a series of five different catalogues of Records either made in foreign countries or in foreign languages. Copies of these catalogues have been mailed to the entire trade. We strongly urge every Dealer to make a careful study of the Records listed in these catalogues. More than three-fourths of the total are now being put out for the first time in this country. They include a lot of selections for which there has been an active demand in the past, but which we have not been able to list until now because the original moulds were made and held in other countries. Now that all Edison Records are being made at the Orange, N. J., factory, it has become possible to supply the trade with every Edison Record made. We will also be in a position to fill orders for new lists as they are put out in other countries.

In placing these Records at the command of the trade, we have no desire to compel Jobbers and Dealers to carry any more of the stock than they can re-sell to advantage. We expect no one to carry the entire British list, the entire German list, the entire French list, nor any of the Spanish or miscellaneous languages unless it is to his advantage to do so.

Our position is this: We have the moulds and Records in stock, here are the catalogues, order such Records as you can sell, but do not feel obligated to carry stock simply because we have issued the catalogues. We, ourselves, don't know what the demand will be for the Records in these catalogues and this can only be determined after they have been out some time and Jobbers and Dealers have had an opportunity to learn for themselves just which are the best selling selections.

The catalogues we have printed are intended for but little more than trade use. They cannot be supplied for miscellaneous distribution. The supply of catalogues, too, must bear some relation to the quantity of Records ordered. We cannot furnish 1,000 catalogues on an order for ten Records.

Mr. Dyer on the Copyright Law

Frank L. Dyer, President of the National Phonograph Co., wrote the following opinion on the new copyright law at the request of the *Talking Machine World*, in which it was printed on June 15th:

Regarding the attitude of the National Phonograph Co. on the subject of the new copyright law, which goes into effect July 1, I will say that so long as the law remains on the statute books it will, of course, be observed in the letter.

"There are several features of the law which strike me as being very objectionable, entirely aside from its general provisions: If we manufacture a copyright Record and put it in our bins and the bins burn down, we still have to pay the royalty. If we sell ten copyright Records to the trade and the Records are later returned to us as 'cut-outs' and full credit is allowed for them, we still have to pay the royalty on the Records, which were practically never sold. If we manufacture a copyright Record and it is shipped to China, we still pay the royalty, although that particular Record may never be played in this country and no copyright law exists in the country where it would be used.

"These features of the law are all so very unfair that I have no doubt that eventually they will be remedied; but, as I have said, the law is here and we must observe it.

Personals

Frank L. Dyer, President of the National Phonograph Company, will sail for Europe on July 20th to join his family, who went abroad on June 12th. He will be gone two months.

F. K. Dolbier and E. H. Philips, of the National Phonograph Company, spent the week of June 14th-19th at the Annual Convention of the National Credit Association in Philadelphia.

Among the visitors at our Foreign Department, 10 Fifth Avenue, New York, during June was E. Davis, of the E. Davis Co., Edison Jobbers at Sydney, New South Wales.

C. B. Haynes & Co., Edison Jobbers at Richmond, Va., have dissolved partnership. Warren V. Youmans retires and Mr. Haynes will continue the business under the old name and at the same location.

C. L. Buckingham, counsel for the National Phonograph Co., in the suit of the New York Phonograph Co., died June 7th at his home in New York, from cirrhosis of the liver, aged fifty-six years.

Some of the New Artists Who Are Making Edison Records

Miss Ray Cox

Miss Ray Cox, whose first Edison Record appears in the September list, is another well-known figure in vaudeville. She has reproduced on our Record the characteristic study called



"The Base-Ball Girl," which has been given by her in all the best vaudeville theatres throughout the country and which has won for her a distinct position in the vaudeville world. She is the only artist who has successfully portrayed the enthusiasm, with the characteristic contradictions, of the girl "fan." This matter has never before been made on a talking machine Record and we have an exclusive arrangement with Miss Cox by which it will not be reproduced on any other cylinder Record.

Pete Murray

Pete Murray, who makes his bow to the Edison public in the September list, has appeared in vaudeville, but his special work is taking part in club entertainments. In this capacity, he has



sung in many of the best athletic, social and boating clubs of the East. He has a fine baritone voice, which is not unlike that of Billy Murray. In fact, it is so similar that many Phonograph owners will think that the latter is singing and that the name of Pete Murray is fictitious, which is not the case, however. Pete Murray has his own individuality as may be seen by the accompanying picture. We think that Mr. Murray will become as popular as his namesake and that his Records will be a feature of Edison lists.

Wanted—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to

EDISON BUSINESS PHONOGRAPH CO.

ORANGE, N. J.

The Fireside

The expressions of opinion from the trade on the new Fireside Machine have been numerous and uniformly approbatory. That it will fill nicely the gap left open by the increase in the price of the Standard Outfit when the Combination Attachment was added is universally recognized. The price will place it on about a par with the two-minute type of Standard which, up to listing of the Amberol Record and new machines, was by far our largest seller. We have long realized the necessity for a machine like the Fireside—our only regret now being that because of increased manufacturing expense the list price could not be made $20.00. Even at $22.00 in the United States and $28.60 in Canada it will prove sufficiently alluring to make it difficult for the average purchaser to pass by, because of the cost.

With its handsome cabinet, colored horn, new model "K" Reproducer, and Combination Attachment it will prove a boon indeed to small and large Dealers alike. Admittedly it is the coming machine for the mail-order business.

Talk "Fireside." It's something new, and that feature of itself always stimulates business. Get one or two or more of the machines in your stock and "boost" them.

Don't forget to point out the advantages of the new Model "K" Reproducer, and the maroon-colored sectional horn.

Printed Matter

A bulletin issued to Jobbers about June 15th announced that price cards, Form 1457, for the Fireside machine, were ready for distribution. Some Jobbers have ordered and received their allotments. If you want one or two for display purposes in connection with the new outfit, ask your Jobber for them.

By the time this issue of the MONTHLY reaches the trade, we hope to have in the possession of all Jobbers a supply of two new folders, Forms 1595 and 1615. The first is a comprehensive presentation of the superiority of Amberol Records over all others, and a comparison of the playing length of Amberol and Standard Records.

The latter form covers the Fireside outfit and Gem Combination Attachment, both announced last month for sale on July first. The folders are printed in two colors, red and black, and were made the usual envelope size for convenience in enclosing. Get a supply of each to boost the sale of what will be, without question, the most popular type of Edison machine before long.

With Jobbers' stock orders for July Records we included a supply of the usual placards, this one advertising Record No. 156, "The Tough Kid on the Right Field Fence," by Digby Bell. One of these cards should be in your show window or on display somewhere in your store.

Beginning with the new lists for August, the Monthly Bulletin of new Records will show half-tone photographs of one or more of the new artists who are making Edison Records. The August Bulletin will be illustrated with pictures of Albert Spalding, the young American violinist, and Nat M. Wills, the "King of Tramps." We believe that this new treatment of the Bulletin will be appreciated by the trade and make it a more attractive advertising form than ever before. It is more than ever worth a frame into which each new issue can be placed as fast as it appears. Two dollars ought to pay for a durable and good-looking frame with glass. We doubt if a better investment of this amount could be made.

A Good Record Placard

We show below a greatly reduced reproduction of a hanger that ought to have a prominent



place in the store of every Dealer carrying a full list of Edison Records. Jobbers are being furnished with a supply and are either now or will shortly be in a position to supply them to Dealers. Every Dealer carrying the full line ought to get one of these hangers, put it in a suitable frame and display it where the public can see it. To be able to say that he carries the full list is a good advertising point for any Dealer, and he ought to be quick to take advantage of every opportunity to make the fact known. This hanger is printed on heavy paper, because of the difficulty of getting it distributed when printed on card. Therefore, it needs a frame to give it the best treatment.

Combination Attachment for the Edison Gem Phonograph

The Combination Attachment for Edison Gem Phonograph consists of the following:—

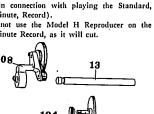
A longer back rod (13) to replace the old one;

Change-gear-bracket (108), with gears assembled;

New intermediate gear-stud, with intermediate gear assembled;

Model H Reproducer, which is to be used in connection with the four-minute, Amberol, Record only. (The Model C Reproducer is to be used in connection with playing the Standard, two-minute, Record).

Do not use the Model H Reproducer on the two-minute Record, as it will cut.



NEW ATTACHMENT PARTS FOR EDISON GEM PHONOGRAPH

To put on the attachment, proceed as follows:

Replace old back rod with new one.

In fastening set-screw place the back rod and fasten it so that the gear-bracket (108) will come up close to the lug, but will swing freely.

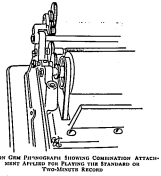
Next take off cylinder and take out intermediate gear-stud and gear, and replace with new one.

It will be necessary to take off knurled nut (104), put stud (77) in place and put nut back again. In order to get this nut tight, hold stud by pressing point of finger against head on gear-side. (Set screw that fastens the old stud can be left off.)

Next replace cylinder on shaft.

To play the two-minute Record, the change-gear-bracket (108) is to be swung upwards, out of the way, and the intermediate gear-stud (77) is to be pulled to the left, so as to engage with the cylinder and feed-screw-gear.

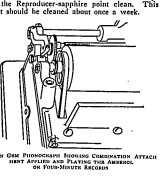
To play the four-minute Record, the intermediate gear-stud (77) is to be pushed towards the right, so as to disengage the intermediate gear from the cylinder gear, and change-gear-bracket is swung over so as to engage with the cylinder



EDISON GEM PHONOGRAPH SHOWING COMBINATION ATTACHMENT APPLIED FOR PLAYING THE STANDARD OR TWO-MINUTE RECORD

and feed-screw-gear. (It is not necessary to tighten change-gear-bracket on back rod.) The action of the gears keeps the gears in mesh. Then put in Model H Reproducer, and the machine is ready to play the Amberol Record. The changing of gearing is to be made while the motor is running.

With every combination attachment we furnish a screw-driver; also a small brush for keeping the Reproducer-sapphire point clean. This point should be cleaned about once a week.



EDISON GEM PHONOGRAPH SHOWING COMBINATION ATTACHMENT APPLIED AND PLAYING THE AMBEROL OR FOUR-MINUTE RECORDS

New Argentine Records

The National Phonograph Co. has made another series of first-class Records in the Spanish language, both "Standard" (two-minute) and "Amberol" (four-minute). This series comprises some of the best songs of the Argentine and Uruguay Republics. Alfredo Gobbi, baritone, and Mrs. Gobbi, soprano, were brought to New York at large expense for the purpose of recording a number of selections. Mr. and Mrs. Gobbi are acknowledged to be the best singers of popular songs in those countries. The list of Records comprises baritone and soprano duets, baritone solos, soprano solos, and also national hymns of



Argentine and Uruguay, sung by a mixed chorus under Mr. Gobbi's direction. These Records are to be immediately placed on sale both in this and foreign countries. All the selections are accompanied by orchestra, with the exception of sixteen baritone solos, which have guitar accompaniment.

The selections recorded are high class in every respect and include the very best of Mr. and Mrs. Gobbi's repertory, which is very large and varied. Mr. and Mrs. Gobbi have sung selections from the latest musical plays of those countries, and also a large number of popular songs typical of a quaint and picturesque type of Argentine and Uruguay, the *gaucho*. The *gaucho* is daring and very brave, and corresponds with the cow-boy of our Western country, but is even more picturesque. He is very musical, and no *gaucho* outfit is complete without a guitar, as this is just as necessary to him as his horse.

Mr. Gobbi is not a *gaucho*. He is a man of refinement, an intense lover of the customs and traditions of his country, and, owing to this, he has made a specialty of singing the *gaucho* songs, rendering them in costume. Besides, he takes the part of first baritone in the typical *zarzuelas* (light operas) of Spanish countries. His wife coöperates with him as the first light soprano. They have sung in the principal theatres of Argentine, Uruguay, Spain, Brazil, Paraguay, Chili, and also in Paris. They will now go to Italy, under contract to sing in several theatres there. Their last engagement was at the Teatro Nacional (National Theatre) of Buenos Aires, Argentine, at the head of a company of one hundred people.

As is the case with all other Edison foreign Records, these are intended for Spanish-speaking countries, but they will shortly be placed on sale in this country.

The Phonogram

The August issue of the *Phonogram*, now being shipped to Jobbers with their orders for August Records, will comprise twenty pages, an increase of four pages over any previous issue. To add these pages represents an increase of several hundred dollars in the monthly cost, but no change will be made in the charge being made to the trade for this useful little publication. We reserve the right to print sixteen or twenty pages each issue as circumstances make necessary, but it is expected that twenty pages will be the standard. In increasing the number of pages it is expected to add new features that will make it even more of a business getter than at present. For the benefit of Dealers not familiar with the cost of the *Phonogram* we append the following:

ORDERED THROUGH JOBBERS.

Blank, per 1,000 copies	$2.50
Imprinted, 500 copies, quantities you rate	1.50
Imprinted, 1,000 copies	2.75

No orders filled for less than 500 copies requiring imprints, and all imprinting orders must be for multiples of 500.

Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year	$ 20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.50
Fifty copies to one address, per year	2.50

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way. *Phonograms* must be sold by the Jobber to his Dealers at the prices quoted above; any reduction of these prices will be considered as a violation of contract.

List of Interchangeable Motor Parts

We recently had a request from an Edison Dealer for a list of Interchangeable Motor Parts. Since the information may be of interest to the other enterprising Dealers who carry a stock of repair and supply parts it is reprinted below.

A word of explanation concerning it may not be amiss. It is quite likely that many Jobbers and Dealers are at present carrying four separate stocks of the Governor Spring Screw, designating them as numbers 1110, 1626, 2118 and 2828 for the Gem, Standard, Home and Triumph machines respectively. Since the screw is identically the same for each of the four types it follows that one stock bearing all four numbers is quite sufficient. The same remarks apply to the various other items on the list.

The Governor Carrier, Governor Carrier Set Screw, Speed Limit Collar and Speed Limit Collar Screw are not listed in the last Catalogue of Parts, but are here shown as numbers 2637, 2639, 1151 and 1152 respectively.

Name.	Used on	Catalog Nos. Gem.	St. Home.	Tr.
Motor Frame Springs	S., H.		1556	2048
Winding Ratchet Pawl	S., H.		1587	2078
Winding Ratchet Pawl Stud	S., H.		1588	2079
Winding Ratchet Pawl Stud Nut	S., H.		1590	2081
Friction Holder	S., H.		——	2133
Friction Holder	S., H.		——	2133
Friction	S., H., T.		1640	2151
Governor Shaft Pivot Bearing (Plain)	S., H.		1641	——
Motor Frame Spring Cup Washer	S., H.		1631	2123
Speed Adjusting Lever Spring	S.,H.		1557	2049
Speaker Arm Lit Pin and Head	G., S., H.	1017	1636	2127
Belt Tightening Pully Stud	G., S., H.	1098	1519	——
Feed Screw Centre Stop Screws	G., S.,	1033	1616	2105
Speaker Clamp Screw	S., H., T.		1536	——
Governor Disc and Sleeve	G., S., H., T.	1102	1613	2207 2552
Governor Ball and Spring	G., S., H., T.	1107	1623	2115 2820
Governor Spring Screw	G., S., H., T.	1110	1626	2118 2828
Governor Spring Screw Washer	G., S., H., T.	1111	1627	2119 2829
Governor Carrier	G., S., H., T.			*2637
Governor Carrier Set Screw	G., S., H., T.			*2639
Main Shaft Centre Stop Screw	H., T.		2046	2376
Speed Limit Collar	G., S.	*1151		
Speed Limit Collar Screw	G., S.	*1152		

*These parts are not listed in the Parts Catalogue, Form 920, but are known in our factory by the numbers given. These numbers should be used by the Trade in ordering.

Fireside Motor Parts

Fireside Motor Parts are interchangeable with Standard Motor Parts, with the following exceptions—

and Gear with 21t Pinion	Catalog No. 1593
Barrel Gear	Catalog No. 1583
Main Spring	Catalog No. 1573

The Old Customer an Asset

Always bear in mind that an old customer is every bit as valuable to your store as a new one, and while you keep on expensively campaigning for additions you can do so successfully only by retaining what you have.

The store that takes good care of regular customers sends them out as advertisers and missionaries. They feel themselves so well treated that they gladly advise their friends to share the benefits of your good storekeeping.

That's why you must insist on a standard of ready exchanges.

That's why you should have clerks who can remember names and faces.

That's why you should have comfortable chairs and a rest-room.

That's why you and your clerks must always tell the exact truth about your goods and avoid the faintest suspicion of misrepresentation.

That's why you must insist on a standard of quality about your goods.

That's why your advertising is productive; because it rallies your old customers, while fishing for new ones, who come the more readily upon the advice of those who already know you.—*Talking Machine World.*

The Other 13,000

What they are doing and what they want to know about.

Nicholas F. Greisch, Carry, Pa.—I send you a clipping which appeared in a recent issue of the Carry Evening Post. (The clipping reads as follows: A novel advertising scheme has been instituted by Mr. Greisch, proprietor of the Phonograph shop on East Main Street. A post which has been erected in front of the store has two phonograph horns, pointing both up and down the street, these are connected with a large machine inside and when started, the music carries for a long distance both up and down the street. This is quite a new scheme and has attracted quite a bit of attension and it is a puzzle to many where the music comes from.) I have a two-inch iron pipe running down from the inside of my store, under the sidewalk, and up through the hollow post. This pipe is 37 feet long. One end I have tapered down to allow for the horn connection. As stated in the newspaper clipping the music from the Phonograph can be heard five or six blocks.

One of our salesmen had occasion recently to call on James M. Wheat, an aggressive Edison Dealer at 2093 K Street, Sacramento, Cal. The first thing our salesman noticed upon entering the store was that Mr. Wheat carried a good line of Edison Machines, and over 2,000 Records in stock. It developed later that he had made $1,600 during his six months as an Edison Dealer. Whatever may be the reason for his success with our line, he is to be complimented for it. There is nothing in his experience which cannot be duplicated by hundreds of other Dealers the country over. The field is just as large to-day as it ever was, the profits from sales just as great. True, times are not as favorable as they have been and will be again, but nevertheless the business is to be had. Let every Dealer play over Record No. 9388 and apply the lesson it teaches.

L. D. Daniel, Dallas, Oregon.—I noticed an item in the May Edison Phonograph Monthly of a Dealer in a town of 1,500 population selling twenty-five Phonographs. I live in a town of 2,000 population and when I started in selling Phonographs there was not an Edison machine in the town. Since then I have sold 122 machines and the prospects were never better than now for increased business. I have a team and bugyy and when I can interest a party at all I take a machine and a choice collection of Records, show them how to manage the machine and leave it and go back in a day or so. It is seldom that I bring it away with me on the second call.

The Moiretta Phonograph Co., J. W. McCallum, Manager, Moiretta, O.—When you can approach as near perfection in reproducing the natural human voice as is the case of "Amberol Record No. 136" beg to say that you need fear no competition—*Good!* Well, I should say so—It is simply perfection itself and it is to be hoped that this is only one of many Records we may get from such artists as Miss Cameron. Anybody that can play an Amberol Record will buy this unless he is a fool or cynic.

Hyman Fried, Flemingsburg, Ky.—I hand you herewith letter from individual living in a town fifty miles from this place. I sold him a Phonograph on the installment plan. I have been sending out machines on free trial and haven't had up to this time one return. My business has increased fifty per cent. since I began this practice and I think that all other Dealers should take it up for their own good.

J. G. Lewis Music House, Manchester, Ia.—We send herewith a photograph of our stockroom here. We will operate six stores by August 1st, 1909. Will issue 200,000 pieces of advertising matter by that time. Have four men on the road. Sold 90 machines during January, 1909; 65 during February, 88 during March, 68 during April, 42 during May, including Triumphs and Idelias.

Messrs. Cowles & English, Edison Dealers at Red Bluff, Cal., are using a series of three good follow-up letters to secure new customers. They first approach Phonograph owners with this letter:

"Since you purchased your Phonograph, you have undoubtedly entertained many friends at your home with it's cheerful music and funny recitals.

Didn't some of your friends express the wish that they had a Phonograph, also? We feel sure that they did, and that if the matter was brought to their attention by a Dealer, they might buy one and enjoy it as you do yours. Will you not favor us by writing their names and address on the enclosed gold point card? Write as many as you can think of. We will do the rest."

To each of the people who have been entertained by the Phonograph according to the owners' letters this note is sent:

"We have heard that you were pleasantly entertained recently by the cheerful music and funny stories of an Edison Phonograph.

You enjoyed it, didn't you? We are sure you did. Now wouldn't you like to own one also, with which to entertain your home people and your friends, when they call?

We are sending you a booklet, telling you about the Phonograph. We sell them at the prices marked; you may pay cash or, if you prefer, you may pay a little each week or monthly payments.

Any further information that you may desire will be cheerfully furnished upon request."

If, after a reasonable length of time has elapsed, no reply is received, the following reminder is mailed:

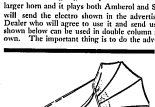
"We recently wrote you regarding our Phonographs, and sent you a catalog. Perhaps you have not yet been able to accept our invitation to call at our store to hear some Records.

Do not give up the idea of owning one of these entertainers, however. It will sing to you Grand Opera or popular songs; tell you funny stories; reproduce the music of all kinds of instruments or give you a brass band concert.

The cost is but little; the Phonograph will repay you for your investment over and over again. Make up your mind to own a Phonograph before you are a week older. We will be glad to have you call or write us in regard to an outfit."

Ready Made Ads for the Fireside Phonograph

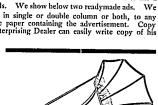
It is going to pay well to advertise and push the new Fireside Phonograph. Every Dealer who was in business when the Standard machine sold at $20 will remember what a great seller it was at that price. The Fireside is going to duplicate the success of the $20 Standard. It is a better machine for it has a larger horn and it plays both Amberol and Standard Records. We show below two readymade ads. We will send the electro shown in the advertisement, either in single or double column or both, to any Dealer who will agree to use it and send us a copy of the paper containing the advertisement. Copy shown below can be used in double column form or any enterprising Dealer can easily write copy of his own. The important thing is to do the advertising.



A New Type Edison Phonograph The Fireside $22.00

Plays both Amberol and Standard Records. A perfect machine in every respect. Let us show it to you.

Dealer's Name and Address



$22.00 Buys this new style Edison Phonograph The Fireside

Will play Edison Amberol and Standard Records. Has colored horn. It's a beauty and to see it is to buy it.

Dealer's Name and Address

Advance List

Of Edison Standard and Edison Amberol Records for August, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before August 24th, 1909, allthings being favorable, and they may be reshipped to Dealers at 8 A. M. on August 23d. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on August 24th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after August 20th, but must not be circulated among the public before August 24th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on August 23d, for delivery on the following day. Jobbers are required to place orders for August Records on or before July 15th. Dealers should place August orders with Jobbers before July 30th to insure prompt shipment when Jobbers' stock is received.

Two-Minute Selections

10197 Mazurka from Coppelia — **National (London) Military Band**

One of the favorite numbers from the ballet "Coppelia" by the celebrated French composer, Leo Delibes. This Record is made by the National Military Band of London and it clearly shows that the musical organizations on this side of the water have no monopoly in their ability to produce good band selections.

10198 Lena from Germany — **Josie Sadler**

Another vaudeville specialty by this clever singer in German dialect. Miss Sadler has "caught on" and bids fair to be one of our most popular artists.

10199 Just a Little Word Called "Welcome" — **Byron G. Harlan**

A pretty love ballad whose burden is a promise made amid rustic environments, with all the accompanying romantic effects of honeysuckle, kutydids, setting sun, etc. The verse is unusually good, the sentiment pure and sweet, and the rendition, as may be expected, in Mr. Harlan's best style. Orchestra accompaniment. Music, J. Fred Helf; words, C. M. Denison; publishers, Helf & Hager Co., New York City.

10200 Scotch Reels — **Alexander Prince**

A concertina solo, with piano accompaniment, introducing a medley of Scotch reels that are delightfully reminiscent of the land of the thistle. All the best known reels are included in it, the different melodies being carefully interwoven. Mr. Prince is one of our British artists and is justly celebrated for his skill with the concertina.

10201 I Love My Wife, But Oh You Kid! — **Edward M. Favor**

Because it is built around an unusual slang phrase, is written by one of the best writers of popular music and has a catchy air and chorus, this comic song has caught on like wild fire and is already known throughout the entire country. The words are descriptive of the man who loved his wife but who couldn't help expressing his admiration for another girl. Mr. Favor has outdone himself in his rendition of the song. Music, Harry Von Tilzer; words, Jimmy Lucas; publishers, Harry Von Tilzer Music Publishing Co., New York.

10202 I'm Awful Glad I Met You — **Ada Jones & Billy Murray**

A serio-comic song with a particularly catchy air, expressing the mutual satisfaction of two lovers with each other's perfections and their complete understanding of the signs and language of love, which previous to their meeting had been to each a source of mystery. Miss Jones and Mr. Murray sing the duet most pleasingly. Orchestra accompaniment. Music, George W. Meyer; words, Jack Drislane; publishers, F. B. Haviland Publishing Co., New York.

10203 I'm Tired of Living Without You — **Will Oakland**

The plaint of a heartbroken lover who parted from his divinity and is bemoaning his sad fate and impatiently counting the days that separate them. Written by the same composers as "If You Were Mine" (our Record No. 10145). Mr. Oakland's sweet, sympathetic voice may always be depended upon to give to songs of this description the necessary warmth of expression. Orchestra accompaniment. Music, Kerry Mills; words, Edward Rose; publisher, F. A. Mills, New York City.

10204 Grand Entry March — **Albert Benzler**

A xylophone solo of an excellent composition that is admirably fitted for solo work on the xylophone. Admirers of Mr. Benzler's solo work on this instrument need not be told that it is splendidly played. Orchestra accompaniment. Composer and publisher, King Kollins, Chicago.

10205 Whistle and I'll Wait for You — **Ada Jones**

"Bill Brown" has "thrown down" his "gal" who, after a week's separation can't endure his silence stay longer. She sues for reinstatement in his affections, implorting him to let her be his "little turtle dove" again. Billy's heart melts and his answering whistle is heard to good effect in the chorus. Miss Jones is exceptionally clever with songs of the serio-comic type and this Record is fully up to her usual high standard. Orchestra accompaniment. Music, Geo. W. Meyer; words, Earle C. Jones; publisher, Shapiro, New York.

10206 Why Do You Wait? — **Anthony & Harrison**

It is rather surprising that this well-known sacred song has not before been listed in the Edison catalogue. Its widespread popularity among lovers of sacred music entitled it to a representation long ago. Still, it will be no less acceptable now, for Anthony & Harrison have given the selection an artistic rendition. Orchestra accompaniment. Music and words, George F. Root.

10207 They All Take Off Their Hats to Mr. Murphy — **Edward Meeker**

A comic song of the "Harrigan" and "Sullivan" description, set to a rollicking air and sung as only Mr. Meeker can sing songs of this kind. The song itself recites the many accomplishments and achievements of Mr. Murphy, chief among the latter being the fact that he gave to the world the vegetable that is often jocularly designated by his name. The song is genuinely funny and is bound to be popular. Orchestra accompaniment. Music, Nat D. Ayer; words, A. Seymour Brown; publishers, M. Witmark & Sons, New York.

10208 Frozen Bill — **New York Military Band**

A characteristic rag-time composition by the celebrated bandmaster, Arthur Pryor, and one that he is featuring at his concerts during the present season. Mr. Pryor is quite as clever in this composition as he has been in those already produced by him. Publisher, Carl Fischer, New York.

10209 I Played My Concertina — **Arthur Osmond**

Here's a song by another of our English artists that is full of laughable situations and interspersed with selections on the concertina. The song relates the experiences of a draft chap whose faithful companion is his concertina, to the playing of which he has recourse in every extremity when in doubt as to the proper thing to do. Notably is this the case when his wife falls overboard and again when his clothes are stolen while bathing in the surf. Orchestra accompaniment. Words and music by Mayo.

10210 Oh! You Loving Gal! — **Collins & Harlan**

A comic song of the kind that seems to have been made to order for these noted entertainers—a typical Collins and Harlan coon duet, set to a fetching tune with a pleasing orchestra accompaniment. The Record looks to us like a sure winner. Music, George W. Meyer; words, Jack Drislane; publishers, F. B. Haviland Co., New York.

10211 Parody on There Never Was a Girl Like You — **Nat M. Wills**

Mr. Wills' success is due as much to his funny parodies as to his original songs. This is his second parody for our Records (first, No. 10178). It describes the consternation on shipboard caused by one "Heinie Smith" who attempts to smuggle limburger cheese across in a coffin supposed to contain the remains of his darling Lou. You can guess what they did to Heinie, can't you? Orchestra accompaniment.

10212 Napanee — **American Symphony Orchestra**

A well written characteristic Indian novelty finely played by the American Symphony Orchestra. Composer, W. R. Williams; publisher, Will Rossiter, Chicago.

10213 Take Me Up With You Dearie — **Billy Murray & Chorus**

Now come songs of the airship. This is one of the first to be produced, and it will, in consequence, attract more than ordinary attention. It is a story of a wedding in the clouds, with no one on board but the pastor and the loving couple. Orchestra accompaniment. Music, Albert Von Tilzer; words, Junie McCree; publishers, The York Music Co., New York.

10214 Uncle Josh at a Camp-meeting — **Cal Stewart**

Like all of the Uncle Josh Records, their cleverness is best appreciated when heard. Get the Record and enjoy the fun to your heart's content.

10215 'Liza — **Peerless Quartette**

A coon song by the composer of some very popular melodies. It is rendered by a quartette unaccompanied, whose voices blend in sweetest harmony, producing a Record that will be a

valuable addition to every collection. This Record should prove an exceptionally good seller. Music, Egbert Van Alstyne; words, Harry Williams; publishers, Jerome H. Remick & Co., New York.

10216 Salute to Mexico — **United States Marine Band**

A spirited march full of inspiring strains and military dash and swing. The rendition is of the superior kind that has characterized the previous Records made by this famous organization. Composer, T. P. Brooke.

Amberol Selections

195 Selections from "Mlle. Modiste" — **Victor Herbert and His Orchestra**

This selection introduces to the Phonograph public the world renowned composer and leader, Victor Herbert, and his famous orchestra of skilled musicians. For his initial Record he has selected several numbers from one of his most popular operettes, "Mlle. Modiste," which was specially written for the celebrated prima donna, Fritzi Scheff, and has proved to be one of her most successful musical plays. The selection contains the following numbers—"Charity Bazaar," "Ze English Language," "The Time, the Place, and the Girl," "I Want What I Want When I Want It," "When the Cat's Away," and "The Mascot of the Troop." The fact that Mr. Herbert is one of our greatest living musicians, the character of his compositions and the brilliancy of their interpretation under his leadership will undoubtedly awaken immediate interest among lovers of high-class music so that an unprecedented sale of these Records is expected. Publishers, M. Witmark & Sons, New York.

196 The Baseball Girl — **Miss Ray Cox**

Miss Ray Cox makes her bow as an Edison entertainer with an imitation of a baseball "fan" who accompanies her best fellow to the game. It is a monologue that has earned her a deservedly enviable reputation with the theatre-going public, for it is really a marvelous portrayal of the conflicting emotions, the startling inconsistencies, the changing moods and opinions that mark the game's "fan." It is a scream from start to finish—from the moment she takes exception to the umpire's voice (which she characterizes as "an awful thing") through succeeding expostulations with the "man in blue" over his decision as the time the game is saved by what she persists in calling a "wallup." It is a succession of laughs.

197 Martha Overture — **National (London) Military Band**

With this number is presented the overture to Flotow's most popular opera, "Martha," first produced in Vienna in 1847. The artistic interpretation given this rendition makes the Record, from a musical standpoint, one of the best offerings of this month's list. Particularly noticeable is the splendid manner in which the finale is worked up.

198 Goo-Goo Land — **Harry Fay**

A visit to the magic realm of "Goo-Goo Land" with another of our noted English artist tenors, Mr. Fay. "Goo-Goo Land" is a country that may be reached though the medium of inspiration of a sentimental nature. In this realm, 'tis said that "even suffragettes become human" and that "a sojourn there results in an epidemic of wives"—not such an undesirable state of affairs after all. Set to waltz time with orchestra accompaniment. Published by Francis, Day & Hunter, London.

199 Clara Jenkins' Tea — **Collins and Harlan**

A descriptive coon song from Harrigan and Hart's great play, "The Major," famous in its generation. The contrast between these coon songs of years ago and those of the present day is interesting, marking as it does the passing of the old-time darkey with his quaint speech and manner. A soft shoe dance effect is introduced in the chorus. Messrs. Collins and Harlan seem to have imbibed the spirit of the occasion this song describes. Orchestra accompaniment. Music, Dave Braham; words, Edward Harrigan.

200 Hello, People! — **American Symphony Orchestra**

This is the most popular number of the musical play, "Havana," which received the endorsement of Metropolitan approval. "Hello People" is one of those airs that the audience hums on leaving the theatre and that lingers in the memory to spring unbidden to the lips on days that follow. At intervals in its rendition a chorus assists with unique and pleasing effect. It is easily one of the best Amberol Records yet produced. Composer, Leslie Stuart; publisher, Chappell & Co., New York.

201 Desrie — **Will Oakland**

"Desrie" is one of the few songs that survive popularity, and its lease of life is due to the fact that few, if indeed any, efforts of recent years approach it in real merit of composition and charm of melody. Mr. Oakland's rendition is faultless. A xylophone effect in the chorus is a pleasing feature. Orchestra accompaniment. Music and words, Clare Kummer; publishers, Jos. W. Stern & Co., New York.

202 The Lost Chord — **Reed Miller**

Here is an old favorite given complete. Not a single note is omitted. Until the introduction of the Amberol Record, this was not possible. The words of "The Lost Chord" were written by Adelaide A. Procter some years before they were set to music by Sir Arthur Sullivan. The latter made several attempts to write suitable music, but did not succeed until one night while watching at the bedside of an invalid brother. He completed the composition during the night and it has come to be one of the standard compositions in the musical world. Full justice is done the selection by Mr. Miller's fine tenor voice.

203 Hungarian Dances—G Minor and A Major — **Albert Spalding**

Johannes Brahms, the composer of these dances, was born in Hamburg, May 7th, 1833, and died in Vienna, April 3, 1897. Brahm's Hungarian dances are too well known to need comment. The G Minor and A Major are great favorites, and the famous Joachim arrangements, while adding to their technical difficulties, emphasize the brilliancy of these stirring and richly colored folks dances. This is Mr. Spalding's second violin Record, his first appearing on the August Amberol list (Record No. 177).

204 If the Wind Had Only Blown the Other Way — **Grace Cameron**

A comic song in which a young matron attributes her early entrance into matrimony, with its consequent cares, to the accidental disclosure, by a gust of wind, of her silken hose, which proved an irresistible attraction to "dashing, mashing Alexander King." The same element embarrassed her on another occasion by relieving her of her "rats and curls" and "enough of her shape to start a bargain store." Miss Cameron is artistic as usual in her rendition and an excellent Record is the result. Orchestra accompaniment. Music, Edna Williams; words, Edna Williams and Bessie Wynn; publishers, Jos. W. Stern & Co., New York.

205 Herman and Minnie at Dreamland — **Ada Jones and Len Spencer**

Herman and Minnie go down to Coney Island for a day's fun and the Record tells, with numerous sidelights, what a good time they had. Many of the best known features of this resort are brought out and Miss Jones as Minnie sings a song befitting the occasion. The sketch is original with Mr. Spencer.

206 Second Hungarian Rhapsody—Part 2 — **Edison Concert Band**

Of the many classic and romantic compositions written by Franz Liszt, the fifteen Hungarian Rhapsodies are undoubtedly the most popular. The one known as the Second Hungarian Rhapsody is a universal favorite. In this Record we get the second half of this celebrated composition. It is a spirited and brilliant movement characteristic of the life and abandon of the Hungarian national dance. The first half of this number will probably be recorded in the near future.

207 Lily of the Prairie — **Pete Murray and Chorus**

An Indian song of the same style and by the same composer as "Red Wing" (our Record No. 9622). Unlike poor "Red Wing," however, the Indian maid in this song finally weds her brave and is installed in a cozy wigwam. The story of his wooing is set to a very catchy air. This is Mr. Murray's first Record for the Edison Phonograph and we are glad to offer him our very earnest congratulations on the impression that it creates. It looks to us like an instantaneous hit." Orchestra accompaniment. Words and music, Kerry Mills; publishers, F. A. Mills, New York.

208 I Will Sing of My Redeemer — **Edison Mixed Quartette**

The trained voices of the quartette, blending in perfect harmony, lend to the words of this sacred old hymn a new dignity and reverence, while the receding strains of the organ, after the amen is intoned, seem to leave the odor of the sanctuary in our midst. Music, James McGranahan; words, P. P. Bliss.

209 The Debutante Waltz — **United States Marine Band**

Another well-written composition by William H. Santelmann, which again displays his cleverness as a writer in addition to his ability to conduct Washington's famous band.

210 Sweet Genevieve — **James F. Harrison and Chorus**

The muse that inspired the sentimental balladists of bygone days must have withdrawn herself beyond reach of the voices of his successors of our time, else why the paucity of love songs of the "Sweet Genevieve" standard which are resurrected at intervals when we are surfeited with productions of inferior merit in composition and melody? This charming love ballad is featured in "The Man from Home." Mr. Harrison, assisted by a chorus, sings it with wealth of expression that has endeared him—through our Records—to thousands of music lovers throughout the world. Orchestra accompaniment. Music, Henry Tucker; words, George Cooper; publishers, Wm. A. Pond & Co., New York.

211 Googy-oo — **Ada Jones and Billy Murray**

Miss Jones and Mr. Murray have the field absolutely to themselves so far as comic love duets are concerned—they have no near rivals. This selection, which was sung in the musical comedy, "The Candy Shop," has all the elements that contribute to the work of these clever duetists in making a successful Record. The song consists of vain attempts by a wife to recall to

her husband's memory the many "mushy" things he did in his courting days when he called her "Googy-oogy-oo." The music is catchy and the repartee funny. Orchestra accompaniment. Words and music, Edward E. Rice; publishers, Theo. Bendix, New York City.

212 Our Boarding House — **Nat M. Wills**

Another original song by the inimitable "King of Tramps." This is a comic song that is really comical, which would sound paradoxical were not the opposite so often true. In it Mr. Wills describes his boarding house in detail, beginning with the landlady and elaborating on the menu, which he criticises with a familiarity that betokens experience. It's hard to believe that they actually used the bed sheets for table cloths and that the cook strained the coffee through her stocking, but it's Mr. Wills' boarding house and he ought to know.

213 Medley of Popular Choruses — **Premier Quartette**

It includes the choruses of the following five songs: "To the End of the World With You," "Keep a Little Feeling in Your Heart for Me," "The Longest Way 'Round is the Sweetest Way Home," "No One Knows," "In Old Vienna." Unaccompanied.

214 Staunch and True March — **United States Marine Band**

A stirring march of a military character whose bid for popularity will be the more effective because of its being introduced by this justly famous government band. Composer, C. Teike.

Amberol Records In Italian

4M—5000 All' idea di quel metallo, "Barbiere di Siviglia" (*Rossini*) — **Duet by Francesco Daddi and Vincenzo Reschiglian**

4M—5003 O soave fanciulla, "Bohème" (*Puccini*) — **Duet by Maria Avezzano and Francesco Daddi**

4M—5011 Una furtiva lagrima, "L'Elisir d'amore" (*Donizetti*) — **Solo by Francesco Daddi**

Trade Bulletins

Sales Department Bulletin No. 31, June 7, 1909

Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

The purpose of the five different catalogues enclosed is to advise the trade in the United States and Canada that we are now in a position to fill orders for all Edison Amberol and Standard Records made in other countries or in foreign languages. The catalogues are as follows:

Form No. 1556—British Selections.
Form No. 1557—French and French-Canadian Selections.
Form No. 1558—German Selections.
Form No. 1559—Argentine, Cuban, Mexican and Spanish Selections.
Form No. 1560—Miscellaneous languages, including Belgian, Bohemian, Chinese, Hebrew, Holland-Dutch, Hungarian, Italian, Japanese, Norwegian, Polish, Swedish and Welsh.

These catalogues will supersede Catalogue No. 1525, which has included such foreign selections as have been listed in this country.

The new catalogues are issues primarily to place at the command of the trade every Edison Record, no matter where made, and not with any desire to force Jobbers or Dealers to carry the full list. We would especially urge Jobbers and Dealers to make a careful study of the Records given in each catalogue and order such as will find a ready sale in their respective localities.

We will only be able to furnish small quantities of these catalogues and for little more than store use. We want the trade to know about the Records and we want orders for them, but we cannot afford to furnish large quantities of catalogues costing in the aggregate more than possible business gained by their use. When Jobbers order a stock of any of these Records, we will, upon request, furnish a limited number of catalogues of the Records ordered. Jobbers, in turn, will be expected to refuse catalogues to Dealers unless they put in a stock.

Because of the many different languages shown in Form No. 1560, we have in addition to the catalogues, printed a quantity of special Supplements in Belgian, Bohemian, Danish, Hebrew, Holland-Dutch, Hungarian, Italian, Norwegian, Polish and Swedish. These have been printed for the purpose of permitting Dealers having an especially active demand for Records in one or more of these languages to do a small amount of circularizing among their trade. Copies of these supplements are also enclosed and they will be supplied to Jobbers who order Records in the languages named.

The five complete catalogues have been arranged in much the same style as the catalogue of the Domestic Records, but to each has been added a numerical index, principally for the use of the trade. The numerical index of Foreign selections will hereafter be omitted from the Numerical and Alphabetical Catalogue of Edison Records issued for trade use. The indexes to the five separate catalogues should answer the requirements of Jobbers and Dealers for such stock as they may carry of the foreign selections.

Summary of Contents of Catalogues.

Form 1556—British Selections—Includes 30 Amberol and 659 Standard selections. Only 46 British titles were listed in Form 1525. Of the Amberol selections, 10 are instrumental and 20 vocal. These have been made within the past three months and are fully equal in quality to the Amberol selections made here. Most of them will be found quite as desirable as any of the American list, and owners of machines equipped to play Amberol Records will want most of these titles as soon as they know about them. Some of the Records are peculiarly English in their character and for this reason will be even more in demand among the natives of Great Britain. Of the 659 Standard selections in the British catalogue, 188 are instrumental and 471 are vocal. The band selections include many titles that will find favor among Phonograph owners everywhere. The typically English character of many of the vocal Records will make them popular among natives of Great Britain.

Form No. 1557—French and French-Canadian Selections—In this catalogue are listed 277 instrumental selections and 694 vocal, making a total of 971 French numbers. The old catalogue contained 149 vocal selections. Cut-outs have reduced the French-Canadian list from 22 in the old catalogue to 16 in the new. This catalogue is well worth the careful study of not only those who want Records for French patrons, but of those anxious to increase their business on general lines. A large number of the instrumental selections are made by the Garde Republicaine Band, an organization having few superiors anywhere. This band made a tour of the United States about a year ago and scored a great success. Most of the Records made by this band are of high-class music, and many of the titles have never been made or listed in this country. The selections from the operas are especially numerous. The list of vocal Records is especially strong in selections from Grand Opera. Every opera of note is represented with from one to ten selections. These Records have been made by singers of note, many being of the best opera companies of France. Among these vocal selections are two by Mary Garden, the star of the Manhattan Opera House in New York. They are numbers 17323 and 17595. Both of these Records are equal to anything ever made for the Phonograph and would be in our grand opera list, but for the fact that they were listed in France at the popular price.

Form No. 1558—German Selections—In this catalogue are listed 239 instrumental and 529 vocal selections, making a total of 768. The old catalogue contained 4 instrumental and 182 vocal. The complete catalogue comprises so many desirable features that it is difficult to refer to them in detail. The band Records and the instrumental solos include a host of typically German compositions, all of which seem to be in great demand among the German-speaking people. Among the vocal selections are a large number sung by Carl Jörn, who was a member last season of the Metropolitan Opera House Company, and who has been re-engaged for another season. Mr. Jörn's Records would also be in our grand opera catalogue, but for the fact that they were made before he had reached his present standing in grand opera. There is also a large list of humorous Records.

Form No. 1559—Argentine, Cuban, Mexican and Spanish Selections—This catalogue includes 26 Amberol and 1,091 Standard selections. Of the Amberol titles, 14 are in Spanish and are known as Flamenca selections. The other 12 are Porto Rican selections, all vocal. The other division of the catalogue is as follows:

South and Central American National Hymns 6
Argentine 207
Cuban 287
Mexican 548
Spanish 42

Foreign Record Catalogue, No. 1525, contained only 60 Cuban, 38 Mexican and 55 Spanish selections. The Flamenca, Porto Rican, Argentine, Cuban and Mexican departments are made of music characteristic of the several countries and by the best organizations and artists that could be obtained. Among the instrumental selections in each language are many that will undoubtedly have a considerable sale among Phonograph owners generally, whether or not they are familiar with the Spanish languages.

Form No. 1560—Miscellaneous Languages—Includes the following: Bohemian 89, Belgian 142, Chinese 45, Danish 54, Hebrew 76, Holland-Dutch 35, Hungarian 80, Japanese 14, Italian 121, Norwegian 46, Polish 95, Swedish 58, and Welsh 5.

A comparison of this list with the departments in catalogue No. 1525, will show the increase in each. An especially new feature is the listing of five Welsh Records, the first that have been put out in this country. This catalogue should have the especial attention of all Jobbers and Dealers located in sections of the country where the languages named are spoken.

Advertising Department Bulletin No. 19 June 16, 1909

Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to THE NATIONAL PHONOGRAPH COMPANY, ADVERTISING DEPARTMENT, Orange, N. J.

Price Cards, form 2457, covering the Edison Fireside Phonograph, are now ready for distribution. They are printed in the same style and color sheets as form 2269, and the several kinds of form 2457 now in use. The price has, of course, been made $22.00.

If you want a supply, place your order for enclosure with first shipment of other goods going to you.

Sales Department Bulletin No. 32 June 19, 1909

Trade Information for Jobbers

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

It has been decided to continue in our Domestic Catalogue, Records No. 9051, "Mariar,"

by Clarice Vance, and No. 9556, "Intermezzo from Cavalleria Rusticana," violin imitation by Edith Helena. These two Records were included in the list of 300 selections that are to be cut from the catalogue on August 1st.

Please note this change, so that your stock of these two numbers will not be returned for exchange.

Sales Department Bulletin No. 33
June 19, 1909
Trade Information for Dealers

All correspondence concerning this bulletin should be marked to receive prompt attention: NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

Please note that the Standard Combination, Model D, machine is equipped with a left-handed feed-screw; whereas the Standard Models A, B, and C machines have a right-handed feed-screw. It is therefore necessary that on all orders for Standard feed-nuts it should be specified whether they are for the Models A, B, and C, or the Model D type. All feed-nuts are stamped on the face, or threaded side, either Model B or Model D, as the case may be.

Hereafter, all orders for Idelia, Triumph, and Home, and Models A, B, and C, Standard feed-nuts will be filled with feed-nuts that are fastened to the springs with screws.

All orders for feed-nuts for the Fireside, and Model D Standard and Gem machines will be filled with feed-nuts that are riveted to the springs.

Jobbers' Convention

The Annual Convention of the National Association of Talking Machine Jobbers will be held at the Hotel Chalfonte, Atlantic City, N. J., on Tuesday, Wednesday and Thursday, July 6th, 7th and 8th. Special arrangements have been made for the accommodation of members and others interested in the talking machine trade. Business meetings will be held each day and the Convention will close Thursday night with a banquet. The Committee of Arrangements, of which J. Newcomb Blackman is Chairman, makes the following statement in the announcement being sent to members and the trade:

The object of the convention will be to bring the manufacturers and Jobbers together as a harmonious unit to promote any subject that appears for the improvement of the industry.

It will be an opportunity for Jobbers to exchange views, make suggestions, get new ideas, study the ways of the most successful.

Just the time to visit the talking machine factories, as they are within a short distance.

Dealers are also invited to attend, and it would be a good time for a few "live" ones to organize a Dealers' Association.

We want this convention to be the "greatest ever" and all must "pull together." Everybody should come, everybody in the industry is invited and will be benefited.

Send the firm, send your managers, salesmen, and be prepared to do your share in making this convention the signal for the return of prosperity.

Don't forget to bring the ladies; we want them to come and enjoy Atlantic City; we want them at the banquet. Make this your vacation, if necessary. You will have plenty of time for pleasure, for the convention will last three days, and it is our intention to reserve the mornings and evenings for pleasure. Will you be with us? All inquiries will have prompt attention if addressed to J. Newcomb Blackman, 27 Chambers Street, New York.

The American Phonograph Company of Detroit has removed from 106 Woodward Avenue to 253 Woodward Avenue.

One of our Western salesmen a few days ago received a letter from an Edison Dealer in his territory, in which, after expressing an opinion of his own concerning the merit of Edison goods, said: "Another and more convincing proof is that out of forty-six members present at a recent meeting of the Musicians' Union of Duluth, twenty-six were owners of talking machines and twenty-two of there were Edisons. That, in my estimation, is quite a good 'ad' for your machine and its reproducing merits."

Suspended List, June 26, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

N.Y., Vanceburg—The Vanceburg Music Co.
ILL., Peoria—Woolery Co.
CAL., Fowler—E. H. Elliot & Son.
" Hanford—Harry L. Taylor.
N. Y., Brooklyn—Interstate Phono. Co., Max Mendel, Prop.
LA., Baton Rouge—T. N. Nolan.
N. H., Bristol—W. H. Woodcock.
MD., Ridgeway—J. W. Maple.
VT., Montpelier—Stanley's Book Store, Chas. H. Stanley, Prop.
MASS., Lynn—Lynn Phono. Co.
" Lawrence—Mendlow Brothers.
And all other points.
N. Y., Fulton—Wm. J. Bogue.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—H. L. Penick.
ARK., Fort Smith—R. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pommer Co.
San Francisco—F. Bacigalupi & Sons.
Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Fountain Jewelry Co.
IDAHO, Boise—Eiler's Piano House.
ILL., Chicago—Babson Bros.
Lyon & Healy.
James L. Hope.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Richm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Jones & Son.
MD., Baltimore—E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
New England Phono. Supply Co.
Fitchburg—Fitchburg Bicycle Sprig. Goods Co.
Lowell—Thomas Worden.
New Bedford—Household Furnishing Co.
Springfield—Vilter & Brickett Co.
Worcester—Iver Johnson Sprig. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
Minnesota Phonograph Co.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petit.
Paterson—James K. O'Dea.
Trenton—Stoll Blank Book and Stationery Co.
John Sykes.
N. Y., Albany—Finch & Hahn.
Auburn—Wm. H. Ryder.
Brooklyn—D. Matthews' Sons.
Buffalo—W. D. Andrews.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Bolway.
Rochester—Mackie Piano, O. & M. Co. calking Machine Co.
Schenectady—Finch & Hahn.
Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur E. Parris.
William Harrison.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pirtle Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitsit Co.
Dayton—Niehaus & Dohse.
Newark—Ball-Pirtle Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Boehn & Bro.
C. J. Heppe & Son.
John Orth.
Penn Phonograph Co.
John Wanamaker.
Western Talking Mach. Co.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
Household Furniture Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—F. M. Atwood.
Eclipse Music Phono. Co.
Nashville—Cumberland Music Co.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—Cummings, Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Preudt Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Bruce & Brown Co., Inc.
D. S. Johnston Co.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
Montreal—W. H. Lyons & Co., Ltd.
Nordheimer, D. Matthews' Sons, Ltd.
Toronto—R. S. Williams & Sons Co., Ltd
Winnipeg—R. S. Williams & Sons Co., Ltd.

Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

I.C.S. LANGUAGE SYSTEM
with
Thomas A. Edison
PHONOGRAPH

There is a great opportunity for you to sell I. C. S. Language Outfits to people who are going abroad or who desire to learn a language for the sake of the knowledge of it alone; to those who desire to qualify for positions as translators and foreign correspondents; and to foreigners who wish to learn to speak English. No sledge hammer is needed to get it clearly into your head that this presents a sure way of broadening your field of work and increasing your sales. For the sake of good business sense, boom the I. C. S. Language feature of the business.

International Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII August, 1909 No. 8



Short Sermons From Familiar Texts

There are no birds in last year's nest

The EDISON PHONOGRAPH MONTHLY

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COMPANIA EDISON HISPANO-AMERICANA, YIAMONTE 525, BUENOS AIRES.
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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VII. AUGUST, 1909 No. 8

Short Sermons *from Familiar Texts*



TEXT:

"There are no birds in last year's nest."

THE man whose eye is on last month's business, like a passenger facing backwards on a trolley car, never sees anything till it gets by. Get up in front and corral the opportunities as you come to them.

Last month's business is only the stepping stone to *now*. The real opportunity is just ahead if you take advantage of every facility. You've got everything in your favor, our suggestions for your advertising and display; our advertising to back up and co-operate with yours; and the two greatest talking points of the age—Victor Herbert and Amberol Records.

What do you sell that has anywhere near the accumulative value of the sale of an Edison Phonograph? Every Phonograph you sell means a goodly proportion of additional sales among friends and neighbors who hear it—besides Records and attachments for Amberol Records.

Advertise in your local papers. Advertise in the street cars. Systematize your mailing list. Make your show windows work. Aim at originality in this respect. Try to catch the eye of the passers-by with unique and striking designs and effects. Demonstrate. Keep your stock neat and clean. See that it is arranged orderly and systematically. Arrange concerts at your store. Vary your programs. Get after the foreign population in your locality. Invite them to special concerts for their benefit. Offer to put on Amberol Attachments. Emphasize the superior advantages of Amberol Records. Look up machines not in use and put them in condition.

These are just the bread crumbs, but they bring the birds. You'll catch 'em. August is a great month for birds.

A $500,000 Advertising Campaign

The statement given to the public at the recent convention of the National Association of Talking Machine Jobbers, to the effect that the National Phonograph Co. proposes in the coming year to expend the enormous sum of $500,000 for advertising purposes alone should be the subject of profound reflection on the part of Edison Jobbers and Dealers.

Think of it, you who have lost faith or who are inclined to be "doubting Thomases" so far as the future of the business is concerned.

It is no idle statement. Coming from the lips of the officials of this company, it bears the ring of sincerity, the impress of truth.

Revolve the statement slowly and judiciously in your minds. Consider the fact that for a time necessarily we cannot expect to receive value for this expenditure. Reflect on the possibilities of this stupendous outlay if directed by us into other channels, and then ask yourselves in all honesty and sincerity if we are not entitled to your active and loyal coöperation and support.

During the period of financial depression from which the country is fast emerging we did not pursue a policy of retrenchment in this or any other public feature of our business, for we realize the necessity of sustaining the established reputation of the company. On the contrary, in the face of decreased sales and an apathetic trade situation we maintained our high standard and improved the opportunity by aiming to attain perfection in many things to which the previous rush of business did not permit us to give our full attention.

In the campaign that we purpose we are not actuated by motives of self-preservation. We believe that this fall and winter will see a restoration of normal business conditions in all lines, and we propose to share in the harvest that will follow.

We have the most sublime confidence and faith in the future of the talking machine business, and we intend to display that confidence by a carefully planned expenditure of this extraordinarily large appropriation.

We are optimists, first, last, and always!

We share the feeling that characterized the recent convention at Atlantic City.

We believe that the future of this industry is assured; it is not problematical, it is established.

And so, in a spirit of the most cheerful optimism, we are facing the future, determined to give to the further development of the business the best that is in us of enterprise, encouragement and moral and financial support.

We shall adhere to our policy of securing the best available talent for our Records, and in the accomplishment of this aim the question of expense shall not enter.

We realize that the uplift of this business is directly traceable to the high class of Records that has been and is being produced, and with that in mind shall do our share to satisfy a critically musical public in every respect by engaging artists of recognized ability and reputation in their respective lines.

We realize that it is our particular province to create a demand for the business, and shall do all in our power to accomplish the desired result, but our work to be successful must be supplemented by hard, conscientious work on the part of the Jobber and Dealer.

Our interests are so closely interwoven that the failure of any of the three branches of the business to coöperate with the other two is bound to reflect itself in the general result.

Lack of confidence on the part of either manufacturer, Jobber or Dealer will have a disastrous effect upon the trade and vice versa.

We are about to display our confidence; we shall expect the display of a corresponding enthusiasm and aggressiveness from the other branches.

We shall do everything in our power to create the demand; we have a right to expect that our business will be pushed.

It is not fair that we, as manufacturers, should do all the advertising.

We believe that it is our duty to assume the burden of the general advertising, but that our work must be supplemented by local publicity to secure from the business the best that is in it.

We supply the data, the material, cheerfully and willingly furnish electros for local advertisement free of charge; it is then the duty of the Jobber and Dealer to interest the people of their localities by the re-insertion of our advertisements and by otherwise advertising their stocks.

The pathways that may be followed in local advertising are many and devious.

They suggest themselves in unexpected ways to the alert Dealer.

From time to time we shall publish suggestions that occur to us or are furnished by Dealers who have successfully employed them.

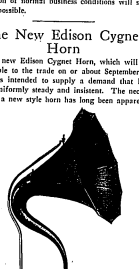
We solicit correspondence and ideas along these lines, and shall be ready at all times to devote time and space in our house publications to a discussion of the merits of any suggestions that are given us, or exchange views by means of correspondence where publication is not practicable.

By such means we shall secure *Coöperation*, which is the watchword of *success*.

Through *Coöperation* and mutual confidence and dependence we shall be enabled to fortify ourselves for the campaign that the speedy restoration of normal business conditions will soon make possible.

The New Edison Cygnet Horn

The new Edison Cygnet Horn, which will be available to the trade on or about September 1, 1909, is intended to supply a demand that has been uniformly steady and insistent. The necessity of a new style horn has long been apparent.



Its introduction to the trade was a matter of time depending upon the success of our efforts to devise a model whose attractiveness of style would not be secured at the expense of volume of sound, clarity of tone or distinctness of enunciation.

A great number of designs were submitted and considered by us only to be discarded because of some feature that did not permit of the attainment of perfection in utility and symmetry desired.

The result of all this deliberation on the part of our experts is the new Edison Cygnet Horn, on which they were able to unanimously agree.

We are confident that our endeavor to produce a *perfect* horn in every respect has been signally successful and expect its enthusiastic endorsement by the trade on the grounds of general excellence.

The only objection that was raised against the old style horn was the fact that because of its shape it occupied considerable space. In this respect the new horn will have a distinct advantage, the space in front of the machine being free and clear. This, together with the fact that it is possible to point it in almost any direction, assuring convenience of position, are its chief recommendations. In addition to these points of utility, attention should be called to its symmetrical appearance, which is enhanced by pleasing color effects lending to its general attractiveness.

Hereafter all "Idella" Phonographs will be equipped with mahogany Cygnet horns without additional cost. It should be remembered that it is our intention to continue to supply our regular horn with all of our present types of machines.

The new horn is intended to permit the trade an option on the upright styles, thus supplying more variety than has heretofore been possible.

More Cut Outs

It is the intention of our Sales Department to withdraw from sale on January 1st, 1910, another list of 900 Edison Standard Records. Formal notices of this intention will in due time be sent to Jobbers and Dealers. This reduction will keep the list very close to the 1,000 mark, as may be seen by the following table:

Total Edison Standard Records on January 1st, 1909	1,570
Total Edison Amberol Records on January 1st, 1909	344
	1,914
Less Cut Outs	300
	1,614

Our salesmen, some of whom are present at the factory for instruction, are unanimous in saying as a result of their observations, that during the past year those Dealers who did not get their share of the business, in most cases did not deserve it.

Invariably they were of the type that, instead of going after business, assume a supine attitude and voice their discontent because it doesn't come to them.

Are you content to be classed with such failures?

Cut Outs and the Exchange Proposition

Again we shall endeavor to impress upon the minds of our Jobbers and Dealers the advisability, the wisdom, and the necessity of keeping in stock, for some time at least, the 500 "cut-outs" that will be dropped from our Record catalogue of August 1st. We have rehearsed the excellent reasons that exist in support of this advice in excessive issues since the May number. A resumé of these reasons, which should be given attention and reflection by the trade, is now in order.

We advise against the immediate return of these cutouts because:

1st. These numbers appear in thousands of catalogues which will be in the hands of Phonograph users for a long time to come.

2nd. The demand for practically all of them continues active and for the foregoing reason promises no cessation. It must be remembered that these are dropped, not because they are undesirable in any way, but because of the demand of the trade for a reduction in the catalogue.

3rd. The demand that does and will exist for these Records should clean up practically all of the present stock that Jobbers and Dealers may have on hand.

4th. The expense of transportation of these Records is no mean item and this expense must be borne by the Jobber or Dealer.

5th. The dropping of these numbers *from* the catalogue is an accommodation on our part and entails a loss in business for us that should be taken into consideration by the trade.

6th. These Records, by the terms of the Continuous Exchange Proposition, may now be returned *at any time* and credit will be given.

These reasons we submit again, feeling that after their intelligent consideration the trade will make every possible effort to dispose of these "cut-outs" instead of returning them to us.

For the benefit and instruction, however, of those who are about to return any of the list we wish to remind them of some of the more important stipulations of the Continuous Exchange Proposition. It should be remembered that:

1st. Transportation charges *must be prepaid* to Orange.

2nd. Packing instructions should be carefully followed.

3rd. Bill of Lading should be enclosed with letter to Orange and order sent us at same time for at least an equal number of Standard or Amberol Records.

4th. Only genuine Edison Standard or Amberol Records in Edison cartons may be returned. This proposition embraces only Cut-Outs and defective Records. No broken, cracked, damaged, worn out Records, or Records of any other manufacture will be accepted.

5th. Surplus Standard, Grand Opera, Amberol or Concert Records are not included in this proposition.

6th. No deduction from bill or statement is to be made on account of this Exchange until credit has been allowed by Jobber.

The following is a list of the numbers to be withdrawn August 1st.

Records to be Withdrawn on August 1, 1909

11	7827	8500	8848	9338	9588
31	7907	8502	8940	9353	9592
32	8005	8507	8951	9361	9593
51	8007	8508	8957	9362	9595
52	8024	8515	8961	9363	9596
53	8032	8546	8990	9391	9597
56	8056	8558	8992	9393	9598
58	8062	8544	8999	9408	9999
60	8065	8551	9001	9409	9901
66	8066	8561	9029	9413	9924
67	8067	8566	9030	9414	9929
69	8069	8599	9036	9415	9930
70	8101	8600	9042	9433	9932
71	8104	8602	9044	9434	9933
72	8108	8644	9045	9452	9936
77	8114	8646	9049	9473	9937
78	8125	8649	9050	9481	9938
79	8126	8650	9051	9484	9940
80	8127	8663	9071	9485	9947
81	8142	8671	9088	9497	9951
85	8151	8673	9091	9504	9954
88	8169	8689	9093	9505	9969
89	8201	8692	9121	9506	9991
112	8215	8693	9123	9512	9992
117	8216	8713	9124	9516	9997
128	8244	8722	9126	9517	9998
142	8275	8742	9129	9524	9999
154	8279	8754	9204	9530	9971
612	8310	8750	9254	9533	9974
693	8317	8774	9259	9536	9976
1011	8318	8798	9264	9537	9977
1012	8319	8799	9273	9538	9982
2023	8341	8801	9284	9545	9983
4989	8376	8806	9291	9546	9985
7007	8387	8808	9314	9554	9994
7473	8391	8824	9315	9556	9997
7486	8396	8825	9321	9558	9999
7753	8412	8834	9329	9561	07001
7777	8413	8840	9332	9565	07712
7788	8423	8841	9333	9569	07713
7791	8433	8848	9353	9570	07714
7796	8438	8880	9354	9571	07716
7798	8459	8883	9366	9572	07717
7826	8465	8907	9369	9577	9778
7842	8473	8913	9381	9578	9798
7843	8474	8919	9382	9579	9740
7731	8476	8923	9384	9580	9759
7744	8482	8925	9394	9583	9776
7795	8490	8930	9307	9584	....
7826	8490	8940	9313	9585	....

Important to Jobbers

In explanation of the statement made in Sales Department Bulletin No. 40, regarding crating allowance on separate Cygnet Horn Equipments and on Edison Phonographs equipped with Cygnet Horns, we wish to state that the crating allowance of 25 cents on each horn will be allowed *only when 5 horns of the same size and finish are ordered.* Multiples of 5, of course, are subject to the allowance. This supplements letter of our General Manager of Sales to Jobbers under date of July 21.

The Fireside Phonograph

That the new Edison Fireside Phonograph would be welcomed by the trade we were never in doubt. We had no reason to expect, however, that its sales would assume such proportions at this particular time. We thought the rush would not come until later but very evidently were mistaken, as it has already started.

Orders are being received in large numbers with every mail and it looks as though Jobbers and Dealers are making early preparations for a lively fall trade.

We reprint the following extracts from The Talking Machine World, issue of July 15th, as indicating the popularity it is already enjoying:

"The Rudolph Wurlitzer Co., of Cincinnati, O., reports that the new Edison 'Fireside' Phonograph has had a tremendous sale, which is especially remarkable in view of the fact that trade in cheap instruments has been very light during the season. The sale of this instrument, however, shows the confidence that the Dealers have in the Phonograph proposition, and that while the little commercial merchant is temporarily neglecting the talking machine line, there are plenty of up-to-date merchants who are pushing the goods and making sales."

"C. M. Jones, manager of the Pacific Phonograph Co., reports a fair wholesale business, with considerable improvement in most parts of the country. The improvement is largely due to the arrival of the Edison Fireside machine, the sales of which have been fully up to expectations."

"The Southern California Music Co. have been shipping out the new Edison Fireside machine in great numbers. An increased demand is reported, especially from out-of-town Dealers."

These reports are very encouraging and lead us to believe that from now on there will be a steadily increasing demand for this attractive machine—attractive because of its new feautres and its popular price.

Its particularly attractive points are its handsome antique oak cabinet, its maroon finished horn and its combination reproducer. Dealers should be prepared to handle the rush on this machine by placing their orders with Jobbers *now* to insure their being able to secure the machines when needed.

Special Amberol Records

The special list of fifty Amberol Records that appears with the regular October list was created to meet the general demand of the trade for a greater choice of Amberol selections.

It was recognized that the present Amberol list does not offer sufficient variety, nor could it for several months to come, if we were to depend solely upon the regular monthly addition of twenty.

If we continue to add this monthly quota of twenty the Amberol Catalogue on January 1st, 1910, will comprise three hundred and forty-four Records, affording a better choice of selections.

Attention is called to the general excellence of this special list and particularly to the eighteen dance Records that it comprises.

They should be exceptionally good sellers for the early fall trade.

The Tray System

In another column we quote an extract from the letter of a successful Edison Dealer who, in the handling of his Record stock, employs the Tray System. The advantages of this system are to be found in the orderly, systematic arrangement of Records that it makes possible and the consequent ease with which a Record may be located. It keeps the Records in compact shape, thus effecting economy of space.

The labels on the trays indicate the number of the Record, its title and the name of the artist, thus giving complete information as to its contents.

We have frequently called the attention of the trade to this excellent system and shall continue to do so until a better substitute appears, which we do not think probable, for a time at least.

We are not advancing the merits of this particular system because of any especial interest we have in its sale outside of the fact that its employment facilitates the handling of our Records and consequently increases our sales.

That's where our interest lies—the better the system the larger the sales, and that's why we favor the Tray System.

Personal

President Frank L. Dyer, of the National Phonograph Co., sailed for Europe on July 10th to be gone two months. He will pay his first visit to the branch offices of the company in London, Berlin and Paris. In Europe he will join his family, who went abroad in June. During Mr. Dyer's absence the executive mantle will rest upon the shoulders of General Manager Carl H. Wilson.

"The talking machine has carried the great voices and master melodies of our time."—*Professor Frost's Story of the University of Chicago.*



LEO SLEZAK

Leo Slezak to Sing for Edison Records

Still another step toward the upbuilding of a Grand Opera catalogue second to none has just been made by the National Phonograph Company in arranging a contract with Leo Slezak, the noted tenor of the Royal Opera House, Vienna, to make cylinder Records exclusively for the Edison Phonograph.

Mr. Slezak will appear at the Metropolitan Opera House, New York, next season. When he recently signed a contract for his appearance there, a Paris dispatch said:

"Leo Slezak, the noted tenor of the Vienna Opera, to-day signed a contract for his appearance at the Metropolitan Opera House, New York, next season. G. Gatti-Casazza, General Manager of the Metropolitan Opera House, and Director Andreas Dippel are very enthusiastic over the acquisition of the great tenor. They call him a second Tamagno and say that he has acquired a very high reputation at Vienna and Budapest, where he has been singing for the last nine years.

"Slezak will make his first appearance in Western Europe at Covent Garden, London, next month, singing in the rôle of Otello. It is expected that the Metropolitan officials will arrange a number of other contracts, but these are all subordinate to the signing of Slezak.

"Slezak has been the pride of the Vienna Opera for several years, and has sung all the leading Wagner rôles there. During the past winter he has been in Paris, studying the Italian repertoire with Jean de Reszke, and it is in one of the parts which he has studied, Verdi's "Otello," that he will make his London début. It is expected that he will only sing the German tenor parts in New York."

Leo Slezak, the possessor of a phenomenal tenor voice and one of the pillars of the Royal Opera House, Vienna, is certainly entitled to take foremost rank among the singers of the present age. Born in Schönberg in August, 1874, he showed tendencies that marked him out from early boyhood for a musical career, which has turned out to be one of unusual brilliance. He commands vocal powers that are nothing short of astounding, and it is not surprising that at the age of twenty-two he already enjoyed public acceptance as one of the leading Austro-Germanic tenors of the day. He first attained real prominence in Berlin, where he created a great stir in the part of "Lohengrin." This led to his being offered an engagement at the Court Opera House there, which he filled for several years subsequently. On leaving the Prussian Capital, he turned his steps to Breslau, where he appeared with extraordinary success, and he afterwards made a lengthy tour of the principal German towns. This has become almost historic among the operagoers of the fatherland. Everywhere he was received with unparalleled enthusiasm, and each town that he visited bore out the verdict of Berlin and paid tribute to him as an operatic star of exceptional brilliance.

Slezak made his first appearance at Covent Garden in the year 1900, and he was most favorably received by both press and audience. He is now returning to the scene of his former triumphs to appear in some of his favorite parts, and to take the principal rôle in "Tess"—Baron Erlanger's new opera, which met with such conspicuous success in Italy last autumn.

Since 1901 Slezak has practically been permanently attached to the Royal Opera House, Vienna, and he has now become one of the musical institutions of that great city. Austrian music lovers literally worship him, not alone for his great vocal gifts, but also for his many attractive personal qualities, and he plays a prominent part in the social and intellectual life of the capital.

Much dismay was occasioned when some short time back Slezak suddenly relinquished his engagements, and was reported to have left the country. It was not long, however, before Viennese opera lovers learned that their apparent loss was really to prove a gain, for their idol had with characteristic application betaken himself to Paris, there to undergo a lengthy course of artistic study under the direction of the great Maestro Jean de Reske. On his return from Paris some few weeks back, he sang again in Vienna at a concert, and once also at the Opera House. His return was made the occasion of a great demonstration, and at both performances he was received by the public with rapturous enthusiasm. As the critics then were not slow to point out, the time spent in study with Jean de Reszke has indeed yielded good fruit. Slezak's noble voice is produced with unmatched ease and with a flexibility that cannot fail to command admiration, and that proves him to be a master in all the arts and graces of the Italian School. His "piano" passages have great carrying power, while his "mezza-voce" is of that delicate subdued quality usually associated with Italian-born vocalists only. Slezak is peculiarly successful in the strenuous rôles of Wagnerian opera, which play such havoc with the voices of less robust vocalists. His organ is of such strength as to be well able to bear the strain of the most exacting parts; moreover, despite its vigor and fire, his voice never loses one whit of its artistic merit, and the "diminuendos" are invariably rendered in the most delicate and artistic fashion.

Slezak stands unique as a singer of such parts as Lohengrin, Romeo, Chevalier des Grieux (Manon), Raoul, the Troubadour and many others, and his latest appearance at Covent Garden will certainly prove a memorable event.

New Mexican Masters

Early last April George J. Werner and F. C. Burt, of the New York Recording Laboratory, reached Mexico City and immediately started on their work of making another series of Mexican Records. The work has now been completed, with the result that some of the finest Mexican Records obtainable have been added to our list.

A large number of Records, both Standard and Amberol, have been made by the famous Banda de Artilleria, under the leadership of Captain and Director Ricardo Pacheco. This famous organization has toured the United States on several occasions, and took first honors at the World's Fair at St. Louis in 1904.

Another prize lot of Records, both Standard and Amberol, have been made by the world-renowned Banda de Policia (Police Band), under the leadership of Captain Velino M. Perez. A choice collection of both Standard and Amberol Records has been made for us by the Jorda-Rocabruna Quintette. This organization is unique and without doubt the finest orchestra in the entire Republic. It is always selected to play at the Presidential receptions, diplomatic affairs, etc. The Records we have secured will undoubtedly be in great demand by all music lovers and no collection of Edison Records will be complete without several of them. The organization is under the leadership of Sr. José Rocabruna, a violinist of renown, who is immensely popular in Paris, Madrid, etc.

We have also secured a few violin solos by this eminent artist, and we have no hesitation in saying that they will surprise the most fastidious lovers of violin music.

In this connection it might not be out of place to mention that Sr. Rocabruna's violin is an Amati, which cost him $3,000 and it was on this magnificent instrument that our selections were played.

A large number of instrumental selections have been made for us by the famous Trio Arriaga, a pleasing combination of first and second mandolins and guitar. In addition we have made some fine mandolin solos by Sr. Joaquin J. Arriaga.

Sr. Octaviano Yañez bears the distinction of being the acknowledged champion guitarist of Mexico, and it is doubtful if his equal can be found in the entire world. We have secured a number of delightful selections, both two and four minutes, by this artist.

Srta. Rita Villa, a harpist of national reputation, has made some excellent selections for us, and we have also secured some novelties in the way of harp and cello duets, by Srta. Villa and Sr. Luis Rocha.

Of vocal Records we have secured selections by all the old favorites, such as Abrego and Picazo, popular singers; Rosales and Robinson, popular singers; Señoritas Herrera, Camacho, etc., and have also secured some fine Records by Señors Romero Malpica, Pablo Garcia Bofil, Adolfo Jimenez, Rafael Bezares, Felix de la Sierra, José Aparicio, Francisco Cascales, Srta. Emilia Sanchez, Srta. Emilia Vergeri, etc., etc., all artists of repute and many of them well known in Spain, Argentine and Cuba, as well as in Mexico.

To sum it up—this has been our most successful recording trip in Mexico, and we are proud of the selections we have obtained, and feel sure that our patrons throughout the world will appreciate the hand and instrumental selections fully as much as our Mexican friends.

These Records were produced under the personal supervision and criticism of Sr. Arturo Rocha, assistant director of the Conservatorio Nacional de Musica y Declamacion, Mexico.

Advertising Record

We are carrying a stock of advertising Records of whose existence and purpose it is possible that many of our Dealers are not aware.

In fact we had temporarily lost track of them ourselves until our attention was recalled to them by a recent letter from one of our Dealers, suggesting the desirability of such a Record.

The original purpose of this Record was to serve as an announcer for the front part of a store to attract the attention of passersby, and for that purpose it has no superior.

It calls attention to the versatility of the Phonograph as an entertainer, and the composition is as clever as the elocution is perfect.

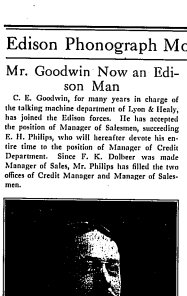
The Record was made for us by Len Spencer. It has frequently been used as the first number at a Phonograph concert or vaudeville entertainment and makes a pleasing introductory.

If your Jobber hasn't this Record in stock ask him to write us and secure one at once. It is supplied free of charge.

Don't change your windows too often; there are extremes both ways. Give the public time to see your display, but don't let them get tired of looking at it.

Mr. Goodwin Now an Edison Man

C. E. Goodwin, for many years in charge of the talking machine department of Lyon & Healy, has joined the Edison forces. He has accepted the position of Manager of Salesmen, succeeding E. H. Phillips, who will hereafter devote his entire time to the position of Manager of Credit Department. Since F. K. Dolbeer was made Manager of Sales, Mr. Phillips has filled the two offices of Credit Manager and Manager of Salesmen.



Mr. Goodwin is one of the best known men in the talking machine trade. He is not only prominent because of his former connection with Lyon & Healy, but because of the active part he took in forming the National Talking Machine Jobbers' Association, a work in which he has ever since been greatly interested. Mr. Goodwin assumed charge on July 1st. All of the salesmen now on the road were brought to the factory last month and there became acquainted with their new chief.

The National Company is planning to make a large addition to his corps of salesmen this fall, and Mr. Goodwin will be kept busy breaking in new men, to say nothing of the work incident to getting acquainted and laying out work for the present force. While the salesmen of the National Company rank second to none in faithfulness and efficiency, Mr. Goodwin's practical connection with the talking machine industry cannot fail to increase the value of their work.

The Whitney Bros. Quartette

The Whitney Bros., whose first Record appears on the October Standard list as No. 10230, are in the literal sense of the phrase "a quartet that was born, not made," for they are really brothers. Furthermore, there is another *little* (19 years of age and 6 feet 1 inch tall) Whitney at home who has a voice of the "Whitney" calibre so that they could make it a quintet if the old folks could spare the other son.

It seems quite remarkable that a deep basso, a high tenor, a beautiful second tenor and reader, and a heavy baritone and splendid pianist and conductor should emerge from one humble home to go out into the world and compete successfully with the best quartets in the business, but such is really the case. Their repertoire is confined to selections of the highest order.

The members of the Whitney quartet are: Alwin M., first tenor: Edwin M., second tenor; William F., baritone, and Yale R., basso.

Earl Cartwright

Earl Cartwright, who recently joined the Edison staff of Recording artists (his first offering appearing on the October Special Amberol list as No. 251, "The Two Grenadiers") is a baritone soloist of national reputation. He is a Western artist whose fame is due in a great measure to his extraordinary versatility, he being able to interpret the big works as well as the minor things. He is as much at home in oratorio as in the rendition of the simplest ballads. A thorough musician, he invests all he does with a rhythmic swing and uses his voice with extraordinary intelligence.

Italian Amberols

Three more Italian Amberol Records are being listed with the regular October list. Dealers are urged not overlook these desirable Records which should find a ready sale among the Italian people. While the selections are, of course, made with that end in view, their excellence of rendition and the popularity of the operas from which they are taken will commend them favorably to the attention of music lovers of all nationalities.

Selling the Goods

Last month's sales are only a pacemaker. That's the way to look at it. Make each month the pacemaker for the next.

Any pessimist will tell you that of all dead months August is the original mummy. That's just the time to catch your competitors asleep. Don't disturb them—just go after their business. And get it.

These hammock-and-porch-weather evenings are distinctly Edison Phonograph evenings. Nobody wants to do anything but listen. Here's an idea—a new one. Feature "Moon" song Records. Give them a full window display and play Moon songs for everybody. Make it a Moon song week. You'll unload every Record that has a moon in it and make a "clean up" on your old stock—to say nothing of what you'll do for the sheet music department.

Whenever you sell a Phonograph, remember, the profits have only just begun on that sale—for every customer is bound to come back constantly for Records. Therefore, every sale is a permanent investment, with the dividends continuously coming your way.

A Phonograph in the home is worth a dozen in the store—from a selling standpoint. In the home every listener is in a receptive mood, and every Record played more deeply plants the suggestion of possession.

Make friends of the Moving Picture shows. They are coming more and more to use the Phonograph between times. Aside from the fact that when they buy a Phonograph they'll buy a *big* one and will eat up Records about as fast as you can pass 'em over the counter, it's a mighty good advertisement for you.

$$2 + 2 = 4$$

You've got just the same instruments and just the same Records as every other Edison Phonograph Dealer. Nobody can undersell you.

You get just the same coöperation from us, and the grab you cut in the Phonograph business in your territory depends entirely on the way you take advantage of that coöperation—plus your own ability.

Blankety-Blank-Blank

How are your sales on blanks? Do you do any blank record business at all? Don't you ever talk to your customers on the fascination of making their own Records—of preserving the songs and stories of every member of the family?

You can make this a mighty profitable branch of your business if you go after it hard—because when the habit once sinks in it's permanent and continuous.

It wouldn't be a bad idea to go over your entire mailing list with a special card on Blank Records, something like this:

BLANK RECORDS!

Do you know the fun—the real fascination of making your own Records right in your own home—of having the favorite songs and stories permanently preserved?

There's a serious side, too. Some day your family may be scattered to all parts of the country. Get their voices on record now while you're all at home together.

(Dealer's name.)

Perpetual Motion

Once upon a time a wise man thought he had discovered perpetual motion and demonstrated his theory by the following illustration:

"The duck eats the worm, the man eats the duck, the worm eats the man, the duck eats the worm, the man——etc, ad infinitum."

Apply it to the Phonograph business:

The Phonograph absorbs the Records, the Records absorb the listeners, the listeners absorb the Phonographs. you absorb the profits, and there doesn't seem to be any stopping place. And that's the way it ought to be with your sales.

One for the Church and Two for Yourself

Every time there's a church social or chicken pie supper in your city you ought to be on the job with an Edison Phonograph. You'll add greatly to the evening's entertainment and it's a great opportunity for enlarging your mailing list. The people are less on the defensive than when they come to your store, and you are able to see who is really interested and what their particular tastes are. Then you can invite them to hear more of their kind of music when they're down your way—and it's certain to bring results.

The Jobbers' Convention

Ideal weather, which made it possible to enjoy the many and varied attractions of that popular resort, contributed in great measure to the success of the second annual convention of the National Association of Talking Machine Jobbers, held at Atlantic City, July 6, 7 and 8. The presence of the wives and families of many of the members lent to the affair the aspect of a large family reunion and added much to the enjoyment of the occasion.

The meetings were held in the afternoon, the morning being devoted exclusively to pleasure. In point of attendance the convention was very satisfactory, more than half the entire membership being registered, many from distant points.

The presence of Thomas A. Edison, who was elected a life member of the Association, lent unusual interest to the affair. There were also present executive officers and representatives of the large manufacturing organizations of the business.

The following officers were elected for the ensuing year: President, Percy B. Whitsit, of the Percy B. Whitsit Co., Columbus, Ohio; Vice-President, J. Newcomb Blackman, of the Blackman Talking Machine Co., New York City; Secretary, J. C. Roach, of the Standard Talking Machine Co., Pittsburg, Pa.; Treasurer, Louis Buehn, of L. Buehn & Bro., Philadelphia, Pa. Executive Committee—E. F. Taft, of the Eastern Talking Machine Co., Boston, Mass.; J. F. Bowers, of Lyon & Healy, Chicago, Ill.; Laurence McGreal, Milwaukee, Wis.; Rudolph Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, Ohio; H. H. Blish, of Harger & Blish, Des Moines, Iowa.

The retiring president, James F. Bowers, who has worked indefatigably for the success of the Association since its inception, refused a re-election, pleading the stress of his business affairs.

The reports of the retiring officers were assuring, showing, as they did, a marked improvement in the trade for the past year and a promise of still greater progress for the year to come, and a satisfactory increase in membership of the Association, which now numbers 120, an increase of 10 since the last convention.

Questions of importance were reported to have been submitted to the manufacturers, and satisfaction was expressed at the kindly manner in which the suggestions made had been received; in most cases compliance with requests having resulted and in the case of the exceptions, which are still pending, favorable action being anticipated.

On Thursday a successful open meeting was held where those in the trade, not Jobbers, were invited to bring up matters for consideration and discussion. A number of papers were read by members of the Association—all very interesting and with no exception each expressing unbounded confidence and optimism.

Following the reading of the papers, short addresses were made by officials of the various talking machine companies.

At the close of the convention, and preceding the banquet, an informal reception was held at the Hotel Shelburne by Thomas A. Edison, at which the Jobbers and their friends were presented to him by F. K. Dolbeer.

During the banquet that followed Mr. Edison sat at the right hand of the toastmaster, James F. Bowers, who in his introductory remarks drew attention to the fact that it was one of the rare occasions on which Mr. Edison makes a public appearance, and called for a toast to his health and long life, which was drunk standing.

Speeches were made or papers read by prominent officials of all the talking machine companies. Frank L. Dyer, President of the National Phonograph Co., spoke on "The Relations Between the Factory and the Jobber."

Mr. Dyer spoke of the good feeling that has always existed between this Company and its Jobbers, and showed the necessity for a spirit of coöperation and dependence on the part of both.

Addresses on interesting subjects by representatives of the other manufacturing companies followed, each speaker echoing in the course of his remarks the expressions of confidence and optimism that Mr. Dyer sounded.

William E. Gilmore, former President of the National Phonograph Co., was presented by the toastmaster, and in response to an enthusiastic reception regaled the banqueters with anecdotes of his experience when identified with the business.

On Friday a large party of the delegates and ladies were met at the Pennsylvania Railroad station in Newark and conveyed in automobiles to the Essex County Country Club in West Orange and there entertained at luncheon as guests of the National Phonograph Co. Following this they were conducted on a tour of inspection of the big plant by officials of the Company.

Don't put too many signs in your window; one, or possibly two, is plenty. Make them plain and short; the public hasn't time to read a dozen signs; put the goods in; they will take time to look at these.

The Other 13,000

What they are doing and what they want to know about.

We are in receipt of a letter from one of our salesmen enclosing a copy of the *Saturday Evening Post* showing how F. L. Mead, a Dealer of Merrill, Wis., included a full page insert in 150 copies of that publication which he delivers each week to his customers. We hasten to congratulate Mr. Mead for the cleverness of his idea, which we are confident will be productive of good results for himself and prolific of imitation on the part of other Edison Dealers. While the fact of Mr. Mead's being a newsdealer facilitated the carrying out of the idea, there is no reason why other Dealers by whom the Phonograph is carried as a side line should not be able to successfully apply the suggestion in some way to their own business with profit. It strikes us as being a forceful method of exploiting one's goods and if persisted in will create in the mind of the prospective purchaser an *impression* which is the beginning of a sale. Persistency and patience will accomplish the desired results every time.

The O. K. Houck Piano Co., of Memphis, accompanied their July mailing list of new Edison Records with a characteristically catchy and readable letter extolling the superior qualities of our Records, whose "exclusive features," they say, "put them on a pinnacle to which no other manufacturers of Records have ever aspired."

The Kipp-Link Phonograph Co., of Indianapolis, Ind., have dropped their other lines of talking machines and have discontinued their retail business, in order to devote their entire time and efforts to Edison goods.

We take the liberty of printing the following excerpt from a letter of George L. Kern, proprietor Kern Cyclery, Kern, Cal., who is an enthusiastic Edison Dealer:

"Every one of my customers is satisfied with his machine, and I see that they are always in talking order. When I make a sale of a machine I impress upon the customer what the machine is for, that it is part of my business to see that they work perfectly, and that I am at his service any time the machine gets out of order.

"I make a study of the machine from every point to overcome any defect in running that might show up and have never been stuck yet on any repair job."

Mr. Kern has evidently profited by the advice recently given in these columns to Dealers to follow up the machines they sell and keep them in good working order. The logic of this advice is to be found in the fact that satisfied owners of machines make good and consistent Record customers, and vice versa.

Don't you think the argument sound, Mr. Dealer?

A. W. Allen, Lawton, Okla.—Your salesman, E. A. Neff, called on me recently and I gave him an order for Fireside Machines and stock Records. The last time he was here I gave him an order which made me a "complete list" Dealer. I am more than pleased with the results. Carrying the complete line of Edison Records is certainly the only way to properly represent the company out here or in any locality.

G. C. Crabb, Columbus, Ind.—To-day is my sixty-first birthday, and makes my twenty-first birthday since I began using or handling the Phonograph in one way or the other as an exhibitor, etc. Who can beat it?

[Congratulations are extended to Mr. Crabb on his birthdays, together with the wish that we may be permitted to do so for many years to come. We will see whether the PHONOGRAPH MONTHLY can dig up another exhibitor who can beat this record. We don't believe there is one.]

The following extract from a letter received from Geo. F. Harrell, an Edison Dealer of Rocky Mount, N. C., under date of June 21, 1909, impresses us as an example of enterprise that is worthy of emulation by others of the trade:

"I am sending you by to-day's mail photo of my store showing you how my stock is arranged. I carry a complete catalogue of Records and from six to ten machines; advertise in the daily papers. Have a mailing list of about 60. Have used most of the posters in prominent places.

"I will move on July 1st to a larger building and will send you photo of same as soon as I get it fixed up."

That letter explains the prosperous condition of Mr. Harrell's business that the accompanying photo indicates and we hasten to congratulate him and wish him continued prosperity in his new quarters.

Undoubtedly his success with Edison goods is due in great measure to the fact that he has followed the advice given through these columns from time to time in regard to carrying a complete stock of Records and machines and advertising his goods in the various ways we suggest.

The interior arrangement of his store is admirable indeed.

His several types of machines are so placed as to in turn catch the eye of a customer on entrance.

On the left wall of the store he has arranged his Record stock, using for that purpose, as the picture discloses, the tray system, whose superior advantages have frequently been recounted by us.

Suspended from the ceiling above the Record stock is a neat display of horns with dwarf palms artistically arranged between, creating a pleasing effect.

Mr. Harrell's success can be duplicated by any other Edison Dealer who is not content to wait for business to come to him but who displays the same energy and enterprise by *going after the business.*

The corporate name of the D. S. Johnston Co., of Seattle, Wash., was changed on July 1st to The Eilers Music House. The new firm will be a corporation with a capital of $3,000,000, of which D. S. Johnston will be the head, and will form a chain of forty stores, reaching from California to Alaska, and handling musical instruments and supplies.

Mrs. N. A. H. Bromley, an Edison Dealer at 5123 Market street, Philadelphia, writes us most interestingly of the methods she successfully employs to advertise her stock. Banner, window and sign displays to catch the eye of the shopper and passerby are supplemented by an evening concert. We regret that we have not space to print her letter in its entirety, for her enthusiasm is as infectious as her optimism is unbounded. To her suggestion that she be supplied with some advertising Records to use at her evening recitals for the purpose of calling attention to the fact that she handles Edison goods and inviting people in to see and hear them, we replied in part as follows:

"About two years ago we distributed to Jobbers and Dealers an advertising Record prepared for use at Phonograph Concerts, etc. We still have a small quantity of them on hand. We would suggest that you apply to your Jobber for one, and if he doesn't have them in stock, ask him to order a small quantity from the factory with his first shipment of other goods.

We have had in mind, for some time, issuing further Records along these same lines. Your letter again points out the necessity for doing so promptly and the matter will be taken up as soon as convenient.

At the present time our Recording Department people are very busy and we probably could not break in on their work by asking for more of these special Records."

We invite the attention of other Dealers to this proposition and shall be pleased to receive their early comments and suggestions.

The following is an example of how the news columns of a paper may be utilized at times to furnish material for original and efficacious ads. The point is of course to "strike while the iron is hot" by adopting the suggestion while the news item is still fresh in the public mind:

HOW TO EARN $3,000 A WEEK

The Buffalo Express of June 20th devoted a whole page to Vesta Tilley, the highest salaried artist in vaudeville, who is just completing a tour of this country, and who sails for her home in London, July 4th. Miss Tilley is the one woman in vaudeville who receives $3,000 a week. She has made 10 records for the Edison Phonograph, all of which may be had at

A. L. BENJE MUSIC STORE,
WESTFIELD, N. Y.

Stolen Phonograph

William Kuelman, an Edison Dealer of Antioch, Ill., sold a Triumph Machine, No. 60661, to one W. C. Wells, on the installment plan. After making one payment Wells left town, taking the machine with him. As it is possible that some attempt may be made to dispose of the machine Dealers are requested to be on the lookout and notify Mr. Kuelman in event of such an occurrence.

WANTED

Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to

EDISON BUSINESS PHONOGRAPH CO.
ORANGE, N. J.

Ready Made Ads

Sales to date of the new Fireside Phonograph prove that the public demand for this popular priced machine was not overestimated. The Fireside is the machine that you should push and advertise now if you would share in the profits of the first rush.

The below ready-made ads. will help you in your advertising.

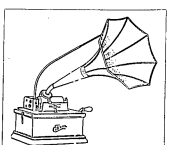
Send for the electro at once. Insert your ads. in your local newspaper as soon as possible after the electros reach you—not once, but repeatedly—and watch your sales grow. Spasmodic advertising seldom if ever brings results; it is the persistent advertiser that brings home the money. Remember that we supply the illustrations only. We do not furnish copy. If the ads. accompanying the below cuts (and we consider them excellent for general purposes) do not appeal to you employ your ingenuity to produce something in that line that will satisfy your ideas.

Try your hand at this and see how easy it comes to you.

The name of the machine itself should excite your imagination in that respect. The word "Fireside" is suggestive of an abundance of good, readable advertising copy that may be built around it.

Your local happenings, current general events, the season of the year—these and a thousand other things will furnish ideas for attractive, interesting ads. If you will sit down and devote a few minutes to the subject.

We will send electros shown in the ads. either in single column (No. 719) or double column (No. 720) or both, if you will agree to use it and send us a copy of the paper containing your ad. Write to us today.



THE FIRESIDE

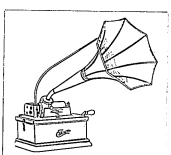
We want everyone who has not yet experienced the delight of owning and listening to an Edison Phonograph to come to us today and

hear the New Fireside Model

There is only one way to know how good the Edison Phonograph is and that is to hear it. Nothing can describe it.

(Dealer's Name and Address)

Illustration in above is Electro No. 719



THE FIRESIDE

The musical talent of all nations is at your disposal if you

Own an Edison Phonograph

May we show you the New Fireside Model retailing at $22.00 and explain how easy it is to own one? Let's talk it over.

(Dealer's Name and Address)

Illustration in above is Electro No. 719

Advance List

Of Edison Standard and Edison Amberol Records for October, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before September 20th, 1909, all things being favourable, and they may be reshipped to Dealers on & A. M. on September 25th. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until & A. M. on September 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These are for September 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on September 24th, for delivery on the following day. Jobbers are required to place orders for October Records on or before August 10th. Dealers should place October orders with Jobbers before August 10th to insure prompt shipment when Jobber's stock is received.

Edison Standard Records for October

10217 Oriental Dance — **Victor Herbert and His Orchestra**

One of the attractive numbers in "Wonderland," a musical extravaganza written by Mr. Herbert. The makeup of Mr. Herbert's orchestra includes a greater number of violins and other string instruments than is usually the case with orchestras used for Record-making and this selection, in particular, is unusually striking in the stringed instrument effects. Publishers, M. Witmark & Sons, New York.

10218 My Wife's Gone to the Country — **Edward M. Favor**

The singer's wife has gone to the country, leaving him to his own devices, and his joy knows no bounds. The real comedy of the song is in the words, "Hurrah!" "Hurrah!" sung after some of the lines in the refrain. The song is a popular one in vaudeville theatres. Orchestra accompaniment. Music, Ted Snyder; words, Geo. Whiting and Irving Berlin; publishers, Ted Snyder Co., New York.

10219 Lonesome — **Byron G. Harlan**

As may be expected from its title, this is a sentimental song in which the singer complains that he is lonesome without his loved one. It was written by Gen. W. Meyer who also wrote "Under the Irish Moon" (our Record No. 10181) and "Whistle and I'll Wait for You" (our Record No. 10205). Orchestra accompaniment. Publisher, F. A. Mills, New York.

10220 A Passing Fancy — **Edison Concert Band**

C. H. Rollinson, the composer of this selection, is the writer of many band and orchestra compositions and his name is a familiar feature of every band or instrumental programme. This selection is attractive and it is well rendered by our Concert Band. Publishers, Oliver Ditson Co., Boston, Mass.

10221 Pay More Attention to Me — **Ada Jones**

Eliza Jackson is admonishing her second husband to pay more attention to her and avoid the fate of Number One, who became careless in this respect at a Salome ball. The day following his carelessness an accident with a razor happened at his home, and then a carriage with some plumes on top took him away. Miss Jones' coon dialect makes Liza's meaning quite clear. Orchestra accompaniment. Music and words, Benj. Hapgood Burt; publishers, Jerome H. Remick & Co., New York.

10222 Sweet Hour of Prayer — **Edison Mixed Quartette**

A delightfully rendered Record of this well-known sacred selection. Every collection of sacred Records will include it. Unaccompanied. Music, Wm. B. Bradbury; words, Rev. W. W. Walford.

10223 I'm Crazy When the Band Begins to Play — **Pete Murray**

A march song by the same writers as "Meet Me in Rotetime, Rosie" (our Record No. 10079). It is sung in "Miss Innocence," Anna Held's musical production. The chorus has a sweet melody that is out of the ordinary. Orchestra accompaniment. Music, Jean Schwartz; words, Wm. Jerome; publisher, Shapiro, New York.

10224 Uncle Remus — **American Symphony Orchestra**

A characteristic march with special effects such as ought to go with a title like this. The accompanying effects are Southern. Composer, Marvin Bean; publishers, The John Church Co., New York.

10225 I'm Going to Tell On You — **Frederic Rose**
Another of those "kid" songs depicting happenings of childhood. Johnny Jones has played hookey, and one of his girl friends has threatened to tell teacher and his mother. The song is given with a two-voice effect, for Johnny repeats the chorus in a taunting manner. Mr. Rose's return this month will be welcomed by his large following among Phonograph owners. Orchestra accompaniment. Music, W. Raymond Walker; words, Jos. H. McKeon; publishers, Atlas Music House, New York.

10226 Under the Honeymoon — **Miss Stevenson and Mr. Stanley**
A serio-comic duet in which the singers declare they do not want to spoon in a wooden hut, in a palace or in any other place but under the sweet honeymoon. The duet work of Miss Stevenson and Mr. Stanley is most effective in this Record. Orchestra accompaniment. Music, Ben M. Jerome; words, Edward Madden; publishers, The Trehuba Pub. Co., New York.

10227 Parody on "The Old Oaken Bucket" — **Nat M. Wills**
To attempt to say much about this parody would be to spoil its fun. You must hear Mr. Wills sing it for our Record and get it at first hand. It is well worth the hearing, and it's a Record that you'll play every time you want to amuse your friends. Orchestra accompaniment. The parody is original with Mr. Wills, as is the case with most of his vaudeville work.

10228 Lola. Waltz — **United States Marine Band**
A concert waltz played with the characteristic snap and vim of this famous band organization. No more successful series of band Records have ever been put out by us than those made by the United States Marine Band. Composer, Carl Friedemann.

10229 One Good Turn Deserves Another — **Josie Sadler**
A comic waltz song in German dialect. The title is the exclamation of Wilhelmina as she dances with Heinie Schmidt. Orchestra accompaniment. Music, Alfred Solman; words, Alfred Bryan; publishers, Jos. W. Stern & Co., New York.

10230 Santa Lucia — **Whitney Brothers Quartette**
This Record introduces a new combination of artists to the Edison public. The Whitney Brothers Quartette, as its name indicates, is composed of four brothers, all of whom possess remarkably fine voices. Their quartette work is truly artistic. "Santa Lucia" is an old Italian folk song and many who hear it will recognize it by its melody, even if they do not by its title. It is sung unaccompanied.

10231 I Wish I Was In Heaven Sittin' Down — **Edward Meeker**
One of those coon songs that are marked for wide popularity, in spite of an inexpressive title and words without much meaning. It is a song of the coon who is always either hunting work or getting fired, and whose present ambition is to be in Heaven, with St. Peter handing him a crown. Orchestra accompaniment. Music and words, Fleta Jan Brown; publishers, M. Witmark & Son, New York.

10232 Two Old Songs — **Albert Benzler**
An attractive bells solo with orchestra accompaniment of the old time favorite songs, "Suwanee River" and "Blue Bells of Scotland." Orchestra accompaniment.

10233 When the Meadow Larks Are Calling, Annie Laurie — **Arthur C. Clough**
The first Record made by Mr. Clough for the Edison Phonograph. Mr. Clough is a tenor, and his voice is unusually sweet. It is splendidly adapted to sentimental songs of this kind. Orchestra accompaniment. Music, Theodore F. Morse; words, Richard H. Buck; publishers, F. B. Haviland Publishing Co., New York.

10234 Down At The Huskin' Bee — **Collins and Harlan**
A "Rube" song, set to the music of the popular "S. R. Henry's Barn Dance," which was especially recorded for dancing on our Amberol Record No. 120. The words were written after the selection had been put out as an instrumental composition, which is in itself an unusual fact. The words are happy and it will be no uncommon thing to hear them sung while the composition is being played for dancing. The combination of attractive airs and happy verses will make this Record one of the best sellers on the October list. Orchestra accompaniment. Music, S. R. Henry; words, Monroe H. Rosenfeld; publishers, Jos. W. Stern & Co., New York.

10235 Modern Love — **Grace Cameron**
A comic song, the sub-title of which is "Don't You Think That You'd Find Me a Useful Sort of Thing to Have Around the House?" The verses show a new way for a young man to propose to his girl. He uses such expressions as "I'm dying to pay your gas bills," "I'm longing to pay your rent," "I'm yearning to square that bill for the hair that you use as an ornament." It isn't the kind of a proposal that the average girl would care for, but it makes a funny song. Orchestra accompaniment. Music, Leo Friedman; words, F. Clifford Harris; publishers, McKinley Music Co., Chicago.

10236 Grand Republic March — **New York Military Band**
A march number of a military character and with an air full of snap and go. Its interpretation by the New York Military Band could hardly be better. Publisher, Carl Fischer, N. Y.

Edison Amberol Records for October

215 Selection from "The Red Mill" — **Victor Herbert and His Orchestra**
Another splendid Record made under the personal direction of Mr. Herbert. The music of "The Red Mill" was written by Mr. Herbert, and the Record, therefore, is made as he wants to see his compositions reproduced. The selection includes: "Every Day is Ladies' Day For Me"; "The Isle of Our Dreams"; "When You're Pretty and the World is Fair"; "Moonbeams"; "Because You're You"; "The Streets of New York"; "Mignonette"; "Finale." Publishers, M. Witmark & Sons, New York.

216 I Wish I Had My Old Girl Back Again — **Manuel Romain**
A sentimental ballad echoing the regret of the singer because he had not mated with the girl whom at the time he thought was quiet and slow. He has come to realize that she would have made the right kind of a life partner, and he now wishes that he had her back again. An attractive air accompanies the words and the two make one of those songs in which Mr. Romain has been signally successful. Orchestra accompaniment. Music, Paul Wallace; words, Hilliard MacDonald; publishers, Jos. W. Stern & Co., New York.

217 Garden Melody — **Albert Spalding**
This beautiful melody shows the individuality of Robert Schumann, the famous composer. It is replete with that profound emotion and artistic refinement so notable with this eminent writer. The delicate passages of the composition are reproduced with a fidelity that cannot be obtained on any other form of Record. The absence of surface noises on Edison Records furnishes unequalled opportunities for fine violin work. The Record is made with piano accompaniment.

218 I've Got Rings On My Fingers — **Billy Murray and Chorus**
A comic song hit in Lew Fields's production, "The Midnight Sons." If this song does not become known from coast to coast, it will not be because it does not possess the essential features of catchy melody and words that attract attention. The hero of the song is Jim O'Shea, who was cast away upon an Indian Isle. The natives made him a chief and called him "Ji-ji-boo Jhi," and the fine in the chorus in which his name is used ought to alone make the song a success. Orchestra accompaniment. Music, Maurice Scott; words, Weston & Barnes; publishers, C. B. Harms and Francis, Day & Hunter, New York.

219 Turkey in the Straw Sketch — **Golden and Hughes**
Another of the sketches with which Golden and Hughes are making such a hit in vaudeville. An exchange of funny remarks with the accompaniments of coon shouts in chorus, leads up to the singing of "Turkey in the Straw," a song with which Mr. Golden has been identified since he made his first Record for the Edison Phonograph. The rendition is even better here than given on the shorter Record. This selection will add to Mr. Golden's fame.

220 Selection from "Maritana" — **Edison Concert Band**
"Maritana" was the most popular opera written by William Vincent Wallace, who was born in Waterford, Ireland, June, 1814. "Maritana" was produced for the first time in London, November 15, 1845. It has since been regarded as one of the standard operas and is always included in the repertoire of English singing operas. This selection contains "Introduction to the Opera"; "That Voice, 'Tis Her"; "Duet and Ensemble"; "Finale of Second Act" and "With Rapture Glowing"; Finale of Third Act. Publisher, Carl Fischer, New York.

221 My Pony Boy — **Ada Jones and Chorus**
A cowboy song with all the effects characteristic of Records of this kind. The song gives Miss Jones another opportunity to display her wonderful versatility. She is quite as much at home in singing about her cowboy as she has been in songs of various dialects. The assistance given her by a chorus of male voices adds to the attractiveness of the Record. Orchestra accompaniment. Music, Charley O'Donnell; words, Bobby Heath; publishers, Jerome H. Remick & Co.

222 Dinah Dear — **Collins and Harlan**
These old-time Record-making artists were never more successful than in their presentation of coon duets, of which "Dinah Dear" is a simon pure specimen. The scene is laid in the South, and the words refer to the life so characteristic of the Southern darkey. The Record shows that Collins and Harlan have lost none of their ability to reproduce songs of this kind. Orchestra accompaniment. Music and words, John Larkins and Chris Smith; publishers, Thompson Music Co., New York.

223 Seneca Waltz — **P. J. Frosini**
An accordion solo unaccompanied and one of Mr. Frosini's own compositions. It is played in concert style. It is no exaggeration to say that this artist has no rival on the vaudeville stage. In playing at the leading vaudeville houses, he is always billed as "Frosini, Wizard of the Accordion."

224 I'll Go Where You Want Me to Go, Dear Lord — **James F. Harrison**
Of all the artists in the Edison catalogue, none could give a more impressive rendition of this sacred selection than Mr. Harrison. His fine baritone voice and his training as a church choir singer fit him for solo work of this kind. The selection is perhaps not as well known as some of the old-time favorites, but it will be none the less favorably received

wherever it is heard. Orchestra accompaniment. Music, Carrie E. Rounsefell; words, Mary Brown.

225 Love's Old Sweet Song — **Whitney Brothers Quartett**

The first Amberol Record made by this quartette. J. L. Molloy's sentimental ballad was never given a more delightful reproduction on a talking machine Record than is here presented. This Record, together with the one shown in the list of two-minute selections, will put the Whitney Brothers in a high niche among Edison artists. They sing unaccompanied. The words of this song were written by G. Clifton Bingham.

226 Old Comrades March — **United States Marine Band**

It is no exaggeration to class this Record as one of the best band Records ever produced by the National Phonograph Company or any other manufacturer of talking machines. It shows to an unusual degree the true band quality. Many instruments are heard and the definition of each is notably good. We especially invite attention to this Record. "Old Comrades March" is a well-known German military composition, its German title being "Alte Kameradin." Composer, C. Teike; publisher, Carl Fischer, New York.

227 If I Only Had a Home Sweet Home — **Will Oakland**

The counter-tenor Records being made by Mr. Oakland are eagerly awaited each month by thousands of Phonograph owners, who find his selections a source of great pleasure. Mr. Oakland has achieved remarkable fame, considering the short time he has been making Records. This song is descriptive of the poor lad who found life a hardship, because he never had a home, sweet home. Orchestra accompaniment. Music, A. L. McDermott; words, J. Johns; publisher, Will Rossiter, Chicago.

228 Cupid's Telephone — **Ada Jones and Billy Murray**

One of those conversational duets that reminds one favorably of the sextette in "Florodora." It is sung in the musical comedy, "Havana" and is one of the best things in the show. As may be inferred from the title, it is a song of the telephone, an instrument that gets considerable attention in "Havana." Orchestra accompaniment. Music, Leslie Stuart; words, George Arthurs; publishers, Chappell & Co., New York.

229 Selection from "It Happened in Nordland" — **Victor Herbert and His Orchestra**

"It Happened in Nordland" enjoyed a long run in New York and other large cities some two or three years ago. At the time, the numbers in the score were sung and whistled everywhere. Our Record introduces "Bandana Land." "The Mantree Maids," "Indian Dance," "Absinthe Frappe," "The Knot of Blue" and march finale, "The Commanderess-in-Chief." Composer, Victor Herbert; publishers, M. Witmark & Sons, New York.

230 I Wonder if This Funny Little Boy Loves Me — **Grace Cameron**

Here is a "kid" song that will make a hit. It is a song of childish love making in which a little girl sings about the funny little boy next door, who kisses her through the pickets in the fence. Miss Cameron's imitation of a child singing the chorus is one of the best things she has done since she joined the Edison forces. Orchestra accompaniment. Music, Seymour Furth; words, Geo. W. Day; publishers, Seymour Furth Music Pub. Co., New York.

31 Scatter Seeds of Kindness — **Edison Mixed Quartette**

An organ accompaniment adds to the charm of this well-known sacred selection. No other comment is needed about a hymn so well known as this. Music, S. J. Vail; words, Mrs. Albert Smith.

232 Dream of the Tyrollenne — **Edison Venetian Trio**

This delightful composition is included in the Edison catalogue of two-minute Records. (It is Record No. 8369) and is given as a violin and flute duet. It is even more attractive in the four-minute song, for the violin, flute and harp form an ideal combination for music of this character. Composer, Aug. Labitzky; publisher, Carl Fischer, New York.

233 R. P. O. E.—Elks Song — **Nat M. Wills**

Although Mr. Wills sings in a semi-humorous manner about the "best people on earth," there is much in the words of his song that reflect the more serious sentiment and motives back of this great organization. Elks generally will appreciate both the humor and sentiment of the selection. Orchestra accompaniment. Like all of Mr. Wills' selections this is original.

234 Operas — **New York Military Band**

An Indian Intermezzo having a musical individuality all its own. It does not copy earlier compositions, as many selections are disposed to do, especially if put out by the same writers. Composer, Jack Glogau; publishers, Helf & Hager Co., New York.

Three Amberol Records in Italian

5001 Del tempio al limitar,—"Pescatori di Perle" (*Bizet*) — **Francesco Daddi and Vincenzo Reschiglian**

5004 Ah! lo vedi,—"Cavalleria Rusticana" (*Mascagni*) — **Maria Avezza and Francesco Daddi**

5005 Verranno a te sull' aure,—"Lucia" (*Donizetti*) — **Maria Avezza and Francesco Daddi**

Advance List

Of 50 Special Edison Amberol Records for October

TITLE to Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before September 25th, 1909, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on September 27th. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A. M. on September 27th. Supplements and Bulletins will be shipped with Records. These may be distributed to Dealers after September 20th, but must not be circulated among the public before September 28th. Jobbers and Dealers may, however, deposit Supplements in Mail Boxes or Post Offices after 5 P. M. on September 24th, for delivery on the following day. Jobbers are urged to place orders for these Special Records on or before August 20th. Dealers should place orders with Jobbers before August 20th to insure prompt shipment when Jobber's stock is received.

This Special List is being issued to partially meet the demand for a larger catalogue of Edison Amberol Records and also to provide an adequate number of Records suitable for Dancing. The longer playing length makes the Amberol Record ideal for Dancing purposes.

235 The Sunny South — **Edison Concert Band**

A selection of the following Southern plantation songs: "Way Down Upon the Suwanee River," "Listen to the Mocking Bird," "My Old Kentucky Home," "Old Black Joe" and "Dixie." The arrangement is by J. Bodewalt Lampe; publishers, J. H. Remick & Co., New York.

236 Burlesque Opera — **Nat M. Wills**

The title of this Record and the fact that Mr. Wills makes it are sufficient to give any one a good idea of its character, especially if that one has seen Mr. Wills on the vaudeville stage. Mr. Wills' burlesque of an operatic performance is one of the funniest things in the list.

237 The Bird on Nellie's Hat — **Ada Jones**

Of all the comic songs in the catalogue of Standard Records few had greater popularity than "The Bird on Nellie's Hat." Additional verses are here given, and the fact that Miss Jones sings the song gives the Record even greater value. Orchestra accompaniment. Music, Alfred Solman; words, Arthur J. Lamb; publishers, Jos. W. Stern & Co., New York.

238 Selection from "Woodland" — **American Symphony Orchestra**

Another popular seller in the two-minute list. The two-minute Record included three selections from "Woodland." This one includes six, as follows: "Prince Eagle's Entrance"; "Bye Bye, Baby"; "The Tale of a Turtle Dove"; "If You Love Me, Lindy"; "Dainty Little Ingenue." The musical fantasy, "Woodland," is one of the most successful productions by Pixley & Luders. Publishers, M. Witmark & Son, New York.

239 Won't You Come Over to My House? — **Will Oakland**

A sentimental song of the kind adapted to Mr. Oakland's counter-tenor voice. This, too, is made over because of its great popularity in the two-minute list. Mr. Oakland's rendition will be found even more attractive than that given it by Mr. Gillette on the shorter Record. Orchestra accompaniment. Music, Egbert Van Alstyne; words, Harry Williams; publishers, Jerome H. Remick & Co., New York.

240 How Sandy Proposed — **Ada Jones & Len Spencer**

This original sketch by Mr. Spencer is rather a story of how Sandy did not propose. He had courted Jean for a long time and he was rather slow in asking the fateful question. The Record tells how Jean brought him around to the proposing point, and then he wondered how it happened.

241 Ballet Music from Faust—1 and 2 — **Edison Concert Band**

It includes the "Waltz Corps de Ballet" and "Ensemble of Helen and Trojan Maidens," both from Gounod's great opera. These selections from "Faust" are well known to music lovers. Publishers, Chappell & Co., New York.

242 Father Has a Tender Heart — **Edward M. Favor**

Still another of the "father" songs, in which he is again made the butt of a series of comic verses. One of his achievements in the tenderness line was to "beat" it to the rear when a battle took place and thereby save a number of men he might have killed. Orchestra accompaniment. Music and words, Harry D. Kerr; publishers, M. Witmark & Sons, New York.

243 The Old Rustic Bridge by the Mill — **Ernest Pike & Peter Dawson**

One of the old-time sentimental songs that tells the tale of love and unfulfilled vows. The singers are among the leaders on the staff of our London Recording Department, and the harmony of their voices on this Record will delight all who hear it. We have listed few duet Records so good as this one. Orchestra accompaniment. Composer, T. Skelly.

244 Uncle Josh in a Photograph Gallery — **Cal Stewart**

Another four minutes of fun at the expense of Uncle Josh, whose adventures in a photograph gallery are quite as laughable as any of those previously given on Phonograph Records. As usual, the sketch is original with Mr. Stewart.

245 Nautical Airs — **Alexander Prince**

A fine concertina Record by one of the best artists in Great Britain. The selection includes, "Sailing"—that most melodious of seafaring songs; "Asleep in the Deep"; "They All Love Jack," with its delightful refrain; Stephen Adam's huge success, "The Midshipmite"; "Death or Nelson"; a most lively hornpipe, and "Rule Britannia."

246 For All Eternity — **Alan Turner**

This famous baritone song, the text of which speaks of love everlasting, is set to a melody that reflects the beauty of its lines. Translated into the different languages, it is sung by all the leading vocalists here and abroad. This song is also one of the best Records in the two-minute list. Orchestra accompaniment. Music, Angelo Mascheroni; words, S. A. Herbert; publishers, Edward Schuberth & Co., New York.

247 Woodland Whispers — **American Symphony Orchestra**

A characteristic number, showing brilliant figures for flute and clarinet, with an original setting for strings that portray the composer's conception of the sounds of the forest. Written by Alphons Czibulka, the well-known European composer of operettas and concert pieces. Publisher, Carl Fischer, New York.

248 Waiting — **Edith Chapman**

A sentimental ballad and one of the most popular compositions of Harrison Millard, a noted writer of high-class songs. It is perfectly fitted to Miss Chapman's delightful soprano voice. Orchestra accompaniment. Words, E. H. Flagg; publishers, T. B. Harms Company, New York.

249 Come Back to Erin — **Ernest Pike & Peter Dawson**

This song of world-wide popularity will serve to still further enhance the vogue that these British artists cannot fail to secure in this country because of their excellent duet work. The singers alternate in solo work and sing together in the choruses. Composer, Claribel.

250 Banjo Medley — **Vess L. Ossman**

A banjo solo introducing: "Wildflower," "The Whitewash Man," and "Yankiana Rag." The first two selections are vaudeville hits and the last-named is being featured in Anna Held's show, "Miss Innocence."

251 Two Grenadiers — **Earl Cartwright**

While too much cannot be said about the quality of this standard song, the most interesting feature about it is the artist who made it. Mr. Cartwright is one of the best-known baritones in the country outside of grand opera. He has a beautiful baritone voice. Whether singing from oratorio or simple ballads, he is a delight to all who hear him. This Record will please all who admire musical things of the better class.

252 Faust Waltz — **American Symphony Orchestra**

This waltz from Gounod's famous opera is the finale of the second act. Its melody is known to everyone having any acquaintance with music. Publisher, Carl Fischer, New York.

253 Crown Diamonds Overture — **National (London) Military Band**

This overture contains snatches of the principal airs in "Crown Diamonds," in which the unrivalled Patti once sang. The Record shows Auber's genius for composing lively music. The overture opens with a delightful melody and is followed by a gay air. A theme is then given out by the brass to an accompaniment of chromatic scales.

254 I'm Getting Ready for My Mother-in-Law — **Edward Meeker**

A song of the man who is preparing to receive his mother-in-law, who has promised to come for a six-weeks' stay. The things that he has framed up for her will either put her out of business entirely or establish her reputation for ability to overcome any situation and survive any hardship. Orchestra accompaniment. Music and words, Jack Norworth; publishers, York Music Publishing Co., New York.

255 Teddy Bear's Picnic — **American Symphony Orchestra**

A still further makeover of one of the most attractive orchestra selections in the two-minute list. The Amberol Record provides an opportunity for a number of characteristic effects that were not possible on the two-minute Record. When we say it is twice as good as the shorter Record, Phonograph owners will appreciate that it is an unusually good selection. Composer, John W. Bratton; publishers, M. Witmark & Sons, New York.

256 Where the Sunset Turns the Ocean's Blue to Gold — **Byron G. Harlan**

No one who has heard Mr. Harlan sing this well-known sentimental ballad on the Standard Record will fail to want it in its longer form on the Amberol Record. The latter Record will give it a new popularity and one that will probably keep it in the Amberol catalogue as long as it has been in that of the shorter Records. Orchestra accompaniment. Music, H. W. Petrie; words, Eva Fern Buckner; publishers, Jos. W. Stern & Co., New York.

257 A Broken Heart — **National (London) String Quartette**

A delightful composition exquisitely played by a string quartette, which is a novelty in the Edison catalogues. "A Broken Heart" was written by Ernest Gillet, a composer of a number of selections of the better grade.

258 Ever of Thee — **Ernest Pike & Peter Dawson**

Here is an old-time sentimental ballad as well known that our Record of it will be hailed with delight by lovers of old-time songs everywhere. The admirable blending of voices and artistic singing of Mr. Dawson and Mr. Pike, give the song a rendition that is truly delightful. Orchestra accompaniment. Music, Foley Hall; publishers, Willis & Hall, London.

259 Forgotten Melodies — **Alexander Prince**

A special arrangement for concertina, including the following songs: "Maggie Murphy's Home," "Molly and I and the Baby," "Knite Connor," "Daisy," "Two Little Girls in Blue," "See-Saw," "Annie Rooney," and "For Old Time's Sake."

278 Just Some One — **Manuel Romain**

This sentimental ballad is too good to confine it to the two-minute list, in which it is given as No. 9247, and where it is also sung by Mr. Romain. This Amberol Record adds another verse and chorus and gives Mr. Romain a better opportunity to do the song justice. The violin obligato played with the choruses is a pretty feature. Orchestra accompaniment. Music and words, Will R. Anderson. Publishers, M. Witmark & Sons, New York.

279 The Blind Boy in the Gallery — **Digby Bell**

A talking Record in which Mr. Bell portrays the city newsboy who has taken a little blind friend to the gallery of a theatre to "see the show." Of course, the blind boy cannot see, but the newsboy tells him about the show as it progresses, with all the characteristic language of the street. The Record is both humorous and pathetic. The words are original with Mr. Bell.

280 Sally In Our Alley — **Whitney Brothers Quartette**

This old English song is given an effective rendition by this remarkable quartette of brothers. The work of the quartette is a little different in character from any similar organization we have had. It shows the great palms that the Whitneys have taken to perfect themselves in quartette singing. Unaccompanied. Music, Henry Carey.

281 My Love, My Paradise — **Thomas Chalmers**

A sentimental song with words and music quite out of the ordinary. The music is by Ernest R. Ball and the words by Dave Reed. These writers became famous for their production of "Love Me and the World is Mine" (our Record No. 9371). This new song is different from their earlier success, and although it may not achieve the same widespread popularity, it is delightful both in words and music. Orchestra accompaniment. Publishers, M. Witmark & Sons, New York.

282 He's A Cousin of Mine — **Ada Jones**

One of the best selling Records in the two-minute catalogue in spite of the fact that it has been before the public in Record form since December, 1906. It is our Record No. 9412. This Record contains more verses and Miss Jones' voice is better suited to the song than that of Mr. Roberts, who made the two-minute Record. Orchestra accompaniment. Music, Chris Smith and Silvio Hein; words, Cecil Mack. Publishers, Gotham-Attucks Music Co., New York.

283 My Faith Looks Up To Thee — **Miss Chapman and Mr. Harrison**

A new musical setting in the form of a duet by soprano and baritone by P. A. Schnecker on the text of the familiar hymn by Dr. Lowell Mason. It is a sacred selection of the higher grade. It is impressively rendered by Miss Chapman and Mr. Harrison, both of whom had wide experience in church singing. Publisher, G. Schirmer, New York.

284 When the Bell in the Lighthouse Rings — **Gus Reed**

The lover is leaving his bonny Kate, but declares that he will return and wed her when the bell in the lighthouse rings. Mr. Reed has a noble bass voice, and he displays it to good advantage in this selection. Orchestra accompaniment. Music, Alfred Solman; words, Arthur J. Lamb. Publishers, Jos. W. Stern & Co., New York.

18 Records Made Especially for Dancing

260 Ange D'Amour — **New York Military Band**

One of the earlier and best known waltzes of Emil Waldteufel, the celebrated European composer of dance music. Publisher, Carl Fischer, New York.

261 Confidence Waltz — **New York Military Band**

Another famous waltz by Emil Waldteufel.

262 Cremonia Waltz — **New York Military Band**

The waltz is arranged from the following celebrated classic compositions written by Theo. M. Tobani: "Flower Song," "Shabat Mater," "Nazareth," "Sweet Spirit, Hear My Prayer," "Mignonne," and "Melody in F." Publisher, Carl Fischer, New York.

263 Gypsy Baron "Treasure" Waltz — **New York Military Band**

This waltz is from "The Gypsy Baron," the popular operetta by Johann Strauss, frequently styled "the waltz king." It is an attractive Record, whether used for dancing or merely for entertainments.

264 Good Night Waltz — **New York Military Band**

A special arrangement of the following selections: "My Dream Waltz," "Auld Lang Syne," "Good Night, Ladies," "Merrily We Roll Along" and "Home, Sweet Home."

265 Superba Lancers—1st and 2nd Figures — **New York Military Band**

266 Superba Lancers—3rd and 4th Figures — **New York Military Band**

267 Superba Lancers—5th Figure — **New York Military Band**

The lancers are given complete on these three Records, made wit calls. No one need now be without the facility for dancing the lancers on any and all occasions. The "Superba Lancers" were written by T. H. Rollinson, and are published by Oliver Ditson Company, New York.

268 Petunia Quadrille—1st and 2nd Figures — **New York Military Band**

269 Petunia Quadrille—3d and 4th Figures — **New York Military Band**

270 Petunia Quadrille—5th Figure (and Waltz) — **New York Military Band**

This quadrille was written by R. Schlepegrell and is given complete on these three Records. Calls are also included, for a quadrille with calls seems to be in greater demand than one without.

271 To the Front Two-Step — **New York Military Band**

An attractive band Record in addition to its utility for dancing. Composer, F. Karasek. Publisher, Carl Fischer, New York.

272 Dixie Blossoms Two-Step — **New York Military Band**

A composition by Percy Wenrich. Made for dancing purposes but quite as entertaining when used in any other way. Publishers, Jerome H. Remick & Co., New York.

273 The Whitewash Man Medley Two-Step — **New York Military Band**

Introduces "The Whitewash Man," "Meet Me in Rosetime, Rosie," and "Yankee Doodle's Come to Town."

274 Dublin Daises Two-Step — **New York Military Band**

Another composition by Percy Wenrich. Publishers, Jerome H. Remick & Co., New York.

275 Lucky Moon Three-Step — **New York Military Band**

Specially recorded for the three-step dance. It is played in the proper tempo for dancing. Composer, George Stevens. Publisher, Vanderahoff Music Pub. Co., Williamsport, Pa.

276 Animation Schottische — **New York Military Band**

A useful Record for a dance whether at home or in a hall. Composer, J. C. Heed. Publisher, Carl Fischer, New York.

277 How'dy Hiram, Barn Dance — **New York Military Band**

For the reigning barn dance. The music is characteristic of country life, in which the barn dance has always played an important part. Composer, Leo Friedman. Publishers, McKinley Music Co., Chicago, Ill.

Trade Bulletins

Sales Department Bulletin No. 34
July 5, 1909
Trade Information for U. S. Dealers

All correspondence concerning this bulletin should receive its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, *Orange, N. J.*

IMPORTANT ANNOUNCEMENT.

For some time past our corps of experts have been endeavoring to devise a plan whereby we could, in a measure, overcome some of the objectionable features of our present type of horn, and in presenting the Edison "Cygnet" Horn for your consideration, we believe we have secured a horn which will meet with your approval, as exhaustive tests have proven that we have not only obtained an increased volume of sound, but much better results phonographically.

The "Cygnet" Horn (together with a suitable crane), will be ready for shipment on or about September 1st, 1909, and this will place our Jobbers and Dealers in a position where they can secure such quantities of these goods as they may require for their fall trade.

Description.

We submit, herewith, a description of the new horn and crane for your information:

An upright horn, mounted on top of the Phonograph; in shape somewhat suggestive of a swan's neck; hence its name (Cygnet, or young swan), which leaves the space in front of the machine free and clear.

The horn is sectional (for convenience in packing), consisting of two parts—the bell and a detachable curved stem, with a metal flexible connection, which takes the place of the customary rubber horn connection.

The horn-crane consists of a socket, and two curved rods (also for convenience in packing). The lower part is called the support-rod and the upper suspension-rod. The socket is fastened to the back of the Phonograph cabinet, central with the cylinder.

Properly applied, the whole weight of the horn must be sustained by the crane when the Reproducer is raised up clear of the Record. (See instruction sheets re. Cygnet Horn and Crane.)

The new horn has a great advantage over the old style straight horn in that it does not take up any extra room, furthermore, it can always remain suspended on the crane, whether the machine is playing, or the cabinet is closed.

This horn also has the distinct advantage that it can be turned through an arc of 180 degrees, permitting the machine to be placed in a convenient position, and the horn can be pointed in almost any direction.

Separate "Cygnet" Horn Equipments.

Cygnet Horns, which may be used on any Edison Fireside, Standard, Home, Triumph or Alva Phonographs, together with a suitable horn-crane, may be obtained upon order, shipments to be made about September 1st, 1909, at the following prices:

CYGNET HORNS AND CRANES, COMPLETE.

Regular black, with gold stripe:

	Dealer.	List.
Cygnet No. 10.....	$6.00 net	$7.50 net
Cygnet No. 11.....	6.50 net	8.00 net
Oak or Mahogany:		
Cygnet No. 10.....	10.25 net	12.50 net
Cygnet No. 11.....	10.50 net	13.00 net

In ordering, kindly specify—

Cygnet No. 10—for use on Fireside, Standard and Home Phonographs;

Cygnet No. 11—for use on Triumph or Alva Phonographs.

Edison Phonographs Equipped with "Cygnet" Horns.

The Edison "Cygnet" is a new type upright sectional horn, which may be used on any of the following types of Edison Phonographs, viz.: Fireside, Standard, Home, Triumph and Alva, which will be supplied upon order with any such machines (in place of the regular black horn), on and after September 1st, 1909, at an additional price of $5.00 each, list, making the list prices of such machines when so equipped, as follows:

Color—Regular black with bold stripes.

Standard, regular.....	$35.00 with 10 petal horn
Home, regular.....	40.00 with 10 petal horn
Triumph, regular.....	60.00 with 11 petal horn
Fireside, combination.	32.00 with 10 petal horn
Standard, combination.	35.00 with 10 petal horn
Home, combination.	45.00 with 10 petal horn
Triumph, combination.	65.00 with 11 petal horn
Alva, combination.	90.00 with 11 petal horn

Also customary oak cabinet Phonographs, with "Cygnet" horns, finished in oak, to match cabinet, at the following prices:

Standard, regular.....	$35.00 with 10 petal horn
Home, regular.....	40.00 with 10 petal horn
Triumph, regular.....	65.00 with 11 petal horn
Fireside, combination.	32.00 with 10 petal horn
Standard, combination.	40.00 with 10 petal horn
Home, combination.	50.00 with 10 petal horn
Triumph, combination.	70.00 with 11 petal horn
Alva, combination.	95.00 with 11 petal horn

Mahogany Cabinet Phonographs, with "Cygnet" horns, finished in mahogany, to match cabinet, at the following prices:

Standard, regular.....	$42.00 with 10 petal horn
Home, regular.....	53.00 with 10 petal horn
Triumph, regular.....	80.00 with 11 petal horn
Fireside, combination.	39.00 with 10 petal horn
Standard, combination.	47.00 with 10 petal horn
Home, combination.	58.00 with 10 petal horn
Triumph, combination.	85.00 with 11 petal horn
Alva, combination.	110.00 with 11 petal horn

All of the above subject to regular Machine discounts.

NOTE—All "Idelia" Phonographs will be

equipped with Mahogany "Cygnet" horns, without additional cost, the list price to remain at $125.00.

It is our purpose to continue all of our present types of machines, with regular horns, but the new horn permits the trade an option on the upright horn (in black, oak or mahogany finish), thereby supplying more variety than has heretofore been possible, thus meeting a trade demand which has been insistent.

These new goods may be placed upon sale as soon as received, but we will exercise caution in shipping into a certain territory at the same time, where Jobbers' orders have been received.

Orders should be placed immediately, thus giving us an opportunity to prepare for the demand, which we feel certain is assured.

Suspended List, July 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

CAL., Los Angeles—T. J. Hammatt.
COLO., Pueblo, Ford—The Bolton Music Co., Pueblo—Silver State Music Co.
ME., Hallowell—J. C. Whittier Co.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

REINSTATED.
OHIO., Portland—Eiler's Piano House.

Foreign Records

And now, Mr. Edison Dealer, we are going to have a short talk about a branch of the business that we feel is not receiving the attention on the part of Dealers that it deserves. We refer to the sale of Foreign Records.

Consistently and often we have pointed out to you in these columns the advisability of putting in a good stock of carefully selected Foreign Records and then going after the trade that they are most likely to attract.

Your choice of numbers must, of course, be regulated by the nationalities of the foreigners who reside in your locality; your method of attracting the attention of this trade, to be effective, should be a departure from the conventional "ad" in a local paper.

We make an exception to the statement if the "ad" be placed in a paper printed in the native tongue of the foreign population, as we consider such an "ad" one of the best possible methods of attracting attention.

If there is no such paper in your locality we suggest that some method be employed that will bring the subject in a forcible way *directly* to the attention of the prospective trade, such as a letter mailed to each family announcing your stock and inviting them to your store to hear the Records.

Or you might arrange a concert of native selections, being careful to give it as much publicity as possible.

An effective way of advertising the affair would be by hand bills or transparency printed in the native language and sent through the foreign district.

Give your program as much variety as possible and note the reception given each Record as played to guide yourself in future orders. We intend to suggest from time to time in these columns programmes for such concerts.

A great many Edison Dealers have awakened to the enormous possibilities of this trade.

Others have not, and we propose to continue calling the subject to their attention as there is absolutely no good reason why almost every Dealer in this business can not successfully attract such trade to himself, there being very few cities or towns that have not their quota of foreign born population.

Invariably they are music lovers and naturally prefer the music and songs of their native lands, so that it should only be necessary to make a sale or two to establish a good business in machines and Records.

Our Foreign Record Catalogues are most complete, embracing songs and musical selections given by the best talent of all the nationalities that are represented in any numbers in this country, so that there is no danger of inability to supply your trade once it is established.

In addition to the field that your locality may offer for sales among foreigners there is the probability of these Records finding popularity among the native born.

There is no reason why a music lover should not be attracted by the melodies of a foreign people when rendered by recognized artists and when such numbers are recorded as representing the best compositions of that people.

So that you have a double reason to carry a stock of Foreign Records—YOU CAN SELL THEM TO BOTH FOREIGNERS AND NATIVES.

Think the subject over carefully, Mr. Dealer, and act.

Correction

In the July issue of the PHONOGRAPH MONTHLY in an article treating on the subject of Reproducer Exchange we stated that "all combination attachments (*Gem excepted*) will contain the present Model H Reproducer." This was in error, as the Model H Reproducer will form part of *all* attachments.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—H. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pammer Co.
San Francisco—P. Bacigalupi & Sons.
Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Bilanberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Wayerose—Youmans Jewelry Co.
IDAHO, Boise—Eiler's Piano House.
ILL., Chicago—Babson Bros.
Lyon & Healy.
Thos. I. Lyons.
Siegel Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Rinhm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Oliver Ditson Co., Inc.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Springfield—Flint & Brickett Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Rose P. Curtiss Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. G. Petit.
Paterson—James K. O'Dea.
Trenton—Stoll Musik Rook and Stationery Co.
John Sykes.
N. Y., Albany—Finch & Hahn.
Auburn—Jess Rose.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Machine Co.
J. F. Bluckman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Hapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Solway.
Rochester—Mackie Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Finch & Hahn.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur F. Parries.
William Barrison.
Utica Opera Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Baldwin Piano Co.
Milner Music Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitsit Co.
Dayton—Niehaus & Dohen.
Newark—Ball-Pfister Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Wolfe Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Bros.
Penn Phonograph Co.
John Wanamaker.
Wm. G. Raudenbush Co.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
Household Furniture Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—F. M. Atwood.
G. K. Houck Piano Co.
Nashville—Macquiddy Sons.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—O. Walz Co.
Fort Worth—Galveston Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Prendt Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Bruce & Brown Co., Inc.
Eiler's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd
Winnipeg—R. S. Williams & Sons Co., Ltd

Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

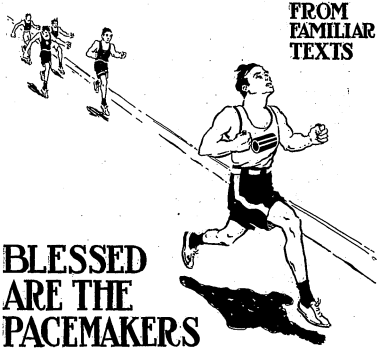
There is a great opportunity for you to sell I. C. S. Language Outfits to people who are going abroad or who desire to learn a language for the sake of the knowledge of it alone; to those who desire to qualify for positions as translators and foreign correspondents; and to foreigners who wish to learn to speak English. No sledge hammer is needed to get it clearly into your head that this presents a sure way of broadening your field of work and increasing your sales. For the sake of good business sense, boom the I. C. S. Language feature of the business.

International Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII September, 1909 No. 9

SHORT SERMONS FROM FAMILIAR TEXTS



BLESSED ARE THE PACEMAKERS

The EDISON PHONOGRAPH MONTHLY

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The EDISON PHONOGRAPH MONTHLY

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MEXICAN NATIONAL PHONOGRAPH CO., MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 515, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., 10 FRIEDRICHSTRASSE, BERLIN.
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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VII. SEPTEMBER, 1909 No. 9

Short Sermons *from Familiar Texts*



TEXT:

Blessed are the Pacemakers.

WHICH MEANS that if you set a hot enough pace at the start you'll kill off your competitors before they get fairly under way.

When Terry McGovern was champion he stayed champion longer than any other man in his class because he set the pace in the first round and had his opponent scared to death before the gong sounded. It took Terry more than one round to finish his man in some of his scraps but he won most of his fights in the first and many were won before he even went into the ring because the men he went up against knew they were licked before the fight started. Terrible Terry was a pacemaker.

And being a pacemaker applies just as aptly to your case. Get the jump on your competitor. Whatever you think he's going to do, do it and beat him to it. If his windows are twice as big as yours make yours work twice as hard.

If he advertises in the newspapers once a week, advertise twice and double on the space. If he sends out printed matter and circulars on Monday send yours out on Friday and follow them up on Monday so that while he may be hitting the nail on the head, by the time he's ready to hit again there's no nail for him to hit. You've driven it in and are starting on a new one.

As a precedent for pacemakers, take Edison for example. Everything he has done set the pace in its particular industry. He produced the first sound reproducing instrument and all such instruments have followed his pace. The Edison alone has held it.

With Amberol Records, the "Fireside," Victor Herbert and Sousa and the name Edison, you have enough talking points to set a pace so hot you'll put the "rock-a-bye" on your competitor before he comes within hailing distance.

Opening of the Fall Campaign

The first gun of the fall campaign was fired on August 16th, on which date practically the last detachment of the company's travelling staff, after receiving final instructions, left for their field of operation.

By September 1st every member of the staff will be at his post and the campaign will then start in earnest.

As is customary each year, the selling force came in from the road in two divisions (the first reaching here about a month ago) for a conference and to receive instructions from the officers and Sales Department preparatory to resuming their road work.

While here every department of the factory was inspected, with a view to gaining a thorough knowledge of the details of manufacture, views were exchanged at daily sessions, and suggestions and advices given by officials to the boys to guide them in their work.

The staff has been increased by the addition of nine new members, which will enable us to cover a greater territory than was formerly possible.

Some changes were also made in the territorial assignments of the old members of the staff.

The addition made to our selling force is an illustration of the aggressiveness of the campaign we propose to carry on during the coming season.

The Continuous Exchange Proposition Misunderstood

In our August issue we called the attention of the trade to the more important clauses of the Continuous Exchange Proposition.

Despite that fact, however, and the care with which every detail of its stipulations was explained in our Sales Department Bulletin of May 1st, we continue to receive shipments of Records *that are not accompanied by the necessary order.*

We reprint the particular clause affecting that feature of the proposition for the benefit of those who do not seem to understand it:

Immediately shipment is made, enclosed Form letter (Form 1570) must be sent to us addressed to the "National Phonograph Co., Exchange Department, Orange, N. J.," advising the total number of each kind (cut-out and defective) Records returned, stipulating the number of cases in the complete shipment. A prepaid Bill of Lading must also be enclosed with this letter.

You must also fill in on Triplicate Exhange Certificate furnished herewith, (Form 1567) the name and address of the Jobber through whom you want this exchange transaction handled.

Dealers must, at the same time, send us an order for immediate shipment (using enclosed Form 1571) for a quantity of Edison Standard or Amberol Records, at least equal to the number of such Records as he is returning, *which order we will forward to Jobber you designate when credit has been rendered for Records returned.*

NOTE: Orders MUST be for STOCK RECORDS ONLY, and not for any Records contained in Advance lists.

We wish it were possible to place greater emphasis upon this particular clause so as to make an indelible impression on the Trade; for the disregard of its provisions entails an amount of correspondence, delay and dissatisfaction that is quite as annoying as it is unnecessary.

Dealers should remember that we must get the order; it should not be sent to the Jobber.

It will reach him without unnecessary delay after we have rendered credit covering the return.

In further explanation we would advise that the orders sent with the returned Records may consist of either all Standard, all Amberol, or a combination of both; provided, however, that when a greater number is ordered than returned, or when Amberols are ordered and Standards returned, the Dealer ordering will have to pay the difference in price.

In any event the number ordered must equal the number returned.

To make the matter quite clear we would state that if 100 Standards are returned the Dealer may order 100 Standards, or 100 Amberols, or 50 of each, or 60 of one and 40 of the other, etc., but he will be charged the difference in price where the order exceeds in monetary value the return.

It must be understood also that as the Continuous Exchange Proposition is intended to be a permanent feature of the business, no special concessions will be granted to any one; all must abide by its conditions.

Important to the Trade

Jobbers and Dealers are requested to return to the factory for immediate replacement all the stock they may have of French Record No. 17124, Les Lanciers, (1re et 2e figures), *ordered prior to August 15.*

We recently discovered that the entire stock moulded previous to that date is incorrect and are anxious to make replacement at the earliest possible moment.

Don't neglect your Labor Day window display and don't postpone its preparation. Get it started now.

British Numbers Duplicated in Domestic Catalogue

We wish to draw the attention of the Trade to the fact that our Domestic Catalogue and Supplements contain certain Records that also appear in the British list.

The Records and artists are identical in every respect. The numbers were adopted into our catalogue in order to give them the publicity in this country that their excellence demands.

Following is the list complete, with corresponding numbers in the British Catalogue:

Domestic Standard		British Standard
10102	Hello There, McIntyre—Jack Lorimer	13704
10110	Gloger Two-Step—Nat'l (London) Military Band	13702
10117	Venus on Earth Waltz—Nat'l (London) Military Band	13707
10125	Aveling, My Sweet Egyptian—Herbert Payne	13708
10133	I Don't Care if There's a Girl There—Collins & Harlan	13690
10197	Marguita from Coppelia—Nat'l (London) Military Band	13857
10200	Scotch Reels—Alexander Prince	13852
10209	I Prayed My Concertina—Arthur Osmond	13850
10241	Oakley Quickstep—Olly Oakley	13870
Domestic Amberol		British Amberol
107	Martha Overture—Nat'l (London) Military Band	12031
198	Cow-poo Land—Harry Fay	12033
243	The Old Rustic Bridge by the Mill—Pike and Dawson	12036
245	Soulful Alto—Alexander Prince	12005
247	Down Where the Cotton Blossoms Grow—Pike and Dawson	12035
253	Coon Clowning Overture—Nat'l (London) Military Band	12001
257	A Broken Heart—Nat'l (London) String Quartette	12034
258	Bow of Thee—Pike and Dawson	12037
259	Forgotten Melodies—Alexander Prince	12027

President Frank L. Dyer in London

The following contribution by its European branch appeared in a recent edition of the *Talking Machine World:*

"Frank L. Dyer, president of the National Phonograph Co., is a visitor to these shores, combining business with pleasure. He will visit Paris, Berlin, and possibly Italy before his return home on September 1. Interviewed by your correspondent, President Dyer had a few interesting words to say concerning conditions in this country. 'As in America, I find that the British markets are experiencing a similar general depression, which reacts upon this industry. Business with us has, however, held up remarkably well, chiefly owing to the increased trade which usually follows the introduction of something different—in instance the Amberol Records and attachment. In combination with these and our new machines next season's trade is likely to develop very rapidly.'

"We were glad to learn of Mr. Dyer's intention to give evidence before the Copyright Committee. His views upon the question of musical copyright must be recognized in relation to Records, the Parliamentary Bill should be so framed as to disturb our interests as little as possible. No monopoly on any one piece of music must be allowed, as such would create an intolerable state of things very harmful to the industry as a whole. Mr. Dyer's contribution to this question will merit the appreciation it deserves throughout the trade."

The New Catalogue of Phonograph Parts

We have been unavoidably delayed in the publication of our new catalogue of Phonograph parts because of the inability of our mechanical department to supply complete information.

The re-numbering of the new and old parts has entailed an unexpected amount of labor, and as the work is very far from completion, it is altogether unlikely that we shall be in a position to put the new catalogue in the hands of the trade for at least two months.

This information is published because of the numerous requests that are being received for copies of the old catalogue, the supply of which is completely exhausted and, of course, will not be renewed.

Victor Herbert Records

Are you pushing the sale of Victor Herbert Records? With the addition of the November list we have one Standard and four Amberol selections from the hands of Mr. Herbert.

The Amberol numbers are the gems of four of his most recent and notable successes—"Mlle. Modiste," "The Red Mill," "It Happened in Nordland" and "Little Nemo"—all tuneful operas, whose metropolitan reception and subsequent popularity throughout the country attest to their musical worth.

These Records were made under the leadership and personal observation and direction of Mr. Herbert himself and are as perfect mechanically as they are musically in consequence.

This fact should not be lost sight of in advertising these Records. They are Victor Herbert Records, first, last and always. The composition, the rendition, the supervision and the recommendation—all are his.

And that's a positive guarantee of merit that admits of no argument, for it is an incontrovertible argument in itself.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

Fireside and Amberol Sales

From all points of the compass we receive the most flattering reports of the success that has attended the introduction to the public of the Fireside Phonograph.

East and West, North and South, England and Mexico, and far off Australia—all contribute their quota to the ever increasing array of favorable comments.

Note what the trade papers have to say on the subject.

All agree that the Fireside is the one big hit, the best seller of the season.

And there's a reason—it's a rich man's machine at a poor man's price.

The Fireside is all that we anticipated and predicted for it. It filled a long-felt want in the talking machine market.

It met in every requirement the demand of the Trade for an inexpensive machine that possessed its exceptional advantages.

It's a Popular Phonograph with Popular Points of Perfection at a Popular Price.

That alliteration might be incorporated into a pretty good ad, at that, Mr. Edison Man.

Commensurate with and to a very great extent because of the popularity of the Fireside is the extraordinary impetus that the sale of Amberol Records has received since its introduction.

They sold on the strength of their own merits before; now their sales are increasing because of the popularity of the combination they form with the Fireside.

A $22.00 machine and a four-minute Record —a Phonograph that in the essential details of style, finish and tone reproduction is surpassed by no machine on the market, and a Record that offers more and more varied entertainment than any other made—is a combination that can't be beaten.

Just now it is "getting the money," as it deserves.

Demonstration at the Home

An old subject? Only in the sense that it has been discussed before.

A subject is never old so long as it is a *live* subject; and, viewed in that light, this one has not shown the first sign of age as yet.

In what sense is it a live subject?

Well, for one thing, the method of introducing goods that it suggests is (and necessarily always will be) in constant practice in all lines of business in which *the merchandize can be brought into the immediate presence and observation of the buyer.*

That's where a Phonograph Dealer has a big advantage—in the portability of his goods.

He is not handling an article whose unwieldiness or weight prevents him from introducing and demonstrating it in the home.

He is not reduced to the necessity of adopting some means of *bringing the customer to him.*

That calls for advertising, and advertising entails an outlay of money, the results to be obtained from which are to a certain extent problematical.

There is little or no expense to this plan. Where there is it is merely nominal.

There is no question of its feasibility.

The only question is, therefore, one of result —will it pay?

Life insurance is one of the greatest and most successful industries of the age.

Have you ever attempted to discover the secret of its success?

It can be attributed directly to the fact that its canvassers present their arguments most successfully in man's most vulnerable point of attack—*his home.*

And with studied shrewdness they make the home the subject of their arguments.

You can do exactly the same thing, Mr. Dealer. You have exactly the same subject on which to base your argument and the same vantage ground on which to present it—in the home. Your position and his are respectively those of attack and defense.

In his home, surrounded by his family (who nine times out of ten are interested and encouraging the sale), with leisure time at his command to give your demonstration and arguments the attention that is not possible at your store, even if you get him there, he is absolutely defenseless.

You have him at your mercy, and if he or any of his family is at all musically inclined (and who is not?) he will surrender with very little show of resistance.

Comparatively *few* Dealers, we are led to believe, realize the possibilities of this method of selling Phonographs, or if they do they dismiss the proposition because it entails time and effort.

The latter class will, sooner or later, succumb to the process of elimination.

The business is there—there is no doubt on that point; it's only a question of energy in *going after it,* and the amount required will not sap your vital force to any great extent either.

We are bringing this subject to the attention of the Phonograph public in the November PHONOGRAM and would suggest that you advertise your readiness to supply outfits and shave Records.

President Diaz Honors the Edison Phonograph

We have just been advised that President Diaz, of Mexico, as a compliment to his personal friend, Mr. Edison, has made a Record for the Edison Phonograph and has most kindly consented to our placing it before the people of his country, as well as before the people of other countries interested in him and the great work he has accomplished for Mexico.

The information about this Record was not received till this issue of the PHONOGRAPH MONTHLY was ready for the press and we have had no opportunity, therefore, to give it the attention that so important a matter deserves. We will treat the subject fully next month, by which time we may be able to advise the trade when the Record will be ready for its use.

New Combination Type Gem Phonograph

Sales Department Bulletin No. 35, reprinted on page 20 of this issue, formally announced to the trade the new combination type Gem Phonograph, which will be placed on sale simultaneously in the United States and Canada on October 1st, 1909.

Its retail price in the United States will be $15.00, and in Canada $19.50.

The Combination type Gem has been designed to meet the universal demand of the public for a low-priced Phonograph equipped with a reproducer that would permit of the playing of both Standard and Amberol Records.

For this purpose it is equipped with the new Model "K" reproducer, the same as accompanies the Fireside Phonograph, and which, by merely changing the position of a lever, puts the machine in position to play either Record.

We are satisfied that this particular feature of the new Gem will bring it into even greater popularity than the Fireside won, because of the difference in the price.

Its other new feature is a new specially finished maroon colored horn, 19 inches long, with bell 11 inches wide, which greatly adds to the attractiveness of the outfit. The horn will be packed in case with the machine.

The appearance of the machine body is like the Model "B" machine, except that the frame casting is a little larger.

The body is finished in a rich deep maroon, with black and gold stripes, and bears the name "Edison" instead of "Gem."

The machine will run fully one Amberol or two Standard Records, which fact will commend it to the public with little further argument.

We predicted a popular reception for the Fireside Phonograph and our prophecy was fulfilled. The reasons that brought the Fireside into existence and popularity obtain in greater measure with the new Gem, the most obvious being the price. We therefore repeat our prophecy for this new type machine, and we advise Dealers to anticipate the inevitable demand for the Combination Gem by placing orders with their Jobbers as early as possible.

Remember, the new Combination Gem Phonograph will be placed on sale on October 1st.

Among the Trade Papers

Leo Slezak, the famous tenor of the Royal Opera House, Vienna, Austria, and who will appear at the Metropolitan Opera House, New York, during the coming season, has contracted to make cylinder Records exclusively for the Edison Phonograph. In operatic circles Slezak is hailed as a second Tamagno, and his signing with Gatti-Casazza has been hailed as a decided acquisition to the celebrated Metropolitan Opera Company. He has a phenomenal tenor voice of great strength and compass.

Another addition to the list of Edison Record artists is Earl Cartwright, a baritone soloist of national reputation, whose first offerings will appear in the October list of Amberols. Mr. Cartwright is a thorough musician as well as an accomplished vocalist.—*Music Trades Review.*

It is noticeable that Amberol Records are creating an increasing demand for Edison machines, persons who have heretofore not been interested becoming profitable customers. Owners of Edison machines are purchasing the four-minute attachment, with selections of Amberol Records, and all express themselves delighted with the improvement.—*Talking Machine World.*

Phonographs induce people to buy Records, but don't forget that Records make people want Phonographs. Each month there are 40 new Records and therefore 40 reasons why those who have no Phonograph should purchase one.

W. H. Hug Addresses Ohio Association of Talking Machine Dealers

W. H. Hug, traveling representative in Ohio for the National Phonograph Company, addressed the members of the Ohio Association of Talking Machine Dealers on the occasion of their summer meeting at Cedar Point, Sandusky, Ohio, August 4th and 5th. His remarks were cordially received by those present, and we are reproducing them for the benefit of the Dealers generally.

Mr. President, Ladies and Gentlemen:

I dare say your worthy President scarcely realized, when requesting me to address you on the subject, "Ohio's Part of 'The Other 15,000'," the personal importance of the subject assigned me. All Ohio dealers engaged in selling Edison Phonographs and Records are undoubtedly interested to some extent in the success or failure of their neighboring dealer. However, you are responsible only to yourselves for your individual success or failure, whereas for myself, as representative of The National Phonograph Co., it is up to me to visit you from time to time, go over general conditions with you, listen to your complaints, (which I am glad to say are few), adjust them if possible, give you such selling pointers and information as I can, keep you enthused and help you to continue as successful dealers. You will therefore understand that I am personally very much interested in and in a sense responsible for the success or failure of each one of "Ohio's Part of 'The Other 15,000'" Edison dealers.

During the past three and a half years I have visited Edison dealers in eleven states besides Ohio. Ohio today has a few over 500 Edison dealers in good standing, a majority of whom we call first class dealers. A large percentage carry complete stocks, are prominent business men in their various localities and are hustlers. These facts, with observations while working in other states, permit me to say to you in all sincerity and with personal pride, "Ohio's part of 'The other 15,000'" Edison dealers in the United States is prominent with a capital P. This is further evidenced by the fact that you are the first, to my knowledge, to organize a state Association of Talking Machine Dealers, which in itself displays the progressiveness now so essential in successful merchandising. An association of this kind can do much, not only for its members by co-operation in forming selling plans and so forth, but for the business in general. Its officers and members are to be congratulated on the enterprise displayed, and you have my assurance of hearty co-operation for your continued success, and you need but advise me of anything I can do to that end.

The question often been put to me, principally by the dealer who sits and wails for business to come to him: "Is the Talking Machine business on the wane?" A few words of optimism might not be out of place,—your honorable President refers to it as soothing syrup. 'Tis true the Talking Machine business has been quiet for some time; so have all other lines. The business is not suffering any more, if as much, as many other manufacturing lines. Such questions show lack of confidence. Have the manufacturers lost confidence? Emphatically, no! They are going ahead improving present goods, designing and experimenting on new stuff, engaging high-priced and well-known artists and musical organizations for making records, arranging to spend more money than ever for advertising and so on. Surely they would not do all this if they did not expect to get it all back with interest in the shape of increased profits in the future. I doubt if it has ever occurred to many dealers that all engaged in the business are as one large family, yet such is the case. Manufacturers, Jobbers and Dealers, —one could not exist very well without the other. Of the three the dealer is of much importance for it is he who sells the goods to the user, consequently the business is largely in his hands. The National Polonograph Co. is willing to back on your ability to sell Edison goods, and it is only fair to ask that each dealer continue to do his part and join in the confidence we have in the future of the business.

Any dealer who reads each issue of the Edison Phonograph Monthly carefully and lets what he reads soak in cannot help but realize that present conditions are but temporary, and wise is the dealer who uses the present for getting-ready time—going over his stock, and dusting it off, seeing that each machine is in perfect running order, arranging them in a more attractive manner if possible, preparing plans for fall advertising, preparing a mailing list or revising the one he already has, making plans to give concerts in his store, arranging to entertain social gatherings of lodge and church members. The advertising thus gained cannot be had in any other way. Many other things can also be done which will be beneficial later on, one of which is to engage canvassers to work outside trade; for without doubt the return of normal business conditions means that Talking Machine business will be as good or better than ever.

It is of course a fact that the dealer carrying a complete and up-to-date stock has a natural advantage over his competitors. However, it does not follow that such a dealer will get the greatest amount of business out of a given territory. I have seen dealers in the small towns with smaller stocks do more business than their neighbors who carry complete stocks and have a larger field, simply because they put the ginger and energy into the business and used every method at their command for getting sales. I am sorry to say some dealers with large stocks are not nearly so enterprising.

A dealer in southwestern Ohio, who had been going along doing a fairly good business and carrying only a fair sized stock, was induced last March to put out a canvasser and sold 13 outfits the first three weeks. It is needless to add that when last I saw him he was carrying a full line and doing a rushing business.

I have in mind another dealer located in a town of about 4,500 people, who has sold over 500 outfits, mostly Homes and Triumphs, in the last three years through canvassers, and says his cash business carried his installment accounts. Any of you should be able to do as well.

Another good plan is the Free Trial Proposition. I know of a dealer in one of the large cities that has over 30 dealers, who advertised, "30 days Free Trial in your home." I happened to be in that city a few weeks ago and some of the other dealers thought it foolish and poor business method: Nevertheless the dealer actually sold 130 outfits in May and June of this year, stating that not more than two out of ten outfits placed were returned, and that a majority of the deals were closed inside of ten days. The outfits were all sold in the city.

It has been remarked by some dealers that they have sold all the Talking Machines that they can in their locality. When a dealer who believes he has done so can show sales in 70 out of every 100 homes, I will agree with him, not before. As long as people enjoy music and enjoy being entertained there is an opportunity to sell a Phonograph in every home. Jim Jones may not have wanted an outfit last year or last week, but with the constant improvements he may be ready to buy tomorrow. Keep everlastingly after him. Some of you may remember how I keep after you for an order.

It is necessary in these days of hustle for business that a dealer keep plugging away every moment. What is needed is confidence, enthusiasm and ginger. The latter is a good tonic, lets take some. It's helping Hughie Jennings' Detroit team win the American League Pennant again and will surely help us all sell more Edison Phonographs and Records. Gentlemen, let us get busy this fall and see if we cannot make even more prominent "Ohio's part of 'The other 15,000'."

I take this opportunity to thank you one and all for the many kindnesses shown me when visiting you, and to assure you that I have your interests at heart as well as those of the Company I represent.

Phonographs in the Arctic

H. D. Cockburn, salesman for R. D. Williams & Sons Co., Toronto, sends the following interesting letter:

"I have just returned from Cobalt, where we have a very active customer, Mr. Secord. This gentleman has sold some twelve machines lately, which have been taken up to Gow Gander, a mining camp about 500 miles north of Toronto. From the last railroad center, there is yet sixty miles to go by sleigh, the snow being about four feet on the level. One team takes about two and a half to three tons of provisions, etc. It takes five days to make the trip and the cost is from $85 to $90 per team. In spite of the tremendous cost of provisions, etc., the Edison Phonograph is not forgotten owing to the fact as above stated about twelve machines have already found their way into Gow Gander. There are 600 teams drawing provisions into this mining camp. I think they will soon have an Edison Phonograph in every tent and shed. There are no homes yet up there."

Home Recording

In the November number of the *Phonogram* we call attention to the attractive features of home recording and lend special emphasis to its value as a means of entertainment at parties, etc.

Coincident with the suggestion we have given the public should come your announcement that you are in a position to supply the equipment for making Records at home and are prepared to shave the blanks.

Don't lose sight of this feature of the business. It's profitable in itself and conduces to sales in other lines.

Home recording is a fascinating amusement and once started it grows on one.

It will attract Edison Phonograph owners to your store, which means the prospect of selling more regular Records.

It will also influence the prospective buyer of a machine to purchase an Edison, which is the only type of Phonograph on which Records can be made at home.

That's an advantage that you should dwell upon in all your Phonograph talks.

Write to us to-day if you are not supplied with a catalogue of accessories, or for further information on this subject.

New Operas by Herbert

Of interest to the trade is the announcement that Victor Herbert, who is supervising the work of our Recording Department in the capacity of musical critic, will offer two new operas to the public early in the coming season. Commenting on the fact, *The Music Trades* says:

"With the nearer approach of the coming musical season public interest centers more and more in the announcement of the latest works which will bear the distinguished name of Victor Herbert, and the legion of admirers of that great and gifted composer are prepared to hear that, as heretofore, he will be prominent in this year's new productions.

"Mr. Herbert is now at work on two pieces which are rapidly nearing completion. The lyrics of both are by George V. Hobart. One of these, as yet unnamed, will be brought out on Broadway by Lew Fields early in the fall. The other will also be produced by Mr. Fields in October, when that clever actor-manager will be seen in the stellar role. A name for the second production has not yet been finally chosen, but it will probably be called "Deutschland," and for it are promised many novelties in the way of music and lyrics, besides quaint and original settings. So confident is Mr. Fields of its success that he will spare no pains or expense in giving it to the public in a meritorious manner.



Locating Menlo Park

Not one passenger in a thousand traveling on the Pennsylvania railroad between New York and Philadelphia, knows where Menlo Park is located, although nearly everyone knows that the little town was made famous because Thomas A. Edison for ten years had his laboratory there. The "Wizard of Menlo Park" was the title given Mr. Edison because of the many important inventions born in the Menlo Park laboratory.

We have put Menlo Park on the map by erecting directly opposite the station an immense bulletin board, bearing the words "Menlo Park—Birthplace of the Edison Phonograph." The sign is reproduced in the above illustration. It is 20 feet high and 125 feet long, one of the largest of its kind in the country.

Its size and location can hardly fail to inform every passenger on the Pennsylvania railroad just where Menlo Park is located.

S. R. O.

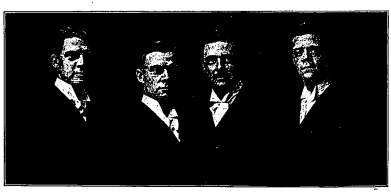
S. R. O. is a sign, hung up more or less frequently in New York theatres, and means "Standing Room Only."

If any Edison Dealers are crowding their concerts to capacity and need an S. R. O. sign we'll be glad to see that they're supplied. But don't send out invitations to your concerts and then give your patrons an S. R. O. deal by providing no chairs for them to sit on. The merits of the Phonograph go hand in hand with comfort.

As James Russell Lowell says:

"He stood awhile on one foot fust,
And then awhile on t'other;
And on which one he felt the wust
He couldn't ha' told ye nuther."

"Standing Room Only" is legitimate after sitting room is all taken, but not before.



WHITNEY BROTHERS' QUARTETTE

Selling the Goods

Harvest Time

September is the month when all business is supposed to come to life.

It's all a matter of habit that got its start with the Spring and Fall styles in clothes.

The Phonograph business has no season handicap—it's the original every-day-in-the-year business. Nevertheless, thousands of people have got the habit of opening up and spending in the Fall, so the stunt to do is to humor their weakness and sell them Phonographs and Amberol Records while they're all in the spending mood.

The vast majority of people want the most they can get for their money. You've got them all on your side when you offer them Amberol Records. They're still with you when you show them the "Fireside."

The other kind of people aren't worth going after—'cause there isn't any other kind.

There's only one kind of "Fireside" that's popular in warm weather—that's an Edison. Push it, and watch the crowd gather 'round.

There's only one kind of Record that plays long enough to satisfy everybody—that's Amberol.

The Spread Barrel and the Bullseye

A two cent stamp is the biggest two cents' worth in the world if you use it right. Work it to death on your mailing list and don't forget that there are newspapers published in your town and the Editor may starve if you don't advertise—and so may you.

You can shoot more directly with a rifle than with a shot-gun, but the shot-gun may bring down something you didn't expect to get, besides whatever you're shooting at.

A mailing card or circular letter will bring in the business you're aiming at, but a newspaper ad will bring in business you didn't know existed.

When Teddy went to Africa he took more than one kind of gun 'cause he knew that all fish don't bite on the same brand of table d'hote.

Have You Tried This?

Here's a stunt! Use the telephone. Call up a live prospect, tell him to hold the wire, hold the transmitter to the horn of the Phonograph and let him hear one of the new Records. Then tell him to come down and hear some more new ones before his enthusiasm cools. He's yours.

Another Church Stunt

Get in at the church bazar. Take some blank records with you. Get the choir soloist to sing some favorite selections into the Phonograph right before the crowd. Then let the Phonograph play them.

Then auction the record off, starting the bids at the regular Record price—all above regular price to go to the church.

A raffle might be better yet, as the winner would possibly be a person who didn't own a Phonograph and would have to buy one to play the Record. Just like buying an automobile because your wife's got a pair of goggles.

Coming and Going

A farmer sows the seed and waits for the profits.

Here's where you've got it on the farmer.

You sell an Edison Phonograph and you've not only planted the seeds for future profits on Records but you've got the profit on the Phonograph. Every sale of an Edison Phonograph is an investment—and it's the only investment that pays back a cash dividend on the spot equal to the principal and the profit, with no limit on the future.

Quirks

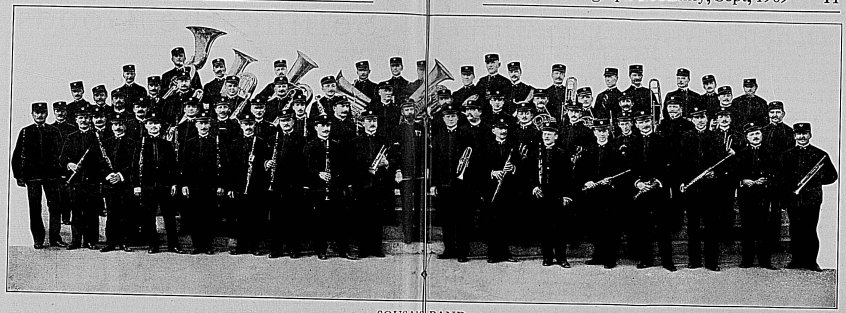
"All things come to him who waits."

That's a good maxim to sidestep.

"All things come to him who goes and gets 'em." That's better.

Remember that story about the "cullud puhson" what was scared by a ghost and was runnin' 'cross the fields when he stirred up a rabbit? He kicked the rabbit out of the road and said: "Get out o' mah way, yo' Cottontail, an' let somebody run that cah run." That's the way your mailing system ought to bowl over the other fellows.

Please note that our only mould of selection No. 17192, Souvenir d'Alarme, by M. Lejal, is defective and the selection is therefore to be treated as a "cut-out." If this selection is made over it will be re-listed later on and the trade advised concerning it.



SOUSA'S BAND

Imitated by many, approached by few, surpassed by none—is the record of Sousa's Band, to-day the most celebrated organization of its kind in the world. Its fame has spread to the most remote points of civilization.

In America Sousa is a household word. The supremacy of his band in the realm of music is unchallenged and unquestioned in this country; in foreign lands it is a standard of merit by which other similar organizations are judged. If imitation be the sincerest form of flattery then for no other reason will it be awarded the palm of superiority than for the scores of imitators that have followed in the wake of its many successes.

Its guiding spirit, John Philip Sousa, to whose brilliant leadership in the interpretation of his own inimitable compositions, as well as of the efforts of other composers, its successes are in great measure due, occupies a unique position in the musical world.

He is a native-born American, which, together with the fact that he first saw the light of day in the nation's capital, probably accounts for his skill in the composition of march numbers that fairly pulsate with patriotic spirit and fervor. It is this ability and the consequent popularity of his march creations that have gained for him the well-deserved sobriquet of "The March King."

Sousa's father was a musician. A political exile from Spain, he earned a precarious living by playing a trombone in the very same band at Washington which later formed his son's stepping-stone to fame. His mother is a German. The musical talent which young Sousa inherited and early evinced, was developed under the instruction of John Esputa and George Felix Benkert.

Sousa's career in the music world has been meteoric. At the early age of eight he began to put his ability to practical use, earning his own living as a violin player. At fifteen he was a teacher of harmony. At sixteen he was conductor of an orchestra in a variety theatre. Two years later he was musical director of a traveling company in Milton Nobles' play "The Phenix."

Through succeeding years he was identified with various orchestras and other musical organizations until at the age of twenty-six he became leader of the United States Military Band at Washington, which, under his development, became one of the foremost and best military bands in the world. At one period of his connection with this organization an effort was made to pass a bill through Congress giving him a commission of lieutenancy in the army. Had it been successful it is altogether likely that Sousa would still be leader of that organization.

His fame had become so widespread, however, that in 1892 he left the Government service and took the leadership of the famous organization that bears his name and receives the inspiration of his genius and energetic personality.

Sousa has written more than 200 march compositions, of which the most popular are "Washington Post," "High School Cadets," "Liberty Bell," "Directorate," "King Cotton," "Manhattan Beach" and "The Stars and Stripes Forever."

He has also invaded the operatic field, and with marked success. His earlier operatic compositions are: "The Smugglers," written in 1879; "Desire," brought out by the McCaull Opera Co. in 1885, and "Queen of Hearts," a one-act piece. The best known and most successful of his later compositions is "El Capitan," written in 1896, starred in by De Wolf Hopper and still a favorite repertoire piece with the prominent light-opera companies of the country.

Subsequent compositions that have added to his fame are: "The Charlatan," "The Bride-Elect," and "Chris and the Wonderful Lamp," an extravaganza, the chief ensemble of which was worked up from his march "Hands Across the Sea."

While his successes in the operatic field have been pronounced, it is as a composer-conductor of band numbers that he is best known and will be longest remembered. There is probably no composer in the world who has enjoyed a popularity equal to that of John Philip Sousa. His march numbers have made so powerful an impression on the American public that there is scarcely a boy in the country who is not able to whistle their chief airs.

It is found that his music has been sold to 18,000 bands in this country alone. Sousa's marches have appeared on programmes in all quarters of the civilized world and to-day are played by army bands in every country of Europe.

His first contributions to our Record Catalogue, appearing in the November list, are "The Stars and Stripes Forever" (Amberol) and "Powhatan's Daughter" (Standard). Both of these are march numbers—typical Sousa compositions that have been hummed and whistled and played and danced from coast to coast.

Reproduced by his incomparable organization of skilled musicians, they are given an interpretation that no band in the world could hope to approach. Those who have heard John Philip Sousa's band perform under his leadership can appreciate what a treat the reproduction by that organization of his inspiring marches will afford to those of the Phonograph public who have not yet had that good fortune.

Labor Day Displays

Monday, September 6th, is Labor Day, a general holiday throughout the United States. Which means that on that day there will be thousands of people on the streets where to-day there are hundreds. That's your tip to get busy with your window, Mr. Dealer. Don't wait until the Sunday before to arrange it. Get it in shape away ahead of time and get the full benefit of the attention it attracts. After Labor Day interest in the display will quite naturally wane, so it's up to you to anticipate.

Make your display as striking and original as possible—something typical of the day itself and the cause it celebrates. It is difficult to suggest anything suitable to individual cases. The cause of labor offers a wealth of suggestion in its watchwords and well known terms and phrases.

The words union, strike, boycott, lockout, arbitration, organization, etc., can be used to good advantage on your window cards.

Work in your "Fireside." The word will fit in well with arguments and phrases used in the cause of organized labor.

Local conditions may afford an inspiration, or your local celebration may be utilized for a suggestion.

So may the Bryan and Taft Records on the subject.

Here's a suggestion that could be worked into a striking window display, and it's inexpensive, too. Dress up a dummy in working garb, dinner-pail in left hand and stand it up in conspicuous view, right hand extended and pointing at a "Fireside" machine resting on a stand. Suspend from body of the figure a placard bearing this inscription:

I am a
Union Workingman
and I Own My Own
Fireside

From the stand suspend a placard reading:

I am His
Fireside
and I Only Cost
$22.00

"A Rich Man's Machine at a Poor Man's Price"

That's our suggestion—it may help you. Get your wits working.

Edison Phonographs Will Sell Amberol Records

Every Phonograph owner will want to buy Amberol Records as soon as he hears them. Their tone, the songs and selections they offer and the fact that they will play twice as long as the Standard Edison Records and longer than any other kind of Records, are arguments that no Phonograph owner can resist.

It is not alone the Amberol Records that is going to bring you this bigger volume of Record business; it is also the Edison Phonograph which so faithfully and clearly interprets them.

As there new Records improve the Phonograph, so the Phonograph enhances the value of the Records, so that every Phonograph sale is the beginning of a persistent and large Record business.

Both the Phonograph and the Amberol Records are worthy of your greatest selling effort. When you feature them you are featuring something that everybody knows about and is interested in.

Take advantage of the new things. There is an extra profit in Amberol Records for you and an extra profit in the attachments which present Phonograph owners want so that their instruments will play Amberol Records.

The Edison Phonograph will sell Amberol Records. Your part is to have them, play them and push them all you can.

The Other 13,000

What they are doing and what they want to know about.

This department of the Monthly was created and is maintained for the convenience and information of our Dealers, in the belief that through their use of its columns ideas and suggestions of practical value would be disseminated for the benefit of the entire Edison Trade.

We suggest a more general and liberal use of this space through the exchange of individual experiences and ideas in regard to the most effective methods of advertising and selling the goods.

Describe your window displays, your stock arrangement, your newspaper or other forms of advertising.

Send us illustrations—we'll print them gladly. They'll benefit some of the other 13,000. That's sure. And some of their ideas cannot fail to benefit you.

That's *reciprocity*, which means *co-operation*, which is synonymous with *success*.

We will also, when requested and if space permits, answer in these columns questions in regard to mechanical and other details of the business.

We await your pleasure, Mr. Dealer. Let's hear from you.

We are in receipt of a communication from A. H. Bromley, proprietor of the West Philadelphia Camera Shop at 5113 Market St., Philadelphia, Pa., enclosing a weekly bulletin issued to the public by the 52d and Market Sts. Business Association.

This bulletin illustrates the "Friday Bargain" scheme that the merchants of that city have instituted.

Mr. Bromley, who is an Edison Dealer, took advantage of the "bargain day" that fell on Friday, Aug. 13th, to feature his Phonograph stock in his window display of "bargains."

In the bell of the horn on one of the Edison machines he hung a card bearing this inscription:

An
Edison Phonograph
is always
A Bargain.

That the combination of the day and date disproved popular superstition Mr. Bromley avers, for he says that his Record sales were unusually good on both Friday and Saturday.

Geo. P. Austin, manager Southern California Music Co., Oxnard, Calif.—I was amused at an item in the May PHONOGRAPH MONTHLY stating that a Dealer in a town of 1,900 had sold twenty-nine Edison Phonographs. This is a town of 2,000 and I have sold one hundred and nine Edison Phonographs and fifty-two of them were Triumphs and two were Idelias. My prospects for future sales are better than when I first started in here. Almost every sale brings a new customer.

Daspit Hardware Co., Ltd., Houma, La.—Having read the article, "Going Some," on page 7 of July PHONOGRAPH MONTHLY, which states that T. A. O'Connor, of Seneca Falls, N. Y., had disposed of nine outfits in sixteen days, I wish to say that we have done as well. We disposed of two Regular Standards, one Combination Standard and one Combination Home Outfit in seven days. We carry a complete line of Phonographs and nearly every Domestic Record, Amberol and Standard, you manufacture, and expect to add some of the British selections to our stock.

Alonzo Wilkes, Amsterdam, N. Y.—A sure sign of the times! When Phonograph users come in and purchase from five to a dozen Edison Records it is a good sign of the return of Edison Prosperity. Many of my old customers are doing this instead of purchasing one or two. I predict a big winter for the sale of Edison Phonographs and Records.

I am sending you a picture of our store. We have been in business less than three years, and are exclusive Phonograph Dealers. We keep constantly on hand a good supply of Edison Phonographs and over 4,000 Records. The picture shows about one-half of the store. We have two booths nicely fited up with pictures, seats and brussels carpet. We have two large front windows 20x24x8 filled with machines, Records, horns, cabinets, etc. Population 1,000.—*Mrs. S. C. Rowden, Red Wing, Minn.*

Ready Made Ads

The response to our offers to supply without cost to the Trade these attractively prepared advertisements is very gratifying.

We are impressed by the fact that our Dealers are coming more and more to a realization of the fact that this offer is one of real merit.

We don't say it's generous, for we regard it as a paying proposition for us if it is made use of by the Trade, because its use means increased sales for all of us.

But it is an item of expense (and, taken altogether, quite a large item at that) that we incur and the Dealer escapes.

It isn't likely that we would continue this offer if results did not justify it.

We are glad to say they do, and we have the evidence, and, necessarily, the Dealer has, too.

The cuts shown below illustrate the popular Fireside, which, with the Amberol Record, is the great big seller to-day.

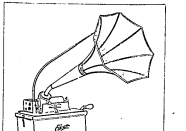
If the wording of these advertisements does not please you, get your wits working and originate something that better appeals to local conditions or your particular case. It's easy when you try. Labor Day opens up a lot of advertising possibilities. Word your advertisement so that it will immediately strike the eye.

See that your paper gives you good space, which is very important.

Either the single column ad (No. 719) or the double column (No. 720), or both, will be sent you on request, we only asking that you send us a clipping of the ad from the paper in which it appears.

Don't send the paper itself.

Send the clipping only in separate envelope.



A rich man's Phonograph at a poor man's price—that's the popular verdict given of

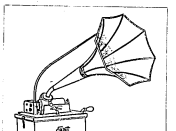
The New Edison Fireside Model

Which retails at $22.00 and combines all the features and style of a high-priced machine.

Come and hear it play the new Records.

(Dealer's Name and Address)

Illustration in above is Electro No. 719



The musical talent of all nations is at your disposal if you

Own an Edison Fireside Phonograph

May we show you the new Fireside Model retailing at $22.00 and explain how easy it is to own one? Let's talk it over.

(Dealer's Name and Address)

Illustration in above is Electro No. 719

Advance List

Of Edison Standard and Edison Amberol Records for October, 1909

THE Standard and Amberol Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before October 25th, 1909, all things being favorable, and they may be retshipped to Dealers on & A. M. on October 25th. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until & A. M. on October 29th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after October 20th, but must not be circulated among the public before October 25th. Jobbers and Dealers may however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on October 24th, for delivery on the following day. Jobbers are required to place orders for November Records on or before September 20th. Dealers should place November orders with Jobbers before September 20th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for November

285 Stars and Stripes Forever March — **Sousa's Band**

One of the many famous compositions that Sousa has given to the world, enduring in its popularity because of its undeniable excellence. It is one of his favorite and most popular marches and contributed its share to securing for him the enviable title of "The March King." The fact that the number is played by his famous organization will create an emphatic demand for the Record. Publishers, John Church Company, New York.

286 Just Plain Folks — **Ada Jones and Chorus**

A pathetic ballad with appropriate musical setting, describing the sorrow and disappointment of an aged couple whose visit to his city mansion is resented by the son they have not seen for many years. Miss Jones' has the assistance of a male quartette in the chorus. "Just Plain Folks" is a good seller in the Two-Minute list, and the longer Record can not fail to increase its popularity. Orchestra accompaniment. Words and music, Maurice Stonehill.

287 Selections from "Little Nemo" — **Victor Herbert and his Orchestra**

This selection by Mr. Herbert introduces his spirited "March of the Valentines"; "Won't You be My Playmate," a dainty, charming air; "Give Us a Fleet," a sprightly, captivating theme; "Won't You be My Valentine," plaintive and haunting; his "Slumberland Theme," a graceful, soothing melody; Dance; and March Finale. Publishers, Cohan & Harris, New York.

288 How She Gets Away With It is More Than I Can See — **Grace Cameron**

A comic song in which one footlight fairy "roasts" another, whose good fortune in being able to enjoy the good things of life the envious dame ascribes to a marvelous ability to "pull the legs" of her lung chain of admirers. Miss Cameron's clever use of the vernacular of the "front row" reminds one forcibly of that of Rose Stahl in "The Chorus Lady." Orchestra accompaniment. Music, Seymour Furth; words, Grace Cameron; publishers, Seymour Furth Pub. Co., New York.

***289 Flannigen and Harrigan** — **Porter and Meeker**

A side-splitting side-walk conversation between these clever artists introducing two original songs. After the opening song, which is labeled "No Matter How Hungry a Horse May Be, He Cannot Eat a Bit," comes a running fire of wit and repartee. The sketch is original for our Record and will not be published.

290 Gypsy Airs (Sarasate, Op. 20.) — **Albert Spalding**

This is one of those brilliant and fascinating variations on folk themes written by the celebrated Spanish violinist and composer, Pablo de Sarasate, who was born in Pamplona, Spain, March 10, 1844. Mr. Spalding's splendid conception of the composition is shown in the exquisite interpretation he gives to its difficult passages. Rendered with piano accompaniment.

291 Grandma's Mustard Plaster — **Murry K. Hill**

A monologue on everything in general and a goat in particular, precedes a song recital of the wonderful drawing qualities of "Grandma's mustard plaster" and their practical application to sundry individuals and cases. This is followed by more talk and another humorous song.

292 Waiting and Watching for Me — **Anthony and Harrison**

One of the best known and most popular of sacred hymns, rendered in the impressive manner that characterizes all of the work of these famous singers, whose sacred duets are known and appreciated wherever the English tongue is spoken. Orchestra accompaniment. Words, Marianne Hearn; music, P. P. Bliss.

*This selection will be illustrated on cover of November *Phonogram*.

293 Eglantine Caprice — **United States Marine Band**

A captivating number executed in faultless style by this celebrated organization whose work requires no commendation. Their contributions to our Record catalog are among its best sellers. Composer, Edward Van Lonck.

294 Pansies Mean Thoughts, Dear, and Thoughts Mean You — **Manuel Romain**

Mr. Romain's rendition of the dainty love ballad will add to his fame as a Record singer, if that be possible. The language of the flowers is expressed in unusually pretty words, with a tuneful waltz setting, the pansy's definition being given in the chorus:

Pansies mean thoughts, dear, and thoughts mean you — My dreams are all of you, dear,
Give me one thought, dear. — If you only knew;
Pansies you'll be true. — For pansies mean thoughts, dear, and thoughts mean you.

Orchestra accompaniment. Words, Fleta Jan Brown; music, Herbert Spencer; publishers, M. Witmark & Sons, New York.

295 A Thousand Leagues Under the Sea — **Gus Reed**

Songs of the deep are the forte of basso singers, because their notes better convey the feeling of awe and majesty that the ocean inspires. Mr. Reed's sonorous tones are admirably qualified to give to such selections the proper expression. There is a light-house bell effect in the refrain that is realistic. Orchestra accompaniment. Words, J. T. Branen; music, H. W. Petrie; publishers, Jos. W. Stern & Co., New York.

296 Lasca — **Edgar L. Davenport**

A pathetic poem, by F. Desprez, of love and heroism on the plains of the Rio Grande, familiar to every high-school boy and girl in the country, who will find Mr. Davenport's dramatic recitation of it a great help in their study of elocution because of the excellence of his articulation and inflection. The selection as here given comprises the entire poem, which was not possible, of course, on the two-minute Record, in which list it is No. 9087. The burial of Lasca is recited to the violin accompaniment of extracts from "Hearts and Flowers" and Chopin's "Funeral March."

297 Just Before the Battle Mother — **Will Oakland and Chorus**

Mr. Oakland's splended voice has never been heard to better effect than in the verses of this well-known descriptive war ballad, in the chorus of which he has the assistance of a pleasing quartette. Between the lines of the second chorus are introduced realistic martial effects—a cannon shot, bugle calls of reveille and assembly, hoof beats and commands to action. Orchestra accompaniment. Words and music, George F. Root.

298 He Leadeth Me — **Edison Mixed Quartette**

A sacred selection rendered by a quartette of mixed voices with organ accompaniment. The work of our quartette in this reproduction is particularly effective and this Record is destined to find its way into every sacred collection. Words, Jos. H. Gilmore; music, Wm. B. Bradbury.

299 Wedding—Dance Waltz — **American Symphony Orchestra**

A well-known standard waltz, played in concert style with pleasing effect. The composer of this waltz is Paul Lincke, whose reputation was established in this country through his composition of the popular "Glow-worm" (Amberol Record 62). The interpretation given this number is highly artistic. Its melody is catchy and its rythm well defined, making it particularly desirable as a dance number. Publishers, Jos. W. Stern & Co., New York.

300 The Song I Heard One Sunday Morn — **James F. Harrison and mixed chorus**

Mr. Harrison has improved the opportunity to display the quality and range of his splendid baritone voice in this Record. A mixed chorus assists in the rendition of the number. The song itself, a meritorious composition, describes the effect that the chanting of "The Palms" in a church produced upon a passer-by. Orchestra accompaniment. Words, E. H. Ellison; music, Robert H. Brennen; publishers, Jos. W. Stern & Co., New York.

301 Run, Brudder Possum, Run! — **Collins and Harlan**

This is a typical Southern "darkey" song, set to a rollicking air by one of the foremost colored artists and musicians in the country. In the reproduction are introduced clever effects imitating characteristic noises of the possum hunt. Orchestra accompaniment. Words, J. W. Johnson; music, Rosamond Johnson; publishers, The Rogers Bros. Music Publishing Co., New York.

302 Carnival of Venice — **Ollivotti Traubadours**

A charming violin and guitar duet by accomplished musicians. The "Ollivotti Troubadours" are well-known artists of high rank who have appeared with success at concerts and at the leading vaudeville theatres throughout the country for the past three years. Mr. Michael Banner, the violinist, is a virtuoso of recognized ability, while Mr. Roy H. Butin, the guitarist, is equally proficient on his instrument. Arrangement by Paganini-Banner.

303 My Old Kentucky Home — **Knickerbocker Male Quartette**

This fine old Southern melody, which will never lose its popularity with the American public, lends itself so readily to quartette work that no professional "four" can afford to omit it from their repertoire. We doubt the possibility of a more pleasing reproduction than that given on this Record. Unaccompanied. Words and music, Stephen Foster.

304 A Georgia Barn Dance — **New York Military Band**

Here is an opportunity to secure a Record that, in addition to being an unusually good dance number, possesses exceptionally attractive features as a band Record. It is by the same composer as "Kerry Mills' Barn Dance" (Standard Record No. 9089) and is written in the proper tempo for that popular style of dance. Novel effects characteristic of the country life are introduced in its rendition. Composer, Kerry Mills; publisher, F. A. Mills, New York.

Amberol Records in Italian

5005 Quell' uom dal fiero aspetto.."Fra Diavola" (Auber) — **Maria Avezza and Francesco Daddi**

5007 Serenata d'Arlecchino.-"Pagliacci" (Leoncavallo) — **Maria Avezza and Francesco Daddi**

5012 Addio alla madre,-"Cavalleria Rusticana" (Mascagni) — **Francesco Daddi**

Amberol Records in Hebrew

5036 A Mensch soll men sein (Perlmutter and Wohl) — **Simon Paskal**

5037 Das Mzuzele (H. Altman) — **Simon Paskal**

5038 Was zu Gott ist zu Gott und was zu Leute ist zu Leute (Kannapoff) — **Simon Paskal**

Edison Standard Records for November

10237 Powhatan's Daughter March — **Sousa's Band**

With a typical number that reflects the genius of that peerless composer and band-master, we introduce to the Philip Sousa to the Edison Phonograph public which has been waiting some time for a Record bearing the stamp of his originality and approval. Like all of his marches there is an inspiring swing and dash to this number that defies description.

10238 Pennyland — **Manuel Romain**

A pretty song of childhood days—the days of 'lasses candy and cookies—when a penny was far more desirable in our childish eyes than coins of larger denomination, because of the ease with which it might be exchanged for sweetmeats. It is written in very catchy waltz-time and Mr. Romain renders it as usual in faultless style. Orchestra accompaniment. Words, Bartley Costello; music, J. Fred Helf; publishers, Helf & Hager Co., New York.

10239 She's an Awful Nice Gal — **Edward Meeker**

Pete Dimple, a simple coon, got engaged to the "College Widow" of Darktown. When, at the wedding, the Parson asked, "Who'll give the bride away?" the entire male congregation rose to its feet and explained in chorus Sal's attempts to land each one in the matrimonial net, concluding with the advice to Pete not to get "cold feet" on that account, however. The song is set to a rollicking two-step air, and Mr. Meeker gives it the full benefit of his inimitable coon dialect and style. Orchestra accompaniment. Words, Edward Madden; music, Geo. W. Meyer; publishers, F. B. Haviland Publishing Co., New York.

10240 La Zingana — **American Symphony Orchestra**

"La Zingana" is a well-known piano piece. It is styled a "Dance Hongroise" and was written by Carl Bohn, a popular European composer. The Record gives a brilliant and effective orchestra arrangement of this favorite number, which will appeal most forcibly to lovers of the better grade of music. Publisher, Carl Fisher, New York.

10241 I Want Somebody to Play With — **Byron G. Harlan**

Mr. Harlan is particularly artistic in the rendition of "kid" songs, of which the above is a pleasing specimen. It expresses the plaint of a little one who wants someone to share her loneliness until the return of her Mamma, who "went away with the Angels" Set to waltz time. Orchestra accompaniment. Words and music, Williams and Van Alstyne; publishers, Jerome H. Remick & Co., New York.

10242 There'll Come a Day — **Stanley and Gillette**

A sentimental song presented in duet form by two well-known Edison artists whose rich voices, blending in sweet harmony, produce an exceptionally pleasing Record. This is a new voices, blending in sweet harmony, produce an exceptionally pleasing Record. This is a new voices, blending in sweet harmony will receive a general and enthusiastic encore from combination and we prophesy their work will receive a general and enthusiastic encore from the Phonograph public. Orchestra accompaniment. Words, Alfred Bryan; music, Ted Snyder; publishers, Ted Snyder Co., New York.

10243 Sadie Salome — **Edward M. Favor**

A comic song. Sadie Cohen had aspirations for the stage, on which she eventually shone as the original "Salome Baby," much to the surprise and horror of her sweetheart, Mose, whose the original "Salome Baby," much to the surprise and horror of her sweetheart, Mose, whose the objection forms the chorus and real comedy of the song. Mr. Favor gives the number the proper Yiddish flavor. Orchestra accompaniment. Words and music, Edgar Leslie and Irving Berlin; publishers, Ted Snyder Co., New York.

10244 Oakley Quickstep — **Olly Oakley**

This number introduces to the Edison public one of our English artists, Mr. Olly Oakley, whose skill with the banjo is nothing short of marvellous. We predict a rousing reception for this Record, which is of his own composition. The true tone of the banjo is so wonderfully reproduced. Orchestra accompaniment.

10245 We've Been Chums for Fifty Years — **Will Oakland**

An old couple, at the sunset of life's sunset, are reminiscing over the fifty years of their married life and finding pleasure and satisfaction in the fact that during that time their relations have been the ideal ones of lovers and chums. A clever composition, a pleasing air, a capable artist—can more be said? Orchestra accompaniment. Words and music, Thurland Chattaway.

10246 Whiter Than Snow — **Anthony and Harrison**

A beloved old gospel hymn, very popular at revival services, is here given a powerful rendition by these two capable singers. Orchestra accompaniment. Words, James Nicholson; music, Wm. G. Fischer.

10247 Arrah, Come in Out of the Rain, Barney McShane — **Ada Jones**

It's leap year and the widow Nolan, spying Barney McShane coming down the lane at the mercy of the elements, embraces the opportunity to exercise the feminine perogative. We don't know what Barney's reply was, but we're gallant enough to assume that a four-minute Record wouldn't be necessary to record it. Miss Jones' reputation with this type of song is long established. Orchestra accompaniment. Words, Andrew B. Sterling; music, J. Fred Helf; publishers, Helf & Hager Co., New York.

10248 The Coquette — **United States Marine Band**

This characteristic number is the first ("A") of a series of three numbers entitled "Maidens Three," composed by John Philip Sousa. The remaining two—("B") "The Summer Girl" and ("C") "The Dancing Girl"—will be recorded by Sousa's Band. The general excellence of Records produced by the U. S. Marine Band, of which Mr. Sousa was leader for twelve years, is sufficient guarantee of this number.

10249 Oh! Doctor — **Grace Cameron**

A coon song. Liza Green's sickness is diagnosed by the doctor as a love malady, and he prescribes "lovin' by a loving man every day." On request he administers the first dose himself with the result that Liza has frequent relapses in which she calls for the same doctor. Miss Cameron's dialect and voice do full justice to the number. Orchestra accompaniment. Words, Irving Berlin; music, Ted Snyder; publishers, Ted Snyder Co.

10250 Baboon Bungalow — **Collins and Harlan**

A jungle song duet, describing a Simian honeymoon in "Mange Lane" where "clunky monkey chimpanzees" are "tuning up their cocoanut shells to make them sound like wedding bells." The song is of the same style as "Down in Jungle Town" (Record No. 9941) sung by the same artists. Jungle sounds in imitation of the chattering of monkeys and the rattling of cocoanut shells are introduced throughout with good effect. Orchestra accompaniment. Words, Edward Madden; music, Dorothy Jardon; publishers, F. B. Haviland Publishing Co.

10251 It's Hard to Kiss Your Sweetheart When the Last Kiss Means Good-Bye — **Arthur C. Clough**

Another sentimental number in waltz time by Mr. Clough whose first Record appeared in the October list. The song, as its title would suggest, voices the depression of a lover in parting from the girl of his heart. It is fully up to the required standard of sentimental selections in every respect and Mr. Clough's rendition will confirm the good impression his first Record created. Orchestra accompaniment. Words, Robert F. Roden; music, Kerry Mills; publisher, F. A. Mills, New York.

10252 Ripples—A Serenade — **American Symphony Orchestra**

A characteristic concert number of a Spanish style of construction admirably expressing the grace, warmth and languor of the music of that country. From a musical standpoint this is one of the best of the many good things of this month. Composer, R. B. Brewer; publishers, Sun Fee Publishing Co., Cleveland, Ohio.

10253 Uncle Josh at the Opera — **Cal Stewart**

A talking Record by this master in the delineation of the rural character. Uncle Josh was attracted to the "Opry" house where he bought two tickets of admission because a fellow at the door tore the first one he presented into halves. His observations on the audience, the orchestra and the curtain (which he thinks is the "Opry" house) are as unique as humorous.

10254 Zep Green's Airship — **Ada Jones and Len Spencer**

A very clever Record. Zep Green is making his initial trip as a navigator of the air, as well as of the sea of matrimony. The two voyages start at the same time for they take the parson up with them in the airship—and down also when it collapses and falls into the river. Mechanical devices, a band, singing, cheering and remarks from the crowd contribute to the novelty of the Record. Orchestra accompaniment.

10255 Dublin Daisies — **Peerless Quartette**

A rollicking Irish song with a typical air, in which glowing tribute is paid to the charms of Erin's colleens in general and to those of "Ould Dublin Town" in particular, "whose eyes and sighs win the hearts of all the boys." It is sung without accompaniment by the Peerless Quartette, comment on whose rendition is superfluous. Words, Alfred Bryan; music, Percy Wenrich; publishers, Jerome H. Remick & Co., New York.

10256 Daughters of America March — **New York Military Band**

This march, which is respectfully dedicated by the composer to the Daughters of the American Revolution, is constructed on themes of popular national airs and is an inspiring number in consequence. Composer, J. Bodewalt Lampe; publishers, Jerome H. Remick & Co.

Advance List

Of 25 Italian and 15 Swedish Edison Standard Records

The Records listed below will be ready for shipment from the factory to Jobbers on September 10, and they may be placed on sale immediately upon their receipt.

25 Standard Records in Italian

20581	Danza Della Memorie (*Carocciola*)	Signorina Grandi
20582	Il Libro Santo (*Pinzuti*)	Sig. Grandi
20583	Se Fossi (*Francesco Quaranta*)	Sig. Grandi
20584	Sogni (*F. Paolo Tosti*)	Sig. Grandi
20585	Vespero (*Bettinelli*)	Sig. Scaramella
20586	La Lavanderia di San Giovanni. (*A. Seppilli*)	Sig. Scaramella
20587	Sapro Morir (*F. Paolo Tosti*)	Sig. E. Badini
20588	Stelle d'oro (*L. Denza*)	Sig. E. Badini
20589	T'Affretta—Canzone-Barcarola (*F. Paolo Tosti*)	Sig. E. Badini
20590	Mezgelliua	Rema Fulgor
20591	Amor e tre masere (*Segre*)	Rema Fulgor
20592	Non so Scardati (*L. Denza*)	Sig. E. De Franceschi
20593	Non e Ver (*Mattei*)	Sig. Gebardo
20594	Visione Venziana (*Brogie*)	Sig. Panerai
20595	Dopo (*F. Paolo Tosti*)	Sig. Pasquini
20596	Preghiera—Alla Mentsenfusc (*F. Paolo Tosti*)	Sig. Franco
20597	Chiarastella (*Cristofaro*)	Sig. Franco
20598	Il Tessenino (*F. Falenie*)	Sig. Mollinari
20599	Il cochiere (*G. De Gregorio*)	Sig. Mollinari
20600	Palomma a' notte (*Buogiovanni*)	Diego Giannini
20601	So Turnato (*Falco*)	Diego Giannini
20602	L' Automobilista	Adolfo Narciso
20603	Il Vinggiatore (*Buogiovanni*)	Adolfo Narciso
20604	La Mano (*A. Narcizo*)	Adolfo Narciso
20605	Il Modo di Fare (*G. Lama*)	Adolfo Narciso

Standard Records in Swedish

20535	Hemkomsten fran Hea—Comisk Sång	Herr Bondesson
20535	Flicken med paraplyt—Comisk Sång	Herr Bondesson
20536	Stumpen—Comisk Sång	Herr Bondesson
20537	Svensk-Folkvisa—Mezzo-Soprau	Fru Hellström-Oscar
20538	Aria ur Regementets dotter—Mezzo-Soprau	Fru Hellström-Oscar
20539	Magleterne flumma—Mans duett	Herr O. Ridberg and G. Wennmann
20540	Art ha bildning—Comisk Sång	Herr Textorius
20541	Amandas lilla hast—Comisk Sång	Herr Textorius
20542	Min sås—Original visa	Herr C. Barckhind
20543	En liten visa af Maja—Comisk Sang	Herr Norée
20544	Afsonstamning—Soprau	Frk. Larsen
20545	Lilla vannen—Soprau	Fru Mally Högberg
20546	Afaked—Bas	Herr Sjöberg
20547	Svarmeri—Tenor	Herr Nyblom
20548	Nar mamma var flicker	Frk. Ingeborg Sandberg

Trade Bulletins

Sales Department Bulletin No. 35
August 2, 1909

Trade Information for U. S. Dealers

All correspondence concerning this bulletin should mention its number and be addressed to NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

GEM COMBINATION TYPE PHONOGRAPH.

Descriptive.

A new Combination Type Phonograph, at a list price well within the reach of every one, and at the same time containing the same excellent features embodied in our newer type Phonographs equipped to play both Standard and Amberol Records.

In appearance this Phonograph is like the model "H" machine, except that the frame casting is a little larger.

The motor has been changed, and is fitted with a special main spring, made of a particular kind of steel, and is slightly thicker than the old spring. The machine will run fully one Amberol Record, or fully two Standard Records. This new spring is very powerful and produces perfect regulation.

(The trade is warned not to replace these springs with ordinary ones that can be purchased in open market.)

The motor is also equipped with a new winding ratchet and pawl, which is absolutely noiseless when winding.

Price.

List price, $15.00, subject to regular Dealers' "Gem" machine discounts; 30 per cent. from list.

Equipment.

Equipped with a model "K" reproducer, having a model "C" and model "H" sapphire assembled in separate arms, mounted on a swivel plate set in the overhanging weight; attached to this swivel plate is a pointer or lever, thereby enabling the user to readily change the position of the sapphires for playing either the Standard or Amberol Records.

To play the Standard Record the index pointer must be turned against stop-pin at figure 2. To play the Amberol Record the index pointer must be turned against stop-pin at figure 4. In order to make these changes, the reproducer must be taken out of the diaphragm-arm.

Caution.

In replacing the reproducer, care should be taken that the sapphire does not come in contact with the lower part of the opening of the speaker-arm, also that the reproducer is located correctly, and that the set-screw is tightened.

Finish.

The machine body is finished in a rich deep maroon, with black and gold stripes, and bears the name "Edison" instead of the word "Gem."

Horn.

A specially finished maroon colored horn, which will be packed in case with the machine; 19 inches long; bell, 11 inches wide.

Horn-crane.

Regular nickel two piece Gem Crane set in socket in machine body.

Selling Date.

To be placed on sale simultaneously in the United States and Canada on October 1st, 1909.

Suspended List, Aug. 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the Edison Phonograph Monthly. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

N. Y., Buffalo—Noel, Clark & Noel Co.
S. D., Deadwood—Harry Bros. (L. B. Early Co.)
Mo., Lamar—F. O. Scott.
Tenn., Big Sandy—G. C. Forrel.
Ill., Mt. Sterling—C. E. Sherman.
Wash., Rutland—Parker Drug Co.
Ill., Chicago—Chicago Film Exchange.
Ill., Omaha—Chicago Film Exchange.
Ia., Boone—J. Lon Simpson.
Mich., Battle Creek—American Motor & Cycle Co.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

Reinstated.

Colo., Rocky Ford—The Bolton Music Co.

Among the Jobbers

The Kipp-Link Co., of Indianapolis, have moved from their old location on Washington street, between Meridian and Pennsylvania, to their wholesale rooms farther west in Washington street. At their present location the company are conducting a wholesale business only. They handle the Edison goods only.

The branch of the Eilers Piano House at Boise, Idaho, recently disposed of its stock of sheet music to make room for an expansion of the talking machine department, and is now carrying a large assortment of machines and Records of all kinds.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Fulmer Co.
San Francisco—F. Bacigalupi & Sons.
Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Next Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C, Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eiler's Piano House.
ILL., Chicago—Talbert Bros.
Lyon & Healy.
James I. Lyons.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Iowa Phono. Co.
Dubuque—Harger & Blish.
Fort Dodge—Eisely Music House.
Sioux City—Eisely Music House.
KY., Louisville—Montenegro-Richm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Oliver Johnson Spig. Goods Co.
Fitchburg—Oliver Johnson Spig. Goods Co.
Lowell—Thomas Warden.
New Bedford—Household Furnishing Co.
Springfield—Flint & Brickett Co.
Worcester—Oliver Johnson Spig. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Busser.
NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Sidles Phono. Co.
Newark—A. O. Petit.
Paterson—James K. O'Dea.
Trenton—Stoll Blank Book and Station-ery Co.
John Sykes.
N. Y., Albany—Finch & Hahn.
Asterix—John Hoos.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Elmira—Elmira Arms Co.
Gloversville—A. Conliffe Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Ma-chine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
B. B. Davega Co.
Jacot Music Box Co.
Victor H. Emerich.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Bolway.
Rochester—Meckis Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Finch & Hahn.
Wm. G. Gaus Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur D. Perrine.
William Harrison.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pirtle Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitelt Co.
Dayton—Niehaus & Dohes.
Newark—Ball-Pirtle Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Corner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Bros.
John F. Phonograph Co.
Penn Phonograph Co.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. Houck Piano Co.
Nashville—Harruder & Co.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—Cummings, Shepherd & Co.
Houston—Houston Phono. Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Prowett Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Bruce & Brown Co., Inc.
Eiler's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. Thorne & Co., Ltd.
Vancouver—W. W. Walz & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd
Winnipeg—R. S. Williams & Sons Co., Ltd

Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

I.C.S. LANGUAGE SYSTEM
with
Thomas A. Edison
PHONOGRAPH

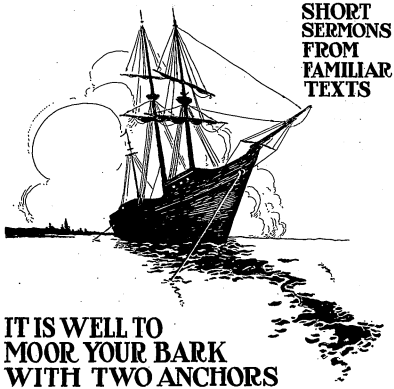
There is a great opportunity for you to sell I. C. S. Language Outfits to people who are going abroad or who desire to learn a language for the sake of the knowledge of it alone; to those who desire to qualify for positions as translators and foreign correspondents; and to foreigners who wish to learn to speak English. No sledge hammer is needed to get it clearly into your head that this presents a sure way of broadening your field of work and increasing your sales. For the sake of good business sense, boom the I. C. S. Language feature of the business.

International
Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII October, 1909 No 10.

SHORT SERMONS FROM FAMILIAR TEXTS



IT IS WELL TO MOOR YOUR BARK WITH TWO ANCHORS

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The EDISON PHONOGRAPH MONTHLY

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Vol. VII. OCTOBER, 1909 No. 10

Short Sermons *from Familiar Texts*



TEXT:

It is well to moor your bark with two anchors.

HERE is a bit of nautical wisdom that isn't bad for a business motto on land.

Most Edison dealers consider the Edison Phonograph their main stay. They figure it out that if they can sell Phonographs, the Records will sell themselves and bend every energy in that direction.

That is true to a certain extent but only to a certain extent. While the Phonograph sells the Records in some cases, in others, the Records sell the Phonograph.

When an interested party drops into your store you do not offer the Phonograph for his inspection and let it go at that. No, sir. You get a line on the kind of music the L. P. likes, pick out a few Records and play them.

The sale depends upon two things —the Record and the manner in which the Phonograph brings the music out of it.

Records, therefore are the other anchor with which to moor your business bark. It is the Records that keep a Phonograph purchaser enthusiastic over his purchase; it is the Records that carry his enthusiasm to his neighbors and lead to other Phonograph sales; it is the Records that bring Phonograph owners back, month after month, to spend money over your counter.

See that your stock is complete so that every Record called for can be furnished when called for. See that your stock is so arranged that you can find what is wanted promptly. See that the new Records—both Standard and Amberol —are brought to everybody's attention in every possible way.

You sell but one Edison Phonograph to a family. You can sell Edison Records to one family as long as you make the effort.

The Phonograph and the Records are your two business anchors —don't try to dispense with either —they are equally important.

The Edison "Amberola"

Official announcement will shortly be issued by the Sales Department apprising the trade of the exact date on which the new Edison "Amberola" will be placed on the market. Preliminary to such announcement a brief description of the machine, preceded by a recital of the reasons that are responsible for its manufacture will doubtless prove interesting to the trade.



MISSION OAK FINISH (CLOSED)

The "Amberola" is the product of a popular demand, equally as insistent and emphatic as prevailed before the "Fireside" and new combination "Gem" were produced, although emanating primarily from an opposite source. Jobbers and Dealers have long and persistently urged upon us the necessity of putting in their possession a machine with which they could appeal to that portion of the music-loving public whose incomes would permit them to purchase a high-grade machine that combined utility and perfection of tone reproduction and projection with the highest ornamental effect.

It was pointed out to us that with such a machine they could approach a trade that either would not be interested in the present type of Phonograph because of a prejudice formed by hearing some of the types that at first brought the instrument into disrepute, or that, if interested, preferred a high-grade instrument that would harmonize more thoroughly with the home surroundings. We felt the force of the arguments and set our experts to work to devise an instrument that would meet all requirements.

The result is the "Amberola." It is not the creation of a week or a month; it is the result of patient, intelligent effort on the part of men who are pioneers in the details of Phonograph manufacture. We are proud of the "Amberola," for we feel that we have given to the public a Phonograph that will appeal with irresistible force to the discriminating music-lover and will emphasize the exalted position that the Edison Phonograph has assumed in the realm of musical instruments.



MISSION OAK FINISH (OPEN)

It is an Edison product and fully maintains the standard that name demands. It carries the guarantee of excellence in every respect that accompanies Mr. Edison's name.

The distinctive features of the "Amberola" are its combination of mechanical excellence, (which means that it is a perfect musical instrument) with originality of design, grace of contour and perfection of style and finish.

It is a concealed horn machine with a highly artistic and useful Record cabinet.

The cabinet is finished in either mahogany (piano finish) or mission oak. It is mounted on patent roller castings. Four drawers equipped with special clamps in bottom accommodate one



MAHOGANY (PIANO FINISH)

hundred and twenty Standard or Amberol Records in original cartons. Its dimensions are: height, 49 inches; width, 21 inches; depth, 22 inches.

It is equipped with a traveling mandrel and has a stationary, new style diaphragm reproducer. It has also an automatic stop and a combination starting lever and reproducer lift. By lifting this lever the feed nut is released and sapphire raised for return of the mandrel and removal of the Record. When lever is pressed down the sapphire is lowered to a contact with the Record and the motor is also started. The motor is of improved type.

The "Amberola" opens up a new field for the Dealer. It is an additional and valuable asset to his business. It will appeal strongly to people of refinement and means because of its beauty of design and finish, which will harmonize with the most artistic surroundings, and should prove an exceptionally good seller for the holiday trade. It is peculiarly adapted, because of its design, to hotels, clubs, restaurants, lodge-rooms, reading-rooms and places of public amusement, and the alert Dealer will find in such places a profitable field for its introduction. The list price of the "Amberola" is $200.00 and the discounts so attractive as to permit of a wide margin of profit to the trade.

We urge upon every Dealer to place his order with his Jobber at once for at least one to use for exhibition and sale purposes. The "Amberola" will be placed on the market on December 1.

Our Advertising Campaign Begins

The widely discussed $500,000 advertising campaign which the National Phonograph Company will wage throughout the coming season, has been inaugurated. If among our Jobbers and Dealers there was one (and there were undoubtedly many) to whom the statement of the Company's intentions made at the Atlantic City convention, sounded extravagant in face of the then widespread business depression, let him now dismiss the doubt. The National Phonograph Company makes no rash promises. The contract has been let; the work is well under way. It is probably the largest single advertising contract ever placed by a talking machine company. We shall utilize the columns of four hundred and fifty newspapers and the twenty-five leading magazines of the country. We regret that we are unable to advertise in every city and town in the United States, but we have to keep within the bounds of the appropriation, which is universally admitted to be pretty generous. We had to content ourselves with the selection of such papers and magazines as in our judgment would do the best work in creating a general demand, at which point the duty of the manufacturer ends. We shall have some interesting news on this subject in succeeding issues. Watch for them.

President Dyer's Views on the Situation

In fine health and spirits, after a two months' tour of the Continent, President Frank L. Dyer is back at his desk prepared to direct the affairs of the National Phonograph Company in the vigorous campaign for business it has already begun. He arrived on September 9th on the "Deutschland" of the Hamburg-American Line, accompanied by Mrs. Dyer and son Jack, and was given a hearty welcome by officials and department heads of the Edison interests who had assembled at the pier to greet him. Mr. Dyer has been abroad since July 10th and spent the greater part of his time in England, France and Germany, combining business with pleasure. One of the objects of his trip was to secure Grand Opera talent for Edison Records. The most important acquisition made in this respect was an exclusive contract with the celebrated Austrian tenor, Leo Slezak, with whom he spent a couple of days in the little village of Cauterets in the Pyrenees, a few miles from the Spanish border. He found Slezak to be a man of most attractive personality and predicts that he will score a tremendous "hit" with the American public on his coming tour. Asked to express through the columns of the Monthly his views on the talking machine situation in general and his advice and suggestions to the trade for the coming season, Mr. Dyer said:

"The outlook for business in the Phonograph line on the Continent is very encouraging, and in Great Britain particularly I anticipate a brisk restoration of normal conditions. In this country the prospect is even brighter. With the passage of the tariff measure the confidence of manufacturers was restored and the great industries of the country, which were in a state of uncertainty until its provisions were defined and understood, began to resume active operations. Added to this is the fact that crops were never better than they are this year, which condition alone guarantees the permanency of our returning prosperity. Reports of railroad earnings and of unusual activity in the coal and iron industries confirm the belief that the country will soon enjoy a measure of prosperity approximating that which prevailed at the start of the financial depression. The return, however, will not be immediate in all lines, especially in those branches that do not contribute to the actual necessities of life, in which the Phonograph is included. Luxuries, quite naturally, must wait until the necessities have been provided for. I do, however, anticipate a fall and holiday trade of unusual magnitude in the Phonograph line. Why? Well, for one reason, the farmers, who were least of all affected by the hard times and who are consistently good customers of ours, will soon have their crops harvested and be in a position to devote some time to amusement. That means a lot. And mechanics and laborers, already reassured by promising conditions, will do likewise. For another reason, the line has been made more attractive this year to holiday buyers. During the period of lessened activity we have improved the opportunity to perfect the Edison Phonograph in several details that have greatly enhanced its value as a musical instrument and will make it more desirable than ever as a Christmas gift. The greatest of these, and by far the most important advance in the talking machine industry since Mr. Edison invented the Phonograph, is the Amberol attachment which made possible the Amberol, or four-minute Record, the longest playing Record in existence. It not only doubled the amount of entertainment but made possible a wider choice of selections for our Records. Other improvements are the new Cygnet horn, which economizes the space that the Phonograph will occupy, and the new Fireside and Combination Gem Phonographs, which are popular priced machines with all the attractive features of those of a higher price.

We will shortly place upon the market our new concealed horn machine—the Amberola—a beautiful combination of artistic and mechanical excellence in which sound reproduction and tone-projection are perfected to a marvelous degree. The tones of this instrument are round and full and wonderfully natural. Other machines of a similar type are to appear in the near future. Consistent with the advances made in mechanical excellence has been the improvement in the character and quality of our Records. We are placing before the public the best offerings of the most celebrated masters of music and composition. We are employing the services of musicians who stand at the head of their profession and of the most widely known and highly esteemed vocal artists. Sousa and Herbert and Strauss are examples of the calibre of the artists we are employing in our Recording plants.

In the Grand Opera field we have lately added Leo Slezak and Riccardo Martin to complete a catalogue that already includes the names of such famous artists as Constantino, Van Rooy, Abbott, Blass, Campanari, Scotti, Dippel, Jacoby, Resky, Burgstaller, Ancona and others.

All these improvements in a line that offers extraordinary inducements in profits to be realized make the retailing of Edison Phonographs a more desirable branch of business now than ever before, and, realizing that fact, we are preparing to extend our territory. For that purpose we have increased our sales force by fifty per cent. As if that were not sufficient proof of our confidence in the future of the business, we have recently placed a contract for advertising probably larger than any similar contract ever closed by a talking machine company. We are going to spend half a million dollars this year in advertising Edison Phonographs and Records. We shall employ about four hundred and fifty newspapers and thirty popular magazines for that purpose. That's a pretty good example of optimism, is it not? Don't you think it's worthy of emulation by the trade? We are trying to infuse in the Dealer a spirit of buoyancy and faith in the immediate future of the business. *We are going to create a general demand for Edison Phonographs and Records.* The Dealer who appreciates that fact will at once prepare to anticipate the demand. He will overhaul and replenish his stock for the holiday trade and make preparations to supplement our work by local advertising, by revision of his mailing list, by attention and thought to effective window displays—in short, by every means of intelligent effort of which he is possessed. The dealer who does not catch the spirit of the occasion will fall by the wayside—this is to be a campaign of the finest. Optimism and co-operation are the watchwards; there is no room for the doubting or the idler. The man who has lost faith in the future of the business is not wanted. He has lost the force of the lesson taught by the recent depression—that the talking machine business, by its survival and elasticity, proved that it has passed from the category of a musical toy to that of a high-class musical instrument, and has established its permanency among our commercial institutions."

New Edison Cygnet Horn

Utility + Symmetry + Style = Perfection.

That equation is the epitome of the new Cygnet Horn as consideration of these three essentials as they apply to it will prove.

Utility: The fact of its being an upright horn and that it consequently takes up no more room than the machine itself, except in a perpendicular direction, is the proof of its utility. It will very nicely fill a perhaps otherwise vacant corner of the room and make a decidedly pleasing addition to the furniture. It remains suspended in the same space from the horn crane after the cabinet is closed. It can be turned in an arc of 180°, so that if placed in a corner it has the range of the entire room. So much for its utility.

Symmetry: Its name, Cygnet (young swan), suggests its shape which is similar to that of a swan's neck and follows the same graceful curves. Its size (29 inches above the cabinet) is admirably proportioned to the size of the machine itself and consequently adds to the general effect. The horn crane conforms in shape to the horn, so that its graceful outline is preserved.

Style: Its colors, oak, mahogany, or black with gold striper, are selected because of the choice they offer to the purchaser of selecting a horn that will harmonize with the general color effect of the room. Each of the three designs is peculiarly pleasing to the eye and adds to the general attractive appearance of the horn.

That's the proof of the equation. No more perfect horn in any particular has ever been placed upon the market. Its sale goes merrily on because of the fact that, like other Edison Products, *it was created by a popular demand.* Its appearance in the market was not made until a model was devised that would combine these points of perfection without detracting from the volume of sound, the clarity of tone or distinctness of enunciation.

It has been on the market since September 1, and the volume of orders received to date indicates that a popular chord was struck by its introduction. It is an indispensable part of every Dealer's equipment for the holiday and winter trade, and the wise Dealer is the one who will recognize that fact and equip himself to supply the demand *at once.*

Agreement Department Bulletin to Jobbers

The attention of our Jobbers is drawn in a particular manner to Agreement Department Bulletin No. 56 of September 2 in which we emphasize the necessity of signed applications sent to the Company from parties who desire to take up the Edison line being accompanied by a statement of the initial order, specifying the number and types of machines and quantity of each style of Records. The non-receipt of this information will only result in unnecessary correspondence and delay that will be obviated by co-operation in the slight degree requested.

Johann Strauss

The musical world in general and the Edison Phonograph public in particular will be interested in the announcement that Johann Strauss, Europe's foremost conductor and composer, is now under exclusive contract with the National Phonograph Co., by the terms of which we have the sole option on the services of his famous orchestra for the reproduction of musical selections on Phonograph Records.

The arrangement made with Herr Strauss is very similar to that which exists with Victor Herbert in this country.

Herr Strauss, in addition to leading his own orchestra, will act in a supervisory capacity at our Recording Plant in Berlin over the better class of compositions reproduced for our German catalog.

The work of recording the Strauss selections is now going on and several numbers will shortly appear in the German list of Edison Records.

It is expressly stipulated in the contract that Johann Strauss *shall personally conduct his orchestra* so that the public may rest assured that the Records that bear his name will be genuine Strauss Records in every sense of the word.

The engagement of so prominent a figure in European musical circles by the National Phonograph Co. has excited extensive and flattering comments from the press of the continent.

Johann Strauss is to Europe what Victor Herbert is to America, and this supervision of the compositions that will be recorded for us at Berlin is bound to have a tremendous effect in improving their character.

Like Herbert his musical talent is inherited.

Two generations of musicians, to whom not Europe alone but the entire world unhesitatingly awarded the palm of supremacy in the composition of dance music, combined to bestow upon him the heritage of their genius.

A synopsis of the career of his distinguished predecessors would serve to give some idea of the wealth of genius which the young Strauss naturally inherited, but space forbids.

Johann Strauss, the third in succession of the world renowned Viennese "Waltz Kings" to bear that name. His grandfather, the original Johann, formed with Josef Lanners the creative duo of the Vienna Waltz and his uncle, the second Johann, won world-wide reputation by his composition of "On the Beautiful Blue Danube." Johann Strauss 3rd, the subject of this article, was born in Vienna in 1866.

At the early age of six he received piano and violin instructions and later on took a course in the theory of music with Prof. Navratil.

After passing through the "Gymnasium" he studied jurisprudence at Vienna University and in obedience to the wishes of his father, devoted himself to an official career.

In 1890 he entered the service of the Austrian Government and after five years connected with the Board of Culture and Education was promoted to the position of Chief.

Despite the stress of his duties as a government official he continued his musical studies during this time with unflagging energy, his natural inclination for a musical career being stimulated by the encouragement of "Uncle Johann" who had long recognized and assisted in the development of the unusual talents of his nephew.

In 1898 he gave up his official position much to his uncle's delight and thenceforth devoted himself entirely to the musical profession, as his predecessors had done.

In that year he wrote the Opera "Katze and Maus" (Cat and Mouse) the text of which was worked out by Fred. Gross and Victor Leon after the "Damenkreig" (Ladies War) of Serilhe.

This was produced in December of the same year at the Vienna Theatre and met with a flattering reception.

In 1899 he reorganized his own orchestra and conducted it during a six months' tour of Germany with signal success.

In the beginning of the year 1901, after his father's retirement, he was called to the Austrain Imperial Court to act as director of music at the various court functions at which post he remained until 1907.

In the meantime he annually toured the continent with his now famous organization greatly adding to his reputation and popularity.

On the occasion of the Coronation of King Edward VII at London in 1902, he was signally honored by being chosen to direct the music at the court festivities, his own maricians donning for that purpose the uniforms of the English Court Orchestra.

In the same year he played before almost all of the crowned heads of Europe.

In 1902 on the occasion of a concert tour of the Orient he appeared before Sultan Abdul Hamid II in the Yildiz Palace.

He is the composer of many dance numbers, principally waltzes, of which his "To the Brave Belongs the World" is probably the best known.

In recognition to his remarkable talent he has been decorated by the courts of Europe and other countries in which he has appeared.

Thomas A. Edison Guest of Honor

In the brilliant glow of thousands of the lights his fertile brain has given to the world, surrounded by friends and associates—some of them men who were identified with him in the days when he was an obscure, struggling inventor—the Wizard of Menlo Park sat as guest of honor at the banquet at Briarcliff Lodge, Briarcliff Manor, N. Y., on the evening of September 2, which marked the close of the thirtieth annual convention of the Edison Illuminating Association. The association, which is composed of men who have been actively engaged in exploiting the lighting inventions of Mr. Edison, annually brings together the most prominent figures in the electrical field in the United States. It was the first time in fifteen years that Mr. Edison had found it possible to attend the convention and the warmth of his reception indicated that the members fully appreciated the honor he did them by his presence. He was kept busy during the day renewing old acquaintances and exchanging anecdotes with the pioneers of the industry. At the banquet in the evening, which he attended in company with Mrs. Edison, he occupied the post of honor and was made the recipient of many flattering tributes to his wonderful genius and inventive powers. Following his inflexible rule, Mr. Edison did not respond in person, his acknowledgment of the compliments being conveyed by his old-time friend and associate, Mr. Samuel Insull, of Chicago, who expressed the pleasure Mr. Edison felt at meeting so many of his old associates. Other speakers were Edward H. Johnson, formerly president of the old Edison Electric Co.; S. P. Fish, of the American Telephone and Telegraph Co., and Prof. Chas. P. Steinmetz, of the General Electric Co. Among the guests were Mr. and Mrs. George B. Cortelyou, Anthony N. Brady and F. A. Vanderlip.

The Diaz Record

In our September issue we made brief reference to the fact that President Diaz of Mexico had done us the honor to make an Edison Record and had also given his consent to our placing it before the people of the United States and foreign countries as well as those of his native land. The Record was made by President Diaz on the invitation of Thomas A. Edison, whose acquaintance with the distinguished soldier-statesman dates from the early days of the electric light in New York. It is a tribute of recognition of the wonderful genius of the inventor of the Phonograph. By a happy coincidence the machine used for the recording is the identical one into which President Taft spoke when he made his famous series of speeches prior to the late election. In view of the coming meeting between the presidents of the two great republics of North America, the Record should prove of the greatest interest to the people of this country and Mexico, and ought to be in demand in other countries as well, as it is the first time that the ruler of a great nation has made a Record of his own voice for distribution in this manner. The matter on the Record, which is No. 20,315 "El Presidente Diaz al Señor Edison" ("President Diaz to Mr. Edison") is in Spanish and addressed to Mr. Edison, being a reply to a letter by him to President Diaz. The Record, which will be a unique and valuable addition to every collection, will be placed on sale in Mexico about October 15, after which date it may be sold in the United States.

The Protection of Our Jobbers

The attention of the trade generally is invited to a letter of our Sales Manager, dated September 10, 1909, and directed to the California Trade in particular. It is scarcely to be believed that any Jobber would lend himself knowingly to so flagrant a violation of the terms and conditions imposed upon the sale of Edison products: it is unquestionably a case of unfamiliarity with the particular clause of the contract covering the matter of payments. The promptness with which the Company acted in the matter is indicative of its vigilance where the interests of its Jobbers and Dealers are concerned. The letter follows:

September 10th, 1909.

TO THE TRADE:

Our attention has been called to a circular issued by one of our Jobbers, quoting special terms on goods of our manufacture, the Jobber agreeing to accept notes, *without interest*, in payment of Edison Phonographs.

We would respectfully point out that this would be a direct violation of the terms and conditions under which our goods are sold, as our terms on these goods are strictly 30 days net, and where a note settlement is accepted, the notes *must bear legal rate of interest.*

We regret sincerely the necessity for calling your attention to this matter, but it is being done in justice to our other Jobbers, who are adhering strictly to the terms of our contract.

Selling the Goods

"Because," or "In Spite of"

The most famous pitcher in the National League is "Three-Fingered" Brown of Chicago. In one of the championship games between New York and Chicago last season, when New York was badly beaten, one of the newspapers said that the only way for New York to win the pennant was to get a pitcher with only *two* fingers.

Brown isn't a great pitcher *because* he's shy a finger. He's great *in spite of it*. He uses his head.

If the other fellow's got the advantage of you on show windows, you've got to use your head to do the business in spite of him. You've got to make yours work overtime, keep the display changing and make the attractiveness of your windows simply a sample of the attractiveness inside your store.

P. T. Barnum once said, "The people like to be fooled." The fact that he always gave a better show than he advertised proved that he didn't believe it himself—but his competitors swallowed it and practiced it. He did the big business while they played to empty benches. So it really looks as if old Barnum just tossed off that epigram to fool his competitors, and they bit.

Give a better show than you advertise. Make your window display as striking as you can, but make the interior of your store even more so. Advertise concerts and give more than you advertise. Impress your prospects with that kind of attitude, and when they buy of you they'll feel they're getting more than they paid for.

Bailey, Mr. Barnum's partner, was one of the quickest men to see an advantage and use it. A rival show once telegraphed to Bailey offering him a mammoth salary. Bailey had a twenty-sheet poster made of the telegram, with a heading, "This is what our rivals think of men who produce shows like ours," and had it pasted up along the entire route of the circus.

It isn't often you catch your competitor at just this kind of a disadvantage, but it's up to you to lay for your chance and at the same time keep your eye open to see that he doesn't get anything on you.

It's a lot easier to keep ahead than it is to catch up after the other fellow gets the start.

Ad Records

You have blank records and Recorders. Make up an ad record now and then and slip it in between numbers at your concerts and demonstrations. Make them timely and local. For instance:

"Mrs. Sonnso's tea was one of the most delightful affairs of the week. Just at the time where the usual reception begins to grow tiresome and folks begin to wonder why they came and what their hands are for, the Phonograph came to the rescue with Victor Herbert's "Red Mill" and a song by Yetta Tilley. It was the first reception we've ever seen where the crowd was sorry to leave."

Get solid with the newspaper reporters. They can do you a lot of good just slipping a mention of the Phonograph into the news in connection with a story now and then—and if you can work up a story that has real news interest the editor may be persuaded to run it when real news is scarce.

The best authorities on salesmanship say that it's bad salesmanship to sell a man anything he doesn't want. *Good* salesmanship is in making the man want what he thought he didn't have any use for—in creating a real desire.

Even though a purchaser may feel beforehand that he ought not to afford an Edison Phonograph, if he is thoroughly instilled with the idea that he really wants it (and it's pretty hard to find anybody who doesn't want it) he'll never be sorry he bought it.

Therefore it's up to you to get a line on the kind of music your prospect likes best and demonstrate it to him—to show him the amount of pleasure to be derived from an instrument and at what small expense. If you sell on monthly payments, make clear to him the fact that he enjoys the full benefit of the Phonograph all the time he's paying for it, and that the outlay is so small he'll hardly feel it—that its novelty never wears off so that he's never "paying for a dead horse" as in purchasing most anything else on payments.

Done anything as yet to interest the foreigners in your neighborhood? Arranged a concert for their (and your) benefit? Get them interested before the holidays, by all means.

Are You Prepared for the Holiday Trade?

Do you realize that the holidays are fast approaching? A few weeks more and the Christmas spirit will begin to manifest itself by suggestion in newspapers, advertisements and window displays. How are you preparing to take care of your share of that trade? Have you done anything as all? Look over your mailing list? Repaired and polished up your machines? Inventorial your stock of machines and Records? Given any thought to how you are going to advertise your holiday attractions? Surely you are not going to wait until the eleventh hour to do all these things. If you do, some will be poorly done and others won't be done at all. That logical, isn't it? You know what procrastination did for you on other occasions: it will do the same thing again if you let it. You know the inevitable result of waiting until the last minute to place your holiday orders—delay, dissatisfaction and disappointment, not to speak of lost sales. Give US a chance. Place your orders early so that we in turn can lay our plans to take care of them. Let's see if we can't improve things in that respect this year. Let's try to avoid the unnecessary mistakes and disappointments of previous years. Read what our sales department has to say in regard to Dealer's stocks in their letter to the trade under date of September 18—it contains food for reflection on your part.

TO THE TRADE:

In view of the continued improvement in business conditions, we have deemed it advisable to issue this letter to the trade, as due to the approaching fall season, in connection with the vast sums of money we are expending for advertising, we have every reason to believe the demand for our goods will be unprecedented, which leads up to the question: IS YOUR STOCK of "Edison" goods in a condition which will ENABLE YOU to fully and promptly meet the requirements of YOUR trade?

Our line is so extensive and varied, that time and space prevent our calling attention to all the "good things" individually, so some will be passed over with but casual comment, as for instance,—regular Phonographs and two minute Records; our list of the latter, however, being kept up to the usual high standard as to quality. The later models of Phonographs are adapted for the use of both types of Records and to these we direct your special attention, in connection with the Amberol, or four minute Record (which by the way, plays longer than any other make of record now on the market), thus affording double the amount of enjoyment which is to be had from the use of Standard Records, and with LARGE RETURNS TO THE DEALER. Our list of Amberol Records has been steadily increased, and with the special fifty numbers to go on sale October 1st, 1909, a variety of selections is offered which will meet the approval of even the most discriminating tastes.

It would also seem opportune to point out that at the present time there are many thousands of regular type Phonographs still in use, equipped only for Standard, or two minute Records, and we believe with but a slight effort on your part, many Combination Attachments could be disposed of, thus netting you not only a profit from the sale of the Attachment, but the increased margin which would accrue from future sales of Amberol Records, and as there are doubtless many of your customers whom you could approach on this subject,—ISN'T IT WORTH WHILE?

Trusting you will accept our remarks and suggestions in the spirit in which they are intended, and wishing you continued success in the handling of our line, we beg to remain,

Yours very truly,
NATIONAL PHONOGRAPH COMPANY,
F. K. DOLBEER,
General Manager of Sales.

Amberol Attachments! Amberol Records! Amberol Sales!

The greatest impetus that the Phonograph business has received in many years was unquestionably caused by Mr. Edison's invention of the attachment which makes it possible to play the four-minute Amberol Record. That it played an important part in instilling life into the business during the late period of financial depression every Dealer must recognize. He must also be alive to the fact now that we are facing a speedy return of prosperity its value as a money-getter will increase a hundredfold. Comparatively few Edison Phonographs have been equipped with the Amberol attachment. The field has hardly been surveyed as yet, let alone invaded.

Do you realize the possibilities that are latent in your immediate territory, Mr. Dealer? Have you stopped to consider the many Phonograph owners who stopped buying Records because of the hard times and consequently lost some interest in the Phonograph, but who are now in a position to spend some money for home entertainment? Can you figure out what it will mean to you if you succeed in reviving that interest by inducing them to equip their machines to play the Amberols? It won't be hard to do so if an owner has heard the Amberol; if he hasn't it's up to you to see that he does. When he does hear them he will be in a receptive frame of

(Continued on Page 12)

This striking two-page advertisement is appearing in all the big Magazines and National Weeklies for October



Victor Herbert

—the man who knows how to make popular music good and good music popular, who has built up the finest orchestra in the world, who has written some of the most irresistible and unforgetable music in this country—Victor Herbert will have a big part in the musical success of the Edison Phonograph and the Records that are made for it.

This means that the music on the Records is going to be better and more popular, that Victor Herbert will write some of it and that his orchestra will play some of it exclusively for Edison Standard and Amberol Records, and that Victor Herbert looks upon the Phonograph as the natural method of distributing good music around the country, just as a writer would use a book.

Good dealers, who will demonstrate the Edison Phonograph and have a large collection of Edison Records, are everywhere. There is one near you.

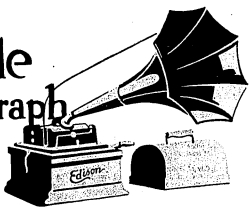
"The Edison Phonograph and the Home" is the name of an elaborately illustrated book, giving some of the reasons why you should have a Phonograph.

Edison Phonographs, $12.50 to $125; Edison Standard Records, 35c; Edison Amberol Records (twice as long), 50c; Grand Opera Records, 75c.

NATIONAL PHONOGRAPH CO.
Lakeside Ave., Orange, N. J.



The Fireside Phonograph



$22.00

This Edison Phonograph plays both Amberol and Standard Edison Records. It is equipped with horn and long-running motor, is beautifully finished, compact and convenient. Its purchase means the opportunity of hearing all kinds of music in your own home.

EDISON STANDARD RECORDS play two minutes, and there is an infinite variety of music available in this form.

EDISON AMBEROL RECORDS play four minutes, and are adapted to longer pieces and to those that would be sacrificed by cutting.

New Amberol Records are offered each month together with the New Standard Records —all the world's best music to date.



The Fireside Phonograph can be seen and the Standard and Amberol Records heard at the store of any dealer.

There are dealers everywhere with whom you can make arrangements for purchasing, frequently on the Instalment plan.

There is no excuse for any home being without good music now.

Mr. Edison has said that he would like to see an Edison Phonograph in every home.

NATIONAL PHONOGRAPH CO.
Lakeside Avenue, Orange, N. J.

The two-page advertisement will be the keynote of our Campaign for 1909-10 and they are going to make more business for you. Have the goods when wanted.

(Continued from Page 8.)

mind and that's your cue to talk attachments. Our sales department, in a circular letter of August 10th, called attention to a plan found successful by one of our large Jobbers. For the benefit of those who may have neglected to accept the suggestion we will briefly outline the scheme. Its requirements are:

1. A list of owners of Edison Phonographs.
2. Type or hand-written letter explaining the merits of the Amberol Record and offering to send your repair man to the house to adjust an attachment without cost.
3. Amberol folder (form 1413).
4. Post-card reading as follows:

Date.....

(Name and City of Dealer)

Gentlemen:—I desire to take advantage of your Special Offer. Therefore, please enter my order for one .....attachment.

(Style of machine)

Your expert may call.....or as near that time as possible.

Charge .....
C. O. D.....
Name .....
Address .....

Write a personal letter to each name on the list; enclose a post-card and a folder, and mail sealed with a two-cent postage stamp. Have a good repair man ready and a supply of Attachments on hand, so that when the orders come there will be no delay in filling them. When your man puts on an Attachment, have him leave at least a half-dozen Amberol Records to try out the machine, or get an order for Amberol Records in advance to offset the trouble of putting on the Attachment. Afterwards, get permission to send some Records each month on trial, taking back what the customer does not want.

If you have a list of 100 machine owners, send the letter to 20 each week, or 3 a day, and not to the entire number at one time. It will get much more attention in this way, for everyone appreciates a personal letter, and you will not run the risk of getting more orders than your repair man can take care of.

Give the scheme a trial and watch your list of Amberol Record customers grow.

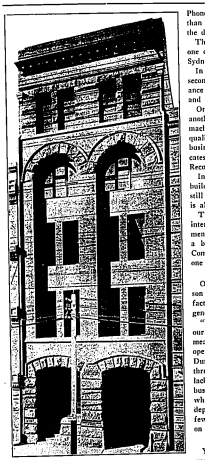
Taft Window Display

President Taft is now engaged in a very extensive tour of certain sections of the country. The enterprising Dealer who is located in a city or town covered by the itinerary of the Presidential party should immediately prepare to take advantage of that fact and dispose of his stock of the Records the President made before his election. The subjects treated by him on these Records are as live now as they were during the campaign of that time. His presence in your city will naturally create a lot of interest. People will struggle to see him and hear him speak and anything bearing his name will of course attract immediate attention. You can best turn that fact to your advantage by a window display featuring the Records. Call the attention of the passers-by to the Records in some striking manner. For instance, announce by means of a huge placard the time of his arrival in the city and when he is to speak, reminding the public at the same time that he is inside your store at that moment prepared to address them on any or all of the twelve live subjects. Use small cards to advertise the subjects, one for each; don't crowd everything on one card. You could arrange them in an artistic manner with the President's picture for a center-piece. There are many ways in which you could arrange an attractive "Taft" window to aid you in disposing of these Records. Employ your ingenuity at once. It will give you an opening wedge to introduce the balance of your stock once you get the people inside your store. Don't miss this chance—it's too good.

National Phonograph Company Entertains

Our New York office, at No. 10 Fifth avenue, was the rendezous of a number of out-of-town Jobbers who arrived in the city during the first week of the Hudson-Fulton celebration. A huge stand had been erected in front of the building from which the parades of Tuesday, Thursday and Saturday were reviewed. While no formal invitations had been issued because of the inability to accommodate a large number of visitors in a satisfactory manner, it seemed to be understood by the visiting Jobbers that the latch string would be hanging on the outside as usual and in consequence the accommodations provided were taxed to the limit. Every effort was made by the officials of the Company to make the visitors feel at home, while they were our guests and it is safe to say that they departed from the city with pleasant recollections of their visit to No. 10 Fifth avenue.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.



Our Australian Office

The above is a cut of our Australian headquarters at 340 Kent St, Sydney, N. S. W.

While excellent photographically, it fails to give an adequate impression of the dimensions to which our business in the Antipodes has grown.

Furthermore, there is nothing to indicate that the building is used exclusively by the National Phonograph Company of Australia, Ltd., other than the small signs appearing on either side of the doorways on the lower floor.

The truth of the matter is that this is only one of the four buildings our people occupy in Sydney.

In this building the first and a portion of the second floor are occupied as offices. The balance of the second floor and the entire third and fourth floors are used to carry Record stock.

On the opposite side of the street they have another building five stories high, in which their machines are *temporarily* stored. We use the qualifying adverb advisedly, for the volume of business transacted in "Kangarooland" indicates that the stock of Edison Machines and Records is never stagnant.

In addition to this they have a four-story building used for the storage of Records, and still another building on another street, which is also used for storage purposes.

The prosperous condition of our Australian interests is evidenced by the fact that arrangements are about completed for the erection of a building which will permit our Australian Company to carry on its entire business under one roof.

One of the largest and most enthusiastic Edison Jobbers in the country paid a visit to the factory early this month, and in speaking of general trade conditions said:

"We're still after business despite the fact that our line is strictly a luxury, or at least by no means a *necessity*. I have over six hundred open accounts on my books at the present time. During the past nine months there have been but three failures, and these due more to the Dealer's lack of enterprise than the general condition of business. Can you point to a single other line, which can boast of so few failures during the depression? I venture to remark that there are few indeed. It does seem as if Edison Dealers on the whole are made of the right stuff."

Your hardest competitor is not the man who undersells you, nor is he the man who underbuys you. But he may do both of these. The competitor you need most to fear is the man who uses brain plus energy plus system to keep things moving all along the line—always. Competition is no longer so much a matter of price as it is a matter of brains. The slovenly show window has a hammer out all the time for the store; it will knock any business.—*Talking Machine World.*

The Other 13,000

What they are doing and what they want to know about.

In the parade which was the feature of the Labor Day Celebration in Wagner, So. Dak., our enterprising Dealers in that place, The Wagner Drug Company, entered a large float, attractively decorated on which a machine playing Edison Records was set up. As the float passed through the streets of that town advertising matter was distributed among the crowd. Unfortunately lack of space prevents our reproducing the interesting photograph which The Wagner Drug Company sent us of their float. We are assured, however, in a letter accompanying the picture, that the advertising value of the float more than offsets the cost and trouble of entering it. Other dealers might do well to bear in mind this method of advertising the Edison product, when similar celebrations are held in their cities.

STORK VISITS THE EDISON CO.

BORN—To the National Phonograph Co. —a new baby, weighing about 30 pounds —stands about 10 inches high without any shoes on—Has already been christened, and answers readily when called Fireside—Everybody doing well, especially the new baby—Family resemblance to the older brothers and sisters is remarkable—Will be ready for adoption after May 10th—

This is the unique way Harger & Blish, of Dubuque, Ia., headed a letter to their Dealers concerning the new Fireside Phonograph.

According to a report of our Minnesota salesman, F. L. Hough, Jr., the store of L. Breckenridge, Pine City, Minn., is the most popular in that town, and the proprietor is a splendid example of the enterprising Phonograph Dealer. He gives concerts at all lodge and church affairs and gets after the business in every conceivable way. He has introduced quite an innovation in the line in the shape of some original advertising Records, with which he is increasing his sales of Amberol Records and attachments.

A Good Letter

Dear Sir:—

Have you a Phonograph? If not you do not realize the pleasure you are missing, for it is true that if you have an Edison machine in your home for thirty days, you would not have it taken out for $100 if you could not replace it.

The pleasure of making your own records, is worth the price of the machine.

Think of listening to the voices of your friends that are far away.

A Record made by absent children and loved ones, is beyond price.

With one you may learn foreign languages.

You may hear the latest songs, and music, and all for a few cents a day, the cost is small.

We handle only the genuine Edison Phonograph and Records. On the instalment plan if you wish.

Machines fitted with large horns and cranes $22.50, $25.00 and $35.00 each.

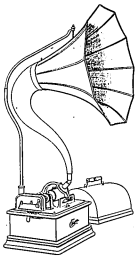
Call at our store and listen to the latest improved Edison machines and records—*The Winnek Co., Prineville, Ore.*

Scott & Jones, Edison Dealers of Youngstown, Ohio, recently moved into their new and commodious four-story structure at 254 West Federal street, the occasion being marked by a public reception for which a special musical program was provided. The store was beautifully decorated for the occasion, palms and vases of roses being scattered throughout the building. Their building is considered the finest of its kind in the city. The entire basement is devoted to the talking machine department, under the management of Robert M. McGowan. A full line of Edison machines and Records is carried.

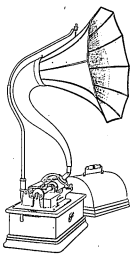
The following extract from a letter received from H. S. Jones, an Edison Dealer of Spencer, Iowa, late in August will make some other Dealers sit up and take notice. It goes to show that Mr. Jones realizes that the method that some people still employ of *waiting for business to come to them* died a natural death about a quarter of a century ago:

"I am sending a few clippings to let you know how things are running out here in spite of the torrid heat. I have sold a Phonograph every day for four days in succession, in spite of the boiling heat. I go out among the people and work, and that's all there is to it. In addition, I sold 132 Records one day, but not by aiming idly in the store for business to drop in my lap, but by going out and stirring it up."

New Stock Electros



Electro of above cut is No. 527



Electro of above cut is No. 547

Electros of Machines with Cygnet Horns

The above line cuts illustrate the Home Phonograph equipped with the new Edison Cygnet Horn. We wish to advise the trade that we are now in a position to supply electros of four types of machines with the new horn equipment. Please note that the cuts will be furnished in *this size only*. In ordering, the following table will serve as a guide:

Line Cuts of Machines with Cygnet Horns.		Half-tones of Machines with Cygnet Horns.	
Fireside	No. 723	Fireside	No. 724
Standard	No. 527	Standard	No. 528
Home	No. 547	Home	No. 548
Triumph	No. 567	Triumph	No. 568

The trade should bear in mind the fact that the half-tones, while of course more pleasing to the eye, are not at all practicable for newspaper ads. They are sure to blur and spoil the effect of the ad. They should be used on heavily coated paper only to secure the best results. Use the line cuts for your newspaper work and don't forget to send us clippings of the ads from the papers in which they appear. Send them in separate envelopes, please. Exercise your ingenuity to compose a good ad to accompany your cut—it should not be hard to do so just now. Get busy.

Electro of "Old Couple"



Electro of above cut is No. 620-A

The line cut of "The Old Couple" with the word "Edison" added in the upper left-hand corner, was designed to match the Victor cut of the dog with the word "Victor" in a corresponding position. This is a very attractive cut and makes an excellent and striking accompaniment of an ad. The cut is furnished in two sizes—1½ inches wide, which is No. 620-A and 2 inches wide, No. 620-A. "The Old Couple" ad of the Edison Phonograph is perhaps as familiarly known by the public as any other ad now in use in the United States. The slight addition here made improves the original.

Advance List

Of Edison Amberol and Edison Standard Records for December, 1909

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before November 24th, 1909, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on November 23rd. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on November 24th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after November 20th, but must not be circulated among the public before November 24th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on November 23rd, for delivery on the following day. Jobbers are required to place orders for December Records on or before October 20th. Dealers should place December orders with Jobbers before October 10th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for December

305 Angels from the Realms of Glory — **Edison Concert Band**

Our annual specially arranged Christmas band number. This glorious hymn of thanksgiving over the birth of the infant Saviour is given a most charming setting, which includes a quartette of mixed voices, a well-trained chorus and an appropriate introduction of Christmas chimes. The interludes between the five stanzas of the hymn (which in given complete) were composed specially for this selection by F. W. Ecke, Director of the Edison Concert Band. Words, James Montgomery; music, H. Smart.

306 When the Evening Bells are Chiming Songs of Auld Lang Syne — **Manuel Romain**

A sentimental ballad to the charm of whose melody is added an unusual degree of merit in composition. A most pleasing and appropriate feature is the introduction of a church-chime effect in the orchestra accompaniment. Mr. Romain's rendition of this number is surpassingly fine. Words, Robt. F. Roden; music, J. Fred Helf; publishers, Helf & Hager Co., New York City.

307 Bach's Air — **Victor Herbert and His Orchestra**

J. Sebastian Bach, one of the world's greatest masters of music, was born at Eisenach, March 21, 1685, and died at Liepzig, July 28, 1750. Bach's celebrated air on the G string was originally written for a violin solo. This number is a special arrangement by Victor Herbert of this famous composition for string instruments and the rendition is necessarily of the highest order of merit. It is one of the most beautiful Records we have ever listed.

308 Down Where the Big Bananas Grow — **Collins and Harlan**

No Record list would seem complete without a Collins and Harlan coon duet. This selection is pleasingly acceptable in words and melody. It expresses a darkey's longing for a return to banana land and his dusky queen. This tropical charmer appears on the scene at the end of the second verse and a humorous conversation ensues. Orchestra accompaniment. Words, Louis Weslyn; music, Ted S. Barron; publishers, M. Witmark & Sons, New York City.

309 Life's Highway — **Ada Jones and Chorus**

Interesting and attractive in composition, air and rendition. With mingled humor and pathos it describes three stages in woman's life and her characteristics at each. "Sweet Sixteen," with its pleasures and romantic dreams; motherhood, with its realization of care, responsibility, and its joys; and old age, with its cessation of labor, its dependence and reminiscences. The choruses of Fritz Emmett's "Lullaby" and "Love's Old Sweet Song" are introduced in the rendition. Orchestra accompaniment. Words and music, Felix McGlennon.

310 The Bride of the Waves — **Herbert L. Clarke**

Mr. Clarke is the assistant leader of Sousa's Band, and is perhaps the leading cornet soloist of the world. This number, which gives him an opportunity to display his splendid quality of tone and brilliancy of execution, is his own composition and is always a "big hit" when played by him. It was his most successful solo during the European tour of Sousa's Band in 1900. Orchestra accompaniment. Publishers, Lyon and Healy, Chicago.

311 In the Garden of My Heart — **Reed Miller**

A sentimental ballad voicing a lover's contrition over bitter words spoken in a quarrel and his appeal for forgiveness. It is by the same composer who wrote "Love Me and the World is Mine" (Record No. 9371). The air is appealing and the rendition in the usual style of this artist, the purity and quality of whose tenor voice need no commendation. Orchestra accompaniment. Words, Caro Roma; music, Ernest R. Ball; publishers, M. Witmark & Sons, New York City.

312 The Golden Wedding — **Ada Jones and Len Spencer**

An original vaudeville sketch whose inspiration was a song that has delighted thousands. The dialogue, which is the happy reminiscence of an aged couple on the morning of their fiftieth wedding anniversary, is interspersed with songs and the pealing of church bells, concluding with the chorus of "The Golden Wedding." Mingled pathos and comedy in the lines of the dialogue combine to add attractiveness to this Record.

313 Selection from "The Gay Hussars" — **American Symphony Orchestra**

The successful military opera, "The Gay Hussars," contributes this tuneful selection, which contains the three most popular songs: "Kitty, Please Give Me a Kiss," "O Silver Moon," and "My Friend Lebel." It is certainly a most charming composition, and needless to say its interpretation by the American Symphony Orchestra is all that could be desired. Composer, Emmerich Kalman; publishers, Jos. W. Stern & Co., New York City.

314 Good Luck, Mary — **Billy Murray and Chorus**

A march song, with a captivating air, that recommends it to instantaneous popularity. Billy Murray sings it with dash and spirit and is ably assisted by a pleasing male chorus. This Record is easily one of the best of the Amberol collection and we confidently expect it to be a leader among the good sellers. Orchestra accompaniment. Words, Bryan and Leslie; music, Al. Piantadosi; publishers, The Harry Copper Music Pub. Co., New York City.

315 The Garden of Dreams — **Elizabeth Wheeler and Harry Anthony**

A soprano and tenor duet, with Miss Wheeler singing the verses. The song is a sentimental composition of a higher order of merit, both in words and melody, by the same author who wrote "Dearie" (Record No. 9054). This is a Record that will find its way into every collection of high-class numbers. Orchestra accompaniment. Words and music, Clare Kummer; publishers, Jerome H. Remick & Co., New York City.

316 Waltz Caprice — **Samuel Siegel and Roy H. Butin**

A mandolin and guitar duet arranged in concert style and played by artists of national reputation. Any attempt to describe this number would fail to do it justice. It is an exquisite rendition of a charming composition. Composer, Samuel Siegel.

317 Paddy Duffy's Cart — **Edward M. Favor and Chorus**

Here's something to make the old-timers sit up and take notice. "Paddy Duffy's Cart" is an old and well-known favorite song from one of the famous Harrigan and Hart musical plays of some years ago. There is an indefinable something about these old songs of our fathers that enables them to survive the competition of succeeding years with unimpaired vitality. Mr. Favor sings this number with pleasing expression, assisted by a splendid male chorus, who introduce "Twinkling Stars" and "Little Fraud," also old-time favorites. Orchestra accompaniment. Words, Ed. Harrigan; music, Dave Braham.

318 Annie Laurie — **Knickerbocker Quartette**

A special arrangement of evenly balanced male voices seems to impart a new vigor to this beautiful old ballad, whose charm will never die. The harmonization of this number is especially fine, and the fact that the complete song is rendered will make it a necessary adjunct to every Record collection. Unaccompanied.

319 Manhattan Beach and El Capitan Marches — **Sousa's Band**

Here are two complete selections on one Record and rendered by Sousa's marvelous organization at that. They are two of his favorite and most popular compositions—excellent specimens of the unique style and quality that won him world-wide fame. "El Capitan" is the leading number from his celebrated comic opera success of the same title. Publishers, The John Church Co., New York City.

320 In the Gloaming — **Will Oakland and Chorus**

That Mr. Oakland's remarkable voice has found favor with the Edison Phonograph public, would be stating it mildly. The steadily increasing demand for his Records is sufficient proof of his popularity. In the rendition of this old and popular selection, the lines and melody of which shine brighter by contrast with the efforts of the present day, his voice is given a setting that emphasizes its wonderful range and purity of tone. Orchestra accompaniment. Words, Meta Orred; music, Annie F. Harrison; publisher, G. Schirmer, New York City.

321 He Was a Wonderful Man — **Ada Jones and Billy Murray**

One of those conversational duets in which these singers are always happy. The solos are sung in dialogue and the chorus, which is especially catchy, is rendered as a duet. The song itself recounts the wonderful accomplishments of the "Father of Our Country." A soft shoe dance effect is introduced during a dialogue following the second chorus. Orchestra accompaniment. Words and music, George M. Cohan; publisher, F. A. Mills, New York City.

322 Medley of Country Dances — **Eugene A. Jaudas**

A violin solo with orchestra accompaniment, introducing the following ten well-known and popular airs: "Huskin' Bee," "Little Brown Jug," "Limber Up," "Old Oaken Bucket," "Chicken Reel," "Old Dog Tray," "Turkey in the Straw," "Jingle Bells," "Arkansaw Traveler" and Reel,"

"Auld Lang Syne." The violin plays the initial number, the orchestra the second, and so on alternately throughout the list. This Record is not only original and unique, but musically of more than ordinary merit.

323 Strawberries — **Arthur Collins**

An Italian character song describing Michael Tony Angelo, a strawberry huckster with a stentorian voice. Pete Mascagni tried to make an operatic star out of him, but Mikhael Tony forgot his lines and could only yell "Strawberries." Mr. Collins introduces some good comedy between verses. In a conversation with a female customer who is trying to "jew" him his horse neighs, and Michael Tony informs her that she "make da horse laugh." Orchestra accompaniment. Words and music, Thomas S. Allen; publishers, Daly Music Publishing Co., Boston, Mass.

324 To Thee Waltz — **New York Military Band**

This is one of the best known waltzes of Emil Waldteufel, the celebrated European composer of graceful and popular dance music. The number is here played in concert style, and needless to say the rendition is artistically perfect. Publishers, Blossy & Co., New York City.

Edison Amberol Records by Harry Lauder

12065 She's My Daisy

One of Harry Lauder's earliest and perhaps the most popular and tuneful number of his repertoire. It is the song that he is invariably called upon to render in his encores. It is already listed in the catalogue of Standard selections (Record No. 10174) but of course is doubly more attractive as an Amberol selection. Orchestra accompaniment. Publishers, Francis, Day and Hunter, New York City.

12070 I've Loved Her Ever Since She Was a Baby

Here we have one of the latest as well as one of the best of the inimitable Scotchman's droll songs. It is one that he is making a specialty of on the stage at the present moment and we are first in the field in issuing a Record of it. It is full of the Lauder patter and although it is a tale of unrequited love a humorous turn is given to it that will appeal to every one. Orchestra accompaniment. Publishers, Francis, Day and Hunter, New York City.

12080 Bonnie Leezie Lindsay

If we didn't know Harry Lauder better we'd suspect him of becoming a Mormon when he last visited the United States. No sooner do we get acquainted with one of his "bonnie lassies" than he switches on to another in the description of whose charms he waxes still more enthusiastic. "Leezie Lindsay" is his latest flame and in this Record he tells about her in his characteristic way. Orchestra accompaniment. Publishers, Francis, Day and Hunter, New York City.

Edison Amberol Records in Italian

5008 Tu qui Santuzza, "Cavalleria Rusticana" (*Mascagni*) — **Maria Avezza and Francesco Daddi**

5009 Ai nostri monti, "Trovatore" (*Verdi*) — **Maria Avezza and Francesco Daddi**

5014 Alla Stella confidente (*Robandi*) — **Francesco Daddi**

Edison Standard Records for December, 1909

10257 While Shepherds Watched — **Edison Concert Band**

A Christmas band selection specially arranged by F. W. Ecke, Director of the Edison Concert Band, who also composed the interludes between the stanzas of this beautiful carol which proclaims to the world the birth of the Babe of Bethlehem. The joyous pealing of Christmas chimes is introduced throughout the rendition of the hymn which is given by a quartette of mixed voices. Words, N. Tate; music, G. F. Handel.

10258 You Can't Stop Me From Loving You — **Manuel Romain**

A sentimental ballad whose theme is a lover's profession of devotion though his cause may be hopeless. The kind of song and air to which Mr. Romain's voice most readily responds. A violin obligato is a pleasing feature of the second chorus. Orchestra accompaniment. Words and music, Thomas S. Allen; publishers, Daly Music Publishing Co., Boston, Mass.

10259 I'm Going to do What I Please — **Ada Jones**

A tuneful coon song in which a "yaller gal" whose matrimonial prospects have been blighted through her attempts to please others, describes the many and various ways in which she intends to henceforth please herself exclusively. Miss Jones is artistic as usual in her rendition, which is a guarantee of the merit of this Record. Orchestra accompaniment. Words, Alfred Bryan; music, Ted Snyder; publishers, Ted Snyder Co., New York.

10260 Mendelssohn's Spring Song — **Victor Herbert and His Orchestra**

Who has not heard this delightful number and marveled at the genius of its youthful composer, who because of his precocity and talent occupies a unique position in musical history? The interpretation given by Victor Herbert and his famous orchestra to this gem of Mendelssohn composition has resulted in a supremely beautiful Record.

10261 In the Shadow of the Carolina Hills — **Arthur C. Clough**

The addition of Mr. Clough to the staff of the Edison entertainers was most judicious, as will be evidenced by the popularity of his Records as he becomes better known to the Phonograph public. Like his previous contributions to our catalogue, this number is sentimental in theme and particularly engaging in words and melody. It is a lover's plaintive yearning for his sweetheart back among the palmetto trees of the Carolina Hills. Words, Beth Slater Whitson; music, Leo Friedman; publishers, McKinley Music Co., New York City.

10262 Swanee Babe — **Premier Quartette**

A pretty plantation ballad with an exceptionally pleasing air, in which a happy darkey lad voices his preference for his "sugar plum lady" to "bamboo trees and sheltering palms." It voices his preference for his "sugar plum lady" to "bamboo trees and sheltering palms." It will prove a most acceptable offering to those who prefer the old-time plantation darkey song to the more up-to-date "rag" selections. The voices of the quartette blend most harmoniously in this selection. Unaccompanied. Words, Jack Drislane; music, Dick Richards; publishers, F. B. Haviland Publishing Co., New York City.

10263 Ring Me Up Heaven, Please, Central — **Will Oakland**

There is a wealth of pathos in the lines of this plaintive little ballad that demands for its proper expression a sweetly sympathetic voice such as Mr. Oakland possesses. The theme of the song is a child's request of "Central" to permit her to send a message to her papa in Heaven. Orchestra accompaniment. Words, Beth Slater Whitson; music, Leo Friedman; publishers, McKinley Music Co., New York City.

10264 Lincoln Centennial March — **United States Marine Band**

A magnificent march that will serve to dispose of the most aggravated case of ennui. It is played with that snap and brilliancy that are characteristic features of all Records made by this famous organization. Composer, Leo Sanford.

10265 Whose Baby Girl Are You? — **Grace Cameron**

Miss Cameron's original composition has been given a decidedly pleasing musical setting. It deals with the sad predicament of poor "Jim," who found after marriage that "Mamie" was the mere possessive of his name. Orchestra accompaniment.

10266 Dreamland Faces — **Elizabeth Wheeler and Harry Anthony**

An unusual degree of attractiveness in composition and melody marks this number, which is rendered in duet form by soprano and tenor. The sentiment of the song is daintily expressed in lines that are refreshingly original and clever. The artists are so well and favorably known as to require no special words of commendation—their work is consistently artistic. Orchestra accompaniment. Words, Georgie Reed Bradbury; music, J. B. Mullen; publishers, J. B. Mullen Music Publishing Co., New York City.

10267 B L - N D and P - G — **Josie Sadler**

A clever and popular "hit" of the "kid" style, in which Mamie Warner explains to Buddie Horner the original and unique spelling she gave to the words, "blind pig" at the spelling bee in school. Buddie, being in love with Mamie, agrees with her that her spelling is correct, for "blind pig has no eyes." The air is pretty and Miss Sadler's rendition clever, her enunciation being remarkably clear and distinct. Orchestra accompaniment. Words, Junie McCree; music, Albert Von Tilzer; publishers, The York Music Co., New York City.

10268 Lily of the Prairie Medley — **American Symphony Orchestra**

Two popular songs—"Lily of the Prairie" and "Lonesome"—which will survive for a long time because of their decided musical superiority to contemporaneous selections, are here given as an instrumental number and make a very desirable Record. "Lily of the Prairie" has also been listed as a song by Pete Murray and Chorus (Amberol Record No. 207) and "Lonesome" by Byron G. Harlan (Standard Record No. 10219). Music, Mills-Joyce; publisher, F. A. Mills, New York City.

10269 Let's Go Into a Picture Show — **Byron G. Harlan**

A catchy waltz number whose rhythm is particularly well defined. Johnnie loved the "drammer," but his sweetheart, Mary, preferred the picture show for the excellent opportunities it offered her "spoony" propensities. In the words of the song she prefers "spoonlight" to moonlight. Mr. Harlan's rendition is most graceful. Orchestra accompaniment. Words, Junie McCree; music, Albert Von Tilzer; publishers, The York Music Co., New York City.

10270 Shadows — **Anthony and Harrison**

An extremely beautiful and touching hymn given a most effective rendition by these peerless artists. It is one of the finest Records they have ever made. Orchestra accompaniment. Words and music, Robert Harkness; publishers, Revival Times Co., Philadelphia, Pa.

***10271 Broke** — **Edward Meeker**

Mr. Meeker is not only in his element, but is absolutely without a rival, in the rendition of coon songs of the rollicking, hilarious type. This is one of them, and as good as the best. It ranges in theme from the disaster that overtook Jim Jackson's spendthrift manner of living to the effect of "Teddy's" trust busting, the real comedy appearing in the chorus. Orchestra accompaniment. Words and music, Jean C. Havez; publishers, Jerome H. Remick & Co.

10272 The Yankee Shuffle — **Sousa's Band**

The interpretation given to this well-known number by Sousa's incomparable organization is marked by a buoyancy and swing that are simply irresistible. A pleasing feature is a fife-and-drum effect. Composer, Fred L. Morcland; publishers, Dixie Music House, Chicago, Ill.

10273 Foolish Questions — **Billy Murray**

The foundation of this song is the popular propensity to ask questions that are foolish because unnecessary. In each of the three verses of the song a common specimen is given, and each chorus contains a suggestion for a suitable answer that is comical and witty, in addition to being decidedly apropos. Mr. Murray renders the song with the expression of one who has had considerable experience with such questions. Orchestra accompaniment. Words, William See; music, H. Baldwin Sloane; publisher, Charles K. Harris, New York City.

10274 How Do You Do, Miss Josephine? — **Collins and Harlan**

A dainty coon duet whose particular recommendation is a melody that is most infectious. The song is a deservedly popular "hit" and, with the Collins and Harlan flavor to accentuate it, the Record will prove popular. The second chorus is followed by a school of instruction in the proper way to say "How do you do, Miss Josephine?" Orchestra accompaniment. Words, Junie McCree; music, Albert Von Tilzer; publishers, The York Music Co., New York City.

10275 Uncle Josh Invites the City Folks to Visit Him Down on the Farm — **Cal Stewart**

Uncle Josh is leaving New York, after having had the time of his life, and in gratitude is inviting all his city friends to visit him at the farm, the many attractions and curiosities of which he recounts in side-splitting fashion. As usual, his infectious laugh is a feature.

10276 Carolina Brown Two-Step — **National (London) Military Band**

In this Record the instrumentalists have again distinguished themselves, and as makers of band Records they are unsurpassed. Attention may well be drawn to the liveliness of "Carolina Brown." The piece in itself is a tonic—it is musical champagne. Old and young, cheerful and sad—all are carried away by its insidious melody. Composer, Karl Kaps.

Edison Standard Records in Italian

19430 Ah, Mimì, tu più "Bohème" (*Puccini*) — **Francesco Daddi and Vincenzo Reschiglian**

*This selection will be illustrated on cover of December *Phonogram*.

TRADE BULLETINS

Agreement Department Bulletin No. 5, September 15, 1909
Trade Information for Dealers

Correspondence concerning this bulletin should invariably be numbered and addressed to THE NATIONAL PHONOGRAPH COMPANY, AGREEMENT DEPARTMENT, Orange, N. J.

We are led to believe that Jobbers and Dealers are under the impression that this Company will sanction the handling of certain makes of cylinder machines for the purpose of advertising their business, or obtaining names for mailing lists, etc. This impression is an erroneous one, and we hereby notify Jobbers and Dealers that it is distinctly contrary to our Conditions of Sale for them to sell, cause to be sold, or supply or deliver for others, cylinder machines and records of other than Edison manufacture. Any arrangement involving the sale of Edison Records as a consideration for the purchase of such other makes of machines by users is also prohibited.

Suspended List, Sept. 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

N. J., New Brunswick—H. Montalvo, Jr.
N. Y., Newburgh—George Colin.
MASS., Lynn—Charles H. Clemence Co.
N. Y., New York—Michael Strenmer.
N. H., Concord—Geo. F. Hodgman.
GA., Mon. Wimbigue—Wimbigue Piano & Organ Co. (A. E. Grassby, Prop.)
WASH., Tacoma—The P. C. H. Hoerry Co.
TENN., Memphis—Thomas S. Allen.
MICH., Saginaw—W. G. Hemmeter.
MINN., South Lake—South Lake Mere. Co.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

The New Combination Type Gem Phonograph

Did you take time by the forelock and lay in a stock of the New Combination Gems that were formally introduced to the public on October 1st? Or did you follow the example of the Edison Dealers who, when the Fireside was first brought out, refrained from placing an order until its popularity was confirmed by the amazing sale that is still going merrily on? We hope not, for the sake of your pocketbook and your longevity as a Dealer in Edison products. Isn't it astonishing how little foresight some people have? There's the Fireside—a machine that the public simply demanded—and yet some Dealers actually were skeptical of its success!

To be sure, at the time of its introduction the country was not in the most flourishing condition financially; which fact may help palliate their weak-kneed attitude, but can not entirely pardon it for they knew that *its existence was necessitated by a demand* and should have prepared to meet it. And what was true of the Fireside is true of the new Gem—only in still greater measure.

If the Fireside at $22.00 could astonish the Phonograph trade by the tremendous sale it enjoyed what will the new combination Gem at $15.00 do? That's the way to figure it out. One is popular, the other should be still more popular for it combines the same excellent features that are embodied in the newer type Phonographs at a much smaller price.

It is equipped with the new Model "K" reproducer and therefore plays both the Standard and Amberol Records, which is the greatest selling point of a Phonograph these days. It will make a big "hit" with the holiday trade for its price puts it within the reach of everyone. Don't wait for the holidays, however; they're two months off. If you do you'll find that somebody else has got in on the ground floor and done business while you slept. If you haven't ordered your stock, do it now; if you wait any longer you will have occasion to feel the bitter experience of thinking over "What might have been."

Criminal Neglect

The astounding fact has recently been brought to our attention that in a certain city of the South, whose population is approximately 60,000, Amberol attachments and Records are comparatively unknown. The city in question, whose name we are withholding for obvious reasons, boasts of one Jobber and three Dealers! It seems almost incredible that such a condition could exist, and the matter is receiving a prompt and thorough investigation at the hands of our Sales Manager. It seems to prove that there are localities where our agents are not alive to their opportunities. These localities will be discovered in the near future by our traveling representatives and we shall begin to ask questions. We are entitled to KNOW WHY if our goods are not being pushed and, once the information is in our hands, we shall take prompt steps to remove the obstacle, whatever it may be, that interferes with their advertisement. It is of course possible that in this instance local conditions may be responsible for the apparent inertia on the part of Jobber and Dealers, and we are suspending judgment pending the receipt of complete facts of the case. It is hard to believe, however, that business conditions were so bad in a city of that size that this most attractive and salable features of the line could not find some market. The Amberol attachment is the biggest "boost" the Edison Phonograph business ever received and the Edison Dealer who is not aware of that fact simply has not been keeping pace with the strides of the business. He is allowing an opportunity to re-establish his business on a sound and sure basis to slip through his fingers. He is throwing away a chance to profit by the acquisition of the hundreds of old and new Record customers that the Amberol attachments will bring to his store. Whether his oversight is deliberate or due to neglect it is criminal and deserving of the most severe censure.

We sincerely trust that further investigation throughout the country will disclose the fact that this case is without a parallel, for we should hate to believe that our Jobbers and Dealers in every instance, are not giving us the support of their co-operation and enthusiasm.

Get the consent to a home demonstration, Mr. Dealer, and your Phonograph, with a few carefully selected Records, will do the biggest share of the work.

Correction in Form 1620

Despite the very careful checking given the proofs of it an error has crept into the Domestic Record Catalogue, form 1620, just shipped to all Jobbers.

On page 40 the violin imitation of "Cavalleria Rusticana" by Edith Helena, is listed as No. 9556. Its correct number is 9556.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.

ARK., Fort Smith—R. C. Bollinger Music Co.

CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pommer Co.
San Francisco—P. Bacigalupi & Sons.
Pacific Phonograph Co.

COLO., Denver—Denver Dry Goods Co.
Hext Music Co.

CONN., New Haven—Pardee-Ellenbarger Co.

D. C., Washington—B. F. Droop & Sons Co.

GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.

IDAHO, Boise—Eller's Piano House.

ILL., Chicago—Babson Bros.
Lyon & Healy.
James I. Lyons.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.

IND., Indianapolis—Indiana Phono. Co.
Tripp-Bates Phonograph Co.

IOWA, Des Moines—Harger & Blish.
Hopkins-Allen Co.
Dubuque—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.

KY., Louisville—Montenegro-Nichols Music Co.

LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.

MAINE, Portland—S. L. Crosby Co.
Portland—W. H. Ross & Son.

MD., Baltimore—B. F. Droop & Sons Co.

MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lawrence—Thos. Wall.
New Bedford—Household Furnishing Co.
Springfield—Flint & Brickett Co.
Worcester—Iver Johnson Sptg. Goods Co.

MICH., Detroit—American Phono. Co.
Grinnell Bros.

MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.

MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Aeolian-Skinner Music Co.
Silverstone Talk. Mach. Co.

MONT., Helena—Frank Buser.

NEB., Lincoln—Ross P. Curtice Co.
Omaha—Ross P. Curtice Co.
Gentleman's Cycle Co.
Shultz Bros.

N. H., Manchester—John B. Varick Co.

N. J., Hoboken—Eclipse Phono. Co.
Newark—Wm. Bell.
Paterson—James F. O'Dea.
Trenton—Stull Blank Book and Stationery Co.
John Sykes.

N. Y., Albany—Finch & Hahn.
Auburn—John Rose.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
B. D. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.
Owego—Frank E. Holway.
Rochester—Mackie Piano, O. & M. Co
Talking Machine Co.
Schenectady—Finch & Hahn.
Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur F. Ferriss
William Harrison.
Utica Cycle Co.

OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pintzes Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Parry B. Whitsit Co.
Dayton—Niehaus & Dybvig.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co.

OREGON, Portland—Graves Music Co.

OKLA., Oklahoma City—Smith's Phono. Co.

PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Bros.
Penn Phonograph Co.
The Talk-O-Phone.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.

R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.

TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. House Piano Co.
Nashville—Magruder & Co.
Nashville Talking Mach. Co.

TEX., Dallas—Southern Talking Machine Co
El Paso—W. G. Walz Co.
Fort Worth—Cummings, Shepherd & Co
Houston—Eclipse Musical Co.
San Antonio—H. C. Ross Optical Co.

UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co

VT., Burlington—American Phono. Co.

VA., Richmond—C. B. Haynes & Co.

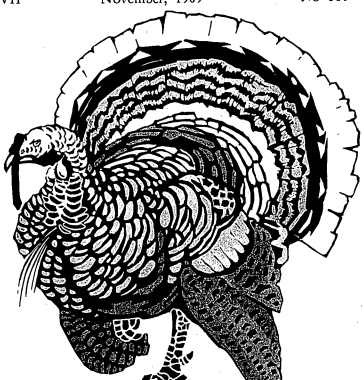
WASH., Seattle—Bruce & Brown Co., Inc.
Eller's Music House.
Spokane—Spokane Phonograph Co.

WIS., Milwaukee—Lawrence McGreal.

CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd
Winnipeg—R. S. Williams & Sons Co., Ltd

The EDISON PHONOGRAPH MONTHLY

Vol. VII November, 1909 No 11.



Thanksgiving Number

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The EDISON PHONOGRAPH MONTHLY

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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VII. NOVEMBER, 1909 No. 11

Short Sermons *from Familiar Texts*

TEXT:

The cat in gloves
Catches no mice.

THE Phonograph dealer who depends upon the Phonograph to do all the work of selling itself, who doesn't keep his mailing list up-to-date and his windows alive, has a glove on each paw—and stands to last about as long as a snowball on a tin roof in June.

You've got to relieve yourself of every selling handicap. You've got to pull those gloves off.

Your first job is to get the crowd into your store, and the second, to sell 'em the goods after they get in.

How many issues of your local paper get by without your ad?

How often do you give concerts, and how much do you advertise them?

Do you circularize you entire mailing list, advertising a concert every time you get a stock of new records?

These are the things that bring the crowd into your store.

Now you've got to think of taking care of the crowd after they get in.

Don't let your store get "cluttered up." Keep your stock in shape so that you know right where to lay your hand on everything a customer wants or ought to have.

Systematize your arrangement of Records by the most approved method yet devised—the Tray System.

You will then have your Records in compact shape and can pick one out in the twinkling of an eye.

Teach your clerks the necessity of politeness and a thorough knowledge of your goods.

At your concerts give your audience a chance to sit down—comfort is one big, important item in selling Phonographs. Make your audience feel as if they were listening to it right in their own homes.

Get them in a receptive mood and they'll listen just as intently to an occasional advertising record as to the rest of your program.

The Amberola Stirs the Trade

The new Edison Amberola, which was described and illustrated in our October issue, was formally announced to the trade by Sales Department Bulletin No. 36 of October 18, reprinted on page 26 of this number. Its informal or preliminary introduction to the trade was given during the Hudson celebration week at our New York office, No. 10, 5th avenue, where were gathered representatives of the trade from various sections of the country to witness the celebration.

If in reciting the result of that and subsequent exhibitions of the Amberola we strike a note of exultation, we trust that we may be pardoned; it is only the expression of a natural feeling of pride that every manufacturer is entitled to when the product of his time, skill and labor receives the stamp of instantaneous approval from men who are competent and unbiased judges of its merit or demerit. That these trade representatives were lavish in their praise of the splendid tone quality and artistic appearance of the Amberola, after a most critical examination of its mechanism and design and after hearing it render a program embracing a wide variety of vocal and instrumental selections, is an eloquent testimonial to its superior qualities.

Since that time the machine has been demonstrated by a special corps of salesmen to Jobbers and Dealers in various sections of the country and the verdict rendered in New York has been sustained in every instance. Instead of mild, formal approval its appearance has elicited the most unqualified praise. It has been unhesitatingly pronounced to be the most perfect high-grade Phonograph ever submitted to the public. Our Jobbers are delighted with the Amberol, and we are proud to have given them an instrument that awakened such a degree of enthusiastic interest as is everywhere being evinced.

The proof—the conclusive, undeniable proof—of the general high opinion of its excellence and salable points is to be found in the volume of initial orders that we have received to date. To say that we are amazed at their grand total would be putting it mildly. Quite naturally we expected that the trade would display considerable interest in the appearance of the Amberola, for it is their insistence that brought it into existence, but we were entirely unprepared for the emphatic endorsement that is finding expression in every mail. Orders are multiplying thick and fast. Initial orders are being supplemented, in some instances doubled, and in many trebled.

No product of this Company has ever evoked a corresponding enthusiasm. That is a broad statement to make, for there have been many popular Edison products placed on the market since we laid the foundation of the Phonograph business, but we reiterate it in all sincerity without any reservation whatever. Among all the Jobbers and Dealers who have seen and heard the Amberola there has not been one dissenting voice from the universal opinion of its supremacy among instruments of its kind. Its success is assured; of that there is not the slightest question.

There is but one logical reason for its popularity and that is that it fits a niche—that it will respond to a popular demand. We were long ago assured that the musical public was in a receptive mood for the appearance of a high-grade Edison Machine, but we purposely delayed its introduction until satisfied that our creation was all that long experience, mechanical skill and ingenuity and the best quality of materials could make it. That, we are satisfied, has been accomplished.

The Amberola is an instrument with which the Edison Dealer may, with supreme confidence, appeal to the most critical music lover, inviting the fullest and most rigid comparison with any and all of the high-grade machines on the market to-day. Its introduction to the public comes at a particularly appropriate time, for it gives the Dealer sufficient time to advertise and exploit it before the holiday trade begins.

It needs only to be brought into public notice; its appearance and tone quality will make for it friends on sight. Every Edison Dealer should order an Amberola *at once* and make a special effort to give it immediate and the widest possible advertising. A public concert, or if that be not possible, a specially arranged concert at the store would seem to be the most effective way of giving it publicity.

We urge that orders be placed at once. The demand is assured, the profit is exceptionally large, and the time between now and the holidays very short.

Business as We Find It

The talking machine business is looking up; of that there is no question. The most encouraging reports reach us from all parts of the country, and orders are arriving in a constantly ascending scale. We are beginning to receive orders by wire which is a healthy indication of improvement in trade conditions, particularly as a goodly proportion of these telegrams are from Eastern manufacturing localities which bore the brunt of the business depression. Machine and Record sales, as well as those of equipment parts, have taken a decided spurt within the past month.

While a certain percentage of this business is undoubtedly due to the near approach of the holidays, a comparison with our sales during the corresponding period last year is satisfactory proof of a general improvement all along the line. The Fireside continues to be the leader of the lower-priced Machines, with the new Combination Gem giving every evidence that it will be equally as popular as soon as its advantages become better known to the public. Both of these machines should be exceptionally good holiday sellers. The increase in Amberol Attachment orders until lately was gradual but slow—too slow in fact, when the extraordinary talking points for the sale of the wonderful device are considered. We anticipate a big business in attachment orders during the winter, for it is very evident that Eastern Dealers delayed pressing their sale until times began to improve.

Cygnet Horn orders have been coming thick and fast,—in fact, we are snowed under just at present although doing all in our power to obtain relief. We are taking all necessary precautions to prevent a repetition of this embarrassment in the case of the Amberola, and will endeavor to have the situation as well in hand that we shall experience no difficulty in executing orders. Summarizing the situation, we are happy to be able to say in all candor that the present conditions and prospect of the talking machine business are better, much better, than they have been at any time since the start of the business inactivity.

Edison Phonographs and Records Win First Prize at Alaska-Yukon-Pacific Exhibition

Official notification has reached us that the International Jury of Awards at the Alaska-Yukon-Pacific Exposition has given to Edison Phonographs and Records the Grand Highest Award for cylinder Machines and Records. The necessary medals, documents, etc., made out in our name are to be forwarded to us as soon as they are issued by the Department of Exhibits. In view of the fact that no special effort was made to win the award, the decision is particularly gratifying.

Our Advertising Plans

Our advertising campaign, begun in earnest on October 1st, is being conducted on an intelligent, orderly and aggressive plan. We are directing the force of our attack at those points where we are convinced the most effective results can be obtained. It is a matter of regret with us that we cannot utilize every magazine and newspaper in every city in the country, or at least in every city in which an Edison Dealer is located, to advertise Edison Phonographs and Records. That, of course, is out of the question; it would require the wealth of Croesus.

We are spending an enormous sum of money willingly and cheerfully, with an unbounded optimism in its efficacy, and the conviction that our example will be emulated by a large percentage of the trade. We will not let ourselves believe that there are more than a very few Edison Dealers who will so little appreciate the extensive general demand for Edison goods that our advertising is bound to create as to fail to supplement it in their own cities and towns. There is comparatively so very little for them to do—merely to call local attention to the fact that they are Dealers in those products whose desirability we are indelibly fixing in the minds of *the general public*—that the logic of their taking active part in the scheme will, we are sure, appeal to them with irresistible force.

On October 1st we began to advertise in four hundred and fifty newspapers published in three hundred and seventy-one different cities. This month our magazine advertising will embrace the following fourteen popular weekly and monthly magazines: Saturday Evening Post, Collier's, Associated Sunday Magazines, American, Cosmopolitan, Everybody's, McClure's, Munsey's, Argosy-All-Story, Review of Reviews, Success, Hampton's, Woman's Home Companion and Good Housekeeping. In nine of these we use a two-page ad; a single column in one more; a half column in still another, and the entire back covers of the remaining three. To one familiar with magazine advertising rates the estimated cost of these insertions will tell a story of confidence and optimism more eloquent than pages of the most carefully worded copy.

Watch these magazine ads in this and succeeding months, Mr. Dealer. You will find a lot of valuable information in them for your end of the business, and if you make your local ads conform to them in subject matter you will insure a local benefit from the general interest and demand the magazine work will create.

New Edison Grand Opera Amberol Records

TEN RECORDS BY LEO SLEZAK, TENOR.

B150—Les Huguenots—Romanza, Piu Pura (*Italian*)	Meyerbeer
B151—Tannhäuser—Loblied der Venus (*German*)	Wagner
B152—Ständchen (Serenade) (*German*)	Schubert
B153—Otello—Morte di Otello (*Italian*)	Verdi
B154—Aida—Celeste Aida (*Italian*)	Verdi
B155—La Tosca—E Lucevan le Stelle (*Italian*)	Puccini
B156—Otello—Ora a per sempre (*Italian*)	Verdi
B157—Aida—Morir si pura e bella . . . terra addio (*Italian*)	Verdi
B158—La Bohème—Wie Eiskalt ist das Händchen (*German*)	Puccini
B159—Lohengrin—Schwanenlied und Abschied vom Schwann (*German*)	Wagner

THREE RECORDS BY RICCARDO MARTIN, TENOR.

B160—I Pagliacci—Vesti la Guibba (*Italian*)	Leoncavallo
B161—Il Trovatore—Ah! Si ben mio (*Italian*)	Verdi
B162—Cavalleria Rusticana—Siciliana (*Italian*)	Mascagni

THREE RECORDS BY FLORENCIO CONSTANTINO, TENOR.

B163—Romeo et Juliette—Ah! leve toi soleil! (*French*)	Gounod
B164—Mignon—Ah! non credevi tu (*Italian*)	Thomas
B165—La Tosca—Recondita armonia (*Italian*)	Puccini

FOUR RECORDS BY BLANCHE ARRAL, SOPRANO.

B166—Mignon—Polonaise (*French*)	Thomas
B167—Carmen—Air de Micaela (*French*)	Bizet
B168—La Perle du Brésil—Charmant oiseau (*French*)	David
B169—Faust—Air des Bijoux (*French*)	Gounod

FOUR RECORDS BY ADELINA AGOSTINELLI, SOPRANO.

B170—La Traviata—Addio del passato (*Italian*)	Verdi
B171—La Gioconda—Suicidio (*Italian*)	Ponchielli
B172—La Bohème—Mi chiamano Mimi (*Italian*)	Puccini
B173—La Tosca—Vissi d'arte (*Italian*)	Puccini

DUET BY AGOSTINELLI AND PAROLA.

B174—La Bohème—O soave fanciulla (*Italian*)	Puccini

BY M. DUCLOS, TENOR.

B175—Benvenuto Cellini—Pitie pour moi (*French*)	Diaz

BY LOUIS NUCELLY, BARITONE.

B176—La Favorite—Lenore venis (*French*)	Donizetti

BY GASTON DUBOIS, TENOR.

B177—Romeo et Juliette—Cavatine (*French*)	Gounod

The excellence of these Records in respect to selection, rendition and recording will commend them at once to music lovers and give them an extraordinary sale value from the Dealer's standpoint, even did there not exist another and all-important reason for their desirability—*the fact that they are four-minute Records, which places them on a pedestal far above competition.* Dealers are urged to place their orders for these Records at once. They are an indispensable adjunct of the Amberola. With the new Amberola and the new Grand Opera list the Edison Dealer is in a position to make an irresistible appeal to that portion of the holiday trade whose incomes are proportionate to their inclinations.

New Grand Opera Talent



LEO SLEZAK



BLANCHE ARRAL



FLORENCIO CONSTANTINO



RICCARDO MARTIN



ADELINA AGOSTINELLI

The Fatality of the Hudson-Fulton Celebration

In the only serious accident of the Hudson-Fulton celebration, Miss Frances Isabella Stevens, only daughter of Walter Stevens, manager of our Foreign Department, was instantly killed, and the Misses Edna and Ruth Dolbeer, daughters of Sales Manager Frank K. Dolbeer, were severely injured. The accident occurred Saturday night, September 25, during the progress of the naval pageant with which the celebration opened. Miss Stevens and her parents, with Mr. and Mrs. Dolbeer and their daughters Edna and Ruth, were on the sight-seeing ferryboat, Hopatcong, of the Lackawanna R. R. Co. line. When opposite 110th street, the Hopatcong was run into by the Ward Line Steamer Seneca.

At the moment of the collision Mr. Dolbeer and the three young women were on the main deck, just forward of the cabin. Mr. Dolbeer saw the liner approaching and shouted a quick warning to his companions to run back. His daughters reached the companionway, but Miss Stevens, apparently confused, was unable to avoid the prow of the ship and was crushed against the cabin. Her death was instantaneous.

Miss Ruth Dolbeer was struck by a flying timber. Her arm was broken and she was otherwise bruised. Miss Edna Dolbeer, who was thought at first to be seriously injured, was removed to a Hoboken hospital. Mr. Dolbeer escaped injury. One of the pathetic features of the accident was the fact that until two o'clock of the following morning Mr. and Mrs. Dolbeer were in complete ignorance of their daughter Edna's survival of the disaster, she having been removed from the scene in the ensuing confusion.

When the sad news of the fatality reached the factory profound grief was pictured upon every countenance, from that of the highest official to the humblest employe. The warm personal regard and esteem in which Mr. Stevens is held by his associates, and the immense popularity he enjoys among the Company's employees were manifested by the heartfelt expressions of sympathy for him and his wife that were heard on every hand. The grief of the employees was echoed by the representatives of the trade, who were enjoying the Company's hospitality during the week. The plans formulated for their entertainment were carried out, but in a perfunctory manner, a repression of the spirit and enthusiasm that are always in evidence at the Company's functions being plainly noticeable. It seemed at that time, as it does now, after the lapse of over a month, that in the bereavement of our friend and associate each one of us sustained a personal loss.

The PHONOGRAPH MONTHLY takes this occasion to extend to Mr. and Mrs. Stevens on behalf of the Company's employees the abundance of sympathy that each individual has been deterred from expressing in person only by fear of accentuating their grief. It deplores the feebleness of human expression which prevents us from conveying in words the true depth of our sorrow over their great loss, and prays that the same Divine Providence, whose inscrutable workings were manifest in the accident, will strengthen them and enable them to bear their affliction with Christian resignation and fortitude.

New Plan for Distributing Record Bulletins

For some time we have been mailing a single copy of the hanger showing a list of new Edison Records to each Dealer with copies of the Record Supplement and Phonogram for the same months, etc. Many Dealers were able to use more than one hanger regularly. This demand in the past has been filled through Jobbers, they receiving a quantity of the bulletins with their shipment of new Records for the same month. We have found, however, that this method of distribution resulted in considerable waste and it has been decided, therefore, after consulting with several Jobbers on the subject, to put a new plan into effect beginning with the December Bulletin.

We will discontinue sending any quantity to Jobbers with Records, and Dealers must in future get their extra copies direct from this department by mail. Those who are interested in receiving one or possibly two extra copies will kindly fix their names with our Advertising Department at once with the understanding that the Bulletins will be forwarded by mail immediately after the single copies are sent out in the usual way each month.

Do not blame your Jobber if he discontinues sending any extra copies you have been getting in the past after the November issue. The fault is not his but ours. Let us hear from you at once if you are interested in having your name put on a special mailing list for extra copies.

Have you advertised the October dance list?

A Compliment from Mexico

The Mexican *Herald*, in a lengthy article referring to the recording of native selections in which we were recently engaged, after speaking in glowing terms of the reputation and ability of the artists employed and of the enterprise and progressiveness of our Mexican branch, pays tribute to the excellence of the National Phonograph Company's product in the following terms:

"Very few of the countless thousands who are now able to enjoy the world's musical masterpieces, as rendered by that most wonderful of modern inventions, the phonograph, have any conception of the infinite pains, labor, time and expense that it requires to produce those results that appear to be almost superhuman. Many thousands of dollars may be spent upon a single record before it ever becomes of commercial value, and the amounts that a great concern like the National Phonograph Company of Orange, New Jersey, expends annually upon the production of its matchless records run into the hundreds of thousands of dollars. The making of records is a very interesting process, and at 18 Cinco de Mayo the same method is followed as has been adopted at the great laboratory of the National Phonograph Company at Orange, New Jersey. "Performances," as they are called, are held twice daily, morning and afternoon, in a room especially arranged for the purpose, the sound being focussed to the receiving phonograph. A record is not permitted to pass until it is as perfect as it is possible to make it. Sometimes a band may play a dozen or more times into the phonograph before a perfect record is made, infinite patience being one of the absolute essentials in the process."

Victor Herbert's New Opera

The new opera which Victor Herbert is engaged in writing for Mr. Oscar Hammerstein will not be completed until about the middle of next February. Spanish local color will prevail throughout, the scene being laid in Santa Barbara, California, at the period of 1810. Mr. Reading, of San Francisco, is the librettist.

Fireside and New Combination Gem

The Dealer who does not attempt to push the sale of these popular-priced machines can have but one excuse—he must be located in a neighborhood whose inhabitants would scorn the most perfect musical instrument because its price might savor of the plebeian. In that case it's up to him to feature the Amberols. Such neighborhoods, however, are chiefly distinguished by their scarcity. The majority of Dealers are so located that they can make these two machines a most desirable business asset, and the minority are those who are not alive to the fact.

The permanent address of all "dead ones" is not the cemetery, by any means; some there are in the world of business who have passed away so quietly and unostentatiously that their departure has escaped the attention of the public. Which is quite characteristic of the public, by the way. When a business man "dies," in the sense that he ceases to show by his activity in business circles that he is "alive," the public promptly forgets that his place of business ever had an existence and he is likewise supposed to be consorting with the shades of those mortals who have gone through the regular process of disintegration.

We don't doubt, in fact we *know*, that there have been some such informal interments among the ranks of Edison Dealers; we trust there will be none in the future. If there are, we do not wish to be considered as occupying the position of mourners; on the contrary, we shall philosophically bow to the inevitable and turn our attention from the obituary to the "agents wanted" column. For Dealers of that type who have not sunk too deep into the coma of inactivity or despondency we recommend the Fireside and New Combination Gem as being of extraordinary merit as stimulants. They are capable, if prescriptions are carefully followed of effecting a most complete and permanent cure in even the most chronic cases. The danger of relapse, moreover, is small unless the patient wilfully disregards advice; in that case there's no hope.

Seriously, however, these two machines are an invaluable holiday asset. Their popular prices, combined with the completeness of their equipment, will appeal most forcibly to the holiday buyer whose salary does not justify the purchase of a high-priced machine, but who wishes a Phonograph possessing exactly the superior features that distinguish these two. The live Dealer will go after such trade intelligently and persistently, and will start in early to do it. He will get the trade, too. A holiday buyer, who is in the market for a Phonograph to give as a present, won't hesitate long before these machines. Push their sale, Mr. Dealer. Get your own little corner among the "live ones" in the holiday market. The Fireside stirred up things when times were dull. Times are different now.

New Edison Record Talent



Bessie Wynn

Bessie Wynn is one of the cleverest, daintiest and most popular of America's footlight favorites. Her first Record is No. 10278, November list—"It's Hard to Find a Real Nice Man."



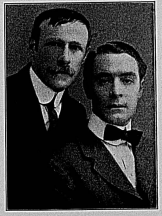
Herbert L. Clarke

Assistant leader of Sousa's Band and perhaps the leading cornetist of the world. Mr. Clarke's first solo Record is No. 310, December, "The Bride of the Waves."



Arthur C. Clough

A noted tenor who possesses a singularly sweet and sympathetic voice. His first number appeared in the October list, No. 10253, "When the Meadow Larks Are Calling, Annie Laurie."



William Banner and Roy H. Butin

"The Olivotti Troubadours," well-known in concert and vaudeville, whose charming violin and guitar duet appeared in November list, No. 302, "Carnival of Venice."

Edison Genius in the Hudson-Fulton Celebration

Without attempting to minimize any of the glory that has been given the memory of Hudson and Fulton, Rev. Charles T. Walkley, rector of Grace Church, Orange, in a sermon on the recent Hudson-Fulton celebration, paid a forceful tribute to Thomas A. Edison for his inventive genius, which made possible the success of the celebration. Mr. Walkley deplored the fact that while the achievements of electrical science had added much to the success of a celebration in honor of an adventurer and a dead inventor, nobody had thought to honor a living genius, whose discoveries were largely responsible for the brilliancy of the display.

"Not the least factor in this whole celebration," Mr. Walkley declared, "is the electrical display, thousands of lights of a variety of kind, the wonderful searchlight of the battleship and the incandescent burners in the street, all making a vast display viewed by the crowds as never revealed in the world before. The great marvel of the electric current generated in the dynamo, carried with the mysterious power of the copper conduit and blazed in the myriads of lights, rivaling the stars in the firmament—all this is a part of the honor paid an adventurer and an inventor of the past.

"One hundred years hence there will be a greater display and one of our own townsmen, Thomas A. Edison, will be remembered as an inventor. He is one of our 'rivers flowing into the sea,' gathering force and strength. The influence of his inventive genius is pouring out comfort and safety and joy to human life all over the world.

"We fall signally, as residents of the Oranges, in the very purport of the celebration if we forget in our admiration of the inventor of 100 years ago to expres our admiration for the great inventor of our time, our neighbor and our friend. May God bless him with many more years of fruitful labor, and may our Father's peace rest upon his home and family."

Correction

An error was made in listing No. 5014 as one of the three Italian Amberol Records in the January, 1910, list on our Dealer's Order Blanks. This number has already been put out as part of the December, 1909, list. It should be stricken from the January list and No. 5013, La Serenata (*Braga*) by Francesco Daddi substituted.

The demand for Edison Phonographs is going to last as long as people demand songs and music. Don't forget that.

Among the Jobbers

Messrs. Kohler & Chase, Edison Jobbers and the pioneer musical firm of San Francisco, in which city they have been in business since 1850, will, about December 1st, occupy their new ten-story building at 26 O'Farrell St. It is a magnificent structure and a monument to the enterprising and successful business methods of the firm. The new building is ten stories high with 50,000 square feet of floor space. The first floor of this veritable palace of music will be devoted entirely to the wholesale and retail handling of the Phonograph business. On this floor eight booths will be constructed in which the various Records may be heard played. Weekly recitals of the Edison Phonograph will be given on the second floor, which houses of a $200,000 pipe organ. THE PHONOGRAPH MONTHLY wishes to extend its hearty congratulations to Messrs. Kohler & Chase on the prosperity that is evidenced by the sumptuous scale on which they have conducted the construction and equipment of their splendid new home.

The Williams Echo is the name of the "newsy" and attractively designed house publication of the R. S. Williams & Sons Company, Edison Jobbers of Toronto, Ont. The appearance of the first edition of the *Echo* was the occasion for numerous congratulatory messages from their Dealers, who were quick to see the advantages that will result from such a medium for exchange of views and confidences between themselves and their Jobber. Edison Jobbers generally, especially those that handle musical merchandise, would find it profitable for themselves and their Dealers if they were to emulate the example of our hustling Canadian friends.

Peter Bacigalupi, the well-known Jobber of San Francisco, Cal., who was the first trade representative to hear the Amberola, expressed himself in the following enthusiastic terms:

"I expect to do an immense business with the Amberola. It is undoubtedly the most perfect product ever turned out by the Edison people, and is a remarkable creation in every respect. The beautiful quality of its tone, the absence of scratching, the superb finish of the cabinet, all make a creation that will win an army of admirers."

Mr. Bacigalupi evidenced his faith in the Amberola by placing a substantial initial order on the spot.

Mexican Band Records

Among the many records obtained by our experts during their recent stay in Mexico, those by the Banda de Policia (Police Band) are of more than usual merit. We have already issued sixty-eight records by this famous organization, and further monthly lists of both Amberol and Two-minute Records will follow. We cannot express ourselves too highly in describing the general excellence of these Records. There is not one in their number that does not measure up to the high standard of our Records, and we can only add that it is a great pleasure to offer a list so perfect.



CAPT. VELINO M. PREZA

The Banda de Policia is one of the most popular bands in Mexico, where every one is a connoisseur of band music, and its members are the flower of the instrumentalist of Mexico. Organized and patronized by General Felix Diaz, nephew of President Diaz, and Chief of Police, and under the direction of Captain Velino M. Preza, who is an eminent composer of band music, the band has reached its present perfection and is now recognized as one of the leading bands of the world. This band has toured the United States on several occasions, and has always met enthusiastic audiences wherever it has played. During its last visit to the United States, in the fall of 1908, a concert was given on the steps of the Sub-Treasury building in New York, by special permission of the government and as a compliment from President Diaz, of Mexico.

Many of the selections played by this band are typical of Spanish and Mexican music, and the peculiar charm of the music of these Southern countries cannot fail to appeal to a large public in this country. Most of us have heard, and remember with pleasure, snatches of this class of music, but few have enjoyed such a treat as we now offer. All these selections were made under the personal direction of Captain Velino M. Preza, to whose magnetic personality and large musical knowledge the phenomenal success of this band is mainly due. The Captain was delighted with the records just obtained and has expressed his pleasure in a letter to us, which we give below:

MEXICO CITY, July, 1909.

Mexican National Phonograph Co., City: (Mexico City):

Gentlemen: The lot of records which the Police Band, under my direction, has recorded in your laboratory, and it is a pleasure to me to state that I have found them to be excellent in every way, and that the playing length of the "Amberol" records of four minutes, enabled me to have the satisfaction of recording the pieces of my Band with all the artistic coloring which they contain.

I congratulate myself on being reckoned among the numerous admirers of the genius of Mr. Thomas Alva Edison, and with kind regards, I beg to remain,

Yours sincerely,
(Signed) VELINO M. PREZA.

Personal

General Manager Carl H. Wilson, accompanied by Mrs. Wilson, left on October 30th for a six weeks' trip through the Pacific Coast States, the Southwest and the South. He will combine business with pleasure, visiting Edison Jobbers in the cities included in his itinerary. Vancouver, B. C., will be his first stopping place. Leaving there, he will be at Seattle, Wash., Nov. 10th-12th; Spokane, 13th; Portland, 15th-17th; Sacramento, 19th; San Francisco, 20th-26th; Los Angeles, 28th. From Los Angeles, his trip will include the Grand Canyon of Colorado, El Paso, New Orleans and Atlanta, the latter city being his last stopping place. He will return about December 15th.

Have you advertised your readiness to supply outfits for home demonstration? Don't neglect it.

"Amberola" and "Amberol" will be found in next revised edition of the dictionary.

The Holiday Trade

The holiday season is within hailing distance; its advent is now a matter of only a week or two. By the time the next PHONOGRAPH MONTHLY reaches you the stores in your town or city will be in Christmas garb, their windows decorated with inviting displays to catch the early Christmas shopper. The *early* Christmas trade is the desirable trade with all merchants; it is necessarily so with you, Mr. Dealer, for yours is a line of goods the purchase of which requires a little reflection. It is not a line that is often resorted to as an eleventh hour inspiration for a Christmas gift. You want to anticipate this holiday rush, for *rush* it always is in this country of proverbial Christmas generosity.

There are many things you should do to prepare for the holiday trade; there are several that you should do *now*. Here are a few of them, the most important:

(a) Replenish your stock of Machines and Records. Take an immediate inventory, compare it with your catalogues, place your order at once for your holiday requirement. If you haven't a stock of the big sellers—Fireside and Combination Gem—get them at once. Their superior salable points make them a holiday temptation. Get in your order early and give your Jobber and us sufficient time to fill it.

(b) Put your present stock of machines in perfect working order, and arrange your Records so that your salesmen will be able to instantly locate any particular Record.

(c) Revise your mailing list and make up your mind to spend a few dollars postage in sending out your Phonograms, supplements and other advertising matter.

(d) Try to get permission to introduce a machine and a few Records for home demonstration. Greatest selling scheme in the world, that —and as easy as it is effective. Don't wait for people to come into your store and beg of you to sell them a machine. A lot of Dealers who followed that method exclusively are now in a position to spend *all* their time *wondering why they did.* Don't give people a chance to make up their minds that they want a Phonograph; they might die before they decide.

(e) After you read the Monthly insist on your salesmen doing the same thing; in fact, make them read all Edison literature so that they can talk the goods intelligently to customers.

(f) Give immediate thought to your advertising and window display. Remember the holiday newspaper space is precious and competition for the most prominent positions is always keen. Pick out a good paper and a good space and get your bid in early. Start your windows working now and make a big "splash" on the Thanksgiving window. If you get people in the habit of expecting something novel in your windows, their eyes will instinctively turn in your direction every time they pass.

(g) Don't neglect your concerts above all things. Give them on regular, stated nights so that the public will know when to expect them. Put an ad in the paper or send a postal to prevent their forgetting; it's inexpensive when contrasted with results. Keep you machines playing at other times as well; it draws the crowd.

(h-z) Don't wait; don't procrastinate; *do* these things *now*. This is the acceptable time—the day of your holiday salvation. If you're a "dead one" at this time the public is very likely to consider you as such for all time.

Amberol Attachments

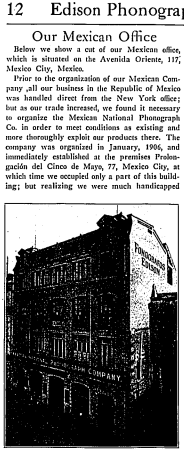
While the sale of Amberol attachments has been uniformly steady, and is now on the increase, it has not begun to reach the proportions that the selling value of these devices warrants. It will be noticed that in our November magazine ad we are featuring the Amberol Attachment. We strongly urge Dealers to incorporate some of that ad in their local advertising. Among the many thousands who will read the magazine ad, a very large percentage of Phonograph owners will undoubtedly learn for the first time of the attachment and its wonderful possibilities. It is only reasonable to assume that a certain number of this class may be found in every Dealer's neighborhood, and the man of enterprise will turn the fact to his own good advantage while the ad. is fresh in memory.

The Amberol Attachment has opened up a world of possibilities to the Dealer; it practically caused a reincarnation of his business. It has made it possible for him to bring back the Record customers who discontinued their patronage because of waning interest. Those machines that are standing idle now because their owners are not aware of the pleasure that the addition of an inexpensive attachment will insure them can all be restored to activity, every one of them. It's up to the Dealer to seek the owners out. We suggested an excellent plan in the October Monthly for approaching the dormant trade. We advise every Dealer who has not already done so to put it into immediate practice. It will pay.

Our Mexican Office

Below we show a cut of our Mexican office, which is situated on the Avenida Oriente, 117, Mexico City, Mexico.

Prior to the organization of our Mexican Company ,all our business in the Republic of Mexico was handled direct from the New York office; but as our trade increased, we found it necessary to organize the Mexican National Phonograph Co. in order to meet conditions as existing and more thoroughly exploit our products there. The company was organized in January, 1906, and immediately established at the premises Prolongación del Cinco de Mayo, 77, Mexico City, at which time we occupied only a part of this building; but realizing we were much handicapped



for want of room, the entire building shown above was leased in December of 1906. The entire building is now occupied by our Mexican Company, with the exception of the first floor, the general offices being situated on the second floor, and the third and fourth floors used for storing stock.

They carry a full supply of our several types of Phonographs, together with a large stock of both foreign and domestic Records, besides a stock of special Mexican Records. They also carry a full line of Projecting Kinetoscopes, Films, Batteries and Numbering Machines manufactured by the Edison Companies here at Orange.

In order to meet the large demand for Mexican Records made by native talent, we have been sending our recording experts to Mexico City for the past three years, and have already issued 444 Standard and 41 Amberol Records of this kind. These have already been placed on the market and we still have several hundred selections, both Standard and Amberol (which we shall issue monthly.

Mr. George M. Nisbett, formerly manager of our Chicago office, now has charge of the Mexican Company; and under his management we expect the season of 1909-1910 will be a record-breaker, as the prospects for doing a large business in Mexican territory were never brighter than at present.

Sousa Now Touring Country

After a phenomenally successful engagement at Willow Grove, Philadelphia's beautiful suburb, John Philip Sousa, conceded to be one of the greatest bandmasters in the world, with his magnificent aggregation of fifty musicians whose services we are employing for the benefit and entertainment of the Edison Phonograph public, is now engaged in a tour of the Pacific coast. Returning, his tour will end with a grand final concert at the New York Hippodrome on December 12. This is Sousa's thirty-fifth semi-annual and ninth transcontinental tour. The most prominent soloist traveling with the band is Herbert L. Clarke, one of the most accomplished cornetists in the world. Mr. Clarke has made a Record for us of his favorite cornet solo, "Bride of the Waves," which appears as Amberol No. 310 in the December list.

The Next Jobbers' Convention

Atlantic City was chosen as the next convention city of the National Association of Talking Machine Jobbers at a meeting of the Executive Committee held at Pittsburg, Pa., on September 19. The dates selected were July 5, 6 and 7, which will give the members and delegates attending the benefit of a five days' outing, July 4 falling on Monday next year.

In advertising the October dance list don't forget to mention that square dance numbers have calls. It's their big feature.

Suggestions for Thanksgiving Window Display Cards

Below we print suggestions for eight display cards that will be found useful in the preparation of the Thanksgiving window display. Get out your brush and pen and transfer them to paper or cardboard. You need not be an artist to do it; in fact, we are inclined to think that the most artistic cards do not always attract the most attention. Better by far that the cards be unique in design and lettering than that they be marked by sameness, even though perfect as to lettering, etc.

And, by the way, have you noticed how readily the Cygnet horn lends itself to a window display? Takes up very little space and permits unobstructed view of the machine. You will have your Cygnet Horns long before you prepare your Thanksgiving window. Make them part of your display.

Why wait till Christmas for your Edison Phonograph?
Buy it now.
The new Amberol Records will take care of Christmas.

A clever housewife can make a Thanksgiving turkey last a week.
Your Thanksgiving Edison Phonograph will last a lifetime.

Start this Thanksgiving by being thankful all the year round. Come in and select your Edison Phonograph now.

The turkey will taste twice as good to the accompaniment of an Edison Phonograph.

What are you going to do after dinner on Thanksgiving Day? How about an Edison Phonograph?

Don't think only of Thanksgiving—think of all the other days that come after. Get an Edison Phonograph and stay thankful all the year round.

Thanksgiving Day may come and go, but your Edison Phonograph is always new. Start being thankful to-day—buy one.

The Edison Phonograph isn't a big thing to buy, but it's a big thing to own.

Some Things to Be Thankful for

This is the season when wide-spread discussion arises as to which is our national bird, the eagle or the turkey.

We are thankful that the eagle still roosts upon the dollar and the turkey upon the platter.

We are thankful that we have on the average a live bunch of Edison Dealers on the list who are thankful for the day they began handling Edison Phonographs.

And you've got a lot more things to be thankful for, too. Incidentally, so have we—because we're both thankful for profits and we can't make money unless you do.

Take Amberol Records, for instance. Just when many of the old stagers had about decided to tuck the Phonograph away in the attic, along came Amberols and Amberol attachments to bring them to life. New start—more profits. Thanks!

Take Victor Herbert. Maybe you don't care for his music—maybe we don't. But the crowd does, and the Herbert Records certainly brought the money home. Thanks again!

But the big thing you've got to be thankful for is the fact that Thanksgiving is the big front end of the holiday season, and if you work it for all it's worth you can make a regular Christmas of it.

Your customers can't eat their turkey and have it, too—but they can play their Phonograph as long as they live and still have it. That's for them to be thankful for.

And remember this. The Phonograph is the only thing you sell this Thanksgiving that will bring home new profits on the new Records at this time next year.

Since the spring a sifting out of undesirable and unrepresentative dealers has been going on, and the manufacturing companies whose products are known have been putting forth special efforts to place the trade on a better footing in this respect than ever before. No mercy has been shown the weaklings in this weeding-out process, and this is as it should be. The jobbers and distributers who have been imposed upon by unconscionable dealers—people who are entitled to little or no credit—have also been active factors in assisting to eliminate dealers who are no good to anybody, and often not even to themselves. The clean-up has been so satisfactory that business this season should be transacted on a safer and more secure way than for several years.—*The Talking Machine World.*

This striking two-page advertisement is appearing in all the big Magazines and National Weeklies for November

unless your Edison Phonograph is equipped to play Amberol Records

you are missing a lot of good things. Your present Phonograph will give you three times as much pleasure as it does now if you will arrange for the Amberol attachment—three times as much, because an Amberol Record is twice as long and more than twice as good as a Standard Edison Record.

All Edison Phonographs made since the invention of Amberol Records are equipped to play both the Standard or two-minute and the Amberol or four-minute Records.

All Edison Phonographs made before this time play only Standard Records unless they have been equipped with the Amberol attachment.

This attachment can be put on any Edison Phonograph by your dealer or by yourself, making available an already large list of four-minute Amberol selections.

For a small sum—$4.00, $5.00 or $7.50, according to the style of your machine—you practically get an entirely new Phonograph out of your old one, one that is able to play the world's best music, reproduced on the longest records ever made and the most perfect playing Records.

While the Standard list has the best selections that can be given in two minutes, there are many pieces of music that cannot be reproduced in this time at all and are only available for the longer Amberol Records.

If you have never heard any Amberol Records, pick out from the following list some Records that particularly interest you, go to the nearest Edison dealer on October 25th and hear them played upon an Edison Phonograph with the Amberol attachment. Any dealer will be glad to do this for you.

November Amberol Records

285 Starsand Stripes Forever March (Sousa) Sousa's Band
One of Sousa's most popular marches, played by his own band.

286 Just Plain Folks (Standall) Ada Jones and Chorus
An appealing ballad, with appropriate musical setting. Miss Jones has the assistance of a male quartette in the chorus.

287 Selections from "Little Nemo" (Herbert) Victor Herbert and his Orchestra
This selection introduces the "March of the Valentines." "Won't you be my Playmate." "Come on a Picnic." "Won't you be my Valentine." "The Slumberland Theme." Dance and March Finale.

288 How She Gets Away With It Is More Than I Can See (Furth & Cawthorn) Grace Cameron
A comic song in which one "chorus lady" vents another. Miss Cameron's very clever in her use of the "least now" remark.

289 Flanigan and Harrigan (Original) Porter & Meeker
A side-splitting side-walk conversation between these clever artists, introducing two original songs.

290 Gravy Ain (Sousa's Co. 20) Albert Spaulding
This beautiful composition is exquisitely rendered by Mr. Spaulding as a violin solo. Piano accompaniment.

291 Grandma's Mustard Plaster (Original) Murry K. Hill
A very funny monologue covering a song about the wonderful drawing qualities of "Grandma's Mustard Plaster."

292 Waiting and Watching for Me (Howe & Dix) Anthony & Harrison
One of the best known and most popular of sacred hymns.

293 Eglantine Caprice (Von Tilzer) United States Marine Band
A captivating number executed in faultless style by this celebrated organization.

294 Pansies Mean Thoughts, Dear, and Thoughts Mean You (Howe & Sweet) Manuel Romain
Mr. Romain has given a particularly fine rendition of this dainty love ballad.

295 A Thousand Leagues Under The Sea (Braun & Penn) Gus Reed
Mr. Reed's sonorous bass is admirably qualified to give to this selection its proper expression.

296 Lasca (F. Desprez) Edgar L. Davenport
A recital of this well known ballad of western frontier life. Mr. Davenport's ability as a reader is heard to as well advantage. Given in its entirety.

297 Just Before The Battle, Mother (Root) Will Oakland and Chorus
Mr. Oakland's splendid voice has never been heard to better effect than in this war ballad.

298 He Leadeth Me (Gilmore & Bradbury) Edison Mixed Quartette
A sacred selection rendered by a quartette of mixed voices with organ accompaniment.

299 Wedding—Dance Waltz (Lincke) American Symphony Orchestra
A well known waltz by the author of "Glow-worm" (Amberol Record 68.)

300 The Song I Heard One Sunday Morn (Elliot & Stamon) James F. Harrison and Mixed Chorus
This song describes the effect that the chanting of "The Palms" in a church produced on a passer-by.

301 Run, Brudder Possum, Run! (Lukeas & Johnny) Collins and Harlan
A typical Southern "darkey" song act to a soliciting air.

302 Carnival of Venice (Operatic) Creatore
A charming solo and guitar duet by accomplished musicians.

303 My Old Kentucky Home (Foster) Knickerbocker Male Quartette
We doubt the possibility of a more pleasing reproduction of this fine old Southern melody.

304 A Georgia Barn Dance (Mills) New York Military Band
An eminently good dance number as well as a fine band Record.



Ask your dealer for a complete list of Amberol Records and see what wonderful pieces of music you are now losing for lack of a simple attachment.

Edison Phonographs are the same price everywhere in the United States. $12.50 to $125.00.

Edison Standard Records 35c; Edison Amberol Records (twice as long) 50c; Edison Grand Opera Records 75c.



NATIONAL PHONOGRAPH CO., Lakeside Avenue, Orange, N. J.

This advertisement is arousing National interest. Take advantage of the fact in your community immediately by local newspaper ads and window displays.

Cygnet Horns

The demand for the new Edison Cygnet Horn has been almost phenomenal in the history of Edison products. The volume of orders simply took us by surprise and, as a result, we have been unable as yet to supply our Jobbers with initial lots for separate equipment only; everything furnished so far having been absorbed in the shipment of complete outfits. As this issue goes to press, we are not in a position to say definitely when we will be able to fill the standing orders. We are urging the horn manufacturers to use every effort to supply our requirements, and have been assured that they are forcing the capacity of their plants to the utmost to expedite deliveries. We regret the delay very much. It is one of those conditions that are met in business and that cannot well be anticipated. We trust that by the time the Monthly reaches the trade the situation will be relieved and the equipments moving. It is very evident that the Cygnet horn is destined for popularity with the public, a popularity that will increase in proportion as its style becomes more familiar.

The price of the horn may seem high when compared with the prices of other types that we have been furnishing with our outfits, but we are really supplying it at the lowest price practicable. The manufacturing cost is so very high because of the peculiar shape and construction of the model that we are obliged to cut deeply into our profits in order to market it at its present price. It is true that the customary margin of profit in the sale of the horn does not exist when sold as an extra, but this condition does not prevail in the sale of a complete outfit, in which case the profit is the same on both horn and machine. It is understood, of course, that we do not insist that our trade shall stock the Cygnet Horn. It is being placed upon the market merely to afford the prospective buyer an option on style. It is so very attractive in design and appearance, however, and the results phonographically are so much better than in the case of the horns regularly supplied, that we feel it will prove a valuable talking point in the sale of machines and, consequently, will become very popular with the trade.

Printed Matter

An outline of the new forms distributed to Jobbers during the month is given below:

Form 1671. This is a card 3½ x 6¼ inches in size, showing a late picture of Mr. Edison and a fac-simile of his signature on one side and a talk about Edison Phonographs and Amberol Records on the other. A space is left for Dealer's imprint. The picture of Mr. Edison is reproduced by a special lithographic process with the result that the picture is very like a photograph. All Jobbers have a supply of the form.

Form 1674. The unusual demand for Edison Cygnet Horns seemed to make it advisable that we get out a folder describing them. The edition is limited, but Jobbers have a small supply. If the requests for this folder exceed the quantity we have secured, more will be printed later on.

Form 1683. A four page folder telling the circumstances under which Record No. 20315, "El Presidente Diaz al Señor Edison," was made. Printed to fill what we anticipate will be a rather limited demand. Samples have but recently been mailed to Jobbers so it is quite likely that quantities will not be in their hands until the middle of November. Dealers should bear this fact in mind when ordering.

In addition to the above new forms, the attention of Dealers is directed to the following:

Form 1415—Four page folder on Amberol Attachments.

" 1490—Amberol Card.

" 1595—Four page folder on Amberol Records.

" 1615—Four page folder on Fireside.

" 1650—Four page folder on Gem Combination Type.

" 1667—Supplement of 15 Swedish Records, issued Sept., 1909.

" 1668—Supplement of 25 Italian Records, issued Sept., 1909.

Supplies of any of these may be had upon application to Jobbers.

We feel that an explanation is due Dealers for our delay in getting a new machine catalog to supercede Form 1310 which is out of print. The final "O. K." of the proofs for the new catalog was held off until we could round up additional information which should be included. We are pleased to be able to report that the printing is now well along and that we will begin shipping to Jobbers in the far West, who have placed orders, within a very few days. The indulgence of Dealers is asked for a little while longer.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

Harry Lauder on American Tour

Harry Lauder, the world's greatest and highest paid comedian, is back in the United States for a twenty-week engagement over the Morris circuit at the princely salary of $100,000. His engagement began at the Plaza Music Hall, New York City, on October 11th, and the tremendous ovation he received indicated the immense popularity that the inimitable Scotchman enjoys in this country. His name is now on the tip of every tongue. The papers are teeming with press notes and comments and people who live in the path of the circuit will let nothing prevent them from hearing Lauder sing his favorite songs.

In addition to being the best money-maker for William Morris, Harry Lauder is the biggest advertisement that the Edison Dealer has ever had. He works for the Edison Dealer as industriously, if indirectly, as he does for Mr. Morris. No one who has ever heard Harry Lauder would miss the opportunity to hear him again; *ergo*, any one who does hear him once will be not only willing but eager to hear his Records. And those who have never heard him at all,—well, there are a few easy things in this world and selling Harry Lauder Records to such people is one of them. His best songs—those that are always demanded after his repertoire of new numbers is exhausted—are already in your catalogue and should be in your stock, Mr. Dealer; and on the 24th Inst. three of his latest and most popular songs (Amberol Records, at that) may be placed on sale by you. Your city may not be on the Morris circuit, Mr. Dealer, but it *is* on the *Edison* circuit, and *so is Harry Lauder*—not for twenty weeks, either, but perennially. Let the people in your city get acquainted with that fact. Hang a card in your window, and put an ad in your paper *now*. Harry Lauder's is a magic name; why not start to conjure with it?

Electros of Monthly Record Lists

Two or three years ago, we put into effect a plan for furnishing Dealers with electros of the lists of new Edison Records. At that time we were putting out only 24 Standard selections a month. The numbers and titles of the Records, and the names of the artists making them, were set in small type and an electro made of the whole list. This was sold to Dealers at 30c. net. We started out originally with orders for the electros from about forty Dealers. These orders gradually dwindled to a point where we could no longer furnish the cuts at the old price, because of the cost of composition. Therefore, the service was discontinued.

The matter has been brought up again by a Dealer who says:

"I would suggest you furnish these again because the average country printer hasn't the type small enough to set the list. The cost of the space occupied by the list when set in type that the printer can furnish is greater than the small Dealer cares to spend."

With forty selections a month (twenty Amberol and twenty Standard) the list would probably occupy a space approximately 5½ inches long and single column width. We could furnish electros of this size for, approximately, 45c.

How many Dealers are interested in this service? If you would care to subscribe regularly for this electro at the price quoted, communicate at once with the Advertsng Department.

Territory of National Phonograph Company Salesmen

In order to protect the trade by eliminating the possibility of any misrepresentation we print the following list of our salesmen and the territory assigned to each:

J. H. Allgeier—Missouri.
R. B. Barkley—Manhattan, and all South of Albany, N.Y.
A. V. Clendaniel—Ohio.
H. D. Clough—New Jersey, Delaware, Maryland and District of Columbia.
J. M. Curry—Arkansas and Oklahoma.
F. W. Ewan—Toronto and Provinces of Ontario, Canada.
F. E. Gegan—West Virginia, Kentucky and Tennessee.
J. H. Gill—California, Arizona and Southern New Mexico.
G. A. Hedden—New Hampshire, Eastern New York and Vermont.
F. H. Hird—Iowa.
W. F. Hose—Wisconsin, Upper Michigan; Alberta, Manitoba and Saskatchewan, Canada.
J. L. Hough—Minnesota.
C. E. Kelly—Ohio.
W. H. Iles—Northern Wyoming, Montana, Idaho and Utah.
A. H. Kinsler—Kansas.
H. G. Kreusch—Indiana.
J. C. Lawrence—Montana and Oregon.
F. K. Mallory—Eastern Provinces of Canada.
E. E. Neff—Texas.
C. W. Phillips—North and South Dakota.
G. A. Rennyo—Nebraska, Colorado, Southern Wyoming and Northern New Mexico.
J. W. Scott—Connecticut, Rhode Island, Massachusetts and Maine.
H. R. Skelton—Michigan.
F. H. Stewart—Mississippi and Louisiana.
E. P. Stanton—Pennsylvania.
C. P. Trump—Western New York.
C. D. Warren—Virginia, North and South Carolina.

Pretty formidable array of salesmen, don't you think? Hustlers, too, every one.

The Lesson of the North Pole

The North Pole has been discovered. Whatever may be the outcome of the dispute between the rival claimants for the honor and credit of being the first to reach the goal that for three centuries has been sought by the most intrepid explorers of the civilized world—whether the pages of history in years to come shall recognize the claim of Dr. Cook or of Lieut. Peary to priority of discovery really pales into insignificance before the conceded fact of its discovery. The siege of the frozen North has been raised and the baffling obstacles that Nature interposed in the path of man for centuries have been overcome. The Stars and Stripes have been planted upon the topmost point of the earth. American enterprise, determination, patience, pluck and perseverance have won out in this as in all other great events in the present day of progress, discovery and invention. Is is a powerful lesson to us all. It shows us what devotion to purpose will accomplish. It illustrates the fact that to a man of persistence, of dogged determination to accomplish an object nothing is impossible—no obstacle exists that can not be removed or overcome. We intend to assimilate that lesson and apply it to ourselves in our end of the talking-machine business. We have an object to accomplish, an object in which you are vitally interested, and we ask that you follow our example. We have increased our sales force 50%. We stand irrevocally committed to the statement that during the coming season we propose the greatest outlay of money for advertising purposes in the history of the talking-machine business. We have already taken the initiatory steps to distribute our expenditure. Four hundred and fifty leading newspapers in the United States, in towns whose population number 10,000 and upwards, are being utilized, in addition to twenty-five of the most popular magazines in the country.

We intend to advertise Edison Phonographs, Accessories and Records as they have never been advertised before. *We are going to create a greater demand for Edison goods.* And we don't propose to let anything discourage us from that object. That's our goal and we are going to reach it if determination and persistence will avail. And when we have reached the goal you will know it by your increased sales and by the demand for Edison goods. We are not doing this for philanthropic purposes to be sure—we are not animated purely by a desire to enrich the other branches of the trade. No; we are selfish enough to want to reap our share of the harvest. But we cannot hope to realize the benefit of our efforts until the other branches begin to work. Our interests are common. Each one—Manufacturer, Jobber, Dealer—shares in proportionate measure the effect of the energy or listlessness of the other. The framework of our business and its mechanism are so delicately intervoven that the slightest discordant act or movement on the part of one reflects upon the others. Hence it is that our efforts, dogged and untiring though they may be, are possibly of greater or less frustration by the attitude of either of the two branches of the trade.

The apathy of the Jobber or the Dealer may minimize the measure of our success (which is his success) just as his co-operation will emphasize it. Don't misunderstand us. We are not starring out on the assumption that either Jobbers or Dealers will fail to appreciate the value and possibility of the work in hand. We know that the great majority will. But there are always some laggards, some drones, in every undertaking, and it is the exceptions that we are trying to spur on to mental and physical effort for our common cause. We have taken up our share of the burden. Our work is defined.

We are to create the general demand. It is the province of Jobbers and Dealers to accentuate that demand in their localities and *to prepare to meet it when it comes*, for coming it is, as surely as night follows day. Don't forget the lesson of the North Pole. What Cook and Peary did in their sphere, we can do in ours. Let's work in harmony, and by intelligent, concerted and determined effort, bring back the talking-machine business to its former footing, and then we will all—manufacturer, Jobber, Dealer—come into our own.

Get busy on the Harry Lauder Records. It's one grand opportunity. Lauder's like a holiday—he comes only once a year. But when he does come he makes people sit up and take notice.

Window displays are the best form of local advertising. Don't wait for the holidays to change your display; do it now. Arrange a Lauder window and, later on, a Thanksgiving display.

If John Wanamaker sees fit to advertise Amberol attachments in thirteen papers in New York and vicinity and four in Philadelphia—big ads, too—*there's a reason!* Wanamaker doesn't frequent the morgue.

Edison Records for Christmas

We are planning to issue a special hanger for store use, giving a list of Records appropriate to the Holiday season. This will include the Records shown on the attached sheet. All of these have been regularly listed in the United States and Canada, with the exception of 12098 to 12103, inclusive. These are just being put out by our London branch and have not yet been brought to the attention of the trade in this country.

They are desirable Records in every respect and would have been issued in the regular way, but we did not want to exceed the number being issued each month. This special hanger will naturally create a demand for these Records, and we would suggest that you place an order for your needs at the earliest date practicable so that both your Jobber and ourselves may have an opportunity to provide for the inevitable holiday rush. Don't make the mistake of waiting until the last moment. Give us a chance so that we may plan our production; otherwise you may be disappointed in your order.

Give this hanger a conspicuous place in your window display and keep the Records handy to play them over. You will note the variety given the list. It cannot fail to create a big Christmas demand. Govern yourself accordingly and order on a wide enough margin to prepare yourself for an unexpectedly large trade. Better to be on the safe side than to fall short. The Records will always sell. They are among the best numbers in the catalogue.

AMBEROL

62	Calvary	Harry Anhoney
124	Jerusalem	Edison Mixed Quartette
188	Holy, Holy, Lord God Almighty	Edison Mixed Quartette
305	Angels from the Realms of Glory	Edison Concert Band
12098	The Dawn of Light	Elite Mixed Quartette
12099	Nazareth	Peter Dawson
12100	Sweet Christmas Bells	Ernest Pike & Peter Dawson
12101	Christmas Morn	National (London) Military Band
12102	Star of Bethlehem	Ernest Pike
12103	A Miner's Dream of Home	Peter Dawson & Mixed Quartette

STANDARD

8270	Santa Claus Song	George P. Watson
8708	Old Jim's Christmas Hymn	Campbell & Harrison
8837	O Come, All Ye Faithful	Edison Male Quartette
8854	Ring the Bells of Heaven	Edison Chimes
9156	Star, Beautiful Star	Anthony & Harrison
9168	Silent Night	Edison Male Quartette
9410	Joy to the World	Edison Concert Band
9451	Down on the Farm	Ada Jones & Len Spencer
9703	Ring Out the Bells for Christmas	Edison Concert Band
10008	Christ Is Come	Edison Concert Band
10050	Christmas Morning at Clancy's	Steve Porter
10237	While Shepherds Watched	Edison Concert Band

Some Aphorisms

The weeding-out process is going merrily on. Lethargy is the prime cause. "The survival of the fittest" is the slogan of the manufacturers in this respect.

If the Phonograph was limited to but one kind of songs or one kind of music, there would not have been any Phonograph to-day, but its repertoire changes as people's tastes change; it is always ready with what is wanted.

There is no better way of seeking Phonograph buyers than through Edison Records, and that being true, the new Edison Amberol Records come as the strongest selling forces for Edison Phonograph sales that has been put forth since instruments of this kind were invented.

It is the Records that keep the Phonograph in demand and it is the up-to-dateness of Edison Records that makes the Edison Phonograph an always-new proposition in the eyes of those to whom you look for trade.

The quickest road to bankruptcy is reached by the Dealer who doesn't devote his leisure time to consideration of the methods employed by his successful competitors. Obstinancy is a business liability.

The Dealer who only at rare intervals overhauls his window display produces the same effect upon the public as does the slovenly housekeeper upon a caller who surprises her in the midst of disorder and uncleanliness.

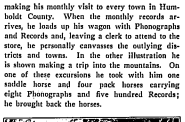
The Other 13,000

What they are doing and what they want to know about.

The accompanying cuts illustrate the aggressive methods employed by the Eureka Phonograph Co., of Eureka, Cal., to get new Edison business. By his bustling, energetic manner of doing things, Mr. Hillman, the proprietor, has built up the reputation of being one of the most enterprising and aggressive Phonograph Dealers on the Pacific Coast. In one illustration he is shown



making his monthly visit to every town in Humboldt County. When the monthly records arrives, he loads up his wagon with Phonographs and Records and, leaving a clerk to attend to the store, he personally canvasses the outlying districts and towns. In the other illustration he is shown making a trip into the mountains. On one of these excursions he took with him one saddle horse and four pack horses carrying eight Phonographs and five hundred Records; he brought back the horses.



He disposed of not only that stock but also of twelve more Phonographs and three hundred more Records which were sent to reinforce him; a total on that trip of twenty Phonographs and eight hundred Records. Some business, don't you think? Eureka is a town of 13,000, and Mr. Hillman has a man out canvassing the town exclusively. In the near future he intends to add another outside worker so that he will have three outside and one inside salesmen of Edison goods. He intends also to put two new demonstrating booths in his store. It's refreshing to find a "live wire" in the business like the Eureka Phonograph Co., after listening to the stereotyped complaints of that class of Dealers who confound their own inertia with business ailment.

When Opportunity Knocks

As Mr. Dooley once said, "Opportunity knocks at ivry man's dure wanst. On some men's dures it hammers till it breaks down the dure, an' thin it goes in an' wakes him up if he's asleep, an' affhersards it wurruks f'r him as a nightwatchman."

It doesn't have to do that in Davenport, Iowa,—at least not at No. 322 Brady street, where H. Schmidt & Son Co., Edison Dealers, are located. They know and grasp Opportunity before he gets a chance to even tap lightly. Cal Stewart, "Uncle Josh," was in the city and taking advantage of the fact they sent a copy of the following letter (on which appeared a half-tone of "Uncle Josh") to each of their Edison Record customers, about 300 in all, enclosing a ticket of admission to the theatre where he was appearing.

DEAR FRIEND:—The original Cal Stewart, the "Uncle Josh" of the Phonograph, will be at the Elite Theatre, Davenport, Iowa, Friday, Aug. 27th, at 8 p. m.

We take pleasure in enclosing a ticket, which please accept with our compliments. At this performance he will make a Record, telling and showing how it is done, and as the number of seats in the theatre is limited to machine, and our patron, should be present. If you find it impossible to attend, please hand the ticket to someone who is interested in the Phonograph.

Trusting you will find the venture a splendid evening of entertainment, we remain,

H. SCHMIDT & SON CO.

They thus did in the belief that they would be fully repaid by the sale of "Uncle Josh" Records alone. Incidentally, they advise us that "they are still hammering away on the sale of the Edison Phonograph." If they always use as effective a "hammer" as in the above instance there's no question of results.

Sound-Proof Booths

We recently received a communication from a Dealer who inquired information in regard to the erection of a sound-proof booth in which to demonstrate Records. Being without any data on the subject we were compelled to call into requisition the kindly offices of one of our New York City Jobbers, whose demonstrating booths are excellent models of construction. For the benefit of any of the trade who may be contemplating the erection of such booths we publish the reply received to our request for information in regard to their dimensions, cost, etc.

"The booths we use for demonstrating Records only are 9 feet long and 6 feet wide and about 7 feet high. We think a better effect would be obtained by having the booths much higher. Aside from the size of the booths which, of course, must depend on the space the dealer has to use, we think our method of sound-proofing has proved quite satisfactory. The frame work of the partitions between each room is made of 2x4 lumber and on each side of this frame work is a covering of heavy paper, quite similar to very thick blotting paper, but much tougher. This we bought from the West End Manufacturing Company in Murray street, New York, and it can be obtained in various thicknesses and it is very cheap. This paper is then covered, in our case with ceiling board, although we think a much better finish is obtained by what is known as Compo board, as this makes a very smooth finish the surface of which can be painted or papered. We use this construction on all sides as well as the top and while the rooms are not absolutely sound-proof a machine playing in one room does not at all interfere with the demonstration on either side,—in fact the sound from the adjoining room would not be noticed at all. The ends of our booths are of oak partitions with glass panels. These booths cost on an average of about $50 apiece as outlined above."

Allow me to tell you how I have trimmed one of my windows. They are 10x14x8 feet. I have a cabinet on which is placed a Standard Phonograph fully equipped with horn. Record on mandrel, empty box and brush on cabinet. Beside the machine is placed a large easy chair with a dummy seated in it. The dummy is very *real* in appearance—wax head with hair, and wax hands. He sits in a reclining position, one hand with open catalogue of selections in it resting on arm of chair. On his lap is a list of latest Records and beside him on the floor sits a dog. Both man and dog are gazing at the Phonograph. A large card reading against the chair and facing the window reads, "You cost me $30.00, but as a rest producer you are worth $100.00." The floor of the window is covered with red bordered by blue, representing a rug. Framed picture of Mr. Edison hangs on wall of window. Does it attract attention? I should say so. Crowds will stop and look, then come in and ask questions. My windows have electric lights around them on the inside and when the lights are turned on the interior is plainly seen from the opposite side of the street one-half a block away. I am now exclusively an Edison Dealer. I am unable to sell any other kind.—*Mrs. S. C. Rowden, Rowden Phonograph Parlors, Red Wing, Minn.*

How One Dealer Sells Phonographs

The following extract from a communication received from Dr. C. I. Daniels, an enthusiastic Edison Dealer of Eaton, Ind., illustrates his methods of going after Phonograph customers. Dr. Daniels is another Dealer who doesn't believe in the archaic method of waiting for business to beseech his attention:

"First, I get permission to place an instrument in the home for three days, get acquainted with the family, learn what kind of music they like, find out their circumstances without asking outright, and then decide what kind of an instrument I can sell them. By that I mean what kind they can afford. Then I take six two-minute and six four-minute Records of the class I believe will please them, selecting plain and clear Records and only one funny one in each six, and go to the house with a Standard or Home, show them how easy it is to operate, and teach one of the family to operate the instrument. Tell them that these machines speak louder and more plainly than any other instrument on the market except Edison's best, one of which I will show them when I call again. Three days later I call again, bringing a few choice Records and a higher grade machine, and explain the difference between the various types, pointing out that the larger machine brings out the bass notes better and smoothes the high notes, and appears to put a polish on the whole Record. Then in a few, well-chosen words I explain the desirability of the better machine from their point of view and close the deal—or leave the better instrument with them for a day or two and then close it."

Mexican Record No. 18,750 Made Over

The trade is hereby advised that Mexican Record No. 18,750, "El Desprecio," formerly by R. Herrera Robinson, has been made over in the form of a duet by Rosales & Robinson.

Don't think the more money you spend the better your display. Arrangement is of greater importance than lavishness, always.

Advance List

Of Edison Amberol and Edison Standard Records for January, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before December 24th, 1909, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on December 27rd. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A. M. on December 27th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after December 20th, but must not be circulated among the public before December 29th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on December 23rd, for delivery on the morning of the 24th. Jobbers are required to place orders for January Records on or before November 20th. Dealers should place January orders with Jobbers before November 20th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for January, 1910

325 Washington Post and the High School Cadets Marches — **Sousa's Band**

As is to be expected, the "March King's" splendid aggregation of musicians has striven to give an unusually fine rendition of these, the two compositions that perhaps more than all others served to spread his popularity, because they represent in a superlative degree that swing and dash that are his peculiar style. It is a magnificent Record—or rather two Records. Publisher, Harry Coleman, Philadelphia.

326 Redhead — **Ada Jones**

Ever heard clever Irene Franklin sing this very popular "kid" song? If you have, you'll appreciate Miss Jones' versatility, for really her imitation is artistic in the extreme. The song recites the troubles of a pugnacious "kid," the unfortunate color of whose hair has earned for her some choice and suggestive nicknames, the most repugnant of which is "Redhead," The air lends itself greatly to the proper "kid" expression. Orchestra accompaniment. Words and music, Irene Franklin and Burt Green; publisher, Leo Feist, New York.

327 Annie Laurie and Home, Sweet Home — **John F. Burckhardt**

A bell solo. No more appropriate selections could have been chosen for this Record than these endearing melodies, which are also given with variations. A heavy chime effect is introduced that is most acceptable. Mr. Burckhardt shows himself to be an artist of more than ordinary ability and this Record will recommend itself as much for its artistic qualities as for its novelty. Orchestra accompaniment.

328 Ring o' Roses — **Elizabeth Wheeler and Harry Anthony**

This number is from "The Dollar Princess," a musical comedy which is both a European and an American success. It is now playing to crowded houses in New York. "The Dollar Princess" deals with the fad of John W. Cowler, an American millionaire, for surrounding himself with servants and office employees picked from the ranks of bankrupt foreign nobility. His niece, Daisy, in this way secures the Marquis de Jolifontaine as her footman, and proposes to him a "make-believe" marriage, which will enable them to take a little pleasure trip a la "Hansel and Gretel." This introduces the duet, "Ring o' Roses," which is the most melodious and attractive number in the production and always elicits many encores. Orchestra accompaniment. Words, Adrian Ross; music, Leo Fall; publishers, Aschenberg, Hopwood & Crew, London.

329 The Bird With the Broken Wing — **Edison Mixed Quartette**

The well-balanced work of our quartette is particularly noticeable in the rendition of this beautiful hymn while the orchestra accompaniment is smooth and finished. This is a very desirable number for a sacred collection. Words, H. Butterworth; music, R. H. Beveridge.

330 Ballet Music from "Mlle. Modiste" — **Victor Herbert and His Orchestra**

A rare musical treat. Those who have heard the Victor Herbert Record No. 195, "Selections from 'Mlle. Modiste,'" will all the more thoroughly appreciate this supplemental number, for it sparkles with the inspiriting elan and abandon of all his dance movements. It correctly expresses the great composer-conductor's idea of the unwritten law of rhythm.

331 When You Were Sweet Sixteen — **Manuel Romain**

Who does not know or has not heard this sweetly sentimental ballad, the beauty of whose composition is surpassed only by the charm of its melody? It is a number that requires for its proper rendition a voice of unusual sweetness, range and power such as nature has favored Mr. Romain with. Orchestra accompaniment. Words and music, James Thornton; publishers, M. Witmark & Sons, New York.

332 Gobble Duet from "The Mascot" — **Elizabeth Wheeler and Harry Anthony**

We confidently expect that this beautiful soprano and tenor duet number, which is given with orchestra accompaniment, will prove one of the most popular Records in our catalogue. It is the famous "Gobble Duet" from the comic opera "The Mascot," which was first produced at Paris in 1880 and, up to August 29, 1897, had reached its seventeen hundredth performance. "The Mascot" was one of the most successful operettes ever produced in America. Edmond Audran, the composer, was born at Lyons, France, April 11, 1842, and died at Tierceville, August 16, 1901. He also wrote "Olivette," "Miss Helyett" and others.

333 Monte Cristo Waltz — **Jorda-Rocabruna Instrumental Quintette**

It is difficult to give an adequate idea of the exquisite beauty of this Record. It is a waltz number with all the warmth, languor, and haunting melody of the Spanish style. The Record was made in Mexico by the most unique and concededly the best orchestra in the Republic. The instrumentation consists of first and second violins, 'cello, piano and organ. The violin used by Sr. Jose Rocabruna, the leader, is an Amati, valued at $1,000. The Record is especially desirable as a dance number. Composer, Kutlar.

334 Don't Be an Old Maid, Molly — **Byron G. Harlan**

A lover's passionate plea to his sweetheart to give immediate consent to his suit and name the wedding day forms the theme of this catchy little waltz song, which suits Mr. Harlan's voice to a nicety and serves to display his rare power of expression to the best advantage. There is a pleasing wedding bell effect in the chorus. Orchestra accompaniment. Words, Alfred Bryan; music, Kerry Mills; publisher, F. A. Mills, New York.

335 A Race for a Wife — **Ada Jones and Len Spencer**

A clever race-track sketch built upon a jockey's ride against tremendous odds to redeem the fortune of his sweetheart. From the start of the sketch, when the bond plays the chorus of "Pony Boy," to the finish, when he wins her hand, it is realistic and exciting, all the characteristic noises of the track being brought into play to create that effect. Original for our Records.

336 Pique Dame Overture — **Edison Concert Band**

This brilliant composition is the work of Franz von Suppe, one of the most popular of German composers, who was born at Spalato, Dalmatia, April 18, 1820. Von Suppe's overtures are known the world over, "Pique Dame" being a universal favorite. This Record contains the most effective movements of the overture, including the charming flute duet, one of its most attractive features. Publisher, Carl Fischer, New York.

337 Down in Sunshine Alley, Sally — **Billy Murray and Chorus**

A Captivating march song of a sentimental turn, into the rendition of which Billy Murray enters with the spirit and spirit that it requires. Mr. Murray is thoroughly in his element with songs of this description, as the Edison public well knows. He is ably assisted by a capable chorus. Orchestra accompaniment. Words, Edward Madden; music, Geo. W. Meyer; publishers, F. B. Haviland & Co., New York.

338 Flow Gently, Sweet Afton — **Metropolitan Quartette**

The melodies of our forefathers are the best after all—best because of their simplicity, which is their charm and strength, and their appealing tenderness of sentiment that sprang from poetic geniuses whose muses seems to have taken flight with their departure. The rendition given this favorite ballad of the ploughman-poet is in every respect worthy of the number, and most creditable to the artists. Unaccompanied. Words, Robert Burns; music J. E. Spilman.

339 Bercause De Jocelyn — **Jean Schwiller**

Lovers of high grade music will be especially interested in this number which is a Record of the best known composition of the gifted Frenchman, Benjamin Godard (1849-1895). It is the exquisite "Lullaby" from Jocelyn. It is played most artistically by Mr. Schwiller with a delicate and subdued orchestra accompaniment. This Record is adopted from our British catalogue, in which it is No. 12091.

340 From Time to Time — **Thomas Chalmers**

A descriptive song of a sailor's departure from his sweetheart to battle for his country; of his death in a foreign land, and her lonely vigil for his return. Mr. Chalmer's fine baritone voice is quite equal to the occasion and he gives the number a most graphic and realistic rendition. Orchestra accompaniment. Words and music, Tony Stanford; publisher, Leo Feist, New York.

341 Lead Kindly Light — **Knickerbocker Quartette**

This priceless gem of sacred hymns, whose strains were the last earthly sounds to reach the ear of its eminent composer as his eyes closed in eternal sleep, is sung by a male quartette with a wealth of harmony and expression that cannot be excelled. It is deserving of a place in every collection of Records. Unaccompanied. Words, John H. Newman; music, J. B. Dykes; publishers, Oliver Ditson Co., Boston.

342 Selection from "The Dollar Princess" — **American Symphony Orchestra**

The music of this popular musical comedy is fascinating and tuneful in the extreme, and the Record embraces its best numbers, including: Introduction to the opera; "Ring o' Roses"; "My Dream of Love"; "The Dollar Princess"; Inspection and Finale. Composer, Leo Fall; publisher, Emil Ascher, New York.

343 Emmaline — **Ada Jones and Billy Murray**

A coon song in which a darkey boy and his "honey gal" sing their love lay in the land of the cotton blossoms. The quaint melody of the song and its composition are more truly characteristic of the real darkey nature than the "rag-time" style of delineation, and for that reason the plantation ballad is again coming back to popular favor. The work of the artists needs no eulogy. Orchestra accompaniment. Words and music, Wm. Jerome and Jean Schwartz; publishers, Cohan & Harris Publishing Co., New York.

344 Maria Theresia March — **United States Marine Band**

A stately march whose noble strains are a tribute to the wonderful genius of its talented composer. A magnificent composition finely played by an organization whose name is synonomous with excellence. Composer, J. F. Wagner.

Edison Amberol Records in Hebrew

10000 Schenkt A Neduwe (*Perlmutter & Wohl*) — **Regina Prager**
10001 Arie aus die Zwei Tanuim (*Perlmutter & Wohl*) — **Regina Prager**

Edison Amberol Records in Italian

5092 Solenne in guest' ora-La Forza del Destino (*Verdi*) — **Francesco Daddi and Vincenzo Reschiglian**
5010 Ciribiribin (*Bolognese*) — **Maria Avezza and Francesco Daddi**
5013 La Serenata (*Buzzi*) — **Francesco Daddi**

Edison Standard Records for January, 1910

10277 The Summer Girl — **Sousa's Band**

This selection is the second ("B") of a suite of three numbers, entitled "Maidens Three" and composed by John Philip Sousa. The first ("A"), "The Coquette," was rendered by the United States Marine Band. It is Record No. 10248. The remaining number ("C"), "The Dancing Girl," will also be played by Sousa's Band. The playing and reproduction of this number are above criticism. It is a superb Record.

10278 It's Hard To Find a Real Nice Man — **Bessie Wynn**

Winsome Bessie Wynn, one of the best known and most popular stars of the vaudeville stage, makes her initial bow to the Edison Phonograph public with a comic song that gives her plenty of opportunity to display the talents that have made her a headliner as a comedienne. The song itself expresses her unsatisfactory experiences with the male sex, but the song is only incidental—Miss Wynn's rendition is the thing. Orchestra accompaniment. Words, Arthur Gillespie; music, Terry Sherman; publishers, Gus Edwards Music Publishing Co., New York.

10279 Sweetheart's a Pretty Name When It Is Y-O-U — **Manuel Romain**

Sentimental ballads are the particular forte of this famous singer, and the popularity of his Records is due to the fact that they are distinguished for volume, clearness of enunciation and sweetness of tone. This selection is meritorious in composition and tuneful, while Romain gives it the full benefit of his remarkable voice and artistic style. Orchestra accompaniment. Words, Edgar Leslie; music, Al. Piantadosi; publishers, Ted Snyder Co., New York.

10280 Oriental March — **Victor Herbert and His Orchestra**

Anything more than the briefest possible description of a Record made by this genius and his skilled musicians is superfluous. It is only necessary to say that this is a popular number from "The Tattooed Man" and, as its title indicates, it is a selection that in movement and orchestration reflects the style of Oriental music. It is a Record that no music-lover should miss. Composer, Victor Herbert.

10281 Funny Nursery Rhymes — **Billy Murray and Chorus**

A comic song in which familiar characters in nursery rhymes are transported to the twentieth century and made to do "stunts" that would seem incredible were not Billy Murray's assertions convincingly corroborated by his chorus. Picture Old King Cole in the divorce courts, Little Jack Horner in an automobile accident and Sinbad the Sailor giving the "double-cross" to his tailor! It's a shocking disillusionment, but humorously and tunefully conveyed. Orchestra accompaniment. Words, R. H. Burnside; music, Manuel Klein; publishers, M. Witmark & Sons, New York.

10282 From Greenland's Icy Mountains — **Edison Mixed Quartette**

An exquisite Record in every essential of rendition and reproduction. The work of our quartette in this number is deserving of unusual praise. The rendition of this well-known sacred hymn could not well be improved upon. Unaccompanied. Words and music, Lowell Mason.

10283 Have You Got Another Girl at Home Like Mary? — **Harry Fay**

Harry Fay is one of our British artists, a tenor singer of immense popularity on that side of the water. We have selected this number because of its unusual excellence. It appears as No. 13848 in our British Catalogue. "Mary had a lot of sweethearts," we are told, and when she became a bride, one of her unsuccessful suitors addressed himself as follows to Mary's Mama:

"Have you got another girl at home like Mary
Another little peach upon the family tree?
If you've got another little girl at home like Mary,
Then that little girl will just suit me."

Orchestra accompaniment. Words and music, Lawrance & Godfrey.

10284 Medley of Irish Reels — **John Kimmble**

An accordion solo with piano accompaniment introducing a number of well-known and popular Irish airs that are as infectious as they are melodious. They possess that mystic and irresistible power to set the feet to tapping and the lips to humming that the Celtic nature loves and demands. Mr. Kimmble is too well-known as an artist par excellence with the accordion to require special commendation. The recording is splendid.

10285 Eiley Riley — **Ada Jones**

A delightful little waltz song with a particularly engaging melody, the theme of which is the charms and wiles of "Sweet Eiley Riley." This selection is a feature number of "The Midnight Sons," a popular musical comedy now running on Broadway. This song is bound to be popular, and because of that fact and the cleverness with which Miss Jones sings it, the Record should be a good seller. Orchestra accompaniment. Words, Glen MacDonough; music, Raymond Hubbell; publishers, Chas. K. Harris Publishing Co., New York.

10286 Ting Ting Song — **Collins and Harlan**

A pleasing proof of the versatility of these popular artists. Into this comic duet, which is a Chinaman's recital of his brother Tang Tang Sang's sporty propensities in contrast to his own superior virtues, they inject a surprising amount of comedy, the conversation that follows the chorus being funny. The air is characteristic as well as the effects that are introduced. Orchestra accompaniment. Words, Henry S. Creamer; music, Tom Lemonier.

10287 I Wonder Who's Kissing Her Now — **Manuel Romain**

After reciting in sentimental fashion the many arts of love practiced by the serener sex to win the affections of a maiden until "new game" appears upon the horizon, the singer, who is no exception to the rule, falls to wondering whether his "first flame" may not be doing the selfsame thing in her own way. The air is pretty and the popular tenor in excellent voice. Orchestra accompaniment. Words, Hough & Adams; music, Jos. E. Howard; publishers, Chas. K. Harris Publishing Co., New York.

10288 Territorial March — **National (London) Military Band**

A band number of unusually good volume and quality. It is no exaggeration to say that it is one of the most invigorating quicksteps ever listed as a Phonograph Record. Composer, Blankenburg.

10289 Ma Li'l Sweet Sunbeam — **Mabel McKinley**

One of those delightful old "Mammy" songs with the daintiest of characteristic musical settings. After hearing Miss McKinley's artistic rendition of this little plantation melody, the words and music of which are of her own composition, it is not difficult to understand the popularity she enjoys with her audiences everywhere. This is one of the many good things of the month. Orchestra accompaniment. Publisher, Leo Feist, New York.

10290 Meet Me To-night in Dreamland — **Elizabeth Wheeler and Harry Anthony**

In this charming love ballad, the lines of whose verses are sung by the artists alternately and the chorus in duet form, Miss Wheeler and Mr. Anthony display in a marked degree those talents that have established their popularity with the Phonograph public. The chorus will give an idea of the quality of this selection:

Meet me to-night in Dreamland
Under the sil'v'ry moon;
Meet me to-night in Dreamland
Where love's sweet vows bloom.

Come with the love-light gleaming
In your dear eyes of blue;
Meet me in Dreamland, sweet, dreamy Dreamland,
There let my dreams come true.

Orchestra accompaniment. Words, Beth Slater Whitson; music, Leo Friedman; publishers, Leo Friedman Publishing Co., Chicago.

10291 Wild Cherries—Coony, Spoony Rag — **Edward Meeker**

A rollicking, rapid-fire coon song just becoming popular. It describes the erratic actions of Lucinda Morgan White, who is hopelessly infatuated with Wild Cherry Rag. The rendition of this song at other than Mr. Meeker's hands would be difficult, the action is so rapid, but he sings it with remarkable ease and clearness of enunciation. It is a great "rag" number. Orchestra accompaniment. Words, Irving Berlin; music, Ted Snyder; publishers, Ted Snyder Publishing Co., New York.

10292 The Portly Major March — **American Symphony Orchestra**

A brilliant march number whose rhythm is unusually well defined. The interpretation given this selection by the orchestra is nothing short of superb. It deserves a place in every collection. Composer, Walter Rolfe; publisher, Walter Jacobs, Boston, Mass.

10293 I Said "Hooray" — **Jack Pleasants**

Another of our English artists, a comedian, and a "top-notcher." A comedian who merely by the influence of his voice can convulse an audience is genuinely funny, and that's what Jack Pleasants will do repeatedly in this selection. The adventures he relates in his song are funny, but the real comedy is in his droll manner of singing it. This number is Record No. 13896 in the British list. Orchestra accompaniment. Words and music, Weston & Barnes.

10294 Wedding Bells — **Premier Quartette**

A sentimental ballad that lends itself readily to quartette singing. Those who appreciate Records of this character will find the number particularly satisfying, the combination of male voices being an unusually happy one. Unaccompanied. Words, Robert F. Roden; music, J. Fred Helf; publishers, Helf & Hager Co., New York.

10295 Flanagan and His Motor Car — **Steve Porter**

Vaudeville number. Flanagan buys a motor car for $4,999.87, reduced from $5,000.00, and a chauffeur (which, he says, is "French for plumber"), and the adventures he had with the combination furnish the theme for his side-splitting monologue, which concludes with a song about gasoline. Original for our Records.

10296 Kaiser Friedrich March — **United States Marine Band**

A splendid band Record. The selection is essentially martial in character and the rendition up to the usual high standard maintained by this famous organization. Composer, Carl Friedemann; publisher, Carl Fischer, New York.

TRADE BULLETINS

Sales Department Bulletin No. 36
October 18, 1909
Trade Information for Dealers

All correspondence concerning this bulletin should mention its number and be addressed to THE NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

Continuing the progressive policy synonymous with the name "Edison," we are pleased to announce that a distinctively new type concealed horn Phonograph will be placed upon the market, on or about December 1st, 1909, which will be known as the "Amberola."

This latest Edison creation is the result of patient, intelligent effort on the part of experts who are pioneers in the details of Phonograph manufacture, and who have succeeded in combining mechanical excellence with a highly artistic and useful record cabinet.

The "Amberola" opens up a new field for the dealer, as it will gain for him ready access to people of refinement and means, who have been anticipating a high-grade machine combining utility and perfection of tone reproduction.

EDISON "AMBEROLA."

CABINET: Mahogany (Piano finish), or Mission Oak. (See note.) Mounted on patent roller castings, is beautifully finished, and has four drawers supplied with special clamps in bottom, holding a total of one hundred and twenty Standard or Amberol Records in original cartons.

(NOTE: We will also be able to supply (ply the option of a mahogany cabinet) (with dull, or satin finish; and a gold-) (en oak cabinet if so desired. Where) (in order only specifies mahogany, reg-) (ular "piano finish" will be supplied;) (and where oak only is specified, it) (will be supplied with the "mission") (finish.)

DIMENSIONS: Height, 42 inches; width, 21 inches; depth, 22 inches.

MACHINE FEATURES: Equipped with a traveling mandrel. Has stationery new style large diaphragm reproducer, to be known as type "L." It also has an automatic stop, and a combination starting lever and reproducer lift. By lifting this lever, the feed nut is released, and sapphire raised for return of the mandrel, and removal of Record. When lever is pressed down the sapphire is lowered to a contact with the Record, and the motor also is started. The governor is of the four-ball type, and the retarding helix are mounted on a swivel friction fork. The speed adjusting screw is mounted on the rear of the top plate, and the button to change the gearing from the two to the four-minute position is also on the rear of the top plate, and is constructed so that the engagement of the gears is semi-automatic and positive.

MOTOR: New and powerful double-spring motor. The spring-barrels are very large, thus preventing the layers of the spring form coming too close together, and what is called chugging (one of the most objectionable features in the spring motor), is thereby elliminated. One complete winding of the two springs will play five four-minute Records, and in playing the last Record, the spring has the same force and strength as when playing the first Record.

PRICE: List price $200 ($260 to Canada), subject to a discount of 40 per cent.

Illustrations of the "Amberola" are shown in the October Monthly.

We trust you will use your utmost endeavors in exploiting the sale of this new type Phonograph, as it affords an unusual margin of profit, besides making a permanent customer for high grade Records; and we would further suggest that you place an order with your Jobber *at once*, for at least a sample outfit for exhibition and sale purposes, as we have every reason to expect a heavy demand, which will tax our capacity to the limit, and it will be to your decided advantage to have an order on file, thus enabling the Jobber to supply your requirements promptly upon receipts of the goods.

It would also seem well to advise that an Amberol list of Grand Opera Records, made by talented artists, will be issued at about the same time the Cabinet Machine is introduced.

Sales Department Bulletin No. 37
October 18, 1909
Trade Information for Dealers

Correspondence concerning this Bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

We hand you, herewith, price list for "Cygnet" Horns and Cranes when shipped separately:

		Dealer	List	Cassetta Price
No. 38	"Cygnet Horn, Black,	$4.00	$ 5.00	$ 6.50
No. 38	" " Oak or Mahogany	8.25	10.00	11.00
No. 11	" " Black	3.50	4.00	5.25
No. 11	" " Oak or Mahogany	8.25	10.00	11.50
No.	"Cygnet" Horn Connection,	1.25	1.50	1.80
"	" " (Heavy Metal)	1.75	2.25	2.80
"	" (Brass) "	1.40	1.75	2.30

The above are all net prices from which no discounts whatever are to be allowed.

Suspended List, Oct. 20, 1909
Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

N. Y., Hitchenbottom—H. H. Nichols.
Alpine—Mrs. Cinca Price.
New York City—M. Karow.
OKLA., Stillwell—M. W. Tuttl, & Son, or Rupert Tuttl (Drug Co.
MICH., Oxford—H. Miller.
LA., Portsmouth—Simmons Show Co. (P. Hammond.)
ME., Topsham—A. Melcher Graves.
WIS., Marinette—Vandenburg Music Co.
Green Bay—Vandenburg Music Co.
MISS., Vicksburg—Rice & Co.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

Sales Department Bulletin No. 38
October 25, 1909
Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

Addenda to Sales Department Bulletin No. 29 dated May 1, 1909.

Beginning November 1st, 1909, and until further advised, authorized Edison Dealers may return direct to the National Phonograph Company, Exchange Department, Orange, New Jersey, for exchange through a Jobber, cut-out and defective (not surplus) two-minute Grand Opera Records, under conditions clearly set forth in Bulletin No. 29, relating to Dealers' Continuous Exchange Proposition, except that orders accompanying the Exchange Papers to be returned to us, must be for an equal number of other two-minute Grand Opera or Amberol Grand Opera Records; Dealers to pay the difference in price, if any, between records returned, and records ordered.

Enclosed cut-out list clearly indicates what Records are returnable under this Exchange, in addition to those that are defective.

Dealers who may be in doubt as to the provisions set forth in Bulletin No. 29, should write us and a complete set of Exchange Papers will be forwarded promptly.

Sales Department Bulletin No. 39
October 29, 1909
Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to THE NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

The 28 Edison Grand Opera Amberol Records, shown on page 4, will be ready for shipment to Jobbers from Orange, N. J., about November 10th. Dealer's orders should be placed with Jobbers at once. The Records may be placed on sale at retail as soon as received. No effort will be made to have a uniform selling date.

The retail and trade prices of these Grand Opera Amberol Records will be as follows: List $1.00 each; Dealers, 60 cents each. The Dealer's price will be subject to a discount of 35½ per cent. to cover possible breakage. This discount will be allowed by Jobbers on all invoices to Dealers for Grand Opera Amberol Records. This 35½ per cent. discount is being made to obviate any possible demand for replacement or allowance for breakage.

These Grand Opera Amberol Records have been made by the best artists available,—artists of world-wide reputation. They are the best Records ever put out by this company and they compare favorably with any similar Records now before the public.

They will be an important factor in the demonstration and sale of the new Amberola Phonograph.

They will be put up in a new style carton, which will be covered with a maroon-colored, pebble-finished paper and lettered in gold with the word, "Edison" only. This carton will be shipped in a strawboard container, which will be thrown away after it has served its purpose of protecting the carton till it reaches the retail buyer.

We hope the trade will share in our expectations that the Grand Opera Amberol Records will be a great success and will aid us in placing them before the music-loving public in a proper manner.

28 Two-Minute Grand Opera Records to be Withdrawn from Sale, November 1st, 1909

The following list of Records may be returned under the provisions of the Continuous Exchange Proposition, effective November, 1909, as outlined in Sales Department Bulletin No. 29. Dealers are urged to again read the bulletin carefully and follow its conditions to avoid error:

B2	Ach, so Fromm, Marsha (*German*)	Dippel
B5	Di Provenza il Mar, La Traviata (*Italian*)	Reeky
B6	Aria, Mefistofele, La Gioia (*Italian*)	Signora Reeky
B7	Ariane, Pagliacci (*Italian*)	Reeky
B8	Dunque, La Favorita (*Italian*)	Signor & Signora Reeky
B9	O Kehr Zurück, Tannhäuser (*German*)	Van Hoey
B14	Duetto, La Traviata (*Italian*)	Signor & Signora Reeky
B15	Preislied, Die Meistersinger (*German*)	Dippel
B16	Pescatori, (*Pearl Fishers*) (*Italian*)	Reeky
B17	Siciliana, Cavalleria Rusticana (*Italian*)	Reeky
B21	Ave Maria (*Latin*)	Reginald
B24	Erzahlung, Koenigin von Saba (*German*)	Dippel
B25	Arie, (Don Ottavio) Don Juan (*German*)	Bonnyeller
B27	Les Oiseu Regres (*Spanish*)	Reeky
B29	Wie Nahte Mir Schlummer (*German*)	Van Hoey
B30	M'Appari, Marta (*Italian*)	Constantino
B31	Arie, Durch die Walder, Der Freischutz (*German*)	Bonnyeller
B35	El mar sin playas (*Spanish*)	Reeky
B51	Ich grolle nicht (*German*)	Gorlitz
B54	Io son l'umile (*Italian*)	Camparari
B60	Ah, fuyez douce image (*Italian*)	Tracy-Cahill
B61	Nessun dorma! Il tuo Regno, Nessun (*Italian*)	Giaccosta
B66	Stride la vampa, Il Trovatore (*Italian*)	Jansky
B68	Ihr liebsset mich wissensen, Der Trompeter von Sackingen (*German*)	Gorlitz

The Edison Phonograph in the Soudan

Early last year our Paris branch supplied to the French Colonial Office a Home Phonograph with accessories and a quantity of blank Records. These goods were intended for a political expedition to the Soudan (West Africa) preceded by the Governor, Monsieur Léon Richaud. This expedition was organized for the purpose of determining the frontier of the Republic of Liberia and the French colonies surrounding same, that is to say, French Guinea, Soudan, Ivory Coast, etc. Governor Richaud had to visit the chiefs of the different native tribes inhabiting the territory between the frontier and the French colonies in order to win their submission to the French Government. The Records which Governor Richaud brought back and which are at the present time in our possession are composed of speeches of the chiefs of the various native tribes expressing their submission to the French Government; orchestra selections played by native bands, the different instruments of which were made of ivory, wood and brass by the natives themselves; also native songs and instrumental solos which, although not very harmonious, are interesting as well as of scientific value. Although the recording is made on ordinary blanks, it is marvelously well done. The reason for this, as Governor Richaud explains, is the silence and good *acoustique* prevailing in the large forests of that country.

Governor Richaud will hold a conference on this expedition at the Geographical Society in Paris at an early date at which representatives of this company will be present.

The following is a translation of a letter received by our Paris representative from Governor Richaud expressing his pleasure at the successful part played by the Edison Phonograph in the work of the expedition:

PARIS, July 29th, 1909.

GOVERNOR LEON RICHAUD,
Chief of the Mission for the Marking Out
of the Franco-Liberian Frontier.

To the Manager of the Edison Company, Paris.

DEAR SIR:—Replying to your letter bearing date June 29th, last, which has been forwarded to me by the head of the Colonial Office, I beg to inform you that the Phonograph supplied by the Edison Company to the mission sent out to mark out the French-Liberian frontier, has given complete satisfaction.

In spite of the shocks received during the carriage and of the changes in the temperature, both Phonograph and Records have worked to a perfect style.

We have been able to make a few records during the voyage, which records I have sent to you so that you could see the result we have obtained.

Yours very truly,
(Signed) L. RICHAUD.

Do You Read the Monthly?

If you do, you are keeping in touch with the general news of the trade and are storing up practical knowledge and information that will prove a valuable asset to your business in time, present or future. If you do not read it, you are doing yourself and your business an injustice, and you are not treating us with the consideration that we deserve. You should reflect upon the fact that this publication represents a very considerable outlay of time, effort and money, on our part, and ask yourself if it does not merit the sacrifice of the few moments of your leisure time that the perusal of its columns would consume.

Read it when you receive it. Absorb its contents and if you don't like something that appears in its pages—if you have a word of criticism to offer, sit down at once and write us. That will prove your interest and your example will invite imitation.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pommer Co.
San Francisco—P. Bacigalupi & Sons.
Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C., Washington—B. F. Droop & Sons Co.
GA., Atlanta—Atlatta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eiler's Piano House.
ILL., Chicago—Siegel, Cooper & Co.
Lyon & Healy.
Jones, Lyon & Co.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Ilehm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—E. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Cleveland Furnishing Co.
Springfield—Smith & Dickson Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerner-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petit.
Paterson—James E. O'Dea.
Trenton—Knoll Blank Book and Station-ery Co.
John Sykes.
N. Y., Albany—Finch & Hahn.
Auburn—John Nosek.
Brooklyn—A. L. Matthews' Sons.
Buffalo—W. D. Andrews.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Ma-chine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Repke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank S. Bolway.
Rochester—Mackie Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Finch & Hahn.
Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur F. Ferriss.
William Harrison.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pintze Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Bellges Musical Co.
Columbus—Perry B. Whitall Co.
Dayton—Niehaus & Dahm.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
PENNA., Allentown—C. G. Aschbach.
Easton—The Werner Co.
Philadelphia—Penn Bush & Bro.
C. J. Happ & Son.
Lit Bros.
Penn Phonograph Co.
Theo. Wiggins.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. Houck Piano Co.
Nashville—Magruder & Co.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—Cummings, Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—C. C. Rose Optical Co.
UTAH, Ogden—Froudfit Sporting Goods Co.
Salt Lake City—Clayton-Daynes Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Bruce & Brown Co., Inc.
Eiler's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Vancouver—W. G. Walz & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd
Winnipeg—R. S. Williams & Sons Co., Ltd

Broaden Your Field

—and increase your sales. A dealer makes a serious mistake by selling records and instruments for amusement purposes alone. There is besides the amusement field the vast field of education from which can be reaped an abundant business. Here the dealer can increase the sale of records to those who already own phonographs, and can sell both instruments and records to a very large number of cash customers who would never think of buying a phonograph except for educational purposes. All this is made possible through

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Thomas A. Edison
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There is a great opportunity for you to sell I. C. S. Language Outfits to people who are going abroad or who desire to learn a language for the sake of the knowledge of it alone; to those who desire to qualify for positions as translators and foreign correspondents; and to foreigners who wish to learn to speak English. No sledge hammer is needed to get it clearly into your head that this presents a sure way of broadening your field of work and increasing your sales. For the sake of good business sense, boom the I. C. S. Language feature of the business.

International Correspondence Schools
SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

Vol. VII December, 1909 No. 12.



Christmas Number.

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The EDISON PHONOGRAPH MONTHLY

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NATIONAL PHONOGRAPH CO., LTD., VICTORIA ROAD, WILLESDEN, LONDON, N. W.
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MEXICAN NATIONAL PHONOGRAPH CO., MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 545, BUENOS AIRES.
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Vol. VII. DECEMBER, 1909 No. 12

Short Sermons *from Familiar Texts*

TEXT:

"*Go While the Going is Good.*"
—From "*The Red Mill.*"

IT takes six times as much power to start an engine as it does to keep it going after it gets started. It's pretty much the same way with advertising and selling Phonographs—only that with no "let down" in salesmanship after getting well under way, you gain at least six times the speed in unloading your stock that you had when you began.

And when you come to the top of the holiday season—NOW—"when the going is good," there is no speed limit on the sales you ought make—GO IT.

Here's some gasoline for your engine, too:

Our newspaper advertising, the biggest newspaper campaign ever put out in interest of a sound-reproducing instrument, started in October and will continue right on through this holiday season clear to the last of May, giving your sales enough momentum to carry you over the so-called dull spots on the high speed.

This newspaper advertising reaches 55,000,000 people—your own prospects and customers—nine times a month.

Your local ads alongside of ours in your newspaper will head the holiday crowds your way.

And, besides all this, our magazine campaign has been increased from full pages to double-pages each month.

Aren't we doing our part? Do yours—push this holiday opportunity on Phonographs and Records for all it's worth. Make it a record breaker.

The Message of The Season

This is the time for action,—intelligent, vigorous and persistent action. December, the usher of the holiday season, that short but joyous period of the year when rich and poor, old and young, alike shelve deep into their store to gladden the hearts of friends or relatives by some token of love and esteem. December, the long awaited twelfth month, is with us again. In its sentimental significance—and a pretty bit of sentiment it is that impels mankind at Christmas time to turn its thoughts from business application to the kindlier and more inspiring things that go to brighten the human pathway —its welcome rings from the inmost recesses of our hearts.

But before we can devote ourselves to the sentiment of the Yuletide we of the Phonograph Industry have a certain duty to perform that demands our immediate and undivided attention. For us the season has an absorbing commercial significance. In common with the rest of the business world we have waited long and patiently for its advent, eager and anxious as the time drawn near to know what may be the prospects for our particular line of business. We have each (or should have) been considering ways and means to deflect our share of the holiday trade to ourselves; studied how best to exploit our product in the public market to render it attractive from a purchaser"s standpoint.

As Manufacturers, we have given you of the trade products of undeniable quality and attraction; have assisted you in their exploitation by a mighty and persistent campaign of advertising, which is still being waged; have aided and encouraged you by suggestion and advice as to the most practicable and effective methods to employ in the marketing of those products. Our duty, therefore, as manufacturers, is done; yours, with the responsibility of the sales end of the industry, is only begun. For you still remains the task of presenting these products in your respective localities to the best of your abilities. Into the competition of the holiday trade we urge that you carry two fixed thoughts —*Optimism and Enthusiasm*. That is the message of "The Season,"—that all your work be done with enthusiasm, prompted by a feeling of optimism, genuine and deep laid. Don't falter; go ahead and persevere to the last minute. With this message and the conviction that its practical application will bring you success unbounded, we wish you all—Jobbers and Dealers —a very Merry Christmas!

About Those Attachments

We intend to keep on talking Amberol Attachments until we succeed in impressing upon every one of our Dealers the absolute and crying necessity of giving this feature of the business his immediate and persistent attention. We know that a very large percentage of the trade has not taken up the sale of Amberol Attachments except in a perfunctory, half-hearted way. Whether or not this has been due to local conditions we are, of course, unable to say; we only know that there are many thousands of Phonographs throughout the country that have not as yet been equipped with this ingenious device, and whose owners of course are not aware of the wonderful amount and quality of entertainment that is theirs for a comparatively nominal sum. We don't propose that they shall remain in ignorance long if our advertising can reach them, and we think it can.

You may have noticed that the Amberol Attachment and Amberol Records were the features of our last month's newspaper and magazine ads. Can you form an idea of how many people those ads reached, and how many machines they will be the means of dragging out of the dust and cobwebs of some dark corner? We know those ads have sold a great many attachments wherever the Dealers were wise enough to take local advantage of them by approaching their old customers on the subject. If you haven't done anything with the attachment proposition you simply must get to work and give it your *immediate* attention, Mr. Dealer. You can't afford to lose any old customers. Your Record trade is the backbone of your business; it is the source of a steady, assured income if you look after it. In justice to yourself you must not neglect it. It's to your own good interest to make every effort now to win back any old customers who have stopped buying Records; and you can win them back very easily if you try.

The Amberol Record is the magnet; only *get it before them*. Give them a chance to hear it played. If they won't come to you, go to them. Send out a machine equipped with an Amberol attachment, and some Amberol Records among your old customers and let them satisfy themselves of the vast difference between the two and the four-minute Records, as well as the small expenditure that will secure the new entertainment. You will have no trouble in interesting them. It is safe to say that those Phonograph owners who have not put on the Attachment are not aware of the splendid talent that the playing time of the Amberol Record permitted us to add to our list. When it is demonstrated to them in their own homes they will be surprised at the small expense of the Attachment and the superiority of the Records, and you will have no necessity for further arguments.

Some Dealers find it an excellent plan to send out a man with Attachments and Records with the proposition to put the Attachment on and leave it, with a few Records, on three or five days' trial. The instances are very few where such a proposition does not effect a sale.

If you have not pushed the sale of Amberol Attachments because of financial conditions in your neighborhood the time is ripe now, both because of the holiday trade and the business boom. To the man of family the Attachment, with some of the new Amberol Records, will appeal as a sensible and very desirable Christmas gift to his family; and when presented to him in that light he will undoubtedly make a purchase. If you do not find it feasible to use an outside man go after the business by means of a personally signed letter and return postal card as outlined in the October Monthly, offering to equip his machine with the Attachment without cost at his home, and at the same time repair and clean the machine. Give that plan a trial and watch results. You *cannot afford* to have those idle machines in your neighborhood. It's in your power to restore them to activity.

The Amberola and Cygnet Horn Situations

At this time of the year when we confidently expected, depending upon repeated assurances of manufacturers, to have the Amberola and Cygnet Horn situations well in hand, we find ourselves seriously handicapped in the production of these two most recent and desirable of our products. We have done everything that lay in our power to supply the heavy initial orders of the Amberola, have exhausted every resource that could be brought into requisition to accomplish that end; but we simply could not secure enough cabinets from manufacturers to take care of the unexpected volume of initial orders by the date at first anticipated,—December 1.

It is most unfortunate, both for the trade and ourselves, that this condition of affairs exists, but it is a condition that could not have been foreseen or anticipated and must be accepted as philosophically as is possible. The plea of the cabinet manufacturers is the same as is heard among manufacturers everywhere, and bears out the prediction that was freely made at the time of the financial depression,—that when the country began to recover its equilibrium the volume of the ensuing business would temporarily embarrass the manufacturing world. That, of course, is little consolation in the premises; neither do expressions of regret relieve the situation. Cause and effect are only too familiar; remedy is the order of the day. The remedy is in sight but we regret to say that it will not materialize in time to supply the entire requirements of the holiday trade.

The fraction of the initial orders that we have been able to fill, and can yet supply before Christmas, has been and will be distributed proportionately and without favor among our Jobbers. It is but a small proportion of the total, to be sure, but it will at least permit of the securing of some holiday benefits from the new machine, in that the Amberolas that reach the trade in time can be displayed and orders taken from them for future delivery. We are promised a goodly supply of cabinets by the first week in January, which we can equip and ship by January 15th. After that time we expect to be in a position to handle the situation more easily. Our disappointment over the discouraging state of affairs is partly relieved by the emphatic endorsement that has been placed upon the Amberola by trade, press and public. We are convinced that it is going to justify by its stability all the nice things that have been said about it.

The Cygnet Horn situation is much the same in many respects as the Amberola, although for obvious reasons hardly as regrettable. We have supplied a great many orders and are shipping as fast as the horns can be rushed to us from the manufacturers, so that the market will be fairly well supplied for the holidays. The promises of the manufacturers are being fulfilled to the extent of their ability, (of that we have assured ourselves), and we are confident that it will be only a very short time become the situation will be entirely relieved. Meanwhile we must crave indulgence during the brief interval that will elapse before we can truthfully say that both the Amberola and Cygnet Horn situations are entirely in hand. We feel assured that if the trade knew of the extremes to which we have resorted in order to provide immediate relief they would show their appreciation by a corresponding degree of patience.

The Advertising Proposition and Its Application

Our advertising is your advertising, Mr. Dealer, and vice versa. In other words, we must get together and systematize our work; get down to team work, as it were. Nothing succeeds like unity and harmony of action; that's an axiom as old as time itself. So we are going to propose that our monthly assaults upon the citadel of publicity be in the nature of a concerted attack, you to take your inspiration from our ads in magazines and papers, the while not forgetting to keep up a guerilla warfare with the other weapons at your disposal. Catch the idea? We advertise, say Amberol Records, in the big magazines and newspapers. That fixes Amberol Records in the public mind, gives them a wide *general publicity*. It's up to you then to localize that publicity, to apprise the people of your locality that you are in a position to supply that product in which we have aroused public interest.

If you are located in one of the cities whose local paper is on our advertising list you can best do that by arranging with the papers to place your ad as near as possible to ours. That is the plan followed by John Wanamaker, who is conceded to be one of the most extensive and persistent advertisers in the country. On October 23rd, our ten-inch three-column ad in the New York Evening Journal, advertising Amberol Records, was followed by his three-column 555-inch ad advertising that he sold Amberol Records and offering Amberol Attachments on easy terms of payment. On that date the same advertisement appeared in thirteen papers in New York and vicinity, and on the following Monday in four Philadelphia papers. Don't you see the ingenuity of the scheme? John Wanamaker's name and place of business becomes instantly identified in the reader's mind with Edison Amberol Records and Attachments. *Result: The impression brings the prospective customer direct to John Wanamaker!* Think that over at least twice before you proceed to read any further.

If you are off our newspaper circuit you should follow the suggestions given in our magazine advertisement in preparing your local paper ad. In December we are featuring the Edison Phonograph in magazines and impressing its desirability as a Christmas gift upon the public. There's the impression again. Now while that impression lasts, and it will last all month, tell the people of your city or town that you sell the ideal Christmas gift for the home, the most perfect musical instrument that man's ingenuity has yet devised. That's a strong point to dwell upon,—the wealth of pleasure and entertainment that the Phonograph brings to the *home*. Of course you realize how the public at this time of the year searches the columns of the magazines and newspapers for holiday inspirations. During this month they will see the Edison Phonograph illustrated and extolled in alluring phrase in the leading magazines and newspapers throughout the country. The more frequently the Edison Phonograph meets their gaze the deeper and more lasting the impression it will make in their minds.

Those ads are working *now*, Mr. Dealer. Night and day they are doing herculean work in shop, office, street and home. They are associating the Edison Phonograph inseparably in the public mind with the Christmas idea. If you intend to get your share of the benefit of that publicity you must work at once by getting your ads into your local papers. This is the acceptable time for your local advertising; not a week before Christmas, when holiday shoppers have made up their minds what they are going to purchase. And be liberal in your newspaper advertising this year, Mr. Dealer, if you never were before. Don't make the mistake of being too economical at that point or you will lose out. There is nothing to gain and everything to lose by such economy.

We don't only preach that doctrine; we practice it. Our newspaper ads alone for December, as they did in November, will reach 11,000,000 out of the 16,000,000 families in the United States—55,000,000 out of 80,000,000 people *nine times a month*. Stupendous figures those, but their authenticity is proved by the certified circulation of the publications themselves. Just imitate that example in proportion, Mr. Dealer. Extend yourself a little more than usual during the coming month and you'll have cause to congratulate yourself after the holidays.

Correction

In the Bulletin issued by our Sales Department to the trade covering the Amberola, a slight error was made. The height of the cabinet for this machine was here given as 42 inches. Its correct height is 49 inches, as stated in the other forms we have issued on the outfit in question.

Get you mind on that Xmas window *now*. Don't delay—time's too precious.

The Advance in Record Prices

The slight advance made in the prices of our Records to the trade has been received by both Jobbers and Dealers in a spirit that is eloquent of the confidence they repose in our decisions and statements. We have yet to hear a word of protest against the advance; on the contrary, in personal interview and letter we have been given assurance by a large proportion of the trade of their entire satisfaction with the new arrangement. An example of this assurance is the following letter under date of November 11, from the Haller Music Co., Edison Dealers of Blair, Neb.:

"We are in receipt of your notice of raise in prices on January 1st and are pleased to say that we are perfectly satisfied.

We trust you, inasmuch as you have volunteered to reduce prices heretofore, and have given the trade the opportunity to keep their stock in good salable shape by exchanging, etc.; also, as you say, by perfecting the goods, and by many other favors shown us—we say, we fully trust you and believe your claims are just.

"The National Phonograph Company have certainly endeared themselves to the trade by the course they have taken in all matters in the past, and we are encouraged to labor to the best interests of one another."

The above is a sample of many. Our surprise at this remarkable unanimity of feeling on the subject is exceeded only by the deep gratification we feel at such an expression of confidence. It was quite natural to expect that there would be some objections to the increase, slight as it is; the fact that there have been *absolutely none* convinces us that the trade has implicit faith in our statement when we say that the advance is justified for the very excellent reasons enumerated in our Sales Department bulletin No. 40 reprinted on page 25 of this number. We are proud, immensely proud, of this testimonial from our Jobbers and Dealers, and hasten to give assurance of our deep appreciation. It shall be our constant endeavor in the future to cement stronger than ever the friendly relations that exist between us and the distributive branches of the trade.

The reasons that prompted the advance, as well as the practical illustration of the fact that the new arrangement works out with but little additional cost and considerable advantages to the trade, are so well and thoroughly set forth in our bulletin that elaboration is unnecessary.

We would suggest that the bulletin be re-read by Dealers in order that its provisions in respect to Jobbers' acceptance of orders at the old prices may be thoroughly familiar. In our January 1 issue we shall print for the benefit of the trade a table that will show gross and net (less 35½%) extensions of all quantities of Records from one to one hundred at the new prices. This will comprehend the four types of Records and will be invaluable for purposes of extension and comparison of invoices.

A Trade Paper Compliment

As will be noted in the four-page advertisements of the National Phonograph Co., Orange, N. J., in this issue of The World, they have inaugurated one of the greatest campaigns of publicity and exploitation of their products known in the talking machine trade. Daily newspapers in all parts of the country are being used, samples of the advertisements being exhibited, with the size, date of insertion, etc. In the magazines double pages will be employed, in the choicest positions, many covers being under contract. By this extraordinary and stupendous expenditure of money the Edison phonograph and its manifold advantages of entertainment will reach "55,000,000 people and 16,000,000 homes nine times every month." This may well be termed the opening gun for the holiday trade, and such a magnificent undertaking on the part of the National Co. to popularize their goods and create a substantial market is solely in the interest of the dealer. It is therefore up to the dealer to second and aid this splendid work by following it up with local advertising. Every effort should be made by Edison Dealers to reap the full benefit of this great and effective campaign in every way possible at their command. Trade is brought directly to their doors, and it remains for them to "close the deal."—*Talking Machine World.*

Machine Stolen

Home Phonograph No. 339,082. The trade is requested to advise our Agreement Department as promptly as possible of any information that may come to their notice in regard to this machine. We trust that Dealers generally will not lose sight of this and requests of a similar nature which may be made in the future.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take up this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

The New Cut-out List

On page 27 of this issue, we print the numbers of 300 Standard Two-Minute Records that will be dropped from our catalog February 1st, 1910. These Records may be returned after that date, in accordance with the provisions of the continuous exchange proposition. It seems hardly necessary at this time to call the attention of the trade to the salient features of this most attractive proposition. Most of our Jobbers and Dealers are thoroughly familiar with it, and space is too valuable to utilize in rehearsing its details for the benefit of those few who have not taken the trouble to familiarize themselves with its provisions. We do wish, however, to impress upon the trade the advisability and wisdom of keeping in stock, for a time at least, the 300 cut-outs. There is no occasion for hurry whatever in returning these Records. According to the terms of the continuous exchange proposition they may be returned at any time and credit will be given.

There are many good and excellent reasons to advance against the immediate return of the cut-outs and for their retention, the most formidable of which, and one that is worthy of the serious consideration of every Jobber and Dealer, is the fact that these numbers appear in thousands of catalogs which will be in the hands of Phonograph users for a very long time to come. Quite naturally, therefore, there will continue to be an active demand for these Records, and for that reason it would be the height of folly to remove them from stock. There is a demand for them *at the present time*, and we sincerely regret the necessity of being compelled to drop these excellent selections from our catalog. It is done, however, merely as a convenience to the trade and in response to their demand for a reduction in the catalog list.

The demand that exists for these Records should clean up practically all of the present stock that Jobbers and Dealers have on hand. We urge that the trade make every possible effort to dispose of these cut-outs instead of returning them to us. The dropping of the numbers from our catalog is an accommodation on our part that entails a considerable loss in business for us. This should be taken into consideration by the trade and reciprocity shown in an unusual effort to dispose of the selections by giving them preference in sales. We feel that this is the least that could be done to show appreciation for this sacrifice on our part.

Printed Matter

For the holiday season, three special forms have been prepared, viz.: No. 1680, Hanger, lithographed in five colors, showing the Edison Fireside Phonograph with part of a Christmas tree in the background, and with caption, "Make this a Record Christmas by giving the Edison Phonograph and *Amberol* Records"; No. 1690, four-page folder, in three printings, with practically the same design as on the Hanger, but showing a Home outfit in place of the Fireside; and No. 1699, Bulletin of Records especially suitable for this season of the year. The latter form is in two colors, red and green.

By the time this issue of The MONTHLY reaches Dealers, we hope to have quantities of all of the above forms in the hands of Jobbers. We cannot mail copies direct to Dealers. The trade should remember, in connection with *all* new forms of advertising matter, that delays of one kind or another are very likely to occur in the distribution of them. Therefore, if a Jobber cannot fill your order promptly, it quite frequently happens that he is not entirely to blame. Jobbers should give us their kind indulgence, and Dealers should, in turn, be willing to bear with Jobbers, when instances of delayed shipment occur. However, just as soon as you do get a quantity of the Christmas advertising matter, arrange to make *quick* distribution to the names of prospects on your mailing list, for the time for holiday business is short.

All Jobbers are being sent a supply of placards, 14x21 inches in size, printed in red and black on buff stock, bearing Form No. 1689, and reading, "You can *"Amberolize"* your Edison Phonograph at small Cost. *Ask for particulars.*" This placard, as is evident, is to assist Dealers in their efforts to sell combination attachments. The word "Amberolize" has been "coined" and Phonograph owners may wonder what it means. It's up to the Dealer to explain. Consequently, it will be to your advantage to get one of the cards, if you are carrying attachments in stock, and display it prominently.

A word about printed matter on the Amberola and Grand Opera *Amberol* Records: Some shipments of these goods have gone to the Pacific Coast, via freight, but we will make mail or express shipments of the advertising matter so as to reach Jobbers there with the machines. The rest of the trade will be taken care of as promptly as our printers deliver the forms in question.

Mexican Talent



JORDA-ROCABRUNA QUINTET

The Jordá-Rocabruna Quintet, whose first Record appeared in our January list (No. 353, "Monte Cristo Waltz"), is a unique organization, undoubtedly the best orchestra in the City of Mexico. Under the joint leadership of Srs. José Rocabruna and Luis G. Jordá it has attained a distinction unrivalled. It is composed of a first and second violin, violincello, piano, and organ. Sr. José Rocabruna, the first violin, is immensely popular, not only in Mexico but in the capitals of Europe and South America. His violin, made by the celebrated Italian violin maker, Amati, is nearly four hundred years old and valued at $3,000. Sr. Luis G. Jordá, whose place is at the piano, is one of Mexico's best composers, and has written many beautiful dance pieces and operettas. We have secured a total of thirty-two selections (12 Amberol and 20 standard) by this quintette, comprising some enchanting dances as well as classical and operatic pieces. They have made Records for no other company.

Harvey Hindermeyer

Harvey Hindermeyer is a well known tenor soloist whose work on the concert stage has won him a musical reputation. In addition to possessing a voice of unusual range and sweetness Mr. Hindermeyer has a distinctness of enunciation which will at once commend him to the Phonograph public. It is the addition of such noted artists as Mr. Hindemeyer to Edison ranks that is elevating the Phonograph to its proper place in the category of musical instruments and in the eyes of the public.

The Vienna Instrumental Quartet

The Vienna Instrumental Quartet is composed of four artists who, after careful study in celebrated European institutions, have devoted themselves to an art which in adequate interpretation equals the importance and significance of what is generally indicated as a classic art. The leader, Ludwig Schönberger, a native of Vienna, is the late leader of the Imperial Burg-Theater of that city, and the favorite pupil of Joachim. Licco I. Liggy, the "youthful master," and Otto Krist, violincello virtuoso, are also natives of Vienna and graduates of the Conservatory. Jacques Grünberg is a well-known European pianist whose concert tours throughout the continent and this country have been signally successful.

Stella Mayhew

Stella Mayhew, who is introduced to the Edison Phonograph public by Record No. 10298, February list, is a well known star of the vaudeville and burlesque stage. Her first number is a delicate (?) bit of sarcasm directed at her inclination to embonpoint, which is manifest in her picture. Miss Mayhew is a general favorite with the theatrical public and we feel pretty sure that the Phonograph public will think equally well of her. She has a style of expression and an individuality all her own, which is the chief asset of every successful artist.

New Edison Record Talent



VIENNA INSTRUMENTAL QUARTET



HARVEY HINDERMEYER



STELLA MAYHEW

Notes of Our Talent

Advertising Food for the Dealer.

Leo Slezak, the Austro-Germanic tenor, as was predicted in the Monthly, is the sensation of the operatic world. His initial appearance at the Metropolitan Opera House, New York, on the evening of November 17, in the role of "Otello" stamped him as one of the greatest operatic artists of the day. Read the following clippings from press comments:

His voice is tremendous in its dramatic moments, and when he employs it lyrically it is fresh and beautiful in its quality. He has a voice combining the dramatic strength of a soldier with the lyric and dramatic strength of that famous tenor, but it is far more beautiful in moments of tenderness.—*N. Y. Herald.*

A tenor of prodigious physical height and of lofty artistic stature. His voice is of a kind of much beauty throughout its range.—*Tribune.*

A voice of rare quality that is passionate, powerful and penetrating.—*N. Y. American.*

Out of the aggregation of singers, his gigantic figure looming high like a giant of mythology, emerges the colossally Leo Slezak, the most imposing operatic tenor New York has heard in many years.—*N. Y. Tamagno.* After the intermission his name was on every lip, and his appearance before the curtain at the close of each act was a signal for tumultuous applause.—*N. Y. Press.*

Mlle. Blanche Arral, who recently made her debut in Carnegie Hall, New York, received the most flattering praise from the Metropolitan press. Here are one or two samples:

A voice of much natural beauty, clear, vibrant and flexible.—*N. Y. Press.*

Her singing was tasteful and well under her command.—*N. Y. Herald.*

An artist of distinction and ability.—*N. Y. American.*

Riccardo Martin is singing again this season with the Metropolitan Opera House (New York) forces and is eclipsing his successes of last year.

Florencio Constantino, the great Spanish tenor, was the "star" at the opening of Boston's million-dollar opera house on the evening of November 8. His reception was in the nature of an ovation, and he did not disappoint his thousands of admirers who were vociferous in their applause of his efforts.

Harry Lauder has retained all his old friends and made many new ones during a protracted stay in New York. No comedian on the stage to-day vies with him in popularity, as is evident from the packed houses that greet his every appearance. He is featuring "Bonnie Leezie Lindsay" at all performances as well as his old favorites, "Foo the Noo" and "She's Ma Daisy."

"Old Dutch," the new musical farce in which Lew Fields is now appearing, has been pronounced an unqualified success. It is said to contain some of the catchiest numbers that Herbert has yet composed. After its initial performance at Williamsport, Pa., on November 6, Daniel Hart, president of the International Press Club, who is also city treasurer of Wilkesbarre, presented Victor Herbert with a musical director's baton made of an unusually big piece of coal resembling a black agate and studded with "sulphur diamonds." "Old Dutch" is now being presented at the Herald Square Theatre, New York.

Reed Miller, Reinald Werrenrath, Florence Hinkle, Earl Cartwright, Harvey Hindermeyer and Jean Schwiller are some of the Edison talent who will be heard on the concert stage throughout the country this season.

Albert Spalding, the brilliant young American violinist, is now engaged in an extended European tour and winning deserved success.

John Philip Sousa is still on tour with his famous band, eclipsing his successes of previous years. His tour will end with a concert at the New York Hippodrome on December 12.

Our New Grand Opera List

We are proud to be able to say that the initial orders for our new Grand Opera Amberol Records are highly satisfactory; in fact, we must confess that we are quite surprised at their volume, considering that with but two exceptions the artists, although ranking high in the operatic circles of their native lands, are comparatively unknown in this country. With but one exception they are new additions to our Grand Opera talent. That our claims in respect to their ability are verified in fact may be seen from the flattering press notices that followed the recent initial appearance of two of these artists in this country. As the singers become better known to the American public their Records will increase in popularity.

We attribute the heavy initial orders to the fact that the trade recognizes in a four-minute operatic selection a Record that is destined to be immensely popular with the musical public. No Dealer will make a mistake in ordering a supply of these Records. The instantaneous appeal that the domestic Amberola made to popular favor may be safely taken as a criterion by which to judge the reception that longer-playing Grand Opera Records will meet at the hands of lovers of the high-class of music. In respect to selection, rendition and recording these Records are not surpassed by any Phonograph Records now before the public. We are greatly encouraged by the manner in which the trade has expressed its approval of our efforts so far to build up a catalogue of Amberol Operatic selections and shall spare no pains or expense to supplement the present list in the near future by adding numbers of equal popularity and excellence.

Selling the Goods

Going After It

There are two ways of doing business, going after it and waiting for it to come to you. Forget the latter way. It died several years ago, and time is too precious to waste on post-mortems.

Going after it is the principle of the new order business,—*Going after it, getting it and holding it.*

You can do all of these things, better and more easily now than at any other time of the year, because the public is more susceptible and open to suggestions at the holiday season; and there are a thousand and one reasons why you will have to do them too, the most urgent of which is the fact that all your competitors are doing it. If you don't do it, you lose out; your competitors win.

You have only a couple of weeks left to make your bid for the holiday dollars. We take it for granted that you have the stock, handily and neatly arranged. If you haven't,—no use!

If you have, then about your windows. Your window is the frame that holds for the holiday shoppers the picture of your goods. If the picture is well conceived it attracts, and vice versa. Give thought then to your window arrangement. Of course it must have a suggestion of Christmas, the more original and unique the better. Don't forget that window. *Arrange it now.*

Your ad. In another column we discussed newspaper ads. We said nothing of concerts, however, which is the most attractive form of advertising. You ought to give nightly concerts from now on, and advertise them by newspaper, by mail and by transparency. In short, advertise your concerts and your line by every practical method you can devise. It will all come back to you.

Work your mailing list at once with a good, concise and pointed letter. Emphasize the Phonograph's superior claims as a holiday gift. This is the time of the year when people absorb every word of holiday literature. Don't forget that.

Home demonstration. You ought to work this end of the selling game for all its worth. It will bring you in contact with the people who are still skeptical of the Phonograph's improvement, and who don't respond to invitations to your store. You can "get" them at their home, their vulnerable spot, *if you go after them.*

Whatever you do, put enthusiasm into it. Make your clerks do likewise. Tell them to smile and be courteous. Good nature is contagious with the holiday crowd. They have no use for a "grouch."

These are a few suggestions for going after the holiday trade. Think them over. And above all don't delay. *Do it now.*

A man once came to Stuyvesant Fish with a hard luck story about continued business failure. Mr. Fish said:

"Your goods last too long. Why don't you go into the soap business?"

The man took the tip and made a fortune.

The Phonograph lasts a lifetime—but the novelty of a popular song Record only lasts about as long as a cake of soap.

The difference in the size of the profit on a Phonograph Record and that of a cake of soap is like the difference between "breakfast for nothing" and "nothing for breakfast."

The popular song Record is a fortune builder for you because its novelty wears out *quick.*

Here's one good way to look at your proposition:

Consider that selling Records is your main business. Regard every Phonograph you sell as simply the establishing of a local sales manager —the natural outlet for your goods.

The more "local agents" you have out, the more goods you sell—just as we sell more goods now, though you and the other 13,000 Dealers, than we did when there were only 5,000 Dealers handling our goods.

The Records follow the Phonograph, but you've got to keep the interest up—don't let your "local agents" shirk on the job.

Keep "The Phonogram" and all Record lists going out all the time to help the Phonograph make sales—just as we keep our big ads going in magazines and newspapers month after month, to help you bring the money home.

There is no other business in which you can make every initial sale an *active sales manager* for life. Every Phonograph you sell brings not only its own substantial profit, but makes just so much increase in your annual income as long as you stay in business.

The Records follow the Phonograph—keep the interest alive.

Holiday Window Cards

A few suggestions for display cards. Every Dealer realizes the necessity of appropriately worded cards. Here are a few ideas. We don't claim superiority for them, but they may help you to originate something better. If they don't, use these; they sound pretty good to us—they're expressive at least. Transfer them as legibly and neatly as possible to cardboard and use a few in your holiday window.

A man's home is his castle. Our "Home" is music for the castle all the year round. Step inside and we'll prove it.

Looking for an inspiration? Come inside and I'll sing one to you. I am the Edison Phonograph—the universal singer.

I sing of Xmas joys in all lands and tongues. I am about to sing "Angels From the Realms of Glory." Come inside and sit down.

I bring joy and good cheer at Xmas. I continue to do so all the year afterward. I am the Edison Phonograph.

Santa Claus speaks to the little ones through the horn of an Edison Phonograph.

Don't go to the theatre on Xmas. Bring the theatre home to your family by means of an Edison Phonograph.

An Edison Phonograph is a present for the entire family.

The New Cygnet Horn

Dealers will do well to feature the new Edison Cygnet Horn in all their talks and letters to prospective customers, during the holidays especially. Dilate upon its graceful outlines and the economy of space it effects. The latter is its big, appealing talking-point, and really comments it without any further argument. The Cygnet Horn is a tremendous boost to the Edison Phonograph. It will recommend the instrument to thousands of people who formerly found fault with the Phonograph because of the old style horn, which usurps a considerable amount of space.

The Edison Phonograph, equipped with this Cygnet Horn is vastly more artistic in appearance than it is when the straight horn forms part of the equipment, and the public has been quick to recognize the fact. Boost the Cygnet Horn out of reciprocity, Mr. Dealer, for it is boosting the Edison Phonograph for you. The popularity of a product is the Dealer's cue to feature it in his sales. Enough said.

Mr. Dolbeer to the Trade

The following letter from Sales Manager F. K. Dolbeer under date of November 24, is printed here for the benefit of those Dealers who may have overlooked the original. It is to be hoped that the suggestions it embodies will be carefully read and followed, not only during the holiday period but subsequently, for they are equally appropriate at all times of the year:

TO THE TRADE:

Edison Dealers should now be alive to the fact:

That with the approach of the "holiday season," the possibilities of the EDISON line are almost without limit, and while we feel assured our Dealers will make an aggressive effort to obtain for themselves all the "business in sight," a few suggestions will doubtless be acceptable from us, in calling prominently to your attention a real money maker—the

COMBINATION ATTACHMENT.

That numbered among your customers are possibly many who are still using the older type Machines, adapted only for the two minute Records, and we believe surprising results would be obtained if the Combination Attachment was called to their notice, pointing out that it would not interfere in any way with the use of Standard Records, but in addition would permit of the use of Amberol Records, which play, sing or talk twice as long as the Standard Records; in fact —longer than any other Record made.

That the strongest argument you can offer to effect the sale of a Combination Attachment, is on the Record proposition, as the Amberol Record costs but slightly more than the two minute type, and affords double the amount of amusement, and as "valued received" is what the public is looking for, this feature can be used with telling results.

That the Edison Amberol Record list embraces such eminent artists as Victor Herbert, Johann Strauss, John Philip Sousa, Harry Lauder, Nat. M. Wills, Bessie Wynn, Constantino, Riccardo Martin, Slezak, and a host of other high-priced stars of the Operatic, Concert and Vaudeville stage.

That the sale of an Attachment means a new and lasting customer for Amberol Records, which as you know, afford a profit of over 75% per cent. and which should be an incentive for your most strenuous endeavors.

That to such of your customers whom you cannot interview personally on this subject, a well-worded letter in which the advantages of the Edison Combination Attachments, and the Amberol Record are clearly defined, will be helpful and "Uncle Sam" will prove a first-class salesman, at a minimum of cost.

Yours very truly,
NATIONAL PHONOGRAPH CO.,
F. K. DOLBEER,
General Manager of Sales.

The Other 13,000

What they are doing and what they want to know about.

Protection to Our Dealers

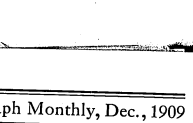
The following letter from Geo. H. Kellogg, Edison Dealer of Cresco, Iowa, is self explanatory. It proves that the National Phonograph Co. is always ready to extend its protection from local competition to a Dealer when he can prove his ability and willingness to take care of the business in his territory:

"I thank you very much for your kindness in turning the application for another agency down. I will say I am handling your machines exclusively in the talking machine line and am doing a nice business with them, and it is growing all the time. I have had three traveling men try their best to get me to take on the ——— line. I simply turned them down and told them I was well pleased with the Edison. I buy your machines in lots of six; keep a good stock always. I have 900 Standard and 250 Amberol Records on hand and have just placed an order for 100 more. I have the only exclusive music store in the county, and have been in business here 10 years. I like the new Fireside with Cygnet horn very much and am satisfied they will be very popular. Shall do all I can to push the sale of machines and records."

Look This Over

The Dealer who pleads lack of space as a reason for limiting his Record stock will have to search for a new excuse. F. N. Bishop, Edison Dealer, of Holley, N. Y., has shattered that argument completely. His store was packed so full with his regular line that, to use a popular slang expression, he was decidedly "up against it." His solution of a difficult problem is as ingenious as it is feasible for other Dealers who may be similarly situated. He utilized the ceiling of his store to carry a large portion of his Record stock by suspending from it a rack. In this way he was enabled to provide for between seven and eight hundred Records. To quote the expression of our salesman he "tied his Records to the ceiling," which goes to prove the truth of the old adage—"Where there's a will there's a way."

Edward L. Kerste, Edison Dealer of Schenectady, N. Y., was recently elected Alderman of the Second Ward of that city. Congratulations.



The above picture was taken during the progress of the parade at Webster City, Iowa, on "Watermelon Day," October 5th. Ruegnitz is the surname of F. C. Ruegnitz, proprietor of the Ruegnitz Drug Company, Edison Dealers at that city. Mr. B. M. Johnston, manager of the firm, advises us that they are conducting a persistent advertising campaign with most encouraging results. If the picture of this float is a criterion on which judgment can be based, the Ruegnitz firm need have no fear of their ultimate and emphatic success.

H. E. Jones, Spencer Phonograph Co., Spencer, Iowa.—I often hear Dealers claim that the interest in Phonographs is on the wane. I don't believe a word of it—the Dealers are on the wane themselves. I find it easier to make sales now than seven years ago. Some Dealers display poor judgment when playing Records for prospective customers and in many cases run the same Record over and over again until it becomes worn or monotonous. I have only been able to put in one-third of my time canvassing with a machine, but I have been able to sell a good many dozen in this way and I can't tell how many Records. Prospects for winter trade seem better than ever.

I saw the Amberola machine in your Fifth Avenue office and was very much surprised at the tone and volume. I kind of had an idea that the present type of machine was about the limit in cylinder machines.

CHAS. A. RUMBLE, Prop'r,
Rumble's Supply House,
Louville, N. Y.

No Exchange Permissable

One of our Dealers recently complained to us that in attempting to effect a sale of the new Cygnet Horn he is invariably confronted with the request by his prospective purchaser that he be permitted to offer his old horn as part payment. He also says that a similar suggestion is made to him when advancing the Amberol Attachment proposition,—that is, that the customer be permitted to return his Standard Records in exchange for Amberol. Every Dealer, of course, understands that the terms of his contract explicitly forbid him to accept such an exchange. The customer has no right to expect such a concession nor has the Dealer the privilege of granting it. If all of our improvements were to be marketed on such a basis there would be very little inducement to us as manufacturers for conducting experiments with the object of improving our products.

The unreasonableness of such a proposition can, we think, be convincingly pointed out to the purchaser. It seems to us, moreover, that it takes but very little persuasion to effect a sale of a Cygnet Horn. Its unusually attractive appearance will commend it at sight while its peculiar style, which enables it to effect such an economy of space, is the strongest selling point in its favor. Then, too, the greater volume of sound and improvement in tone quality are added features that contribute to its desirability. A prospective customer will not hesitate long if these particular points are dwelt upon with proper emphasis.

As for the Amberol Attachment, we fail to see where a customer has the least shred of an argument in advancing such a proposition. The mere statement that the Amberol Attachment permits the playing of both Standard and Amberol Records, and that we are continuing to list an equal number of each in our monthly quota, robs the customer's argument of all its force. The Standard Records, in so far as quality of selection and rendition are concerned, are equally as desirable as the Amberol; the advantage of the latter lies in the greater amount of entertainment provided and the fact that it is possible to list selections on the Amberol that could not be given adequate reproductions on the Standard Records because of their running time. These arguments if properly presented will, we are convinced, be sufficient to overcome any and all objections or arguments that a prospective customer may bring up.

Gem and Fireside

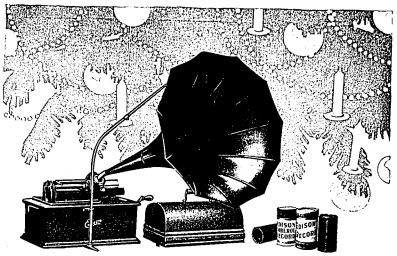
Your holiday nest-eggs, Mr. Dealer, are these two popular-priced Phonographs. Their appealing points are approached only by their appealing prices. The one commends and the other secures. Attractive in appearance, unsurpassable in mechanism and strength of construction, superior to any other musical instrument in the amount of entertainment they afford at a price which places them well in the reach of the holiday shoppers, they constitute a convincing argument in themselves.

There are many families, many lovers of good music, who would gladly purchase a high-priced Phonograph if in a position to do so. Unfortunately for them and you, they are not; so they seek to invest their holiday funds in other and less tempting articles. That's the trade you should make a strong bid for, Mr. Dealer. If these people knew that the barrier to their possession of a high-class Phonograph has been removed, they would be only too willing to invest in one.

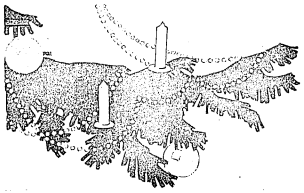
You can't be too aggressive in pushing the Gem and Fireside. There is a great, big market for both. That was proved by the extraordinary popularity of the Fireside when times were dull, and the unmistakable manner in which the Gem is catching on now. Feature their strong mechanical points, their artistic appearance and musical possibilities as well as their popular prices in your ads, Mr. Dealer; and emphasize the fact that they play *both* two and four-minute Domestic, Foreign and Grand Opera Records.

We are in receipt of a sample letter sent out by Goldsmith's Music Store, of Columbus, Ohio, Edison Dealers, under date of November 1st, to their customers, in which they called attention to the particular excellence of the November lists of Records and the fact that their talking machine department has been remodeled in such a way as to permit the installation of three separate compartments for Record demonstrations. They point out in a most convincing manner the superior attractiveness of the Phonograph as a ready source of entertainment and impress upon their customers the necessity of regularly adding to the Record list in order to derive all the pleasure that is possible from the Phonograph. This letter, they advise us, merely represents a little extra effort that they made to get the business. If every Edison Dealer would make a little extra effort like this he would find his holiday trade assuming pleasing proportions.

This two-page Christmas advertisement is appearing in all the big Magazines and National Weeklies December.



In every home somebody ought to buy somebody an EDISON PHONOGRAPH for Christmas this year



THE one thing that brings joy to all the household, big and little, old and young, is an Edison Phonograph with a selection of Edison Amberol Records.

The best Christmas present is something all can enjoy. All can and do enjoy the Edison Phonograph.

If every member of the family would take the money he or she expects to use to buy presents for the other members of the family, and put it together, there will be enough not only to buy an Edison Phonograph, but also a large supply of Records.

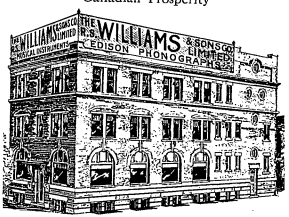
Edison Phonographs sold everywhere in the United States at the same prices $12.50 to $125
Edison Standard Records - - 35c
Edison Amberol Records (play twice as long) 50c
Edison Grand Opera Records - 75c and $1.00

There are Edison dealers everywhere. Go to the nearest and hear the Edison Phonograph play both Edison Standard and Amberol Records and get complete catalogs from your dealer or from us.

NATIONAL PHONOGRAPH COMPANY, Lakeside Avenue, Orange, N. J.

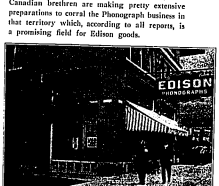
The people of your Community read this ad and are impressed by it. They know that *We Make* Edison Phonographs—do they know that *You Sell them*?

Canadian Prosperity



The accompanying pictures are eloquent of the prosperous conditions of the Phonograph business in Canada. The new warehouse at Winnipeg, Man., of the R. S. Williams & Sons Company, Ltd., Edison Jobbers, and Manufacturers and Importers of Musical Instruments, is the subject of the upper picture. As will be seen at a glance it is an imposing structure, three stories with basement, on a lot 30 x 80 feet, which gives them 2,400 square feet of floor space per floor. The building is of fireproof mill construction, built entirely of concrete, brick and stone. The foundation is such that two additional stories can be added when necessary. The adjoining lot, 30 x 90 feet, is also the property of the Williams Company, and their present intention is to hold this until increased business warrants their duplicating as nearly as possible the present warehouse. The ground floor of the new warehouse is devoted to sample rooms and offices, while in the basement is a complete repair department, including an electro-plating plant, which is installed in connection with their band instrument business. The upper floors are used entirely for stock room purposes. An idea of the increase in their business may be gleaned from the fact that on opening their Winnipeg branch, four years ago, a single floor of 3,600 square feet floor space was found quite ample for their requirements.

The Winnipeg branch of Babson Brothers, the well-known Chicago Jobbers, is shown in the lower picture. We regret that limited space does not permit our showing a comprehensive view of the interior of the store, as we are sure it would prove of interest to the trade generally because of its admirable arrangement. Some idea of the size of the interior may be obtained from the statement that, occupying a portion of a side wall, is a tray system rack composed of nine sections with sixteen compartments, each holding 18 Record trays, or a total number of trays in the case of 2,592. Figuring four Records to a tray we arrive at a total number of Records in the case of 10,368. It certainly looks as though our Canadian brethren are making pretty extensive preparations to corral the Phonograph business in that territory which, according to all reports, is a promising field for Edison goods.



The Foreigner's Passion for Good Music

There was a moving picture show proprietor in Cincinnati who didn't know any more about grand opera than a cow does about an automobile. One day, however, he heard some one say that the music was sung in French, Italian and German. The moving-picture man went away thinking, says the Circle Magazine. The next day he opened a "penny arcade" in the foreign quarter—the sort of a place where you put a penny in the slot and hear a phonograph play. Everybody warned him against the venture because every "penny arcade" that had been tried in that quarter had ended disastrously. The newcomer smiled and hung out his sign. Within a week his place was being crowded. He had filled his phonographs with the French, Italian and German grand opera selections. He couldn't tell one record from another but the people who paid him their pennies could.

THERE was ONE man who recognized the possibilities that lay at his very door awaiting development. He succeeded because he was awake to his opportunities. Are you alive to yours, Mr. Dealer? Is there a foreign-born population in your locality? If so, why don't you make customers of them? All it costs is a little effort on your part; they will do the rest. You can make their presence equally as profitable to you as the picture show proprietor did, if you will. You have the Records at your disposal—Records of selections from the masterpieces of grand opera, sung by the world's foremost operatic stars. You have Constantino, Scotti, Dippel, Van Rooy, Campanari, Knote, Abbott, Rappold and others to interpret the compositions of Wagner, Verdi, Rossini, Flotow, Mascagni and other musical geniuses. Don't delude yourself by thinking for a moment that your foreigner will not spend his money to secure entertainment of a high class. Visit the Metropolitan Opera House in New York City and see the crowds of roughly-garbed foreigners struggling for admission to hear their operatic favorites sing, and at a price that would seem suicidal to the average American.

You have also a wide choice of selections of folk-songs and music to offer them at a lower price—selections that in every instance are rendered by the best talent obtainable in the country in which they were recorded. As if with a magician's wand you can transport them in fancy to their beloved native shores, there to hear the songs and music that are hallowed in their memories by the traditions of centuries. You can stir their blood and fire their imagination with songs that recount the glories of the land of their birth, the valor of its heroes, the beauty and charms of its women; you can make them live over again scenes of their youth with national airs and music of the native dance. Can't you realize what this will do for you? Can't you see, as did the picture-show proprietor, that it is only necessary to get the foreigner interested to open up a new avenue of profit? You are not limited in any way. Our catalogues contain an abundance of selections from every civilized land under the sun and they are constantly being added to. If you have neglected this opportunity, if you have hitherto contented yourself by appealing to the English-speaking trade only, change your methods now. Get a few foreign and grand opera Records that will appeal to the nationality of your foreign population. You don't need many Records to try out the scheme. Advertise in your local paper (preferably one printed in the native language) and in your window display your list and invite the public in to hear the Records. Print your invitation and list in the native language, too. Get up a little concert at your store and advertise it by hand-bills or a transparency printed in the native language and sent through the foreign district. Do this during the holidays; it will double and triple your sales of both machines and Records. Do it now and you'll thank us for the advice long after the holidays are past.

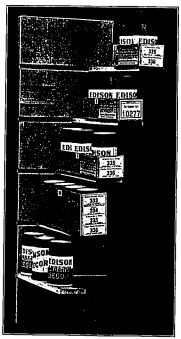
Dance Records

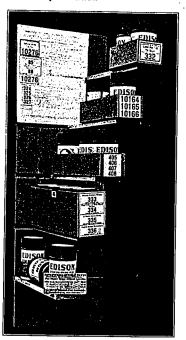
Are you doing anything to push the sale of dance Records this winter? If you have overlooked this feature of the catalogue so far don't let this reminder get away from you. The dancing season is now in full swing, which means that the time is ripe to let the public know the possibilities of the Edison Phonograph in that respect. We are commenting on this feature of the Edison Phonograph in the February PHONOGRAM and you should take the cue at once. The Edison Phonograph and Amberol Records will furnish more and better music for dancing than the best orchestra in the average town, and at very little expense. The catalogue is replete with splendid two-steps, waltzes, three-steps, barn-dance and square-dance numbers. There are eighteen Amberol Records, made especially for dancing, in the October list; the square dance numbers with calls. Advertise the fact and call attention to the perfect tempo of these Records. It means business for you.

The Tray System of Carrying Edison Records

Believing that the information will prove of benefit in the handling of Edison goods, we take occasion to again enumerate the advantages of what we consider the most perfect and satisfactory system yet devised for carrying a retail stock of Edison Records. The system in question, known as the Tray System, was originated and introduced by Victor H. Rapke, Edison Jobber of 302 Mott Ave., New York. Its requirements are Record trays and labels and a Record rack. For convenience we will first discuss each requirement separately, taking as our model the Rapke trays and labels, with the explanation that there are other makes on the market, full information in regard to which will be furnished by Jobbers on request.

Record Trays. As will be seen from the accompanying illustrations, the Rapke Record trays are of four sizes, viz: No. 2, holding two Records; No. 3, holding three; No. 4, holding four and No. 40, which also holds four but which is distinguished from No. 4 in that it accommodates twin labels bearing number, title and artist's name for each one of four different selections, and is consequently higher than the others, standing 4 inches while the others are 2½ inches high. These trays are collapsible, and are built with or without compartments as may be desired.





The prices of the Rapke Trays will give a good idea of the average prices of these of other manufacture, and are as follows:

WITH COMPARTMENTS

	per 1,000	per 500	Less than 500
No. 2	$ 8.00	$ 4.00	$ 1.10
" 3	10.00	5.00	1.40
" 4	11.00	5.50	1.60
" 40	25.00	12.50	3.00

WITHOUT COMPARTMENTS

	per 1,000	per 500	Less than 500
No. 2	$ 6.00	$ 3.00	$ 1.00
" 3	7.50	3.75	1.25
" 4	9.00	4.50	1.50

" 40 (Built only with compartments).

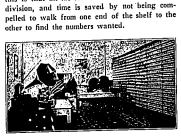
No charge for packing. Delivery F. O. B. N. Y. City. Prices for special trays furnished by Mr. Rapke on application.

Record Labels. The labels for the trays, as the illustrations show, are of four different styles, viz: The single label for tray carrying either two, three or four Records of one selection, and showing title, number and name of artist; the twin label for tray carrying two Records (two different selections), or four Records (two selections); or four Records (four selections); single label, with three numbers but without title and artist's name, for tray carrying three different selections, and single label, with four numbers but without title and artist's name, for tray carrying four different selections.

It will be seen from the foregoing that the variety of labels and trays will meet the stock requirements of any Dealer. The prices of these labels are very nominal. Lack of space forbids our printing the schedule which, of course, covers all styles and lots as the Dealer may require. To illustrate their inexpensiveness we will say that the single label (title, number and artist shown) costs $1.20 for a year's supply, while the same quats of the twin labels costs only $1.00.

Record Racks. The best and most economical (both in respect to floor space and cost) design for a Record rack is constructed of three boards of ¾-inch stuff, 10 inches wide by 14.8 feet long, 12 uprights (grooved as in illustration) each 34 inches high and 10 inches deep and 50 ½-inch shelves to fit into grooves of uprights. This rack consists of two sections, divided by the center board running equidistant from the top and bottom; the two parts being doweled together. Each section of the rack contains five compartments formed by the uprights placed 14 inches apart. Each compartment is divided by five shelves, with a 5¼-inch clearance between each, thus affording 50 shelves in each section or 60 in all. As each shelf will accommodate twelve trays, the rack will hold a total of 720 trays, or 2,880 Records, if the tray with four compartments is used. This will permit the carrying of two Records of each selection in the Domestic Catalogue. The rack is securely fastened to the wall and rests upon a platform standing 4 inches above the floor and projecting far enough beyond the rack to form a step by means of which it is possible to easily reach the top of the rack. The top is an ideal resting place for horns. The total cost of this design will not exceed $15.00 unless, of course, the Dealer wishes to elaborate on it.

In recommending the above design we also strongly advise the use of the No. 4 tray with compartments, and the twin label. The advantage of the compartments is that each Record is held in its proper place and is not easily dislodged when the tray is being removed from or restored to its place. The No. 4 tray is preferable because it economizes space, and the twin label used with it permits of the carrying in stock of two Records of each number, thus insuring a complete catalogue at all times. The upper number on the label represents the first two Records in the tray and the lower, the last two. As the twin label shows title and artist's name in addition to the number its advantages are obvious. We further suggest that the numbers in the racks should run up and down and not lengthwise on the shelves. The advantage of this is that all the low numbers are found in a division, and time is saved by not being compelled to walk from one end of the shelf to the other to find the numbers wanted.



In order to convincingly illustrate the superior advantages of the Tray System we show herewith an interior view of the retail store of Babson Bros., at Winnipeg, Manitoba. Only a portion of the rack may be seen but some idea of the amount of floor space the system here conserves may be formed when we say that the nine sections of this rack hold a total of 10,368 Records. The advantages of the tray system, in addition to the vast economy of floor space it effects are that it keeps the stock in neat, compact form,—"a place for everything and everything in its place." It enables the customer to see at a glance the name and number of any selection in stock and tends to expedition in choice and sale; for to a great extent the catalogues may be dispensed with. The Dealer can instantly locate

a Record when it is called for, and he can make up an order list with numbers in sequence for any selections he may not have in stock without any trouble.

In order to advertise his system to the trade Mr. Rapke authorizes us to say that he is willing to supply to all Jobbers sample outfits of 3/5 dozen trays and labels covering January and February selections to be sent to their Dealers with the monthly orders. All Dealers are privileged to obtain this sample outfit from Mr. Rapke in case it is not supplied by their Jobbers.

Japanese Welcomed by Thomas A. Edison

On the afternoon of October 27th the members of the Honorary Commercial Commission of Japan, together with a party of Western business men, their companions and guides on their present tour of Industrial America, paid a visit to our plant here in Orange. Included among the Oriental group were some of the wealthiest and most influential men in the commercial life, as well as the most prominent figures in the educational circles, of the little Island kingdom. The women of the party, with a solitary exception, the Baroness Shibusawa, were in native costume, their picturesque attire adding a pleasing bit of novelty to the group. The big flag on the library building of Mr. Edison's laboratory was flying at half mast, out of respect to the memory of Baron Ito, the deceased Japanese statesman.

Mr. Edison with Mrs. Edison, President Frank L. Dyer and Harry F. Miller, Mr. Edison's private secretary, received the visitors in his library. After they had been introduced and assured of a hearty welcome by Mr. Edison a quick tour of the plant was made, the lateness of the hour preventing a protracted stay. The members of the party, during the progress of the tour, besieged Mr. Edison with questions in regard to his inventions. His enthusiasm and good nature were never more in evidence than on this occasion, as was shown by the pains he took to reply at length to each of his questioners. The Japanese displayed the most intense interest in everything they saw in the big plant, and were profuse in their praise of its products as well as of the inventor himself, for whom they expressed their unbounded admiration.

Speaking of Mr. Edison and his many inventions, Baron Shibusawa, the leader of the party, said: "Edison's name is well known in Japan; it is a household word. Mr. Edison, we all think, is a wonderful man; he has done so much for the whole world through his wonderful inventions." They were particularly impressed by Mr. Edison's unbounded enthusiasm in his inventions, which was manifested by his willingness to discuss and explain the most minute detail for their benefit. The inspection of the plant concluded, the party sat for a photograph with Mr. and Mrs. Edison the center figures of the group, and then took their departure, after expressing their thanks to Mr. Edison for his courtesy, together with the hope of some day having the opportunity of welcoming him to their homes in Japan.

Business at the Factory

During the past month business at the factory has been on the "rush" order, and in consequence we were compelled to work most of our departments overtime. The fact that this condition of improvement still keeps up convinces us that it is not due entirely to the holiday trade, but that the general resumption of industrial activity throughout the country has begun to reflect itself in the music trade. We anticipate a still greater increase in the early After the holidays and believe that the Phonograph branch will very soon find itself restored to a normal condition.

The results of our advertising are beginning to show themselves, and the fact that this tremendous appeal to public attention on behalf of the Phonograph is to be kept up until May, confirms us in the belief that the industry is about to experience a degree of prosperity as pronounced as it will be lasting. In optimistic anticipation of such a revival of business we are preparing to increase our output so that we may be in a position to take care of our Jobbers and Dealers when the "stocking-up" process after the holiday depletion engrosses their attention.

Correction

The attention of the trade is called to the fact that in our Machine Catalogue (Form 1675) the list price of our horn crane for Fireside, Standard, Home, Triumph, Balmoral and Alva Phonographs is incorrectly given as $1.25. The correct price is 25 cents.

Be liberal with your advertising as you expect the public to be in their holiday purchases. The public pins its faith nine times out of ten to a live man.

Advance List

Of Edison Amberol and Edison Standard Records for February, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before January 25th, 1910, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on January 25th. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A. M. on January 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after January 20th, but must not be circulated among the public before January 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on January 24th, for delivery on the morning of the 25th. Jobbers are required to place orders for February Records on or before December 10th. Dealers should place February orders with Jobbers before December 10th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for February, 1910

345 Rose of the World — **Victor Herbert and His Orchestra**

This is the popular feature number of Herbert's latest and brilliant operatic success, "Algeria," and is conceded to be one of his most pleasing compositions. "Algeria" scored an emphatic Metropolitan success and is now at the height of its popularity. The same care and attention to detail that distinguished the work of his orchestra under Victor Herbert's candlestick is evident throughout the selection, which introduces a trumpet solo of the number, played by M. Borsdkin, Herbert's trumpet soloist.

346 My Pretty Little Piece of Dresden China — **Bessie Wynn**

This charming little conceit from across the water is almost as dainty as Bessie Wynn herself —and that's the highest compliment that could be paid it. Serio-comic in style, it tells in three verses and choruses of the love of a connoisseur of ware for the bewitching proprietress of a china shop, and the happy culmination of their romance. The air is sprightly and the selection in every way suited to Miss Wynn's original and refreshing style of rendition. We predict a big sale of her Records. Orchestra accompaniment. Words and music, Cecil Johnson, A. J. Mills and Bennett Scott; publishers, The Star Music Publishing Co., London.

347 Amoureuse Waltz — **Frosini**

Responding to the magic touch of Frosini, the accordion seems to develop a latent charm of tone quality that is absent when the instrument is in the hands of less skillful artists. This tone quality that is absent when the instrument, is the best known and most popular of the selection, which is played without accompaniment, is the best known and most popular of the well-known French waltzes written by Rudolphe Berger, a celebrated European composer and writer of this style of waltz. Publishers, Enoch & Co, Paris.

348 Hello, Mr. Moonman, Hello! — **Harvey Hindermeyer**

A pleasing melody, whose theme is in the nature of suggestions to lovers for relief when the moon's rays interfere with their spooning, is the vehicle that Mr. Hindermeyer uses with which to return to Edison ranks. He will be remembered as having contributed Record No. 9614, "She Was a Grand Old Lady," to our catalogue. Mr. Hindermeyer is the possessor of a magnificent tenor voice whose effectiveness is greatly increased by his unusually distinct enunciation. Orchestra accompaniment. Words and music, Alb. H. Fitz; publishers, M. Witmark & Sons, New York City.

349 The Homeland — **Anthony and Harrison**

This sacred gem is too well known to require description, and the mere statement that the manner in which it is sung is up to the usual standard of these artists would seem to be sufficient recommendation of its merit. Orchestra accompaniment. Words, Rev. R. H. Haweis; music, Geo. C. Stebbins.

350 Benediction of the Poignards — **Sousa's Band**

The "Benediction of the Poignards" is heard in the 4th act of Meyerbeer's celebrated opera, "The Huguenots," and is one of the most impressive and dramative numbers of the opera, the music of which, by common consent, is given an enviable position in the world's library of musical masterpieces. A wonderful selection, interpreted by a galaxy of skilled musicians whose leader is recognized as the greatest bandmaster of his day. Could more be desired? Publisher, Harry Coleman, Philadelphia.

351 If I Had the World to Give You — **Reed Miller**

A sentimental song with a pleasing air and unusual merit of composition. A swain's fervid declaration of the boundless extent of his devotion, were he possessed of the power to gratify

his loved one's every whim and pleasure, furnishes the theme. Mr. Miller's clear and expressive tenor voice is excellently adapted to this manner of song. Orchestra accompaniment. Words and music, J. Hayden-Clarendon; publishers, Jerome H. Remick & Co., New York City.

352 Juanita — **Metropolitan Quartette**

This charming old Spanish love song, whose mournful melody haunts the memory long after its strains have died away, to-day occupies as warm a place in the hearts of the public as it did on its first appearance many years ago. It lends itself very readily to quartette work, particularly of mixed voices; and we doubt the possibility of a more exquisite rendition than is given on this Record. Orchestra accompaniment. Words, Mrs. Norton.

353 When the Bloom is on the Cotton, Dixie Lee — **Manuel Romain**

Sentimental, with a note of sadness, is this pretty ballad, which tells of farewells spoken and lovers' vows plighted under the romantic spell of a Southern twilight, and of their failure of consummation because of the death of "Dixie Lee." The air harmonizes pleasingly with the theme, and Mr. Romain sings the ballad with incomparable tenderness of expression. Orchestra accompaniment. Words, C. M. Dennison; music, J. Fred Helf; publishers, Helf & Hager Co., New York City.

354 Ireland Isn't Ireland Any More — **Edward M. Favor**

Here's a comic song and a rich one—six verses and choruses, describing the startlingly revolutionized conditions in the dear old land. Who can picture a Russian wrestler training on Blarney Castle's roof? Or an Irishman talking German, and christening his children Hans or Herman? Or a Jew commercializing the Lakes of Killarney? Everything mentioned is so highly improbable as to compel a laugh. Mr. Favor's inimitable brogue is without a trace of offensiveness, and the air is very catchy. Orchestra accompaniment. Words, Vincent Bryan; music, Harry Von Tilzer; publishers, Harry Von Tilzer Music Publishing Company, New York City.

355 I Will Sing the Wondrous Story — **Edison Mixed Quartette**

In bringing our catalogue of sacred selections up to its present completeness we have invariably endeavored to combine popularity of selection with excellence of rendition. We can truthfully recommend this number as ranking with any that we have as yet listed. Sacred selections are invariably good sellers and this Record will prove no exception. Orchestra accompaniment. Words, F. H. Rowley; music, Peter Bilhorn.

356 Forosetta-Tarantella — **American Symphony Orchestra**

Tarantella, a dance of Southern Italy in 6-8 time, played in a very rapid tempo. It is a well-known orchestral composition by Luigi Arditi, who was born at Cressentino, Piedmont, July 16th, 1822, and died at Brighton, England, May 1st, 1903. Besides holding prominent positions in European musical circles he conducted the opening performance of the New York Academy of Music in 1854, becoming better known through a tour of the country as conductor for Adelina Patti. Publisher, D. Miller, New York City.

357 Prologue from Pagliacci — **Thomas Chalmers**

The Prologue from Pagliacci, sung by *Tonio* before the curtain rises and considered to be one of the most remarkable numbers of the opera, is here rendered in English. Mr. Chalmers' singing of this famous baritone number is exceptionally artistic, his voice showing a surprising wealth and purity of tone. The fact that the prologue is sung in English should emphasize the popularity of this Record. It should make an instantaneous appeal to those whose tastes incline to the higher grade of selections. Orchestra accompaniment. Composer, Ruggiero Leoncavallo.

358 Slip on Your Gingham Gown — **Arthur Collins and Byron G. Harlan**

A coon duet in which Jasper Green (Collins) urges Jane Brown (Harlan) to slip on her gingham gown and hustle over to Parson James. Jasper is nervous, but importunate, while Jane is willing but coquettish; moreover she pleads inability to comply with the suggestion because "it is a princess gown with forty buttons down the back." It is a rollicking song, with the conversational interruptions that are always a humorous feature of the Collins and Harlan duets. Orchestra accompaniment. Words, James Burris; music, Chris. Smith; publisher, M. Witmark & Sons, New York City.

359 In Cairo—Oriental Patrol — **New York Military Band**

A fascinating composition which correctly typifies the style of music that is peculiar to the Orient. The interpretation given this number is surpassingly fine, and the Record claims more than usual prominence in band Record collections. Composer, Fr. von Blon; publishers, Oliver Ditson Company, Boston.

360 That's the Doctor, Bill! — **Billy Murray**

Coon song. Bill Brown's ebony-hued charmer can't resist a flirtation whenever she gets an opportunity. Surprised by Bill, she invariably introduces her new friend as "the doctor." Bill "gets wise," takes a short course in medics and informs Sadie that hereafter when she feels ill he'll act as the herb concoctor. Billy Murray sings the three verses in his customary style. Orchestra accompaniment. Words, Henry S. Creamer; music, Silvio Hein; publisher, Shapiro, New York City.

361 The Darkies' Jubilee — **American Symphony Orchestra**

A descriptive orchestra selection, reproducing, with the assistance of singers, dancers and novel effects, a darky jubilee along the Mississippi levee. The following is a synopsis of the number which, however, only weakly conveys an idea of the entertainment it contains: Scene—On the levee. Time—Busiest season of the year. Action—Darkies congregate for a jubilee; Trouble with the "Ox-chee-ter"; Arrival of the "Boss"; "Doan pay no 'tention to him; make b'lieve you doan see him"; Everybody promises to be ready for work in the morning; Boss goes away satisfied; Resumption of "ole festivities"; Dancing; Singing by the quartette; The "Ox-chester" plays a joke on Miss Johnson. The novelty of this Record will make it a top-notcher in the selling list. Composer, John M. Turner; publisher, Carl Fischer, New York.

362 I'm Glad I'm a Boy and I'm Glad I'm a Girl — **Ada Jones and Billy Murray**

A tuneful conversational duet, one of the "hits" in the musical production "Follies of 1909." A "kid" scrap followed by recital of the reasons why one is jealous of the other's sex is the theme. It is difficult to realize from the rendition that the principals are grown-ups and not real "kids." Orchestra accompaniment. Words and music, Nora Bayes and Jack Norworth; publishers, Jerome H. Remick & Co., New York City.

363 Medley of Emmett's Yodle Songs — **George P. Watson**

George P. Watson needs no introduction to the Edison Phonograph public. Our Standard catalogue contains numbers that bear witness to his remarkable talent as a yodler. In this, his first Amberol Record, he has given us a delightful medley of Emmett's favorite songs, including his charming "Lullaby," by which he will be longest remembered. Orchestra accompaniment.

364 The Rifle Regiment March — **United States Marine Band**

The very fact that the composer of this dashing number is none other than the "March King" himself would be quite recommendation enough, without any further comment, but it seems only proper to again refer to the fact that Sousa, as leader, brought this celebrated organization to its present degree of efficiency. Surely the U. S. Marine Band is capable of giving the proper Sousa flavor to his compositions.

Edison Standard Records for February, 1910

10297 Venetian Love Song — **Victor Herbert and His Orchestra**

This selection is from the *Suite Romantique*, entitled "A Day in Venice," by Ethelbert Nevin, the celebrated American composer, author of "My Rosary." The Suite, which is a favorite concert selection and is played by only the best orchestras, contains four numbers, as follows: "Dawn," "Gondoliers," "Venetian Love Song" and "Good Night." The "Venetian Love Song" is an andante movement with beautiful melody and rich harmonies, and is undoubtedly one of the most attractive numbers of this Suite. The rendition of the selection is in Victor Herbert's best style, which is eloquent of its excellence.

10298 I'm Looking for Something to Eat — **Stella Mayhew**

To properly appreciate the humor of this song one must remember that the singer, who sternly protests that "her thinness will cause her to fall out of her clothes" unless some kind friend treats her to the appalling menu she enumerates, could not by any stretch of imagination be designated as generous in proportion—so, not even abundant; immese is better. She is clever, is Miss Mayhew—one of our leading vaudeville stars. Her first Record. Orchestra accompaniment. Words and music, Billie Taylor.

10299 The Star, the Rose and the Dream — **Stanley and Gillette**

A sentimental baritone and tenor duet. The selection is of a high order in composition, both words and melody differing in this respect from the majority of the present-day efforts. The words and melody differing in this respect from the majority of the present-day efforts. The rendition accentuates the beauty of the number, the trained voices of these two noted singers harmonizing in a manner most delightful to the ear. Orchestra accompaniment. Words, Albert Lang; music, Ted Snyder; publisher, Ted Snyder Co., New York City.

10300 The Dancing Girl — **Sousa's Band**

This sprightly band number is the third ("C") of a suite of three selections entitled "Maidens Three" and composed by John Philip Sousa. The first of the suite, ("A") "The Coquette," and played by the United States Marine Band, appeared in the November list as No. 10248, and the second ("B"), "The Summer Girl," rendered by Sousa's Band, is listed in January as No. 10277. Lovers of band Records will want the entire suite.

10301 Nobody Knows Where John Brown Went — **Arthur Collins**

Coon song. A stranded and penniless "coon" scout, awakening in a graveyard before a monument bearing the inscription, "Here lies John Brown. Prepare ye all to follow me," is seen hearing the inscription, "Here lies John Brown. Prepare ye all to follow me," is seen hearing the inscription, "Here lies John Brown. Prepare ye all to follow me," is seen reconciled to his apparently inevitable fate by the consoling reflection that the direction John Brown took when he went is still unsettled. The air "John Brown's Body," etc., is appropriately introduced. Mr. Collins' dialect and expression are unsurpassable. Orchestra accompaniment. Words and music, Arthur Longbrake; publisher, Joseph Morris, Philadelphia.

10302 Sweet Bunch of Daisies — **Elizabeth Wheeler and Harry Anthony**

A dainty little effusion, wedded to a particularly sweet air, and rendered in duet form by a soprano and tenor whose names are synonyms of excellence, is a concise and truthful description of this Record. Orchestra accompaniment. Words and music, Anita Owen; publishers, Jerome H. Remick & Co., New York City.

10303 It's Moonlight all the Time on Broadway — **Billy Murray**

A comic song in which the singer contrasts the simple life of his former home on the farm with the allurements of Broadway, where "chorus girls have awful appetites and folks have touching ways," finally, however, concluding that Broadway agrees with him and he'll "stick." Billy Murray's original style of singing does ample justice to the number. Orchestra accompaniment. Words, Ren Shields; music, Percy Wenrich; publishers, F. B. Haviland Pub. Co., New York City.

10304 Tin Soldier — **Vienna Instrumental Quartet**

This is an instrumental arrangement of the popular Viennese song, "Der Zinn Rieser" ("The Tin Soldier"), which is a warm favorite at all vaudeville and concert performances in the Austrian capital. The instrumentation consists of two violins, 'cello and piano. Fascinating in melody, the selection is rendered in a most artistic manner, resulting in a Record of more than usual desirability. Composer, I. Lize.

10305 My Dad's Dinner Pail — **Ada Jones**

This number will need no recommendation to the old-timers who well remember the long popularity it enjoyed. It is another old favorite of the Harrigan and Hart days and scored quite as big a "hit" as "The Market on Saturday Night," Record No. 10185. Miss Jones' conception of the Irish brogue has been endorsed so often that repetition is superfluous. Her enunciation is splendid and there is more than ordinary volume to the Record. Orchestra accompaniment. Words, Ed. Harrigan; music, Dave Braham; publishers, Wm. A. Pond & Company, Boston.

10306 When I Dream in the Gloaming of You — **Manuel Romain**

The heartache of a lover, whose constancy has remained unshaken through years of separation and silence, finds expression in the sentiment of this pretty and melodious composition. There are few, if any, singers before the public to-day more capable of doing justice to songs of this description than Mr. Romain. His Records are popular, and deservedly so. Orchestra accompaniment. Words and music, Herbert Ingraham; publisher, Shapiro, New York City.

10307 Dixie Land, I Love You — **Edward Meeker**

A snappy coon march song of that particular type whose proper rendition requires a singer of Mr. Meeker's strength of voice and ability to enunciate his words quickly and distinctly. That Mr. Meeker excels in this department is beyond dispute. The song itself is a description of the appealing charms of Dixie Land. In the chorus a banjo's strumming is decidedly appropriate and pleasing. Orchestra accompaniment. Words, A. Seymour Brown; music, Nat D. Ayer; publishers, M. Witmark & Sons, New York City.

10308 A Bushel o' Kisses — **Edison Concert Band**

A band number par excellence. It is a medley of selections from popular airs arranged in a most unique manner and entertainingly rendered. Composers, Lewis F. Muir and Matt Connes; publishers, Helf & Hager Company, New York City.

10309 In the Sunshine and the Shadow I'll be True — **Byron G. Harlan**

There is a wealth of tenderness in Mr. Harlan's voice as he sings this pathetic ballad, whose theme is a lover's profession of fidelity to his sweetheart at the hour of parting. The novel manner in which the chorus is sung—an interruption occurring in the middle of alternate lines—adds interest to the number. Orchestra accompaniment. Words, Beth Slater Whitson; music, Leo Friedman; publishers, Boswell & Friedman, Chicago.

10310 Jerusalem the Golden — **Edison Mixed Quartette**

Sacred hymns are so familiar in respect to both words and air to the great majority of the public that little remains to be said in describing a Record of this character. The selection is sung without accompaniment, which fact emphasizes the more strongly the beautiful harmony that prevails throughout its rendition. Words, J. M. Neale; music, A. Ewing.

10311 A Creole Lullaby — **Arthur C. Clough**

With each succeeding selection from his repertoire Mr. Clough strengthens his hold upon the Phonograph trade and public. The increasing popularity of his Records is due to the clearness of his enunciation as well as to the sweetness of his tenor notes. "A Creole Lullaby" is a plantation cradle-song, the croon of an old "nigger mammy," characteristic in composition and peculiarly soothing in melody. Orchestra accompaniment.

10312 Ciribiribin Waltz — **American Symphony Orchestra**

This delightful waltz takes its inspiration from the quaint Italian waltz-song, "Ciribiribin," whose popularity is by no means confined to the natives of "Sunny Italy." It has scored a remarkable success in the other countries of Europe, as well as on this side of the water. The instrumental arrangement is a prime favorite at both concert and dance throughout the country at the present time. The Record is excellently adapted to dancing and should prove a tremendous "hit" with the public. Composer, A. Pestalozza; publisher, Carl Fischer, New York City.

10313 I Think I Hear a Woodpecker Knocking at My Family Tree — **Edward M. Favor**

A comic character song, one of the "hits" of the musical comedy, "The Golden Girl," which had a successful run in Chicago and will probably show in New York shortly. This song recommends itself to great popularity for it abounds in humor and has an appealing air. Mr. Favor sings the chorus with an air of mystery that greatly enhances the effect introduced of a woodpecker knocking on a hollow bark. Orchestra accompaniment. Words, Will M. Hough and Frank R. Adams; music, Jos. E. Howard; publishers, Chas. K. Harris, New York City.

10314 Telling Lies — **Ada Jones and Billy Murray**

A conversational duet in waltz time. The moon is gazing upon two lovers who are rehearsing the "old, old story" in a new garb—that of telling lies to each other, with kisses for penalties. A cute little song in a decidedly neat musical setting, and well rendered. Orchestra accompaniment. Words, Irving Berlin; music, Ted Snyder; publishers, Ted Snyder Company, New York City.

10315 Long, Long Ago — **Manhattan Mixed Trio**

A love lyric of much charm and refinement, sung by soprano, tenor and bass. As a Record this is one of supreme beauty, whether considered in relation to the exceptional calibre and exquisite blending, or the perfect reproduction of the singers' voices. Orchestra accompaniment. Music, Thomas Hayes Bayley.

10316 Two Thomas Cats — **New York Military Band**

An interesting band number of good volume and spirit. There are novel plays of instruments throughout as well as the effect of two male representatives of the feline family engaged in a heated discussion. Altogether a decidedly desirable number for every band Record collection. Composer, Lew C. Smith; publisher, Carl Fischer, New York City.

Trade Bulletins

Sales Department Bulletin No. 40
November 1, 1909
Trade Information for Dealers

Correspondence concerning the bulletin should receive its number and be addressed to THE NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

Due to causes hereinafter stated, we find it necessary to slightly advance the prices of Edison Records for all types to the Dealer, but in no case is the advance sufficient to justify a change in retail prices, which remain as heretofore.

The principal reason for the increase in price is the fact that the recent Copyright Law, which went into effect July 1st, 1909, for the first time extends the protection of copyright to Phonograph Records, so that in the future we shall be required to pay large sums as royalties to authors and composers.

We anticipate that these royalties will amount to about two cents on each copyright Record, and although the proportion of copyright Records used has been small so far, it undoubtedly will be necessary for us to use larger numbers of copyrights in the future. Furthermore, we shall be required to pay these royalties even if many of the copyrighted Records are later returned under our exchange proposition, so that from this source alone, there will be a probable additional heavy loss.

Another reason for the increase is the enormously greater sums we are paying for talent than ever before, not only in the Grand Opera line but for standard talent, as well as for special artists such as Victor Herbert, John Philip Sousa, Johann Strauss, and others.

A further reason for the increase is the higher cost of raw materials and of factory operations under which all Records not of absolutely the highest standard are rejected and returned to scrap.

A comparison of Edison Records with other Records on the market, or in fact with our own Records as made several years ago, will demonstrate to what degree of perfection in tone and quality they have been brought up to the present time.

In view of these circumstances the prices of Edison Records will be advanced on and after January 1st, 1910, as follows:

Edison Standard Records.....21 cents
Edison Amberol Records.....30 cents
Edison Grand Opera (Two-Minute) Records.....47 cents

In every case, as above stated, the list prices of these Records remain unchanged, viz.:

Edison Standard Records.....35 cents
Edison Amberol Records.....50 cents
Edison Grand Opera (Two-Minute) Records.....75 cents

We wish to point out with all sincerity to our friends in the trade, that the slight advance in prices given above is considerably less than the added expenses which have been imposed upon us by the special circumstances referred to, and were these advanced prices net to Dealers, we would still have to share a heavy burden which might very properly be placed on the goods themselves.

Notwithstanding this fact, however, we propose to make a radically new proposition and will assume a part of the increase by making a very liberal allowance for breakage in each case, whereby the net prices will be only very slightly higher than at present. By making this allowance the annoyance of adjusting claims for breakage between ourselves and Dealers, and between Jobbers and their Dealers, will be entirely removed. The allowance for breakage we propose to make to Dealers is 3½%—this allowance to be also made by Jobbers in transactions with their Dealers. It will be obvious that these allowances are far in excess of any breakage that may reasonably be expected, even in the case of exceptional rough handling. In order that the manner in which allowance is to be made in billing may be understood, we print herewith sample invoice showing exactly how invoices will be made out by us against Dealers; and Jobbers are being advised that in billing goods to Dealers the form proposed by us will be followed. From this example it will be seen that the proposed net prices, as compared with those at present in force, figure out as follows:

Standard 2-Minute Records: Per 100.

Present Prices:

Dealer	$20.00
Dealers' profit	15.00

New Price:

Dealer (21c. less 3½%)	20.30
Dealers' profit	14.70

Amberol Records: Per 100.

Present Pieces:

Dealer	28.00
Dealers' profit	22.00

New Price:

Dealer (30c. less 3½%)	14.70
Dealers' profit	21.00

Grand Opera (e-Minute) Records: Per 100.

Present Prices:

Dealer	45.00
Dealer's profit	30.00

New Price:

Dealer (47c. less 3½%)	45.43
Dealer's profit	29.57

From the figures above presented it will be seen that with all Records the profit to Dealers is slightly reduced, but in no case does it exceed one cent per Record, net.

It is unnecessary for us to say that this very slight reduction in profit does not in any way alter the fact that Edison Records are the most profitable line of talking machine records on the market today.

The new prices go into effect January 1st, 1910. Jobbers will accept for as complete shipment as their stocks will allow, all bona fide orders for Records, received up to and including Saturday, December 18th, 1909, at present prices, subject to existing terms and delivery. Orders received on and after December 20th, 1909, will be accepted subject to the express condition that such numbers as it is possible for the Jobbers to ship up to and including December 31st, 1909, will be billed at present prices, with usual terms and delivery; all unfilled balances to be cancelled.

Positively no Edison Records of any kind will be billed at old prices after December 31st, 1909.

(Sample Invoice—Jobber to Dealer)

New York City, November 1, 1909

Mr. John Smith

To RICHARD ROE, Dr.:

Jobber of Edison Phonographs and Records

100 Standard Records 21		21.00
Special allowance 3½% to cover breakage .70		20.30

Sales Department Bulletin No. 41 November 18, 1909

Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

SPECIAL CONFIDENTIAL ANNOUNCEMENT.

We give below the numbers of 300 Standard (Two-Minute) Records that will be dropped from our next catalogue on February 1st, 1910.

This announcement is made to give Dealers ample time to dispose of any stock of the selections they may have on hand.

We would again point out that we expect to carry a stock of all cut-out selections, whether dated August 1st, February 1st, or any other date, until we are sure they are no longer in demand. There need be no haste on your part in returning your stock of February 1st cut-outs, for they may be returned for exchange at any time.

300 Edison Standard Records to be cut from Catalogue February 1, 1910

134	8457	9183	9637	9782	9935
151	8458	9185	9638	9783	9936
450	8469	9195	9650	9786	9937
601	8524	9212	9657	9787	9940
1027	8584	9216	9693	9788	9951
1874	8585	9220	9696	9789	9962
2208	8594	9241	9723	9791	9963
2234	8600	9246	9691	9793	9964
3203	8603	9247	9692	9794	9966
4044	8604	9255	9695	9795	9967
4048	8691	9261	9698	9796	9973
5307	8693	9267	9688	9798	9977
5818	8699	9271	9692	9800	9978
6023	8705	9311	9694	9801	9980
7111	8707	9325	9701	9803	9983
7121	8721	9327	9708	9804	9984
7324	8727	9377	9713	9805	9985
7422	8733	9384	9719	9807	9988
7465	8749	9400	9721	9809	9997
7488	8752	9402	9722	9812	9998
7567	8753	9412	9725	9813	9999
7609	8774	9420	9727	9816	9994
7673	8778	9424	9731	9817	9995
8014	8786	9440	9733	9818	9991
8035	8810	9463	9734	9819	9994
8051	8849	9475	9736	9820	9986
8063	8854	9508	9743	9821	9988
8075	8870	9521	9744	9822	9989
8077	8873	9528	9745	9825	9911
8084	8881	9528	9746	9826	9912
8108	8883	9534	9748	9828	9926
8121	8907	9540	9751	9829	9931
8141	8908	9545	9752	9830	9934
8170	8924	9553	9755	9832	9935
8175	8971	9564	9756	9833	9945
8198	8981	9599	9760	9834	9954
8237	8979	9591	9757	9835	9958
8236	8984	9594	9758	9837	9957
8259	8985	9601	9759	9839	9964
8308	8986	9602	9765	9840	9965
8331	9097	9607	9762	9841	9967
8334	9100	9617	9761	9842	9969
8337	9112	9624	9767	9843	9972
8340	9138	9626	9768	9844	9974
8370	9139	9631	9770	9845	9976
8381	9143	9635	9772	9846	9982
8384	9161	9633	9773	9851	9983
8395	9174	9642	9778	9852	9992
8417	9179	9643	9779	9853	10032
8441	9182	9644	9781	9854	10040

Suspended List, Nov. 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

N. J., Newyrk—B. F. Behrend.
Orange City—Wm. Bressler.
CAL., Visalia—Thomas B. Noel.
C., Jackson—Mrs. M. C. Clewers.
N. Dk., Redlund—Axell Bonteen.
TEX., Hillsboro—J. N. Bucher.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, as addresses given or any other address.

REINSTATED

WIS., Green Bay—Vandenberg Music Co. (Frank Vandenberg, Prop.)

A True Story With a Moral or Two

Early last May we received an inquiry from a prospective customer living in an obscure corner of the great Mojave desert, eight miles from the nearest place of human habitation, in which he inquired the price of various types of Edison Phonographs and Records. Replying at once, we sent him a Phonograph booklet and complete catalogues of Edison Records, and referred him to the nearest Edison Dealer for the consummation of the sale. At the same time we acquainted the Dealer with the facts of the case, requesting him to follow it up and advise us of result. A month passed and not hearing from the Dealer, we again wrote and elicited the information that the sale had not been effected. The Dealer had written *once*, and not receiving a reply, took it for granted that the prospective customer had given up the idea and therefore considered the incident closed.

Did we lose further interest in the matter? By no means; we never do that. We took up the subject again with the prospective customer, learned that he was still in a receptive mood although obliged to temporarily postpone the contemplated purchase. At his request we referred him to another Dealer as he expressed an unwillingness to do business with Dealer No. 1 whose stock of Records, he said, would not offer the choice he desired, and he wished to make the purchase without further delay. We did so and shortly received the thanks of Dealer No. 2 for an order of a Home Phonograph and Edison Records to the total value of $80.20, with the assurance that "further inquiries of like nature would receive prompt and energetic attention."

That's the story; what's the moral? There are two. First is that persistence wins in the long run—all that is necessary is patience. Had we been as easily discouraged as the Dealer—had we not put our "follow-up" system into operation, a nice sale and a good customer would have been lost. Had Dealer No. 1 followed up his man as we did, instead of dismissing the subject after a single inquiry he would have eventually won one—*if he had kept up his stock*, which he didn't. That's moral number two.

No Dealer who allows his stock to dwindle can expect to do business successfully in these days of up-to-date methods. It doesn't take the public long to discover the fact that a Dealer is losing interest in his business and when the discovery is made, the public promptly loses interest in the Dealer.

Advance List

Of Hawaiian Edison Records

(FIVE STANDARD AND FIVE AMBEROL)

THE Records listed below are now ready and stock orders will be shipped from Orange as soon as placed by Jobbers. The Records may be re-shipped to Dealers immediately they reach Jobbers, and can be offered for sale as soon as received by Dealers. No effort will be made to make the first selling date uniform.

STANDARD

20712	Mauí Girl (*S. Kalama*) Vocal	Toots Paka's Hawaiians
20713	Honolulu Tom Boy (*S. Cunha*) Vocal	Toots Paka's Hawaiians
20714	Kawaihan Waltz (*D. Nake*) Guitar Duet	Joseph Kakuku and John Paaluhi
20715	Medley of Hawaiian Airs. Introducing—Like No A Like (*Queen Liliuuolalani*) Tom Boy (*S. Cunha*) Kealoha Wela (*M. Kamoa*) Guitar Solo (*Joseph Kakuku*)	Toots Paka's Hawaiians
20716	Kamawae (*Kapaula*) Vocal	Toots Paka's Hawaiians

AMBEROL

11500	Ninipo (*Kalelikoa*) Vocal	Toots Paka's Hawaiians
11501	Kolea (*King Kalakaua*) Vocal	Toots Paka's Hawaiians
11502	Mount Ke Ala (*Prince Leleiohaka*) Vocal	Toots Paka's Hawaiians
11503	One, Two, Three, Four (*W. E. Reynolds*) Vocal	Toots Paka's Hawaiians
11504	Akahi Hoi (*King Kalakaua*) Vocal	Toots Paka's Hawaiians

The Market for High Grade Goods

Some Dealers there are who labor under the false impression that the market for high grade Phonographs and Records is confined to the wealthier class of people, and they even despair of interesting them in the Phonograph to any great extent because of the preconceived idea that they are prejudiced against the instrument. Let us grant, for the sake of argument, that such people *have* a long standing prejudice against the Phonograph,—that in their eyes it is still the talking machine of a score of years ago, whose rasping, raucous tone offended the ear and annoyed rather than pleased the listener. Why do they retain that impression? Simply because no attempt has ever been made to convince them to the contrary.

Does it seem reasonable to believe that any person who listens to the Phonograph of to-day can associate it, from a musical standpoint, with its predecessor, which was more in the nature of a novelty than anything else? We think not, and we are equally positive that no one can hear the present-day Phonograph pouring forth its abundance of sweet music and melody, with a beauty of tone and expression that no automatic musical instrument can hope to approach, without experiencing a desire to possess one. In very naturalness, coupled with the great variety and excellence of selections the Record catalogue contains, and the impressive array of the world's greatest and best talent that contribute to them, are strong points that will make an instantaneous impression. And when the attractive appearance of the high-grade machine, its beauty and symmetry of outline and style of finish are demonstrated, but little more of argument will be needed to introduce one in the home of the most aesthetic.

Can any more elegantly and gracefully designed musical instrument be conceived of than the Amberola? It will satisfy the requirements of the most fastidious, will harmonize with the most luxurious or severely elegant surroundings, will be an ornament to any home. With such a Phonograph and the present Amberol Record list, Domestic and Grand Opera, the Dealer need not hesitate a moment to invade the precincts of the most conservative home. And that is the course you must pursue in order to interest the wealthier class, Mr. Dealer. If they do not respond to your literature and advertising (and they will not if they are severely prejudiced), it is your business to make a personal call and interest them to the extent of securing their consent to a home demonstration. Once you have secured an entering wedge by introducing one or two machines they will begin to advertise themselves and your work of solicitation will be reduced to a minimum.

It is a serious mistake on the Dealer's part to assume that only the wealthy class may be appreached with a high-grade Phonograph, however. The family in moderate circumstances, nine times out of ten, can be induced to invest in an expensive musical instrument if given the privilege of paying for it in installments. The proof of that is in the fact that the home of the prosperous mechanic is seldom without a piano, organ or other high-priced instrument, invariably purchased on easy payments. Whether or not the Dealer is in a position to accept payment on such a plan is a question, of course, that each must settle for himself.

We are simply pointing out the fact that a market for the high-grade Phonograph does exist among the middle class of the public; that their tastes run to the better grades of music and higher priced instruments, and that they dignify their homes by musical instruments of quality and price even as their more prosperous neighbors do. Furthermore, they are more accessible and respond more quickly to suggestions.

But the market for the high-grade product does not stop at the home. There is still the hotel, restaurant, church, lodge, club, play-house (especially the moving picture theatre), and every other place of public amusement and entertainment to consider. The field is broad and fertile; the opportunities for the enterprising Dealers are many and exceptional. Edison Dealers should bear the above fects in mind in connection with the sale of the new Amberola and Amberol Grand Opera Records.

Among the Jobbers

W. D. Andrews, the energetic Edison Jobber of Buffalo, N. Y., on October 18th opened his headquarters at 632-634 Main Street. In his new place of business, which is the largest and most handsomely decorated and appointed talking machine and sporting goods stores in that section of the State, Mr. Andrews carries a large and complete stock of Edison Records, Phonographs and accessories. The Phonograph Department is in charge of Mr. Ray F. Crandall, an expert in that line.

Mr. Andrews is a most liberal advertiser in the Buffalo papers, which is undoubtedly a large contributing factor to his success. He features Edison products in all his ads. We congratulate Mr. Andrews on his present prosperity and wish him increased success in his new location.

E. F. Droop and Sons Company, formerly of 925 Pennsylvania avenue, N. W., Washington, D. C., has moved to the southwest corner of "G" and Thirteenth streets, N. W., same city.

The Flint and Brickett Company, of Springfield, Mass., has sold its entire stock of Edison Phonographs, Records and Supplies, to the Pardee-Ellenberger Company, of New Haven, Conn., which company is taking care of the Springfield territory as Edison Jobbers.

The O. K. Houck Piano Co., Edison Jobbers, of Memphis, Tenn., is nothing if not up-to-date in its methods of stimulating Dealers to activity. We have lately received some samples of the "stuff" being used, and cannot refrain from classing it among the most original and comprehensive Phonograph literature that has yet come to our attention.

The Standard Talking Machine Co., Edison Jobbers, of Pittsburg, Pa., was out on November 1 with a pointed letter to its Dealers urging the necessity of immediate forethought in the "stocking-up" line. A well-worded epistle that must have stirred up some grey matter.

Klipp-Link Phonograph Co., 10-12 East Washington street, Indianapolis, Ind., is now located at 445 East Washington street.

Numbers Assigned for Use on Amberol Records

Our attention was recently called to the fact that in several instances our Amberol Record numbers conflict with numbers appearing in our Standard Catalogues. We were aware of that fact but felt that because of the difference in the two types there would be little or no liability of error in placing orders. For the benefit of any who may be confused by the present arrangement we print the following list of numbers assigned for use on Amberol Records. The trade will be duly notified of any changes in the future:

American	1	to	4999
Italian	5000	"	5014
Hungarian	5015	"	5031
Hebrew	5032	"	5038
Portuguese	5039	"	5499
Cuban	5500	"	6000
Mexican	6001	"	7000
Argentine	7001	"	7500
Italian	7501	"	7999
Russian	8000	"	8350
Chinese	8351	"	8499
Porto Rican	8500	"	8749
Japanese	8750	"	8999
Danish	9000	"	9199
Norwegian	9200	"	9399
Swedish	9400	"	9599
Holland-Dutch	9600	"	9799
Bohemian	9800	"	9999
Hebrew	10000	"	10399
Belgian	10400	"	10599
Greek	10700	"	10999
Hungarian	11000	"	11199
Russian	11200	"	11499
Hawaiian	11500	"	11549
British	11550	"	12000
German	12001	"	16999
French	17000	"	19000

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pummer Co.
San Francisco—F. Bacigalupi & Sons.
Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Wargrave—Yeomans Jewelry Co.
IDAHO, Boise—Eiler's Piano Houses.
ILL., Chicago—Siebern Bros.
Lyon & Healy.
James I. Lyons.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Iowa Music Houses.
Sioux City—Early Music Houses.
KY., Louisville—Montenegro-Richm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Rose & Son.
MD., Baltimore—E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerner-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Ross P. Curtice Co.
H. R. Eddie Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Collins Phono. Co.
Newark—L. O. Pelitz.
Paterson—James E. O'Dea.
Trenton—Stoll Blank Book and Stationery Co
John Sykes.
N. Y., Albany—Finch & Hahn.
Astoria—John Hoss.
Brooklyn—A. L. Matthews' Sons.
Buffalo—W. D. Andrews.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Hapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Bolway.
Rochester—Mackie Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Finch & Hahn.
Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur F. Ferriss.
William Harrison.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pintea Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitsit Co.
Dayton—Niehaus & Dohse.
Newark—Ball-Pintea Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
J. H. Hess.
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. Houck Piano Co.
Nashville—Magruder & Co.
Nashville Talking Mach. Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—Summitt, Shepherd & Co.
Houston—Texas Phonograph Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Pruefit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Bruce & Brown Co., Inc.
Eiler's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Vancouver—W. W. Waitt & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd
Winnipeg—R. S. Williams & Sons Co., Ltd

EDISON PHONOGRAPH MONTHLY
(1910)

The EDISON PHONOGRAPH MONTHLY



NEW YEAR'S NUMBER

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The EDISON PHONOGRAPH MONTHLY

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MEXICAN NATIONAL PHONOGRAPH CO., MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 525, BUENOS AIRES.
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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J

Vol. VIII. JANUARY, 1910 No. 1

Short Sermons *from Familiar Texts*

TEXT:

Be sure you're right then
go ahead.—Old saying.
If you can't be sure, go
ahead anyway.—Modern version.

THE way to begin the New Year is to go ahead. The way to go ahead is to keep right on selling Edison Phonographs and Edison Records just as if you didn't know the Holiday rush was over.

Most of this after-the-holidays slump idea is a superstition. If dealers would put the same push and energy into the game in January that they exert in December there wouldn't be any slump worth complaining about.

Everybody who received an Edison Phonograph for Christmas is a prospective Record buyer. Go after this business. Everybody who received money for Christmas is a possible Phonograph buyer. Go after this business.

The New Year starts out with Amberol Records more in demand than ever. It marks the advent of the new Amberola, the aristocrat of sound reproducing instruments. It brings forward a new galaxy of grand opera stars, headed by Slezak, whom the musical critic of the New York World refers to as the rival of Caruso.

New Record-making talent is being recruited all the time, interest on the part of the music-loving public is increasing, selling helps from us are multiplying in number and effectiveness.

There is no time to sit around and pass New Year's resolutions or wait for the next buying flurry. The way to have a big year is to make every day produce.

You can be sure you are right on Edison Phonographs and Records, so go as far as you like.

After the Holidays What ?

Relaxation, mental and physical, for some Dealers,—an apathetic surrender to the conviction that all the business has been done during the holidays that the community is going to afford for some time to come. The sales force is cut down to a minimum; stocks are permitted to dwindle; the interior of the store revels in disorder and confusion; the window display is a sad looking reminder of the festal season; newspaper ads are promptly removed,—in short, the energy that characterized the few weeks immediately preceding the holidays is succeeded by a general listlessness.

That's true of *some* Dealers, happily not of all. That *used* to be the post-holiday attitude of retail merchants. It isn't popular any more because it isn't profitable. It is a "blockwoods" method that present-day enterprise has retired to oblivion, and the Edison Dealer who pursues it will find himself in the same habitation. January is no more a month to take a supine view of business than any of the other eleven months of the year. On the contrary, the Dealer who has attracted public attention to his goods by unusual advertising owes it to himself to continue that publicity in order to reap the full benefit of the money he has invested for that purpose. He cannot afford to relax in his efforts to keep himself in the public eye. The advertising that he has done is but a foundation for the structure that enterprise and persistence will assure him in the coming year.

January is the month in which the Dealer should begin to fortify himself for the balance of the year. He should start at once to put his store in order, to overhaul his stock and replenish it. His holiday ads should be replaced by more timely appeals to the public. His window display should give place to a new arrangement of goods. His mailing list should be revised at the earliest possible moment to take care of the new customers he has secured. He should look about him to discover new and untried methods to interest the public in Phonographs and Records during the winter months. There are many things to be done. They must be done *promptly* to insure the best results.

January is a dull month for the Edison Dealer who convinces himself that it is going to be a dull month. If he starts it in that frame of mind he will not be disappointed. For the Dealer who attends to the immediate necessities of his business it will mark the beginning of a New Year of happiness and prosperity.

Slezak

Leo Slezak, the giant Czech tenor, continues to delight New York audiences with his marvellous voice. In the short time he has been in the country he has supplanted the other "stars" of grand opera in the affections of the musical public and is today the idol of the metropolis. The tremendous success that greeted his initial appearance at the Metropolitan Opera House, when in the exacting rôle of the jealous Moor in "Otello," he made history in that temple of art, has been duplicated at his every appearance since. There were those who were inclined to believe, basing their judgment on the wonderful interpretation he gave the rôle, that he might be a one-part singer. That he effectually removed any such suspicion may be judged from the following criticism by the New York Globe and Commercial Advertiser, following his appearance as *Maurice* in Verdi's "Il Trovatore," when the demonstration that greeted him was even more remarkable than on the evening of his debut:

"As on the occasion of his first appearance here, Slezak disclosed a full, powerful, vibrant and manly voice of fine dramatic quality, while both his phrasing and enunciation commanded something more than mere respect. He sang all the famous airs of *Maurice* with fine effect, concluding the "Di quella pira" with a high C that brought the curtain down with a storm of applause in which even the members of the orchestra joined. Seven curtain calls followed this act."

Slezak's contract with this company covers a number of years, and is exclusive, we having the sole right for talking machine purposes to his entire French and Italian repertoire, as well as to all selections used by him on his present American tour. Slezak's Records are bound to be eagerly sought by lovers of high-class music as his successes grow in number and emphasis. The ten Records that were placed on sale December 1 are among his very best and favorite selections. With them as an asset and the question of competition entirely removed, the Edison Dealer has an enormous advantage over competition from Dealers in rival products.

There is only one Slezak and he is singing exclusively for Edison Records, and will be for some years to come. A "star" of his magnitude is not discovered every day. We intend to promote the demand for his Records by national advertising, as our January magazine ad proves. These ads will do a world of good, but the Dealer must supplement them by notifying his community that *he sells Slezak Records*,—Records by the world's most famous tenor, and at a price that in comparison with Grand Opera Records

of other manufacturers is ridiculously small. We urge immediate attention to these Records during the month of January. Give them all possible publicity by newspaper ads, by window displays and by Slezak concerts.

General Manager Wilson Returns from Vacation

General Manager Carl H. Wilson, who with Mrs. Wilson has been travelling through the Northwest and Western Coast States since October 15, returned to his desk on December 10. During the trip, which was in lieu of a summer vacation and on which he combined business with pleasure, he visited Vancouver, B. C., Seattle, Spokane, Portland, Sacramento, San Francisco and Los Angeles, stopping long enough in each city to visit the trade and acquaint himself thoroughly with business conditions.

Returning East, a visit was made to the Grand Cañon of Colorado and other well-known points of interest. The last stop made was at Chicago, from which point Mr. Wilson hastened homeward, the volume of business at the factory requiring his immediate presence. Because of the curtailment of time it was necessary to depart from the original itinerary of the trip. Mr. Wilson received much physical benefit from his vacation and expressed himself as delighted with the results obtained from both a business and social standpoint. He met a great many of our Jobbers and Dealers and was pleasantly entertained by them. In detailing the result of his observation of business conditions, he said:

"I was particularly impressed with the possibilities of the Amberola on the coast. The few samples that had reached there had inspired the trade with something more than enthusiasm, an example of which is found in the experience of one Jobber who told me that one of his Dealers on seeing the Amberola for the first time placed an initial order for ten machines immediately. The more expensive types of machines are being sold extensively out there and I was assured on every hand that the Amberola and the new Grand Opera Catalogue would find a ready market. Our Jobbers and Dealers seemed to be elated over the machine and its prospects, and grateful for our having given them products of such a superior order. We can't turn them out too quickly to suit our Western trade, who did not seem at all surprised when I explained the total that the initial orders had reached. The Amberola is destined to be a big factor on the Pacific Coast this season, as are also our Operatic Records.

The popularity of the Fireside Machine has not diminished and, strange to say, the sales of Standards have been excellent all during the long run on the Fireside. The New Combination Gem is proving to be a winner, too. Cygnet Horns were in heavier demand than at any time since their appearance and there didn't seem to be any prospect of a let-up. The optimism of the Western trade is unbounded and encouraging, and their naturally aggressive methods, together with the stimulation the business will receive from our advertising campaign ought to insure one of the biggest years in the history of the Phonograph trade on the coast."

The Alaska-Yukon-Pacific Exposition Prize

The official diploma and medal constituting the Grand Highest Award of the Exposition, which closed on October 15, are now in our possession. The award is particularly gratifying in view of the fact that, following our usual custom, no extraordinary effort was made to secure same. The superiority of Edison Phonographs and Records is so generally conceded that even official confirmation of the fact by an International Jury of Awards can scarcely add to their reputation. For that reason we are not unduly enthused over winning the prize, although we appreciate the compliment involved.

The Award was given for superior excellence of Cylinder Machines and Records. The Grand Highest Award for Disc Machines was given to the Columbia Phonograph Company. The Victor Company received a gold medal or second prize. The Edison exhibit was promoted by the Eilers Piano House, our Jobbers at Portland, Oregon, to whose personal efforts our successful display was largely due. The following unsolicited testimonial from the International Jury of Awards, which is a forceful tribute to our products, invites speculation as to what the verdict would have been had the "Amberola" figured in the display:

August 27, 1909.

COL. HENRY E. DOSCH,
DIRECTOR OF EXHIBITS, A.-Y.-P. EXPOSITION,
SEATTLE, WASH.

SIR:—The National Phonograph Co. deserve the greatest commendation for its comprehensive display of Edison Phonographs and Records.

This firm has attained the highest standard of excellence in the manufacture of cylinder talking machines and Records, in reproducing there are no scratching, grating sounds, simply a pure and true reproduction of the original rendition.

Special mention must also be made of the Business Phonograph invented by this firm, which in our opinion have now perfected the most practical and useful machine value, yet unquestionably will revolutionize our present system of business letter writing.

Respectfully submitted,
INTERNATIONAL JURY OF AWARDS.

Amberolas

The very best we were able to do was to supply each of our Jobbers with a sample outfit before the holidays, as predicted in our December issue. Try as hard as we might it was simply impossible to do better than that. The cabinet manufacturers failed utterly to come to our relief, despite all the pressure we brought to bear on them. They promise us better things from now on and we are convinced that they are doing their level best to provide for our requirements, so that there is hope of improved conditions in the near future.

The trade may rest assured that we are doing everything that lies in our power to put them in possession of Amberolas at the earliest possible opportunity, in order that they may be in a position to reach the market that is awaiting the appearance of what is conceded by unbiased judges to be the most perfect Phonograph yet produced. We are busily engaged in creating a demand for the Amberola now as is attested by the two-page ad that is appealing to millions of magazine readers during the month of January. We are convinced that the Amberola is the door to golden opportunity for the trade and ourselves, and we propose to unlock it just as soon as human effort will make it possible for us to do so.

Amberol Reproducers

The Amberolas that we have shipped so far have been equipped with but one reproducer—the model "L," for use on Amberol Records only. This is due to the fact that we are unable to supply the special type model "C," which would make the machine complete. We expect in the near future to be able to provide a special combination type reproducer, which will play both two and four-minute Records. It is very probable that the new reproducer will be designated as model "X." When a sufficient quantity is in readiness we shall be pleased to receive the model "L" reproducers back, we sending the new models in their place.

A New Attachment Proposition

We are about to put into effect a very liberal plan to promote the sale of Combination Attachments with a view to increasing the sales of Amberol Records. Notice of this purpose was given in our Sales Manager's letters to the trade under date of December 6, in which Dealers were requested to immediately advise Jobbers on forms provided for the purpose, of the number of attachments they had in stock. Jobbers were requested to communicate the information to us on official form without delay. It was hoped that complete information could be obtained by December 27, but, as frequently occurs, many Jobbers and Dealers have entirely ignored the request. As a result we are seriously handicapped in the matter. *We must have this information, and at once*, if the proposition is to be successfully launched. The time is not ripe to divulge its nature in these columns, but we wish to assure the trade that it will prove to be a most agreeable surprise. It is one of the fairest and most liberal propositions in the history of the Phonograph industry and will boom the sale of Records as never before. Send in your report at once to your Jobber, if you have not already done so, and let us get the scheme launched.

Cygnet Horn Situation Clearing

Slowly, to be sure, but steadily. Although still far behind in filling orders we think we can see a little light. The schedule is improving, thanks to the amount of moral persuasion we have brought to bear upon the manufacturers, who, to do them justice, are bending every energy to meet our requirements. They are pushing their production to the limit, working their factories night and day for this purpose. As a result the daily schedule has been increased almost 50 per cent. Unless the stocking-up process creates an abnormal demand, we can safely say that in a satisfactorily short time we shall be able to fill orders as they come.

Pardon Us, Please

In our December issue we stated that the list price in our Machine Catalogue (form 1675) of horn cranes for Fireside, Standard, Home, Triumph, Balmoral and Alva Phonographs should be 25 cents instead of $1.25 as given. The correction was intended to apply to Fireside cranes only. The $1.25 price applies to the other types.

Lost or Stolen Machines

Information is wanted, by our Agreement Department, in regard to the following machines, which have been missing since June, 1909: Triumph, No. 77,771; Home, No. 62,185; Standard, No. 671,919, and Home, No. 348,767.

New Edison Record Talent



POLK MILLER



POLK MILLER'S "OLD SOUTH QUARTETTE"

We regret that space will not permit us to dwell at length upon the respective talents and career of each of these recent accessions to the ranks of our talent; a tabloid description is all that can be given. Jack Pleasants is one of our British artists and a comedian of high repute. His delivery is peculiarly droll and rendered more effective by the nice little inflections and suggestive pauses he employs. Polk Miller and his "Old South Quartette" of genuine negroes in old-time plantation melodies have been heard in almost every city of note in the country. Marie Dressler is concededly one of the funniest and most original comediennes the American stage has ever produced. She has been particularly successful in the delineation of certain types of everyday life, one of which will be imitated by her on a Record shortly to be listed. H. Benne Henton, saxophone virtuoso, is acknowledged to be the world's greatest artist on that instrument. His technique is a marvel of precision and agility, while his tonal production has been pronounced by critics to possess a quality comparable to the purest human voice of like register.



H. BENNE HENTON



JACK PLEASANTS



MARIE DRESSLER

British, German, French, Mexican, Argentine and Filipino Amberol Records in Regular Catalogue

The next edition of the regular Domestic Catalogue of Amberol and Standard Records (to follow Form 1620) will include all Records listed to February, 1910, and be issued some time in February. It will also include all British Amberol Records and all German, French, Mexican, Argentine, Portuguese and Filipino *Amberol instrumental* Records issued to and including January, 1910. The British list and the several instrumental lists will appear in the various special catalogues of foreign Records, but since they are equal to any Amberol Records on the regular list, we deem it advisable to give them wider publicity by including them in the regular Domestic Catalogue. The complete list of these Amberol Records is printed below in order that the trade may, if it desires, order a stock in advance of the appearance of the catalogue in February. In some instances, Records have been given American numbers and put out in our regular supplements. In such cases both numbers are given in the list below.

12037 *Arcadians, Selection, Monckton and Talbot*
12069 *Belle of St. Mark, Rimmer*
12101 Christmas Hops
In also No. 253 *in* American Amberol List.
12001 Creole Diamonds Overture, *Ascher*
12004 Dollar Princess, Selection, *Fall*
12005 Flying Squadron, *Seymour*
12028 Girl on the Film, *Lindsay Jones*
12128 Green of Virginia
12045 Grand March, La Reine de Saba, *Gounod*
12054 Honour At Whiles, Overture, *Rimmer*
12055 March of the Peers, Iolanthe, *Sullivan*
12031 Merry Widow, Waltz, *Lehar*
In also No. 250 *in* American Amberol List
12104 Merry Widow, Selection, *Lehar*
12108 Merry Wives of Windsor, Overture, *Nicolai*
12110 Mikado Lancers, Figures 1 and 2, *Sullivan*
12111 Mikado Lancers, Figures 3 and 4, *Sullivan*
12116 Mikado Lancers, Figure 5, *Sullivan*
12025 Mikado Selection
12016 Our Troops, *Seymour*
12017 Pomp and Circumstance, March, *Elgar*
12093 Puffpuff, *Lennonville*
12040 Reminiscences of All Nations
12042 Rose Maiden, Cantata, *Rubini*
12115 Strauss Invention Waltz, *Strauss*
12078 Sylvia, Ballet, *Delibes*
12030 Under a Peaceful Sky, March, *Franz von Blon*

ORCHESTRA SELECTIONS.

12123 Dollar Princess, Waltz, *Fall* — Alhambra Orchestra
12050 Alpine Memories (Gebirgsleben), *Ganz* — British Concert Orchestra
12059 Quand L'Amour Meurt (Love's Last Word Is Spoken), *Crevelli* — British Concert Orchestra
12043 Salome Waltz, *Zeyer* — British Concert Orchestra
12026 Songs of Gutierrez Waltz, *Archibald Joyce* — British Concert Orchestra

NATIONAL STRING QUARTETTE.

12034 Broken Heart, *A. Gillet*
In also No. 247 *in* American Amberol List
12079 Reverie L'Artésienne, *Bizet*

BANJO SOLOS.

By Olly Oakley.

12022 Poppies and Wheat (Blum Donor), *Hucke*
12030 Sweet Jasmine, *Oakley*

CONCERTINA SOLOS.

By Alexander Prince.

12027 Forgotten Melody
In also No. 252 *in* American Amberol List
12040 Medley of Irish Airs
12055 Nautical Airs
In also No. 245 *in* American Amberol List

VIOLONCELLO SOLO.

By Jean Schwiller.

12091 Berceuse de Jocelyn, *Godard*
In also No. 238 *in* American Amberol List

SONGS.

12129 Ah, Divorced Knot, (*Tyrolie Selection*) — J. C. Scatter
12039 Alice, Where Art Thou? *Ascher* — Ernest Pike
12003 Always, *Jones* — Peter Dawson
12083 Angel Voices, *Tate* — Hilda Jacobsen
12047 Bellringer, The, *Wallace* — Peter Dawson
12097 Bold Dragoon, *Adams* — Arthur Osmond
12040 Bonnie Lassie Lindsay, *Lauder* — Harry Lauder
12107 Calligan's Courtship, *The Lauder & Ring* — Harry Lauder
12130 British Isles's Call, *Scott Hedley* — William Mclvor
12081 Come and Hear the Band Play His Own-or-no-a, *Collins & Harvey* — Florrie Forde
12107 Come Into the Garden, John, *Godfrey* — Billy Williams
12010 Death of Nelson, *Braham* — Ernest Pike
12063 Distant Land, The, *Sullivan* — Arthur Grover
12111 Dream, *Allen* — Ernest Pike
12126 Do You Want to Buy Any Lavender? *Hyde & Long* — Ella Retford
12105 Girl in the Chips and Shawl, *Hyde & Murphy* — Florrie Forde
12033 Good Old Days, *Murphy* — Harry Fay
In also No. 248 *in* American Amberol List
12002 Hamlet, *Silverton* — Arthur Osmond
12028 Heaven, The, *Carolan* — Arthur Osmond
12078 Harry, the Handyman — Arthur Osmond
12078 How Anybody Have Seen Kelly? *Murphy & Lipton* — Florrie Forde
12092 I'd Like to Spend My Holidays With You, *Letters & Noore* — Harry Fay
12053 I Kept on Waving *My Flag, Formby* — George Formby
12030 I'll be Cross, Arabella, *Murphy & Lipton* — Jack Pleasants
12043 I'm Always Doing Something Silly, *Frank Lee* — Arthur Osmond
12112 I'm the Fool of the Family — Arthur Osmond
12050 I Want Go Home To-night, *Hargreaves* — Billy Williams
12011 Interruptions, *Wootwell* — Tom Westwell
12116 I Only Got Married To-day, *Murphy & Lipton* — Jack Pleasants
12048 Is Anybody Looking for a Widow? (*Tyrolie*) — Florrie Forde
12094 I Used to Sigh for the Silvery Moon, (*Tyrolie Selection*) (Cora Song) — Herbert Payne
12070 I've Lost Her Ever Since She Was a Baby, *Lauder* — Harry Lauder
12082 I Wonder, *Boden & Ford* — Arthur Osmond
12087 John Bull's Budget — Arthur Osmond
12018 Lebonnar Square, *Hargreaves* — Tom E. Hughes
12069 Life is a Game of See-Saw — Florrie Forde

12121 Light of Day, *Alstrom & Martin* — Herbert Payne
12066 Little Willie's Woodbines, *Weston & Barnes* — Billy Williams
12039 Man from Lancashire, *Robson & Hyde* — George Formby
12068 Marguerite, *White* — Ernest Pike
12064 Midshipmite, The, *Stephen Adams* — Peter Dawson
12103 Miner's Dream of Home (Christmas Song), *Goodwin & Dryden* — Peter Dawson with Mixed Quartette
12058 Pot Of Beer, The, *Trotere* — Peter Dawson
12071 Nancy Lee, *Adams* — Peter Dawson
12099 Nazareth (Christmas Song), *Gounod* — Peter Dawson with Mixed Quartette
12014 Nobody's Satisfied, *Hills and Scott* — Arthur Osmond
12023 Oh, Dry Those Tears — Florrie Forde
12033 Oh, Promise Me, *Rosoni* — Peter Dawson
12032 Pilgrim of Love, *Dichter* — Peter Dawson
12024 Pink-Pank, *Murphy & Lipton* — George Formby
12114 Policeman, The (*Tyrolie Selection*), *Scatter* — J. C. Scatter
12122 Pull Yourselves Together, Girls — Florrie Forde
12109 Put on Your Old Green Bonnet, *Kenneth Lyle* — Harry Fay
12093 Queen of the Earth, *Pinsuti* — Peter Dawson
12044 Sailor's Grave, *Sullivan* — Arthur Grover
12096 Sailor of the King (*Tyrolie Selection*), *Scatter* — J. C. Scatter
12072 She's a Girl Up North, *Godfrey & D'Albert* — Ella Retford
12095 She's *My* Daisy, *Lauder* — Harry Lauder
12124 Since Poor Grandfather Died, *Curran* — Gus Reed
12088 Song of the Turnkey, *DeKoven* — George Formby
12102 Star of Bethlehem (*Christmas Selection*), *Adams* — Ernest Pike
12054 Sentinel Singer of All, *Collins* — Herbert Payne
12051 Sweet Spirit, Hear *My Prayer, Wallace* — Phillip Rites
12090 Take a Pair of Sparkling Eyes, *Sullivan* — Ernest Pike
12127 Tea of Paris, *Godfrey & D'Albert* — Billy Williams
12012 The One Word, *Herbert Dacre* — William Mclvor
12021 There's a Fee at the Cause of England, *Philip Braham* — Harry Fay
12018 Three Little Maids from School, *Sullivan* — Arthur Grover
12009 Tyrolie Queen, The — Carrie Lanesley
12041 True Till Death, *Gaisy* — Peter Dawson
12062 Trumpeter, The, *Avilla Dix* — Peter Dawson
12108 Village Blacksmith, The, *Weiss* — Peter Dawson
12060 Wanderer, The, *Schubert, C. Lamb* — Peter Dawson
12073 Which Is the Sinner? *Carolan* — Herbert Payne
12077 Will o' the Wisp, The, *Baker* — Peter Dawson
12085 You All Want Something to Cuddle, *Rogers & Moore* — Harry Fay

VOCAL DUETS.

12013 Come Back to Erin, *Claribel* — Ernest Pike & Peter Dawson
In also No. 249 *in* American Amberol List
12037 Ever of Thee, *Foley Hall* — Ernest Pike & Peter Dawson
In also No. 236 *in* American Amberol List
12074 Excelsior, *Balfe* — Ernest Pike & Peter Dawson
12080 Home to Our Mountains — Il Trovatore, *Verdi* — Jessie Broughton & Ernest Pike
12130 Jack and Geordie at the Smoking Concert (*Tyrolie Selection*), *Scatter* — Ella Retford & Ernest Warrington
12063 Moon Has Raised Her Lamp Above, The, *Benedict* — Ernest Pike & Peter Dawson
12006 The Old Rustic Bridge by the Mill, *Skelly* — Ernest Pike & Peter Dawson
In also No. 243 *in* American Amberol List
12115 Pitman and His Wife at the Seaside (*Tyrolie Selection*), *Foster & Harrington* — Foster & Warrington
12108 Ring o' Roses—Dollar Princess, *Fall* — Ivy Lorraine and Ernest Pike
12100 Sweet Christmas Bells (Christmas Song), *Shattuck* — Ernest Pike & Peter Dawson
12097 Tyrolie Territorials (*Tyrolie Selection*), *Foster & Harrington* — Foster & Warrington
12081 Vacant Chair, The, *G. F. Root* — Ernest Pike & Peter Dawson
12052 Watchman, What of the Night? *Sarjent* — Ernest Pike & Peter Dawson

VOCAL QUARTETTES.

12098 Dawn of Light (*Christmas Selection*) — Elite Mixed Quartette

GERMAN AMBEROL RECORDS.

BAND SELECTIONS.

By the Johann Strauss Orchester.

15019 Alte Vögel sind schon da (*Fantasie-Polka für zwei Piccolo-Flöten*), *Alfred Wiggert*
15049 An der schönen, blauen Donau, Walzer, *Johann-Strauss*
15044 Der Traum eines Reedriches—Teil I. *C. H. Zichrer*
15045 Der Traum eines Reedriches—Teil II. *C. H. Zichrer*
15001 Deutschlands Ruhm, Marsch, *W. Schröder*
15010 Ein Abend in Tirolen—Serenade, *Moritz Schmaling*
15005 Ein Sommerabend, Walzer, *Waldteufel*
15048 Feuermarsch, *J. Schaarmann*
15038 Husarenritt—Charakterstück, *Felix Spindler*
15028 Kaiserjagermarsch, aus Die Folksgurt, *E. Freitschner*
15030 Le Carneval Romain, Ouverture, *Berlioz*
15040 Nie verstreue Kräften, Marsch
15032 Ouverture zu Ein Sommernachtstraum, ein Mitteg, ein Abend
15022 Ouverture zu Die Dienste, *Auber*
15015 Potpourri aus Der Zeitenritt, *Carl Wallschuch*
15029 Strellfest—Strauss' acht Operetten, *C. H. Schilgert*
15016 Tiroler Hofschutzer-Bush'n-Marsch, *Wagner*
15033 Turkenschanzler Zapfenstreich, *R. Hahnke*

CORNET SOLO.

By Kgl. Kammermusikus Carl Höhne.

15000 Gute Nacht, du mein herziges Kind, *Franz Abt*

TUBAPHON-SOLO.

By Albert Hiller.

15009 Boulanger-Marsch, *Desormes*

FRENCH AMBEROL RECORDS.

BAND SELECTIONS.

By the Garde Republicaine Band.

17005 Les Lanciers—1er & 2nd Figures, *Hétru*
17006 Les Lanciers—3rd & 4th Figures, *Hétru*
17007 Les Lanciers—5th Figure
17003 Pas-Pourri

MEXICAN AMBEROL RECORDS.

MUSICA DE BANDA.

6024 Amor—Vals, *Olivares* — Banda de Policia
6035 Besos y Penas—Vals, *A. Martinez*
6041 Emperador—March, *Tregnilli* — Banda de Artilleria
6034 Estudiantina—Vals, *Rosas* — Banda de Artilleria
6025 Golondrina (La), *Serrando* — Banda de Artilleria
6046 Linda Mexicana—Marcha, *V. de Pinedo*
6002 Maria, Concha y Lupe—Danzas, *A. Pacheco* — Banda de Policia
6021 Más Bolya (La)—Vals, *E. Waltenfels*
6042 Paloma (La)—Danza, *R. Iradier* — Banda de Policia
6001 Puiga (La)—Pasodoble, *A. Pacheco*
6020 Tirolesa (La)—Variaciones de Saxofón Alto, *C. Rosito*
6022 Tlalpan—Two-Step, *P. M. Leon de Tejada* — Banda de Policia
6031 Veinticinco de Infantería (25) Marcha, *A. Pacheco* — Banda de Artilleria
6020 Viuda Alegre (La)—Selección, *F. Lehar* — Banda de Policia
6023 ¡Viva la Industria!—March, *I. Cervantes* — Banda de Policia

TRIO INSTRUMENTAL "ARRIAGA."

6049 Esperanza, Angélica y Sofía—Danzas, *Acosta*
6029 Jenny—Polka, *Carlos Curti*
6027 Predilecta—Vals, *Carlos Curti*

INSTRUMENTAL "Jardi-Rocahrua."

6037 Andaluza—Vals, *F. Perez*
6050 Bolero, *G. J. Bonaff*
6018 Bolero—Vals, *J. Rodier*
In also No. 253 *in* American Amberol List
6015 Bella Toledo, (El)—La Paraguaya, *J. Valverde*
6017 Tres Damas Tapatías, *L. de Jestús*

ARPA.

Sra. Rita Villa.

6048 Czardas, *G. Verdalla*

GUITARRA.

Octaviano Yáñez.

6006 Noche de Alegría (Una)—Vals, *Oropeza*

MANDOLINA.
Joaquin J. Arriaga.

6010 Brisa—Vals, *Carlos Curti*

VIOLONCELLO.
Luis G. Rocha.

6043 Cancerci'eVels Leon, *F. Villanueva*

PORTUGUESE AMBEROL RECORDS.
MUSICA DE BANDA.
Pela Banda da Guarda Municipal de Lisboa.

5041 O Corsario Torres Branco—Duas Marchas
5040 O Secretario—Marcha
5039 Rapsodia Brasileira
5042 Rapsodia de Cantos Populares, No. 1
5043 Rapsodia de Cantos Populares, No. 2

FILIPINO AMBEROL RECORDS.
MUSICA DE BANDA.
Banda de la Constabularia Filipina.

6018 Sampaguita (La), *M. Feio*

SOLOS DE BANDURRIA.
Por José Ramirez.

6015 Dos Danzas Cubanas
6014 Madrileña (La)—Danza
6016 Pajaresi Bailable
6017 Seplmya (La)

Selling the Goods

Did you ever hear the story of the man who was walking through the park in the early Spring? Well, he sat down on a bench to rest and listen to the birds. Pretty soon along came another man, and, as he sat down on the bench, remarked to the first man on the sweet singing of the birds, and added "Those little birds are singing for me." The first man replied, "You are mistaken, sir. Those birds are singing for me." Then there was a fight. A policeman arrested both men, took them to court, and the judge, as he fined each $10.00 and pocketed the money remarked: "You were both mistaken. Those little birds were singing for me."

Leo Slezak, the world's greatest lyric tenor, now sings for New York audiences at the Metropolitan Opera House, at the rate of $5.00 per seat, and for every owner of the Edison Phonograph who wants to hear him, at the rate of $1.00 per Record—but every time you pocket the profit on a Slezak Record you can pat yourself on the back and say to yourself: "Slezak is singing expressly for me."

It doesn't hurt a prospective customer a bit to give him credit for wanting to buy a higher priced instrument than he had figured on.

Take a case like this for example:

An advertising solicitor for a publication comes into an advertiser's office and says: "How about a double-page ad for our next issue?" or words to that effect.

Now, it may be that the advertiser had just been thinking that he ought to have a double page, and he takes it. But, on the other hand, he may say: "Double page? That's too strong—I'll take a page."

Now, if the solicitor had asked the advertiser to take a quarter-page, although the advertiser may have been thinking of half-pages or pages, it's a cinch that publication wouldn't get more than a quarter-page for that issue, and it's doubtful if it would get even that much space.

Now, in offering the Amberola to a customer it doesn't matter who he is or what his circumstances, you don't hurt his feelings a bit by presuming that he is able to buy it. If he feels that the price of the Amberola is beyond him, it is easy enough for you to drop to the lower priced instrument and sell him a Triumph, Standard, Fireside or even a Gem.

Whereas, if you had started out by offering him a low-priced machine, and he had really considered buying a machine that cost more, the chances are a hundred to one against your getting him up to the price he had intended to pay, and it's doubtful if he will buy at all.

You can't tell what a man's purchasing ability may be by the cut of his clothes, any more than the length of a frog's tail is an indication of how far he can jump. And that fact is well illustrated in the following story:

Sometime ago a seedy little man dropped in at the City Hall, in Chicago, to declare his taxes. The clerk at the window began asking the usual questions, and in a rather supercilious manner.

"Have you a piano?"

"No," said the seedy little man.

"Any horses or carriages?"

"No."

"Any automobiles?" This last from the clerk with a supercilious raise of the eyebrows.

"Yes," said the little old man, "two—a runabout, value $2,000.00, and a touring car, value $6,000.00."

"Well, what do you know about that?" said the clerk to the next man in line, as the little seedy man left the room.

Give every prospective customer credit for being able at least to buy an Amberola. Then, even if he can't afford the Amberola, he's pretty certain to buy the best Phonograph he can afford. It doesn't hurt any man's feelings to have his bank roll over-estimated.

The Other 13,000

What they are doing and what they want to know about.

A Striking and Effective Ad

A brilliant idea was adopted by the Sante Fe Watch Company, Edison Dealers, of Topeka, Kansas, to suggest Edison Phonographs as a suitable Christmas gift to holiday shoppers last month. The huge electric sign shown in the



accompanying illustration was strung across Kansas Avenue at the corner of Eight street. It was referred to in a local paper as one of the largest electric signs ever built across a main thoroughfare. The sign consisted of two lines of about thirty letters each, the length of the sign being about seventy-five feet and the height of each letter two feet. Between seven and eight hundred incandescent globes were used in the lighting. As the illustration shows, the effect of the illumination was striking. That it proved to be all that was expected of it may be adduced from the following extract of a letter received from A. S. Thomas, Prop., in which it will be noted he also recognizes the benefit derived from our advertising campaign:

"This sign was up eight days and brought a great many inquiries, sold a number of machines, clinched some doubtful prospects and on the whole paid us big. Our Christmas business was larger than ever before. We sold fully 50 per cent. more Edison machines than we have ever sold, and I believe it mostly due to your advertising in our *Daily Capital* and our following it up with ads of our own. Our Record business by actual figures has increased 100 per cent."

This testimonal to the value of intelligent advertising preaches an eloquent lesson that every Edison Dealer ought to take home to himself. The wisdom of following up our newspaper ads has been repeatedly urged in these columns. As for the illuminated sign, when we consider that it will be serviceable for years to come, it will be seen that it was not so very expensive after all. Yet, we wonder how many Edison Dealers would show the same enterprise as did the Sante Fe Watch Company.

Out of the Golden West

Additional evidence of the gratifying results that attend a display of aggressiveness and enthusiasm on the part of the Dealer is to be found in the following extract from a letter received by us under date of November 26, from K. H. Nishkian, Edison Dealer of Fresno, California:

"I am pleased to say that I am now selling one to two machines every day, and expect to dispose of about fifty more between now and Christmas."

That short paragraph is eloquent of what may be accomplished by any Edison Dealer who is alive to the opportunities that are within his grasp. It is safe to assume that Mr. Nishkian did not wait for the expression "fifty more" to seek him out, but on the contrary applied himself to the remunerating task of *discovering them* by the methods found most effective for that purpose. We expect to hear that his holiday expectations were fully realized.

A Canadian Dealer's Testimony

The following extract from a letter received from Fred E. Stevenson, Edison Dealer of Killarney, Man., Canada, proves that the superiority of Edison products is given material recognition by our northern neighbors. Incidentally it lends confirmation to the oft repeated contention that small towns can be made profitable fields for the sale of Phonographs:

"Got two Firesides and a Gem Combination Outfit on Thursday, November 18th, and had both Firesides sold by the following Saturday night. This makes a Home, a Standard, two Firesides, and a Gem sold in less than three weeks in a town of 1,200, where there are two other jewelers handling —— and —— machines. Edison has them beat a mile and sells itself,—practically. Am ordering three more machines to-day."

THIS IS THE PHONOGRAPH

And this is the Two-Page Ad which

During the

The Amberola



A New Edison Phonograph

—improved, enlarged—an Edison Phonograph converted into a most attractive piece of furniture, charmingly simple in design, with the horn removed from sight—built in as a part of the cabinet.

The new style reproducer, together with the aging of the wood, gives a full mellow tone far beyond anything heretofore possible in sound-reproducing instruments. Its life-like reproduction of all Edison Records, both Standard (two minute) and Amberol (four minute) carries the listener entirely away from the fact that it is a mechanical instrument. It has drawers in the lower part for 120 Records.

It comes in several finishes of Mahogany and Oak. Price $200. ($240 in Canada)

You can hear and see the Amberola at all Edison Stores.

National Phonograph Company **Lakeside Avenue, Orange, N. J.**

THIS IS THE SINGER

prises Millions of Magazine Readers

th of January

New Amberol Records



by Slezak

Leo Slezak, the giant tenor, formerly of the Royal Opera, Vienna, and now of the Metropolitan, is one of the new stars making Edison Grand Opera Amberol Records. Among the ten Slezak Records are the famous "Ora E Per Sempre" and "Morte di Otello" from Verdi's great opera, Otello, in which he made his American debut. Slezak's great versatility is also shown in his renderings of "Celeste Aida," the "Swan Song" from Lohengrin and the great tenor arias from Tosca, La Boheme and Tannhäuser.

Other prominent stars of Grand Opera who have made and are making Records for the Edison are Antonio Scotti, the famous baritone, Constantino, the great Spanish tenor, Blanche Arral, the coloratura soprano, Agostinelli, the dramatic soprano, and Riccardo Martin, the first great American tenor. Only on Edison Amberol Records can you get these great Grand Opera arias as composed and meant to be sung, and only on the Edison Phonograph can you get Amberol Records.

Hear them at any Edison dealer's. Complete list from your dealer or from us.

National Phonograph Company **Lakeside Avenue, Orange, N. J.**

That Edison Dealers are Equipped to Sell the Reco of the Most Famous Tenor since the Days of Tamagno on the Most Perfect Phonograph the Marke ers. Does the Public Know Your Address?

Record Price Chart

Designed as a Rapid Reckoner to Facilitate Billing

Domestic Amberol Records

Quantity	Dealers' Price	Less Special Allowance 2½%	Net	Quantity	Dealers' Price	Less Special Allowance 2½%	Net	Quantity	Dealers' Price	Less Special Allowance 2½%	Net
1	$ .30	$ .01	$ .29	34	$10.20	$ .24	$ 9.96	67	$20.10	$ .47	$19.63
2	.60	.02	.58	35	10.50	.25	10.25	68	20.40	.50	19.90
3	.90	.02	.87	36	10.80	.26	10.54	69	20.70	.49	20.21
4	1.20	.03	1.17	37	11.10	.26	10.84	70	21.00	.50	20.50
5	1.50	.04	1.46	38	11.40	.26	11.14	71	21.30	.51	20.79
6	1.80	.05	1.75	39	11.70	.29	11.41	72	21.60	.52	20.08
7	2.10	.07	2.03	40	12.00	.29	11.71	73	21.90	.52	21.17
8	2.40	.08	2.32	41	12.30	.31	12.00	74	22.20	.54	21.46
9	2.70	.09	2.61	42	12.60	.32	12.28	75	22.50	.55	21.75
10	3.00	.10	2.90	43	12.90	.33	12.57	76	22.80	.55	22.04
11	3.30	.11	3.19	44	13.20	.33	12.87	77	23.10	.57	22.33
12	3.60	.13	3.47	45	13.50	.34	13.16	78	23.40	.58	22.62
13	3.90	.13	3.77	46	13.80	.35	13.34	79	23.70	.59	22.91
14	4.20	.14	4.06	47	14.10	.37	13.63	80	24.00	.60	23.20
15	4.50	.15	4.35	48	14.40	.38	13.92	81	24.30	.60	23.49
16	4.80	.16	4.64	49	14.70	.38	14.21	82	24.60	.61	23.78
17	5.10	.17	4.93	50	15.00	.39	14.50	83	24.90	.62	24.07
18	5.40	.18	5.22	51	15.30	.41	14.79	84	25.20	.64	24.36
19	5.70	.19	5.51	52	15.60	.41	15.08	85	25.50	.64	24.65
20	6.00	.20	5.80	53	15.90	.43	15.37	86	25.80	.66	24.94
21	6.30	.21	6.09	54	16.20	.44	15.66	87	26.10	.67	25.23
22	6.60	.22	6.38	55	16.50	.45	15.95	88	26.40	.68	25.52
23	6.90	.23	6.67	56	16.80	.45	16.24	89	26.70	.68	25.81
24	7.20	.24	6.96	57	17.10	.47	16.53	90	27.00	.69	26.10
25	7.50	.25	7.25	58	17.40	.48	16.82	91	27.30	.69	26.39
26	7.80	.26	7.54	59	17.70	.48	17.11	92	27.60	.70	26.68
27	8.10	.27	7.83	60	18.00	.50	17.40	93	27.90	.71	26.97
28	8.40	.28	8.12	61	18.30	.50	17.69	94	28.20	.72	27.26
29	8.70	.29	8.41	62	18.60	.52	17.98	95	28.50	.73	27.55
30	9.00	.30	8.70	63	18.90	.53	18.27	96	28.80	.73	27.84
31	9.30	.31	8.99	64	19.20	.54	18.56	97	29.10	.74	28.13
32	9.60	.32	9.28	65	19.50	.55	18.85	98	29.40	.75	28.42
33	9.90	.33	9.57	66	19.80	.56	19.14	99	29.70	.75	28.71
								100	30.00	1.00	29.00

Domestic Standard Records

Quantity	Dealers' Price	Less Special Allowance 2½%	Net	Quantity	Dealers' Price	Less Special Allowance 2½%	Net	Quantity	Dealers' Price	Less Special Allowance 2½%	Net
1	$ .35	$ .01	$ .34	34	$ 7.14	$ .24	$ 6.90	67	$14.07	$ .47	$13.60
2	.42	.01	.41	35	7.35	.24	7.11	68	14.28	.47	13.81
3	.63	.02	.61	36	7.56	.24	7.32	69	14.49	.48	14.01
4	.84	.02	.81	37	7.77	.26	7.51	70	14.70	.49	14.21
5	1.05	.03	1.02	38	7.98	.26	7.72	71	14.91	.50	14.41
6	1.26	.04	1.22	39	8.19	.27	7.92	72	15.12	.50	14.62
7	1.47	.04	1.43	40	8.40	.28	8.12	73	15.33	.51	14.82
8	1.68	.05	1.63	41	8.61	.29	8.32	74	15.54	.52	15.02
9	1.89	.06	1.83	42	8.82	.29	8.53	75	15.75	.53	15.22
10	2.10	.07	2.03	43	9.03	.30	8.73	76	15.96	.53	15.43
11	2.31	.08	2.23	44	9.24	.31	8.93	77	16.17	.54	15.63
12	2.52	.08	2.44	45	9.45	.32	9.13	78	16.38	.55	15.83
13	2.73	.09	2.64	46	9.66	.34	9.32	79	16.59	.55	16.04
14	2.94	.10	2.84	47	9.87	.33	9.54	80	16.80	.56	16.24
15	3.15	.10	3.05	48	10.08	.34	9.74	81	17.01	.57	16.44
16	3.36	.11	3.25	49	10.29	.34	9.95	82	17.22	.57	16.65
17	3.57	.12	3.45	50	10.50	.35	10.15	83	17.43	.58	16.85
18	3.78	.13	3.65	51	10.71	.36	10.35	84	17.64	.59	17.05
19	3.99	.13	3.86	52	10.92	.36	10.56	85	17.85	.59	17.26
20	4.20	.14	4.06	53	11.13	.37	10.76	86	18.06	.60	17.46
21	4.41	.15	4.26	54	11.34	.38	10.96	87	18.27	.61	17.66
22	4.62	.15	4.47	55	11.55	.38	11.17	88	18.48	.62	17.86
23	4.83	.16	4.67	56	11.76	.39	11.37	89	18.69	.62	18.07
24	5.04	.17	4.87	57	11.97	.40	11.57	90	18.90	.63	18.27
25	5.25	.17	5.08	58	12.18	.41	11.77	91	19.11	.64	18.47
26	5.46	.18	5.28	59	12.39	.41	11.98	92	19.32	.64	18.68
27	5.67	.19	5.48	60	12.60	.42	12.18	93	19.53	.65	18.88
28	5.88	.19	5.68	61	12.81	.43	12.38	94	19.74	.66	19.08
29	6.09	.20	5.89	62	13.02	.43	12.59	95	19.95	.66	19.29
30	6.30	.21	6.09	63	13.23	.44	12.79	96	20.16	.67	19.49
31	6.51	.22	6.29	64	13.44	.45	12.99	97	20.37	.68	19.69
32	6.72	.22	6.50	65	13.65	.45	13.20	98	20.58	.68	19.90
33	6.93	.23	6.70	66	13.86	.46	13.40	99	20.79	.69	20.10
								100	21.00	.70	20.30

For Edison Dealers

under the New Allowance for Breakage System

Grand Opera Amberol Records

Quantity	Dealers' Price	Less Special Allowance 2½%	Net	Quantity	Dealers' Price	Less Special Allowance 2½%	Net	Quantity	Dealers' Price	Less Special Allowance 2½%	Net
1	$ .050	$ .002	$ .048	34	$20.40	$ .68	$19.72	67	$40.20	$1.34	$38.86
2	1.00	.03	1.97	35	21.00	.70	20.30	68	40.80	1.36	39.44
3	1.50	.05	1.45	36	21.60	.72	20.88	69	41.40	1.38	40.02
4	2.00	.06	1.94	37	22.20	.74	21.46	70	42.00	1.40	40.60
5	2.50	.08	2.42	38	22.80	.76	22.04	71	42.60	1.42	41.18
6	3.00	.10	2.90	39	23.40	.78	22.62	72	43.20	1.44	41.76
7	3.50	.11	3.39	40	24.00	.80	23.20	73	43.80	1.46	42.34
8	4.00	.13	3.87	41	24.60	.82	23.78	74	44.40	1.48	42.92
9	4.50	.15	4.35	42	25.20	.84	24.36	75	45.00	1.50	43.50
10	5.00	.17	4.83	43	25.80	.86	24.94	76	45.60	1.52	44.08
11	5.50	.18	5.32	44	26.40	.88	25.52	77	46.20	1.54	44.66
12	6.00	.20	5.80	45	27.00	.90	26.10	78	46.80	1.56	45.24
13	6.50	.21	6.29	46	27.60	.92	26.68	79	47.40	1.58	45.82
14	7.00	.23	6.77	47	28.20	.94	27.26	80	48.00	1.60	46.40
15	7.50	.25	7.25	48	28.80	.96	27.84	81	48.60	1.62	46.98
16	8.00	.26	7.74	49	29.40	.98	28.42	82	49.20	1.64	47.56
17	8.50	.28	8.22	50	30.00	1.00	29.00	83	49.80	1.66	48.14
18	9.00	.30	8.70	51	30.60	1.02	29.58	84	50.40	1.68	48.72
19	9.50	.31	9.19	52	31.20	1.04	30.16	85	51.00	1.70	49.30
20	10.00	.33	9.67	53	31.80	1.06	30.74	86	51.60	1.72	49.88
21	10.50	.35	10.15	54	32.40	1.08	31.32	87	52.20	1.74	50.46
22	11.00	.36	10.64	55	33.00	1.10	31.90	88	52.80	1.76	51.04
23	11.50	.38	11.12	56	33.60	1.12	32.48	89	53.40	1.78	51.62
24	12.00	.40	11.60	57	34.20	1.14	33.06	90	54.00	1.80	52.20
25	12.50	.41	12.09	58	34.80	1.16	33.64	91	54.60	1.82	52.78
26	13.00	.43	12.57	59	35.40	1.18	34.22	92	55.20	1.84	53.36
27	13.50	.45	13.05	60	36.00	1.20	34.80	93	55.80	1.86	53.94
28	14.00	.46	13.54	61	36.60	1.22	35.38	94	56.40	1.88	54.52
29	14.50	.48	14.02	62	37.20	1.24	35.96	95	57.00	1.90	55.10
30	15.00	.50	14.50	63	37.80	1.26	36.54	96	57.60	1.92	55.68
31	15.50	.51	14.99	64	38.40	1.28	37.12	97	58.20	1.94	56.26
32	16.00	.53	15.47	65	39.00	1.30	37.70	98	58.80	1.96	56.84
33	16.50	.55	15.95	66	39.60	1.32	38.28	99	59.40	1.98	57.42
								100	60.00	2.00	58.00

Grand Opera Standard Records

Quantity	Dealers' Price	Less Special Allowance 2½%	Net	Quantity	Dealers' Price	Less Special Allowance 2½%	Net	Quantity	Dealers' Price	Less Special Allowance 2½%	Net
1	$ .07	$ .002	$ .068	34	15.96	.53	15.43	67	$31.49	$1.05	$30.44
2	.84	.03	.81	35	16.45	.55	15.90	68	31.98	1.07	30.91
3	1.41	.05	1.36	36	16.92	.56	16.36	69	32.45	1.08	31.37
4	1.88	.06	1.82	37	17.39	.58	16.81	70	32.92	1.09	31.83
5	2.35	.08	2.27	38	17.86	.59	17.26	71	33.39	1.11	32.28
6	2.82	.09	2.73	39	18.33	.61	17.72	72	33.86	1.12	32.74
7	3.29	.11	3.18	40	18.80	.63	18.17	73	34.33	1.14	33.19
8	3.76	.13	3.63	41	19.27	.64	18.63	74	34.80	1.16	33.64
9	4.23	.14	4.09	42	19.74	.66	19.08	75	35.27	1.17	34.10
10	4.70	.16	4.54	43	20.21	.67	19.54	76	35.74	1.19	34.55
11	5.17	.17	5.00	44	20.68	.69	19.99	77	36.21	1.21	34.99
12	5.64	.19	5.45	45	21.15	.70	20.45	78	36.68	1.22	35.44
13	6.11	.20	5.91	46	21.62	.72	20.90	79	37.15	1.24	35.89
14	6.58	.22	6.36	47	22.09	.74	21.35	80	37.62	1.25	36.35
15	7.05	.23	6.82	48	22.56	.75	21.81	81	38.09	1.27	36.80
16	7.52	.25	7.27	49	23.03	.77	22.26	82	38.56	1.28	37.26
17	7.99	.27	7.72	50	23.50	.78	22.72	83	39.03	1.30	37.71
18	8.46	.28	8.18	51	23.97	.80	23.17	84	39.48	1.32	38.16
19	8.93	.30	8.63	52	24.44	.81	23.63	85	39.95	1.33	38.62
20	9.40	.31	9.09	53	24.91	.83	24.08	86	40.42	1.35	39.07
21	9.87	.33	9.54	54	25.38	.85	24.53	87	40.89	1.36	39.53
22	10.34	.34	10.00	55	25.85	.86	24.99	88	41.36	1.38	39.98
23	10.81	.36	10.45	56	26.32	.88	25.44	89	41.83	1.39	40.44
24	11.28	.38	10.90	57	26.79	.89	25.90	90	42.30	1.41	40.89
25	11.75	.39	11.36	58	27.26	.91	26.35	91	42.77	1.43	41.34
26	12.22	.41	11.81	59	27.73	.92	26.81	92	43.24	1.44	41.80
27	12.69	.42	12.27	60	28.20	.94	27.26	93	43.71	1.46	42.25
28	13.16	.44	12.72	61	28.67	.96	27.71	94	44.18	1.47	42.71
29	13.63	.45	13.18	62	29.14	.97	28.17	95	44.65	1.49	43.16
30	14.10	.47	13.63	63	29.61	.99	28.62	96	45.12	1.50	43.62
31	14.57	.49	14.08	64	30.08	1.00	29.08	97	45.59	1.52	44.07
32	15.04	.50	14.54	65	30.55	1.02	29.53	98	46.06	1.54	44.52
33	15.51	.52	14.99	66	31.02	1.03	29.99	99	46.53	1.55	44.98
								100	47.00	1.57	45.43

Advance List

Of Edison Amberol and Edison Standard Records for March, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before February 25th, 1910, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on February 26th. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A. M. on February 28th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after February 25th, but must not be circulated among the public before February 28th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on February 24th, for delivery on the morning of the 25th. Jobbers are required to place orders for March Records on or before January 10th. Dealers should place March orders with Jobbers before January 10th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for March, 1910

365 "Roses"—Waltz from Suite, "Rose of Shiraz" — **Sousa's Band**

The exquisite waltz number from the Idyllic Ballet Suite, "The Rose of Shiraz," composed by Richard Eilenberg, a popular European composer of many well-known dance and concert numbers. This Suite consists of four numbers, as follows: (1) Waltz, "Roses"; (2) Polka, "Buds"; (3) Gavotte, "Zephyr"; (4) Polka Mazurka, "Centifolie." Two of his compositions appear in our present catalogue—"Blue Violets" (Record No. 9901) and "Little Flatterer" (No. 10056), both played by the Edison Concert Band. This selection is of unusual grace and beauty, while the interpretation is in the masterful Sousa style. Publishers, Boosey & Company, New York City.

366 Put on Your Old Grey Bonnet — **Frederic H. Potter and Chorus**

For Mr. Potter's first Amberol Record we have chosen a catchy and popular march song that embodies a beautiful sentiment. An old couple on their golden wedding day rehearse the trip to the church at Dover in the same old shay, and through the same fields of clover through which they had driven fifty years before. An effective and pleasing feature is the repetition of the chorus in subdued tones. This number has considerable vogue in vaudeville at the present time. Orchestra accompaniment. Words, Stanley Murphy; music, Percy Wenrich; publishers, Jerome H. Remick & Co., New York City.

367 Do They Think of Me at Home? — **Manhattan Mixed Trio**

Heimweh, the wanderer's longing for a return to his home, tinged with the bitterness of fate that compels him to roam over the world and the dread that his memory may not endure, finds expression in the lines of this well-known selection. A sad but beautiful melody given a most impressive rendition by this trio, whose voices blend in a manner delightful to the ear. Orchestra accompaniment. Words, J. E. Carpenter; music, C. W. Glover; publishers, Oliver Dison Co., Boston, Mass.

368 Conversations — **Edward M. Favor**

This popular comedian at his best in a selection that affords him plenty of scope for the display of his versatility. A comic character song in which Favor describes several conversations that he has overheard, and imitates the principal characters in each. The first is an English fop attempting to create an impression at a ball, the next a society lady roasting her neighbors and the last a couple of lovers in a game of "mush." The characterization that Favor gives to each of these subjects is inimitable. A "scream" all the way through. Words, Frank Redmond; music, Walter Redmond.

369 Badinage — **Victor Herbert and His Orchestra**

This selection is one of Herbert's concert pieces and is frequently used by him in his programs. A typical Herbert composition, graceful and inspiring, and a typical Herbert interpretation, artistic and finished, the master's hand in evidence in the care of even the slightest detail. A superior Record whose charm of composition and brilliancy of rendition entitle it to a place in the collection of the most fastidious musical critic. It bears the stamp of Herbert's own approval, which is guarantee of its excellence in every respect. With such Records as the higher grade of music.

370 Monologue on Married Life — **Murry K. Hill**

A vaudeville specialty following the usual lines of this artist's always acceptable contributions. In this number he injects an amazing amount of sometimes sage and always side-splitting

advice to married men, the wisdom of which he avers was gained by personal experience. At the conclusion of the monologue he gives a neat little recitation in which he compares life to a game of cards.

371 There Were Shepherds — **Edison Mixed Quartette**

It is doubtful if any sacred selection has ever been listed in our catalogue that surpasses this number in impressiveness and grandeur. A composition of supreme beauty, the inspiration of a noted (and late lamented) composer, rendered by a quartette of mixed voices whose harmonization is especially fine. They are accompanied throughout by the Edison Concert Band. Composer, Dudley Buck; publisher, G. Schirmer, New York City.

372 White Wings — **Manuel Romain**

Does anyone need an introduction to this charming old ballad? Few have been written that can vie with it in length of popularity, which can be traced to its superior merit of composition and tuneful air. Mr. Romain's clear, expressive voice seems to invest the song with an added charm. Orchestra accompaniment. Words and music, Banks Winter; publishers, Jos. W. Stern & Co., New York City.

373 Fantasia on Themes of Léonard and Paganini — **Michael Banner**

This Fantasie introduces Themes from "Souvenir de Hayn," by Hubert Léonard, and the "Adagio Amoroso" from the 8th Sonata by Niccolo Paganini. Hubert Léonard, a celebrated violinist and composer of violin numbers, was born in Bellaire, Belgium, April 7, 1819, and died in Paris, May 6, 1890. Niccolo Paganini, most famous of violin-virtuosi, was born in Genoa, Oct. 27, 1782, and died May 27, 1840. The description of this Record is complete with the statement that in its rendition Michael Banner, the well-known violin-virtuoso, displays to perfection the consummate skill that has won him fame in concert and vaudeville throughout the country. Mr. Banner's skill as a musician is not unknown to the Edison public. He will be recognized as the violinist of the Olivotti Troubadours, who were heard in Amberol Record No. 302, "Carnival of Venice."

374 I'm a Woman of Importance — **Stella Mayhew**

Miss Mayhew here contributes a Record that stamps her as an entertainer of the highest order and that will assure her standing with the Phonograph public. It is a comic song describing a court scene in which Miss Mayhew is successively a "cullud" lady suing for a limited dower, and "Sof-shoe Sadie, the pride of Herald Square," arrested for fighting in a Childs' restaurant. The song, of course, is only the vehicle for her plea to the Judge. The description that she gives the Judge of the incident that provoked the fight, as well as the battle itself, is excruciatingly funny. If it it possible to surpass Miss Mayhew's dialect in either one of the two characters she assumes, we are open to conviction, but candidly we doubt if it is possible. This Record will be a big seller. Words and music, William Jerome and Jean Schwartz; publishers, Jerome H. Remick & Company, New York City.

375 Lynn Oh, Oh, Miss Lynn — **Collins and Harlan**

Plantation melodies of merit never appeal to the public in vain. There is always a ready reception for such as possess the requisite degree of tunefulness. The musical setting of this selection is composed by a shining light of vaudeville and minstrelsy whose original style has placed him on a pedestal by himself. The theme is a darkey boy's song to his lady-love in the land of Dixie. As usual Collins and Harlan introduce a spice of comedy into the rendition; in fact it wouldn't seem like a Collins and Harlan Record if their usual conversational by-play were omitted. Orchestra accompaniment. Words, Rogers and Franczon; music, Eddie Leonard; publishers, F. B. Haviland Publishing Co., New York City.

376 Dreams — **Elizabeth Wheeler**

To those who discriminate in favor of vocal selections of the higher grade this sentimental number will make a distinct appeal. Miss Wheeler's beautiful voice and artistic style are strongly in evidence in this selection, which she sings with an ease and brilliance delightful to hear. Piano accompaniment with violin obligato. Words, Baroness Porteous; music, Ant. Strelezki; publisher, G. Schirmer, New York City.

377 American Students' Waltzes — **New York Military Band**

This delightful waltz is constructed on themes of the following popular college songs: "My Love at the Window"; "Dear Evaline"; "The Spanish Guitar"; "Climbing, Climbing, Climbing"; "Bring Back My Bonnie to Me" and "Ching a Ling Ling." This Record contains the entire three numbers and coda of the waltz. The Record is an appealing dance number and should be popular, particularly during the Winter season. Composer and publisher, Jean M. Missud, Salem, Mass.

378 Davey Jones' Locker — **Gus Reed**

This selection, which is a descriptive song of the deep, gives Mr. Reed an opportunity to display the exceptional range and timbre of his truly noble voice. The result is a most impressive and pleasing Record. Orchestra accompaniment. Words and music, H. W. Petrie; publishers, Jos. W. Stern & Co., New York City.

379 Nearer My God to Thee — **Knickerbocker Quartette**

A most harmonious and impressive rendition of this beautiful old hymn, without which no catalogue or Record collection can be considered complete. It is here sung by male voices without accompaniment, which fact, we think, emphasizes the rare beauty of its melody. Words, Sarah F. Adams; music, Lowell Mason-Herbert Johnson; publishers, Oliver Ditson Co., Boston.

380 I'll Be Cross, Arabella — **Jack Pleasants**

To hear a comedian like Jack Pleasants is most refreshing. His delivery is absolutely unique and his humor unforced, as those who heard his Record in the January Standard list (No. 10291) will agree. He is one of the most original singers we have ever had on our list, and his singing of this funny song will cement the good impression his first Record made. This Record is 12080 on the British Amberol List. Orchestra accompaniment. Words and music, Murphy & Lipson; publishers, Francis, Day & Hunter, New York City.

381 Balmy Night — **Vienna Instrumental Quartette**

This is an instrumental arrangement of the song, "Lauschige Nacht" ("Balmy Night"), the most popular song in the Viennese Operette, "Land Streicher," composed by C. M. Ziehrer, the well-known European composer and conductor of the Court Orchestra in Vienna. There is a peculiar fascination and compelling charm to this selection, which is played in captivating style by these masters of Viennese music.

***382 The Hat My Father Wore Upon St. Patrick's Day** — **Billy Murray and Chorus**

An Irish character song with a rollicking lilt, very popular at present in vaudeville, in which it is being featured by several well-known singers. Its theme is the respect an Irishman in capital style, assisted by a chorus who contribute to its effectiveness by a clever imitation of bagpipes between the second verse and chorus. Orchestra accompaniment. Words and music, William Jerome and Jean Schwartz; publishers, Jerome H. Remick & Co., New York City.

383 The Rube and the Country Doctor — **Harlan and Stanley**

"Uncle Jerry" and the doctor meet and, after exchanging confidences and retailing village gossip, start a horse-trade. The dialogue between them fairly bristles with good jokes and witty repartee. The sketch concludes with the singing of "Sally Come Up" to a violin accompaniment in the tavern in which they take refuge from a storm. A novel and amusing Record.

384 King Karl March — **New York Military Band**

A splendid band number of unusual tunefulness, volume and spirit, rendered by an organization whose popularity has been won by the very excellence of their Records. Composer, C. L. Unrath; publisher, Carl Fischer, New York City.

Edison Amberol Records by Harry Lauder

12119 The Bounding Sea

One of Lauder's very latest songs, which has been warmly received in this country. This number, with its refrain "Out on the bounding ocean, over the bounding sea," has a characteristically good tune, but the patter concerning the way "Sandy" and "Shack" (Lieut. Shackleton) nearly discovered the South Pole is the feature. "Sandy's" description of how he "skoffed off" Day & Hunter, New York City.

12132 When I Get Back Again to Bonnie Scotland

Seven years is a long, long time to be away from home and lassie, but John consoles himself by singing the praises of his betrothed, and promises himself the pleasure of rolling her in the heather when he gets back again to Bonnie Scotland. A very charming and sweet Record with an appealing touch of pathos. Already listed in the Standard list as No. 13764. Orchestra accompaniment. Publishers, Francis, Day & Hunter, New York City.

Edison Grand Opera Amberol Records

B178 L'Africaine—O Paradiso (*Meyerbeer*) Sung in Italian. Orchestra accompaniment — **Florencio Constantino, Tenor**

Vasco di Gama, the celebrated Portuguese navigator, taken prisoner upon his approach to the Indies, sings the praises of this fruitful land of tropical splendor. Meyerbeer's opera, so full of beautiful music and dramatic situations, possesses nothing which quite equals this number in beauty, and which is and will remain deservedly a favorite everywhere.

B179 Ernani—Infelice ("Ocrd") Sung in Italian. Orchestra accompaniment — **Luigi Lucenti, Bass**

The aged suitor Silva, upon paying a visit to Elvira, the heroine of Verdi's opera, Ernani, finds a desperate struggle going on in Elvira's apartment between King Carlos and Ernani, the bandit. This struggle is being watched by Elvira, who is the cause thereof and which is to determine who will carry her off. Silva, convinced of her infidelity, sings to her this famous and as well-liked cavatina, "Unhappy one! and I so trusted thee." As a bass solo this number has probably never been excelled in tunefulness.

* This selection will be illustrated on cover of March Phonogram

B180 Cavalleria Rusticana—Voi lo sapete (*Mascagni*) Sung in Italian Orchestra accompaniment — **Ester Ferrabini, Soprano**

Santuzza, deceived and cast aside by her lover, Turiddu, calls on his mother and, in a most dramatic and heart-rending manner, tells her of her plight. In this number, which is one of the gems of modern compositions, she tells of his former love for Lola, of his disappointment when finding her married upon his return from military service, how then he courted Santuzza, only to leave her when his former sweetheart called him.

B181 La Tosca—E lucevan le stelle (*Puccini*) Sung in Italian. Orchestra accompaniment — **Riccardo Martin, Tenor**

Cavaradossi, about to be shot for having aided in the escape of a political prisoner, asks permission to write his farewell to Tosca, his love. In this number, which never fails in its effect, the doomed painter calls back the memories of his love and tells of his despair at his untimed death, "when never he did love life more."

B182 I Puritani—Suoni la tromba (*Bellini*) Sung in Italian. Orchestra accompaniment — **Ernesto Caronna, Baritone, and Luigi Lucenti, Bass**

I Puritani, by Bellini, although but seldom given at present, has still a great hold by some of its beautiful music on old and present-day opera-goers. Of all its numbers, there is none better known or liked than the duet "Suoni la tromba," or the "Liberty duet." It is the most stirring martial and patriotic air which has perhaps ever been given to the world, and will always make its appeal wherever heard anew.

Edison Standard Records for March, 1910

10317 La Lettre De Manon — **Sousa's Band**

This selection is a well-known concert number by Ernest Gillet, a popular French composer of Salon Music, one of whose efforts is the celebrated "Loin du Bal" ("Echoes of the Ball"). The melody of this number is of a most unusual and appealing type, and Sousa's incomparable organization interprets it in a manner that will commend it to instantaneous favor. No collector of band Records can afford to miss this. Publishers, Chappell & Company, New York City.

10318 I'm a Goin' to Change My Man — **Marie Dressler**

Still another accession to Edison ranks—Marie Dressler, who has probably convulsed more audiences in this country and Europe than any other female artist now before the public. Her humor is at once spontaneous and infectious and in coon songs she finds an excellent vehicle for its display. In her initial Record she details her reasons for leaving her man, chief among which appears to be that she's "tired o' lookin' at his ole black face," although she insinuates that he is lacking in other respects. The song, like its style of rendition, is original with Miss Dressler. Orchestra accompaniment.

10319 Hunting Song — **Stanley and Gillette**

A brilliant tenor and bass duet—a composition well worthy of the finished rendition that is here given it. Frederic Field Bullard, the composer, was born in Boston, Mass., Sept. 21, 1864, and died there June 24, 1904. He wrote many well-known songs of the better class, among which his "Stein Song" gained immense popularity. This selection is the best known of his duets. Orchestra accompaniment. Words, Richard Hovey; publishers, Oliver Ditson Company, Boston.

10320 Laverne—Waltz Caprice — **H. Benne Henton**

A saxophone solo. For Mr. Henton's introduction to our Record Catalogue, he has chosen a very tuneful number entitled "Laverne," a waltz-caprice of his own composition. It is certain to be much admired and possibly will be considered one of the most beautiful Records we have turned out in some time. As to Mr. Henton's artistic ability we quote a letter from Bohumir Kryl, world-famous cornet virtuoso and band master:

"To my best judgment I think that H. Benne Henton is the greatest artist on his instrument that I have ever had in my band, or that I have ever heard in Europe or America." (Signed) BOHUMIR KRYL.
Chicago, Ill., Nov. 14, 1909.

10321 When I Am Away from You — **Manuel Romain**

A sentimental waltz song of the type that seems to always find favor with the public. Its burden is a lover's lament over his separation from the girl of his heart. Mr. Romain sings this dainty number in a manner that will sustain his enviable reputation as a balladist of the highest order. Orchestra accompaniment. Words and music, Lawrence B. O'Connor; publishers, Jos. M. Daly, Boston.

10322 Sun of My Soul — **Anthony and Harrison**

Particularly impressive is this magnificent sacred number in both words and air. These famous singers, with whom sacred selections are a specialty, have fairly outdone themselves in its rendition. This Record is equal in every respect to the best in our catalogue. Orchestra accompaniment. Words, J. Keble; music, Peter Ritter.

10323 Irish Blood — **Ada Jones**

In this number are detailed some unique reasons why England should always be Ireland's best friend. "Irish Blood" was sung with great success by Andrew Mack, the popular Irish singing comedian, in several of his best-known plays. It is introduced into our catalogue in response to numerous requests, and in its Record form it should be as big a favorite as it was in the days when featured and sung by its composer. Orchestra accompaniment. Words and music, Andrew Mack.

10324 Hungarian Dance—G Minor — **Victor Herbert and His Orchestra**

The difficult arrangement of this composition requires the skill of a master for its proper interpretation. Could it be entrusted to more capable hands than those of the foremost American conductor, one of the world's greatest living musicians? This number is one of the most popular of the celebrated Hungarian dances, composed by Johannes Brahms, whose brilliant compositions are part of the world's history in classical music.

10325 Home With the Milk in the Morning — **Pete Murray**

A rollicking Bacchanalian air describing the sensations of a party or "rounders," whose convivial inclinations have carried them well into the "cold gray dawn of the morning after," when the only witnesses of their necessarily slow and tortuous homeward journey are a waning moon and "the man who delivers the milk." Pete Murray's voice has the proper shade of sympathy. He will be pleasantly remembered as having contributed Record No. 207, "Lily of the Prairie." Orchestra accompaniment. Words and music, William Jerome and Jean Schwartz; publishers, Jerome H. Remick & Co., New York City.

10326 Some Day, Melinda — **Collins and Harlan**

A particularly catchy negro melody in duet form. This song scored a distinct "hit" on its first introduction to the public, and is now being sung from coast to coast. It is really superior in every respect to the average "coon" song. The rendition given it on this Record is in Collins and Harlan's best style, which is enough said. Orchestra accompaniment. Words and music, Ben Fitzgibbon; publishers, M. Witmark & Sons, New York City.

10327 Uncle Josh in a Department Store — **Cal Stewart**

Uncle Josh is inveigled into exploring a department store whose many curiosities and novelties are the subjects of some screamingly funny comments. Among other things he tells triumphantly of his forestalling an attempt to steal his money by closing the little tin box in which it had been placed all over the store until he caught up with it! That's a sample—there are others equally as funny.

10328 Four Little Sugar Plums — **American Symphony Orchestra**

Whose pulse does not quicken when the rhythmic strains of a dance reach the ear? This Record will prove unusually popular with devotees of the "light fantastic," as it is suitable for either a schottische or barn dance. It will also recommend itself to the Phonograph public in general because of its tuneful quality and the artistic manner in which it is rendered. Composer, Lawrence B. O'Connor; publisher, Jos. M. Daly, Boston.

10329 Not For Me — **Bessie Wynn**

A "kid" song in which the precocity of a remarkably up-to-date youngster on three separate occasions is recited. Three verses and choruses abounding in the entertainment that Bessie Wynn's refreshingly *different* style assures. This clever, vivacious little composition was written by Bessie Wynn herself. Orchestra accompaniment. Publisher, Leo Feist, New York City.

10330 What Makes the World Go Round — **Ada Jones and Billy Murray**

In this conversational duet are propounded many questions that require for an answer but one magic word of four letters. Pretty as the composition is, the air is still prettier, and the rendition is additional proof, if proof be needed, that in this style of selection at least these artists acknowledge no superiors. They are capable of extracting an artistic value from the most mediocre composition. Orchestra accompaniment. Words and music, Harry Williams and Egbert Van Alstyne; publishers, Jerome H. Remick & Co., New York City.

10331 Falcon March — **New York Military Band**

The falcon, a bird of prey trained and used by falconers to pursue other birds and game, furnished the composer with his inspiration for this selection. The rise, flight and descent of the falcon is ably portrayed, the piccolo representing the height to which the bird ascends. In the descent the entire range of the band is employed, finishing with the lower bass instruments as the bird with its prey touches the ground. Composer, Paris Chambers; publisher, Carl Fischer, New York City.

Edison Standard Record by Harry Lauder

13918 I've Loved Her Ever Since She Was a Baby

One of the most tuneful and popular numbers in the inimitable Scot's extensive repertoire. It is a bit pathetic, too, for it relates how the girl he loved so long finally laughed at his proposal. This number is listed in the Amberol list as No. 12070. Orchestra accompaniment. Publishers, Francis, Day & Hunter, New York City.

SPECIAL RECORD LIST

Amberol Masonic Records

Sung by Male Quartette with Organ Accompaniment.

385 Entered Apprentice Degree Hymn—"Behold How Pleasant and How Good"
Complete two verses. Sung to the air of "Auld Lang Syne."

386 Fellow Craft Degree Hymn—"His Love Inspires Our Being"
Complete three verses. Sung to the air of "Missionary Hymn."

387 Master Mason Degree Hymn—"Let Us Remember in Our Youth"
Complete three verses. Sung to the air of "Bonnie Doon."

388 Master Mason Degree Dirge—"Solemn Strikes the Funeral Chime"
Complete four verses. Sung to the air of "Pleyel's Hymn."

Amberol Records by Polk Miller's "Old South Quartette"

389 The Bonnie Blue Flag — **Polk Miller and Quartette**

One of the most popular war songs of the South, surpassing in popularity even the world-famous "Dixie" in the days from '61 to '65. It was sung by Polk Miller around army campfires and he sings it now at reunions of Confederate veterans. Banjo accompaniment.

390 Laughing Song — **Quartette**

It takes a genuine Southern negro to sing this song, which is typical of the happy darkey nature. The laughter of the quartette is natural and contagious. Guitar accompaniment.

391 What a Time — **Quartette**

A favorite church hymn of the Virginia country negroes, with a charateristic plantation air, quaint and pleasing. Guitar accompaniment.

392 The Watermelon Party — **Quartette**

An original "stump" by James L. Stamper, the basso of the quartette, and for which no music has ever been written. Mark Twain referred to the number as "a musical earthquake."

Standard Records by Polk Miller's "Old South Quartette"

10332 Rise and Shine — **Polk Miller and Quartette**

Polk Miller, whose imitations of the darkey character are as inimitable as enjoyable, sings the selection just as the old darkies used to sing it on his father's plantation before the war. The harmonization of the quartette's voices is sweet and appealing. Guitar accompaniment.

10333 The Old Time Religion — **Polk Miller and Quartette**

This hymn is of negro origin, but owing to the fact that its words and melody stir the popular heart, the Southern whites have introduced it into their church services. Unaccompanied.

10334 Jerusalem Mournin' — **Polk Miller and Quartette**

A favorite camp-meeting song, whose fame is by no means confined to the South. This is probably the catchiest of the seven numbers. The lines are sung alternately by Randall Graves, the first tenor, and the quartette. Unaccompanied.

Trade Bulletins

Sales Department Bulletin No. 42
December 7, 1909
Trade Information for Dealers

Correspondence concerning this bulletin should invariably be marked and be addressed to THE NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

We would respectfully call your attention to the following Shipping and Sales Dates for Advance Records from January, 1910, up to and including December, 1910:

SHIPPING DATES—8 A. M.

January	Monday,	24th
February	Thursday,	24th
March	Thursday,	24th
April	Saturday,	23rd
May	Tuesday,	24th
June	Friday,	24th
July	Saturday,	23rd
August	Wednesday,	24th
September	Friday,	23rd
October	Monday,	24th
November	Wednesday,	23rd
December	Friday,	23rd

SALES DATES—8 A. M.

January	Tuesday,	25th
February	Friday,	25th
March	Friday,	25th
April	Monday,	25th
May	Wednesday,	25th
June	Saturday,	25th
July	Monday,	25th
August	Thursday,	25th
September	Saturday,	24th
October	Tuesday,	25th
November	Friday,	25th
December	Saturday,	24th

Canadian Jobbers will note that because of several special holidays in Canada the above schedule has been revised (to affect them only) as follows:

SHIPPING DATES—8 A. M.

March	Wednesday,	23rd
May	Saturday,	21st

SALES DATES—8 A. M.

March	Thursday,	24th
May	Monday,	23rd

If Thanksgiving Day is observed on October 26th, shipping date will be October 22nd, 8 a. m., and sales date, October 25th, 8 a. m., but should change as to this particular holiday be necessary notice will be issued accordingly.

Any Jobber or Dealer who makes shipment of Records, or places them on sale in advance of the hour specified herein, violates the terms of his Agreement, and will be dealt with accordingly.

Sales Department Bulletin No. 43
December 13, 1909
Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to THE NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

It is our purpose to issue as a special list, on or about January 3rd, 1910, seven Edison Records by Polk Miller and his "Old South Quartette," as also four Edison Records covering Masonic Hymns.

Shipments of these Records will be made from the factory at one time to all Jobbers in the same territory. They may be placed on sale by Dealers as soon as received.

POLK MILLER'S RECORDS.

These were made especially for the Southern trade, and any remarks from us as to the popularity of "Polk Miller" and his "Old Southern Quartette" will seem entirely superfluous to our Southern clientele, who have long and favorably known these famous entertainers; but to those with whom the name is not familiar, would advise, Mr. Miller is the foremost delineator of the old Southern plantation negro that has ever appeared on the public stage,—who has organized and drilled a quartette of the best negro singers ever heard on the platform, with voices naturally sweet, though uncultivated, thus producing a harmony unequalled by the professionals, and which goes straight to the hearts of the people, and to those who know of Southern plantation life from much reading, the songs will prove a pleasant and educational pastime. While, as above stated, these Records were especially prepared for the Southern trade, they are so admirably rendered that we believe they will promptly meet with general favor and prove to be ready sellers.

MASONIC HYMNS.

We have had many requests for these Records for lodge purposes, and while we recognize that the immediate demand will possibly not be as great as for some other type of Records, we believe they will greatly stimulate the sale of Machines as, if a Phonograph is installed in a lodge room, it will be used for musical Records as well as for the special Masonic Hymns, and in this way some of the members may become impressed and obtain one for home use.

(For descriptions of these Records see page 19.)

Suspended List, Dec. 20, 1909

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

WASH., Seattle—Woolley—Turney Music Co.
LA., Shreveport—J. C. Pipes.
MINN., Browns Valley—F. E. Patrotsugh.
N. Y., Dunkirk—C. F. Brooks.
N. M., Clovis—Clovis Furniture & Coffin Co.
WIS., Oshkosh—Webb's House Furnishing Co.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

HEINEMANNISM.

N. Y., Brooklyn—Max Mandel, Prop., Gunranteo Phonograph Co.

This is the dancing season. Don't neglect the opportunity to call attention to the Phonograph as the best orchestra ever, and to the excellence of Amberol dancing Records. Explain that many Records in the Catalogue were made especially for dancing, that their tempo is precise, and that the square dance numbers are with calls.

New Grand Opera Records

Commencing with the March, 1910, list we will issue five Grand Opera Records monthly, the shipments and sales of which will be governed by the same conditions that obtain with the Domestic Records. With this schedule in operation it will be seen that our Grand Opera catalogue will soon assume such proportions as to permit of a wide choice in both selections and artists. That's what we are striving for—to equip our Dealers with all the necessary sinews for a vigorous and persistent campaign to capture the "high-class" trade.

We gave you twenty-eight new Records on December 1, ten of them by the marvel of the operatic world, Leo Slezak, and the balance by "stars" of lesser magnitude, but renowned singers all of them. The numbers that appear in the March list are a worthy supplement to that collection and may be considered a standard by which to judge what is to follow. One is by Ricardo Martin, the favorite tenor of the Metropolitan Opera House (N. Y.) staff, from the ever popular "La Tosca," in which he has scored his greatest triumph; and it is, undoubtedly, the most delightful number of the opera. The great Spanish tenor, Florene's Constantino, whom many consider equal to any of the tenors of the present day, contributes the famous "O Paradise" from "L'Africaine," a number of extreme beauty and tunefulness.

The remaining numbers are well-known selections, the offerings of artists who have received the endorsement of Metropolitan audiences and critics. Although not very well known as yet in this country, they are held in high esteem in the musical circles of their native land. Their contributions will attest to their respective abilities as well as to the wisdom of our choice in securing them for our Records. We are being guided in the choice of singers and selections for our Records by the advice of a Grand Opera expert whose reputation is second to none. This fact, together with the extreme care and attention to details that we are using in the work of recording, will insure our Dealers Records that can not be surpassed by those of any other manufacture on the market.

About the New Cut-Out List

We deem it advisable to again draw the attention of the trade to this subject in order to emphasize one or two matters in connection therewith. The first is the fact that *the Records may not be returned until after February 1.* Furthermore, in returning the Records all the provisions of the Continuous Exchange Proposition must be faithfully complied with; failure to do so will only retard the issuance of credit. We urge, therefore, that Jobbers and Dealers follow instructions carefully in returning their Records.

What we want to particularly impress upon the trade, however, is the fact that these Records should *not* be returned until every reasonable effort has been made to dispose of them. There are two reasons to urge against haste. First and most important is that these Records are active, salable numbers and are, therefore, not an encumbrance upon the trade; and the second is that the trade owes it to us to promote their sale for a reasonable length of time after February 1 before returning them. It cannot help but be recognized that in eliminating these Records from our catalogue we are incurring a heavy loss *solely to accommodate the trade.* That imposes an obligation upon our Jobbers and Dealers that cannot conscientiously be ignored.

A bulletin (form 1720) containing a list of these February 1st cut-outs is now being mailed to Jobbers. It has been designed to assist Dealers to work off their stocks. Dealers are urged to immediately secure copies of the bulletin and hang same in conspicuous places.

Misuse of Order Blanks

On several occasions recently we have been caused considerable perplexity by receiving from manufacturers acknowledgment of orders apparently emanating from us and covering shipments of goods to some one of our Jobbers, of which order we had not the slightest knowledge. Inquiry in each case developed the fact that the confusion arose through our Jobber having carelessly used one of our order blanks in the transaction. The manufacturer, quite naturally, accepted the order as coming from us and charged the goods to our account, thereby causing considerable annoyance to all concerned. To prevent a recurrence we are calling the matter to the attention of our Jobbers generally and ask that our blanks be not used for the placing of any orders outside of those intended for ourselves.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.

ARK., Fort Smith—R. C. Bellinger Music Co.

CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pommer Co.
San Francisco—P. Bacigalupi & Sons.
Pacific Phonograph Co.

COLO., Denver—Denver Dry Goods Co.
Hext Music Co.

CONN., New Haven—Pardee-Ellenberger Co.

D. C., Washington—B. F. Droop & Sons Co.

GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.

IDAHO, Boise—Eitler's Piano House.

ILL., Chicago—Behnon Bros.
Lyon & Healy.
James I. Lyons.
The Vim Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Page-Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.

IND., Indianapolis—Indiana Phono. Co.
Klipp-Link Phonograph Co.

IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Model Music House.
Sioux City—Eberly Music House.

KY., Louisville—Montenegro-Richm Music Co.

LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.

MAINE, Bangor—E. L. Crosby Co.
Portland—W. H. Rose & Son.

MD., Baltimore—B. F. Droop & Sons Co.

MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Worcester—Iver Johnson Sptg. Goods Co.

MICH., Detroit—American Phono. Co.
Grinnell Bros.

MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.

MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerner-Brenner Music Co.
Silverstone Talk. Mach. Co.

MONT., Helena—Frank Buser.

NEB., Lincoln—Rose P. Curtiss Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.

N. H., Manchester—John B. Varick Co.

N. J., Hoboken—Eclipse Phono. Co.
Newark—A. G. Pajtt.
Paterson—James K. O'Dea.
Trenton—Trenton Blank Book and Stationery Co.
John Sykes.

N. Y., Albany—Finch & Hahn.
Astoria—John Hoss.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
Kingston—Forsyth & Davis.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
J. Dowdy, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Bolway.
Rochester—Mackie Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Finch & Hahn.
Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Troy—Finch & Hahn.
Utica—Arthur F. Ferris
William Harrison.
Utica Cycle Co.

OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Fintze Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitall Co.
Dayton—Niehaus & Dohse.
Newark—Ball-Fintze Co.
Toledo—Hayes Music Co.

OREGON, Portland—Graves Music Co.

OKLA., Oklahoma City—Smith's Phono. Co

PENNA., Allentown—G. C. Aschbach.
Easton—The Warner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Hopps & Son.
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.

R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.

TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. Houck Piano Co.
Nashville—Hagmyer & Co.
Nashville Talking Mach. Co.

TEX., Dallas—Southern Talking Machine Co.
Fort Worth—W. G. Walz Co.
Fred Cummings, Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rose Optical Co.

UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.

VT., Burlington—American Phono. Co.

VA., Richmond—C. B. Haynes & Co.

WASH., Seattle—Bruce & Brown Co., Inc.
Eiler's Music House.
Spokane—Spokane Phonograph Co.

WIS., Milwaukee—Lawrence McGreal.

CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
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The EDISON PHONOGRAPH MONTHLY

VOL. VIII — February, 1910 — No. 2



Slezak whose golden voice brings home the profits for you

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The EDISON PHONOGRAPH MONTHLY

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Vol. VIII. FEBRUARY, 1910 No. 2

Short Sermons *from Familiar Texts*

TEXT:

"Two Strings To Your Bow."

NOW that you've got Slezak and the Amberola to take care of one class of your customers, and all the other styles of Phonographs and all the other Records, both Standard and Amberol, to take care of the other classes, you're equipped to take out all the profit there is in the business.

The class of customers whom you could not formerly have got within a mile of, with the ordinary styles of Phonographs, are welcoming the Amberola with open arms. And the Grand Opera lovers, from one end of the country to the other, are crowding for the Slezak Records—because Slezak has not only proven to be the drawing card at the Metropolitan Opera House, New York, but has been acclaimed by the ablest musical critics of the New York newspapers as the greatest lyric tenor of all times.

That's what we mean when we say, "two strings to your bow."

Because, while the Amberola class is resting and the Grand Opera lovers are saving up to buy more Records, the good old "ragtime-coon-songs-Sousa-Herbert-monologues-sentimental ballads" crowd will still be on the job buying Phonographs of the other styles, and Standard and Amberol Records, until there's frost on the sun.

Whoever said February was a dull month didn't have the Phonograph business in mind. Did the ground hog see his shadow? Sure he did. Six weeks more of long winter evenings—there ought to be a Phonograph in every home.

Figure up all the homes in your vicinity that didn't get a Phonograph for Christmas and go after them—don't let them wait till next Christmas. Try them on the Amberola first—give everybody credit for being able to buy the Amberola. It's easy enough to swing them to the other styles if the Amberola costs more than they feel they can afford.

Do You Read the Monthly?

If you do, you are keeping in touch with the general news of the trade and are storing up practical knowledge and information which will prove a valuable asset to you at some time, either present or future, in your business. If you do not read it, you are doing yourself and your business an injustice. Furthermore, you are not treating us with the consideration we deserve. This publication represents a very considerable outlay of time, money and effort on our part, which certainly ought to merit the sacrifice of the few moments of your leisure time which the perusal of its columns would consume.

The mission of the Monthly is to disseminate among the trade, as concisely and intelligibly as possible, whatever general and special information we have to offer about our products and our policies, to confide in you our prospects and our impressions, to air our views as manufacturers and yours as distributors, to suggest and receive criticisms and opinions on all subjects of common interest,—in short, to serve as an intelligent medium for the conveyance of information and the exchange of confidences between the manufacturing and distributing branches of our business.

We aim to make the Monthly valuable and interesting from a Distributor's point of view. In its columns we explain carefully and exhaustively each new product of our manufacture, pointing out its attractive features and specifying its sales conditions. We suggest ideas for increasing the salability of our products and for their better advertising. We offer suggestions for your window display and acquaint you with the means by which to better and more effectively bring your goods before the public. We rehearse the experiences of others and the methods they have found most practical and effective in exploiting our goods. We enable you to lay your plans by giving you advance information in regard to what we are doing and propose doing.

Don't you think that all this is worthy of your appreciation, at least to the extent of scanning the pages of the Monthly twelve times a year? We think it is, and so do you if you are an intelligent, conscientious Dealer. In fact, if you are such a Dealer, you consider it worth while to read every line of literature that the Company sends out. But perhaps you are neglectful. When the Monthly arrives, you lay it to one side, intending to look at it later on—and later on you forget all about it.

If that is the case, make up your mind to correct the mistake in the future. Look for the Monthly as you would your newspaper or magazine. Read it when it comes, and if you have something of interest,—a criticism, a commendation or an experience—to offer for the benefit of your fellow Dealer, sit down and send it to us. We'll print it gladly and it is a 100 to 1 shot that it will incite worthy imitation by other Dealers. Someone may suggest exactly what you need in your business. We want to make the Monthly adapt itself in every way to the requirements of the trade. For that reason we suggest that every Jobber and every Dealer appoint himself an associate editor of this publication and offer suggestions for its improvement along those lines. Don't hesitate; send us any idea you think worth while. It will receive every consideration. We want your help in shaping the Monthly so as to minister to your needs; you can best show your appreciation of the publication by reading it and giving us the benefit of your advice. We need co-operation, and so do you; for co-operation is the synonym of success.

The New Attachment Proposition Still in Abeyance

The new Combination Attachment proposition, reference to which was made in our January number, has not as yet been launched, partly by reason of manufacturing congestion, but principally because some of our Jobbers and Dealers have neglected to send in the information requested by our Sales Manager in his letter of December 6th.

Until this information is received we shall be unable to make a definite announcement of the scheme, which we can assure the trade will be one of the most liberal propositions, from the standpoint of both trade and public, in the history of the business.

We again urge that those Dealers who have not already done so immediately advise their Jobbers of the number of attachments they are carrying in stock (on the forms provided by the Sales Department for that purpose), and that Jobbers communicate this information to the factory without further delay. We cannot emphasize this request too strongly. If the trade but realized the importance of the proposition, as well as the absolute necessity of the information called for, it would not have been necessary to reiterate the request a third time.

Are you doing anything with the Harry Lauder Records? He is on tour now. Why not a Lauder window? Good ad.

Sarah Bernhardt Secured for Our Records

Sarah Bernhardt, "The Divine Sarah," whose superior as a tragedienne the world has never seen, under exclusive contract for Edison Records! Seems almost incredible, doesn't it? It is true, however, absolutely true. "The Bernhardt" has made five Records for us, which will be placed at the disposal of the trade at an early date. They are extracts from the rôles in which she has won the homage of kings and queens and the idolatry of countless thousands in the course of her remarkable career—selections from "L'Aiglon," "Phèdre," "Cyrano de Bergerac," "La Samaritaine" and "Les Bouffons," all of which are splendidly chosen to give her the widest possible latitude for the display of her God-given talent.

What a triumph for the Phonograph! And what a tribute to the Edison Phonograph and Records! The greatest actress of all times has consented to transmit to posterity Phonographic Records of the voice that has enthralled the civilized world, bringing to worship at the shrine of its owner's art the royalty of the Old World and the wealth and genius of the New; and out of all of the types of sound-reproducing instruments from which she might have made a selection, she has chosen as the ideal instrument to record and reproduce that voice—the Edison Phonograph! Yet what more fitting than that the genius of this wonderful artist and remarkable woman should find expression in and be perpetuated through the invention of a contemporary genius, the greatest inventor of all times?

It was no child's task to secure the great actress's consent to make these Records, as may well be believed. Professional aversion to exploiting her talent in this manner had to be overcome; and it was not until the life-like fidelity of reproduction that distinguishes the Edison machine was demonstrated to her that her consent was finally won. That pecuniary considerations did not influence her choice is proven by the fact that she has been besieged for many years by representatives of other types of machines, and offered the most enticing monetary inducements for even one Record of her voice. She has consistently refused until now—not because of dissatisfaction with the terms offered (Bernhardt is an extremely rich woman), but because she did not consider that the reproducing qualities of their machines were of a character to insure perfect Records; and she was unwilling that posterity should obtain, through an imperfect Record, a wrong impression of her voice and art of expression. That was the reason for her previous determined stand against leaving a Phonographic legacy to the world, and it was by demonstrating to her that her argument lost its force when applied to the Edison Phonograph that we succeeded in securing these Records.

The Bernhardt Records ought to be advertised to the limit by every Dealer. They will sell like hot cakes among lovers of the dramatic stage. We suggest that right now every Dealer sit down and send a note to his local paper announcing the fact that these Records are forthcoming. No paper will refuse to publish the news, as everything that the immortal Bernhardt does is eagerly seized upon by the press. Advance advertising of this nature will prepare the public for the later announcement of the Records and will unquestionably swell the demand. Send your paper a note today.

Return the Old Mandrels and Main Shafts

We wish to call the attention of our Dealers to the fact that the old mandrels and main shafts, which were taken from Home and Triumph machines at the time the Combination Attachments were placed upon them, may be returned direct to the factory, with any Record Shipments that they may be making under the Exchange Proposition, or in fact with any factory shipments. This will obviate the necessity of sending the parts to the Jobbers, who in turn have to handle them in order to return them to the factory.

Our salesmen report that some Dealers are carrying these parts in stock, not knowing exactly what disposition to make of them. We suggest the above as the most convenient method for all concerned. It is understood, of course, that no credit will be allowed for the returned parts, as the question of return was taken into consideration at the time that the price was fixed on the attachments proper. As the mandrels and shafts, being of no value to the Dealer, are only in the way, the suggestion will undoubtedly be welcomed.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

Our Grand Opera Talent

We stand irrevocably committed to the promise to give our trade a Grand Opera Record catalogue worthy in every respect of the Amberola. Our distinct pledge, as we recall it, was that our catalogue would acknowledge no superior. It will undoubtedly be interesting to the trade, therefore, to be given a resume of what we have accomplished so far.

In the first place, we gave you Slezak, the sensation of the operatic world. Slezak, whose debut on the Metropolitan stage in "Otello" was the occasion of the most remarkable demonstration in the history of that famous temple of art. Slezak, whose subsequent appearances in the same rôle, as also in Aida, in Il Trovatore and in Tannhäuser, have satisfied critics, press and public that his equal as a dramatic tenor does not live and has not lived since the memorable days of the great Tamagno. In comparison with him the vocal powers of other tenors occupy the same relative position as do their physical proportions. His last appearance, as we go to press, was in Tannhäuser, on January 13th. Of his work on that occasion the *New York American* said:

"The Metropolitan held almost a record house last night when Tannhäuser was sung with Leo Slezak in the title rôle. It was the Bohemian tenor's first appearance in New York in German Opera, and if enthusiastic and prolonged applause mean anything then Slezak has added another success to his three great Italian impersonations. Indeed, the first act there were no fewer than seven curtain calls."

The *New York Sun* summarized a long and flattering review of his work in these words:

"On the whole Mr. Slezak's impersonation of Tannhäuser was notable, and it must be recorded a triumph in the first line of Wagnerian portraits in the rich gallery that belongs to the history of the Metropolitan Opera House. It aroused much enthusiasm in the audience."

The following is an extract from the *Evening World's* criticism:

"Slezak, who sang Tannhäuser for the first time here, received much of the outbreak of applause by his brilliant singing of the Rome narrative. * * His singing in the tournament was characterized by great reserve power and fine dramatic effect at the climax."

Of such vocal dimensions is Slezak, whom we have secured with an iron-bound contract which prevents his singing for any other firm. The Edison trade can sell his Records, undisturbed by competition, for a number of years to come.

We gave you, also, Riccardo Martin, the first great American operatic tenor; Constantino, the renowned Spanish tenor; Blanch Arral, the gifted coloratura soprano, whose advent created a furore in musical circles in this country, and Adelina Agostinelli, the Milanese soprano, at present singing in Italy, but who, from April 1st to September 1st, will be leading soprano at the Colon Theatre, Buenos Aires. M. Duclos, tenor, Louis Nucella, baritone, and Gaston Dubois, tenor,—all recognized as artists of the highest calibre in Paris—are also in our Records.

Luigi Lucenti, a noble basso, who has sung in all the Latin countries and is an especial favorite at the La Scala Theatre in Italy, contributed from his extensive repertoire to the March supplement. So did Ernesto Caronna, baritone, who is well known in Italy, France, Belgium and in the large South American cities, and who has recently been very successful in France in the opera "Iris." Ester Ferrabini, whose name is also in the March supplement, is a young artist whose career has been short, but meteoric. When Leoncavello, the composer, made his tour of the United States, Miss Ferrabini was one of the members of his troupe and was splendidly received everywhere.

In the April list is also Marguerite Sylva, the leading American prima donna, who is firmly established in the hearts of her countrymen by her successes in light and grand opera. Mme. Sylva recently left Hammerstein's and contracted with the Russell forces of Boston for appearance in some of our larger cities, which fact will lend greater value to her Records.

Among the artists with whom we have recently contracted (all our contracts are exclusive in the full sense of the word), are Maria Labia, a lyric soprano, at present appearing in Berlin, but whose work last season with the Manhattan forces, with whom she voluntarily broke her contract, won the admiration and praise of the critics.

Maria Galvany is another recent acquisition. She is a coloratura soprano who adheres closely to the style of singing made popular by Patti, Melba and Sembrich. She is a great favorite in Spain and the Latin countries, and we consider ourselves fortunate in being able to enlist her services.

Of Walter Soomer, a favorite Metropolitan baritone, who made his reappearance here on January 19th, the *New York Sun* said:

"Walter Soomer's return to the Metropolitan was signalized by his appearance as Telramund last evening in Lohengrin, and his personality, admirable in its dramatic puissance and its vocal quality."

From the above the trade may form an idea of what we are doing in the way of securing operatic artists. We will make an announcement of the names of some more acquisitions in the near future, which will cause something of a sensation in Phonographic circles. In the choice of artists and selections, as well as in the recording, we are guided by the advice of a noted operatic critic. Don't you think we are progressing fairly well in the work of building for you a Grand Opera catalogue inferior to none?

New Edison Grand Opera Talent



LUIGI LUCENTI, BASSO



ERNESTE CARRONA, BARITONE



WALTER SOOMER, BARITONE



ESTER FERRABINI, SOPRANO

Foreign Records for February

The five special catalogues of Foreign Records, namely British, German, French, Spanish (including Mexican, Argentine, Portugese, Porto Rican) and Miscellaneous Languages, are now being reprinted and will shortly be ready for use.

New Records in some of these foreign languages are being issued every month and each language is wanted by some different part of the trade at all times. If a Dealer has a large demand for German Records, for instance, it seems hardly fair to make him wait for the yearly revision of the German catalogues before he may know about and be able to order German Records as they appear each month. On the other hand, if a Dealer has no demand for German Records, it cannot affect him any way if information about new monthly issues is printed each month.

Consequently, we have decided to print in the PHONOGRAPH MONTHLY each month a list of new Records as they are put out by or in the interest of our foreign branches. The first of these lists is given below. This list is printed simply for information. It is not intended to issue special printed matter in connection with any of the languages, for we do not want to appear as if forcing the trade to stock them. Orders for any of these Records will be filled as received and they may be placed on sale immediately.

BRITISH RECORDS[FOR'EBRUARY

AMBEROL (FOUR MINUTES).

12131	Poet and Peasant Overture, *Suppé*	National Military Band
12132	When I Get Back Again to Bonnie Scotland,	Peter Dawson
12133	Tarantella Bachelors, *Tate*	Harry Lauder
12134	Every Day in the West, *Kendal & Formby*	Stanley Kirby
12135	Waltz from Die Geschiedene Frau, *Leo Fall*	Kendal & Formby
12136	I've Been Out with Charlie Brown, *Hills & Scott*	Albambra Orchestra
12137	I Really Can't Reach that Top Note, *Asher*	Florrie Forde
12138	Bid Me to Love, *D'Auvergne Barnard*	Arthur Osmond
12139	We Don't Want Here Daylight, *Murphy & Cunning*	Ernest Pike
12140	Gems of Scotland, Selection, *Arranged by E. W. Aspinall*	Billy Williams

STANDARD (TWO MINUTES).

13027	Banjour Chilcottes Nanch, *Binet-Clerc*	National Military Band
13028	Come Over the Garden Wall, *Tair* Stanley Kirby	
13029	A Black Coquette, *Grimshaw*, Banjo Olly Oakley	
13030	Where Father Joined the Territorials, *Hyde & Heath*	Billy Williams
13031	Still Your Friend, *Ford & Barrett*	Florrie Forde
13032	Father Tried It On	George Formby
13033	Mary Took the Calves to the Dairy Show, *Cunning*	Florrie Forde
13034	Boiled Beef and Carrots, *Collins & Murray*	Arthur Osmond
13035	Cocora, A Creole Intermezzo, *Hirsh*	National Military Band
13036	Blaydon Races, Tyneside Dialect Selection,	J. C. Scatter

GERMAN RECORDS FOR FEBRUARY.

AMBEROL (FOUR MINUTES).

16050	White City Marsch, *C. Zimmer*	Johann Strauss Orchester
16051	Ach, so fromm, aus Martha, *Flotow* Banjo Hubert	
16052	Es glänzte schon der Sterne Heer, *Verdi*	Minna Jowell
16053	Volksleider-Potpourri, *C. Wolfenbach*	Johann Strauss Orchester
16054	In die Ferne, *W. Brandenburg* Zeke-Quartett	
16055	Man steigt nach, Duet, *Leo Fall*	Otto Greville & Nan Stahl
16056	Ein Glücktag, Gavotte, *F. Thornton*	Johann Strauss Orchester
16057	Dich rühet meine Hand, aus Günerah, *Meyerbeer*	Max Garrison
16058	Im Grenzgrunde	Schliwald-Ensemble
16059	Nachtschwärmer, Walzer, *C. H. Zichrer*	Johann Strauss Orchester

STANDARD (TWO MINUTES).

16095	Deutscher Luftschiff-Marsch, *P. Lichy*	Johann Strauss Orchester
16096	Das Rattelschnäbel Lied, aus Hallah I *Paul Lincke*	E. Borden
16097	Dort wenige leises Fleh'n, aus Figaro, *Mozart*	A. Pacyna
16098	Süngerslust, Polka française, Johann Strauss	Johann Strauss Orchester
16099	Du, du liegst mir im Herzen	Neue Quartett
16100	Das Kleine Nixgerrad, *H. Rolle*	Zeke-Quartett
16101	Hement, *Hechrical* Johann Strauss	Gertrude Wiedeke
16102	Lieutzen, komm' doch bald, aus Hallah I *Paul Lincke*	Johann Strauss Orchester
16103	Von meinen Bergen muss ich scheiden *Rixal Hofer*	
16104	Im Wintersrausch, aus Hallah I *Paul Lincke*	Johann Strauss Orchester

FRENCH RECORDS FOR FEBRUARY

AMBEROL (FOUR MINUTES).

17026	*Hl sait d'Amour, E. Joare*	Paul Lack
17027	Les Refrains de l'Amour, *Hallfat*	Eugene Mamouelle
17028	La Petite Hausarae, *Christiat*	Gabriel Miller
17029	La Romanichelle, *Lro. Daniferf*	Adolphe Bérard
17030	Les Montagnards, *A. Roland*	Trio Artistique

MEXICAN RECORDS FOR FEBRUARY

AMBEROL (FOUR MINUTES).

6053	Vals Poblico—Con Obligado de Saxofón, *F. Villarrasla*	Banda de Policia
6054	Carmen—Canción del Torero, *G. Bizet*	Manuel Romero Rubios, Barítono
6055	Ragatella, *G. Verdalle*, Harst Solo	Nina Villa
6056	Mexicana—Canción Popular, *Arreglo de M. Peredo*	Francisco Rosales, tenor, y Rafael Hernández, barítono
6057	Virginia Fábregas—Vals, *J. Branchanga*	Trio Instrumental "Arriaga"
6058	La Rancherita—Canción Popular, *Arreglo de L. Pizano*	Jesús Abrego, tenor, y Leopoldo Pizano, barítono

STANDARD (TWO MINUTES).

20325	La Copa de Oro—Mazurka, *E. Garcia*	Banda de Artilleria
20326	Tanzea—Tierzea, *Arreglo de F. Cavalera y J. Arabia*	Francisco Canalea, "El Sevillano," tenor
20327	El Aragonés—Vals—Jota, *Dan Espinosa*	Quinteto Instrumental "Jordi-Rocahrura"
20328	El Arriero—Canción Popular	Cisrtnio Vocal Cocolense

PORTUGESE RECORDS FOR FEBRUARY

AMBEROL (FOUR MINUTES).

5067	Bertha—Valsa	Banda da Guarda Municipal de Lisboa
5068	O Guarany—Overture, *C. A. Gomez*	Banda da Guarda Municipal de Lisboa
5069	Rapsodia de Cantos da Beira	Banda da Guarda Municipal de Lisboa
5070	Real Colyseu—Valse, *Eduardo Cyrlece*	Banda da Guarda Municipal de Lisboa
5071	Vesturalo—Canconeta	Isabel Costa, soprano
5072	O Fadista—Fado	Isabel Costa, soprano
5073	O Dahlia—Valsa—2 Desgarrada	Isabel Costa, soprano, e Duarte Silva, cantor comico
5074	Canção de Lulinha—Dialogo Comico	Isabel Costa, soprano, e Duarte Silva, cantor comico
5075	O Passarinho—Duo 4 Desgarrada	Isabel Costa, soprano, e Duarte Silva, cantor comico
5076	Fado Corrido—Fado Hespanhol	Isabel Costa, soprano—Eduardo Barreiros, baritono
5077	O Estudante Alsaciano, *A Mal de Pez*—Duo Monologo	Chaby Pinheiro
5078	Um Romance—Monologo, *Julio Dantas*	Chaby Pinheiro
5079	A. B. C.—Fado Lisó	Eduardo Barreiros baritono, e Coro
5080	Da-me um Beijo I—Canção	Eduardo Barreiros, baritono
5081	O Judeu Errante—Romanza	Eduardo Barreiros, baritono
5082	A Coquette—Canconeta, *M. T. Lorez*	Julia Mendes, soprano.
5083	O Fructo Prohibido—Canconeta	Julia Mendes, soprano.
5084	A Nove—Si-pi-pi-i, *Jesús Pacheco*	Julia Mendes, soprano
5085	Medina de Souza, soprano, e Eduardo Barreiros,baryhono	Pinto Ramos, tenor
5086	Canção, Brasileira	Pinto Ramos, tenor
5087	A. B. C.—Desgarrada: "Olari, Olari?"	Eduardo Barreiros, baryhono, e Pinto Ramos, tenor
5088	Dias de Sousa—Fado Lasbiau Alluquerque, tenor	Duarte Silva
5089	A Mãe's Familia—Monologo	Pedro Cabral
5090	O Terrivel—Monologo	Pedro Cabral
5091	O Bailarino, *E. Varella* Reynaldo Varella, tenor	
5092	O Rathinho, e Guerdar Cantidade—Duo *Ramos e Silva*	Duarte Silva
5093	O Delfa Gatos—Canconeta	Duarte Silva, cantor comico

STANDARD (TWO MINUTES).

19472	Collecção de Canções Populares	Banda da Guarda Municipal de Lisboa
19473	Hymno Sico Hiuno	Banda Militar de Edison
19474	Hymno da Carta de 1826	Banda Militar de Edison
19475	Hymno do Emprêho Santo	Banda Militar de Edison
19476	Fado Corrido, Guitar Solo	Reynaldo Varella
19477	Fado Robles, *E. Varella* Reynaldo Varella, tenor	
19478	Jules, Harchael—Canconeta	Julia Mendes, soprano
19479	Canção de Amor—Fado, *E. Varella*	Julia Mendes, soprano
19480	A. B. C.—Cobre—me ! Cobre—me !	Eduardo Barreiros, baryhono
19481	O Espelho—Canconeta, *Nieto*	Duarte Silva, cantor comico
19482	A. B. C.—Assim... com um Brazinho	Monologo com Musica Duarte Silva
19483	O Pirolito—Canconeta	Isabel Coste, soprano, e Coro
19484	Margarida—Canconeta	Isabel Coste, soprano, e Coro
19485	O Brasileiro Pancrecio—Desgarrada, *Sd d'Albergaria*	Isabel Costa, soprano, Duarte Silva, cantor comico
19486	A Despedida de Soldado—Canconeta	Isabel Costa, soprano, e Duarte Silva, cantor comico
19487	O Srgarilhão—Canção, *D. Maria Soares*	Isabel Costa, soprano, e Coro
19488	A Nove—Os Figurinos—Fado Desgarrado	Medina de Souza, soprano, e Pinto Ramos, cantor
19489	Fado de Vianna, *Vasco Rocha*	Eduardo Barreiros, baryhono
19490	Nolte de Natal, e "Mai Meggo de Carrie"—Duos Monologo, *A. Feijo, e Tradução de Dantz*	Chaby Pinheiro

Ever tried to interest the foreigners in your town? Good Business. Try it.

Monthly Record Reviews

We are sending out monthly with the Record bulletins a page containing three or four reviews of the Records, with the explanation that they are intended for newspaper use between the 24th and 27th of the current month. The Dealer who is doing some advertising in his local paper can get the paper to give him a complimentary insertion of one of these reviews, with his name added to it. If he is doing no display advertising it will cost him but a fraction to have one run as a paid reading notice with his name used in connection.

These reviews are being written in attractive, readable style, and we urge our Dealers to make use of them. Even as a news item they will be accepted by nine out of ten papers, and will do good general missionary work. The live Dealer, however, will pay a small sum for the privilege of attaching his name to them. Use them, by all means,—as gratuitous advertisement if possible, as a paid ad. if necessary.

Exchange Transaction in Violation of Agreement

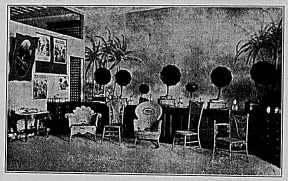
Our attention has recently been called to the fact that some of our Dealers are disposed to accept second-hand Edison Phonographs in exchange for goods other than those of our manufacture, in a number of cases taking such machines in part payment for the products of other talking machine manufacturers. This is in direct violation of Section 6 of the Dealers' Agreement, which reads as follows:

"Exchanging, tendering or accepting Edison Phonographs or Parts, Edison Records or Blanks, in whole or part payment for privileges of any character, or for advertising, or for merchandise of any description, except cash, is prohibited, and Records of other make or character is not permitted. This does not prohibit the acceptance of an Edison Phonograph at full list price, if good as new, or less cost of repairs to make it good as new, in exchange for an Edison Phonograph sold at full retail list price, but does prohibit the acceptance of second-hand Edison Phonographs or Parts, Edison Records or Edison Blanks."

This section is sufficiently clear to prevent any misunderstanding on this subject, as is the Application for Special License to sell a second-hand machine, in subscribing to which the Dealer expressly stipulates "that the machine was not obtained in whole or part payment for any goods other than Edison Phonographs." The Dealer who violates this clause of the agreement renders himself liable to proceedings, which will be promptly instituted where evidence of the violation reaches us.

The Other 13,000

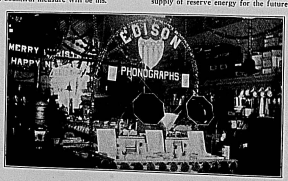
What they are doing and what they want to know about.



Two "Live Wires" in the Trade

The above interior view represents the demonstrating room in the store of C. Frederickson, a recently established Edison Dealer of San Juan, Porto Rico, who is located in Plaza Colon, Teruan 74, Trenta al Teatro. That Mr. Frederickson is an enthusiastic Edison man and has sublime confidence in the superior excellence of Edison products was proven by the size of his initial order, which ran well up into four figures. Mr. Frederickson took up the sale of our line very enthusiastically, and has since evidenced an aggressiveness which augurs well for the success of his enterprise. There is no doubt that as a result of the intelligent effort he is making to interest the people of our island possession in Edison Phonographs and Records, success in bountiful measure will be his.

Below is shown a view of the interior arrangement of the store of C. F. Brobeil, Edison Dealer of Lytton, Iowa. The picture was taken just before Christmas when his store was adorned in its pretty holiday garb. It will be seen that while Mr. Brobeil deals in general merchandise, he considered that Edison Phonographs and Records deserved the position of prominence in his holiday display. To our mind the arrangement is both novel and pretty and suggests that Mr. Lytton possesses an eye for the artistic as well as good judgment, which latter is proven by his selection of the Edison line to approach the music-loving people of his community. Mr. Brobeil is a hustling Edison Dealer, with a record for "doing things" in the past and a generous supply of reserve energy for the future.



Decalcomania Slides Ready



We are prepared to supply lantern slides of the decalcomania illustrated above, which was especially designed for use at moving picture shows, magic lantern exhibitions, etc., in response to a general demand on the part of our Dealers. We at first contemplated reserving space for the Dealer's name and address on the slide, but abandoned it, on second thought, as it occurred to us that it would be a better plan for the Dealer to use a home-made slide of his own, either preceding or following the decalcomania on the canvas, on which he could make such announcements of prices, terms, concerts, etc., as best suited his individual wishes. These slides can be furnished either in plain black and white or in colors (the latter, of course, being the more attractive), at a price of 15c each for the former, and 90c for the latter. As can be easily imagined, the decalcomania slide makes an excellent picture on the canvas, *leaving an impression that lasts*. It's a winning ad.

James H. Barney, Jr., & Co., the enterprising Edison Dealers of Newport, R. I., have recently moved into a new and larger building. Mr. Barney has taken great care to give the talking machines great prominence, having five large and splendidly equipped demonstration rooms at the rear of the main floor and using more than half this floor for displaying phonographs. The piano wareroom is on the second floor and can be converted into a nice recital hall, where Edison concerts are to be given each week. The Phonograph repair department occupies a separate room. Mr. Barney reports the Phonograph business on the increase and expects far greater results in the coming months from machines equipped with Cygnet Horns, and from the Amberola.

The Utica Cycle Company, of Utica, N. Y., has changed its headquarters to 117-119 Columbia Street, same city.

The View of an Optimist

Your Mr. Womble called on me to-day with the advance list of Edison Records for December and I was so much impressed with the improvement made in the line generally since I have been selling Edison goods (three years) that I feel that there is still a great future for Phonographs. The line can be handled with success in towns of from 500 people up, or at least such has been my experience. I live in a town of about 1,000 people and have sold far more than I anticipated when I accepted the agency. In towns where there are no Dealers I would strongly recommend to prospective agents that they take the matter up at once.

J. C. Mansell,
Trinity, Tex.

The following is an extract from a letter received from Turner Brothers, Marionville, Mo., who are consistent advertisers, and keep "pegging away" all the year round:

"About two years ago we decided we wanted an Edison Phonograph. As we are in the retail grocery business, we tried to induce our furniture man and our book store man to take an agency. This they failed to do. We took the agency ourselves, but considered it only a sideline. We sold a Phonograph and a few Records occasionally. About three months ago we began to see the possibilities of the line. We began to push it, with the result that in a very short time we have sold ten Phonographs (one Triumph—no Gems) and about 500 Records. We no longer consider it a side line; in fact, we consider the Edison agency the strongest feature of our business. We are using the many suggestions in the Phonograph Monthly with excellent results. You may depend on our hearty co-operation in the future."

That's the way to talk. Keep up that spirit. There's more money in Phonographs than there is in groceries if you run your business on the right lines, as you are very evidently doing now.

The Worcester Phonograph Company, Edison Dealers in Worcester, Mass., made a novel use of form 1671, photograph of Thomas A. Edison. With the photograph pasted on a dark green background they made a unique and attractive calendar. In addition to its attractiveness, it is decidedly inexpensive. While the suggestion comes rather late for adoption by other dealers, it is an excellent example to show the novel and varied uses to which our advertising literature may be put.

Don't Relax Your Advertising

On the opposite page are reproduced two double-page ads, appearing in the big magazines and monthlies during February. Pretty nearly everybody reads at least one of the big magazines or monthlies, and it's a curious fact that the ads. are generally read first. At least the most prominent and striking are; and these ads. certainly belong in both categories. They ought to start something, don't you think? If you have the least shred of faith in advertising you don't *think*,—you *know*.

These magazine ads., however, are only a part of our advertising scheme. Our newspaper campaign embraces the entire United States and Canada in its scope. And what a campaign it is! If our Jobbers and Dealers could but realize how enormously our mail has increased since the campaign began,—could see the huge stacks of ads., clipped from papers sent us as proofs, marked and filed for reference, some conception of the magnitude of this tremendous appeal to publicity would be formed. We venture to say that the sight of this evidence alone would effect a complete regeneration in the most weak-kneed talking machine man in the country.

And it must be remembered that these embryo mountains of paper are our ads. alone. We have others sent us by Jobbers and Dealers to indicate what they are doing to supplement our work; and to the credit of the Edison trade be it said that they did nobly in the ante-holiday campaign. There were exceptions, of course,—there always are, and probably always will be—but the trade, generally speaking, did themselves proud. The result of that advertising is to be found in the reports that are heard from all parts of the country. The holiday trade was big. With many Jobbers and Dealers it was the best in the history of their business.

Now that the holidays are past there may be a disposition on the part of some to relax in their efforts. To such we want to say, *don't do anything of the kind*. You haven't yet realized all that is your due from that advertising; if you suspend further effort you never will. Advertising, to be effective, must be persistent. The occasional ad. causes little curiosity and carries less conviction. It is the persistent ad. that makes the impression. Phonographs and Records are not a holiday luxury. They can be sold as readily in February as in any other month of the year,—more readily than in some months.

Keep your ad. in the paper. Don't relax one iota. We are not going to, why should you? Surely you can afford to do on a small scale what we are doing on a large one, when it is vital to your interests to do so. So we say to you, go ahead with your advertising. Advertise in February as you did in December, in March as in February, and so on through the year. You may depend upon it that we will supply you with plenty of new things, well worthy of the space you are using. Advertising is the royal road to success in any business; in the Phonograph business it is not only advisable but essential.

Keep Up Your Stock—Don't be a "Piker"

The Phonograph Dealer who willfully lets his stock run down and is attempting to "pike along" with a machine or two and a few Records, has about as excellent a chance in this day of fierce competition as the proverbial snowball In Hades. The Dealer who can afford to do it has passed the acute stage in his business career when it is longer necessary to battle for an existence. Neither type will ever be accused of longevity in the Phonograph trade. That's as certain as that night follows day. The time has come when a Dealer who wants to get from his business everything there is to be had must put something into it. He has to be aggressive. He cannot be aggressive unless he is equipped with a complete stock to meet every emergency. He has got to be prepared to produce everything that his line calls for. Otherwise he places himself entirely at the mercy of his rival and is sure to experience the mortification of seeing a prospective customer go where he can be accommodated with what he wants.

The public has little or no use for a "piker," anyhow, if you have never noticed it. It's the man who does things on a decent scale who wins out. Therefore, Mr. Dealer, if you have made up your mind to worry along with a stock depleted by the holiday demand, take warning. You are running a dangerous risk of being placed in the "piker" class with disastrous effect. You ought to carry in your stock a sample or two of every Edison machine and accessory, as well as a complete and reserve stock of the entire Record catalogue. It is only by doing so that you can keep ahead of your rivals and escape the undesirable classification of a "piker," an appellation which, while inelegant, is at least expressive.

Our Double Page Ads Appearing Now in the Big Magazines and National Weeklies









Will interest millions of music lovers throughout the world. Thousands in your community will want to hear the AMBEROLA play the SLEZAK and other Amberol Records. Have you offered them that opportunity? Do so while the ads are working.

Selling the Goods

Don't get it into your heads for a minute that the Amberola is only a rich man's instrument. Just stop and consider how many people there are in your vicinity who are by no means rich, yet who have pianos in their homes. And you know as well as we do that you can't get much of a piano for $200.00.

Any one who can afford a piano can easily afford an Amberola—and many people who are now considering buying pianos will be more than glad to have the Amberola instead, and especially when you make it clear to them how much more and how much better entertainment they can get from an Amberola than they would ever get from a piano, even though some members of their family were accomplished players. Then consider the hundreds of people who can well afford a piano, but have never considered buying one because no member of their families play. Think what the possession of the Amberola means to this class.

But where you can't land a sale of the Amberola, there is always the Triumph, Standard, Home, Fireside or even the Gem to fall back upon.

Ever hear the story of Davy Crockett and the squirrel?

What—No?

Well, Davy could shoot some and one day when he was walking through the woods he saw a squirrel and at exactly the same moment the squirrel saw him.

"That you, Davy?" says the squirrel.

"Yep," says Davy.

"Don't shoot—I'll come down," says Mr. Squirrel.

There's such a thing as being the Davy Crockett of the Phonograph business.

Get a reputation for going after sales and bringing home the money and you'll find that a whole lot will come home without your having to go after it.

They say George Washington threw a dollar across the Potomac River and nobody's been able to do it since—because a dollar went farther in those days.

Whoever said it evidently forgot how far a dollar will go toward buying an Edison Phonograph.

A little, well-dressed colored man strolled into a cigar store, asked for a fine Havana, and, just as he pulled out a roll of yellow bills big enough to choke a drain pipe, from which to pay for his cigar, a big colored man about six feet eight came into the store.

"Whah'd you git all that money?" said the big man.

The little man paid no attention.

"I ast you, whah'd you git all that money?" persisted the giant. "Do you all's know who I is? Ise the town bully."

The next thing the big fellow knew he was lying flat on his back with the little fellow standing over him.

"Say, man, who is you?" said the big fellow.

"Ise the fellow you thought you was," said the little man, as he tucked his cigar in his face and strolled on his way.

The dealers down the street may "have it on you" in the way of location and floor space, but if you're on the job, you'll be able to put one over on him every now and then in the way of real salesmanship that will let him know you're the fellow he thought he was.

Abe Lincoln said:

"You can fool some of the people all the time; you can fool all the people some of the time; but you can't fool all the people all the time."

Apropos of which, the people realize that only on the Edison Phonograph, playing both Standard and Amberola Records, can they get all of the best of all kinds of music.

Of course the territory is better twenty or fifty miles from you, but you're not there—you must make good in your own little town—to cheer up.

The majority of talking machine sales don't turn up until some hustling dealer turns them up.

A talking machine dealer has facts worth telling and goods worth selling.

Trying to push the sale of dance Records this winter? Remember, the dancing season is at its height. Look over the catalogue and see what a wealth of good numbers there is to select from. Advertise your dance Records.

Watch Your Windows

Don't let your window arrangement go stale. It suggests neglect and untidiness within. A window either repels or attracts. It is an indication of what may be expected on the inside. Change your display at frequent intervals. Catch the eye of the passers-by with something new and original—and give them something to talk about. There are good suggestions for displays in the February holidays—St. Valentine's Day, Lincoln's Birthday and Washington's Birthday. St. Valentine's day offers plenty of suggestions in the way of Cupid's, hearts, etc. For the other two, if you don't happen to devise something novel, use portraits of the two patriots with "Old Glory" entwined about them—an arrangement simple and appealing. The point is, do something; don't let the opportunities pass. Use window cards, too. Here are a few suggestions which ought to help some:

On Washington's Birthday listen to "The Sword of Bunker Hill" sung by the Knickerbocker Quartette on an Edison Phonograph.

On this day "The Stars and Stripes Forever" rings out stronger and more sweetly on an Edison Phonograph.

Hear the "Battle Hymn of the Republic" Lincoln loved so well on an Edison Phonograph. Come inside and hear it.

Send her an Edison Phonograph for a Valentine.

No Valentine Party is complete without an Edison Phonograph.

Two big holidays this month. How are you going to spend them? Better have an Edison Phonograph in your home now, so if the weather is bad you won't mind it.

How Shall I Advertise the Amberola?

That's the question you will soon be revolving in your mind, Mr. Dealer, if you have not already been called upon to consider it. We are now filling the most urgent of our Dealers' orders (if any can be considered more urgent than others) and expect to soon have the trade fairly well supplied. With the prospect of soon having the most superb Phonograph that human ingenuity has yet devised in your possession, the question of advertising is decidedly apropos. While it is, of course, necessary to employ all the usual methods—newspaper ads, window display, circularizing, etc.—to give the widest possible publicity to this wonderful instrument, we are convinced that the most effective way to bring the Amberola directly before the public is by means of public concerts.

All the advertising that can be done will never give the public a true conception of the marvellous perfection of sound reproduction that is represented in the Amberola—will never convince them of its superiority among Phonographs as will the hearing of one Record played upon it. You may tell the public that you have the most musically perfect and attractively designed Phonograph on the market—and it is necessary that you should do so in the most convincing phrase you can command, and as often as possible—but you must give the public the opportunity of learning for themselves that all you say is true. In the public concert you give them that opportunity.

The O. K. Houck Piano Company, Edison Jobbers in Nashville, Tenn., are employing the concert plan on an elaborate scale, and with splendid success. Taking advantage of a protracted operatic engagement in their city they are giving concerts twice daily, at which Records of selections from the operas to be sung during the season there are played, the program being changed daily. The concerts are advertised in the daily papers and by announcements sent by mail, with which are enclosed tickets for the series and booklets containing stories of the operas to be sung. This is by far the most elaborate plan for advertising Phonographs and Operatic Records that has yet come to our notice, and we are very glad to learn that it has been successful. It proves that the public is in a receptive mood for such suggestions.

We urge our Jobbers and Dealers to follow out this plan in advertising the Amberola—elaborately if possible, modestly if necessary. The Amberola's superiority to other types of high-grade instruments is acknowledged by all who have heard it. That it represents the highest development in tonal quality and grace of design of any Phonograph on the market is generally conceded. Our Jobbers, and those Dealers who have received samples, are enthusiastic in its praise, as is evidenced by the mass of testimonials in our possession. It will prove to be its own salesman if given a proper introduction to the public, and as the best means to that end we strongly urge the concert idea.

Advance List

Of Edison Amberol and Edison Standard Records for April, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before March 25th, 1910, all things being favorable, and they may be reshipped to Dealers at 5 A. M. on March 26th. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 5 A. M. on March 27th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after March 20th, but must not be circulated among the public before March 27th. Jobbers to Dealers after March 20th, for delivery on the morning of the 27th. Jobbers are required to place orders for April Records on or before February 15th. Dealers should place April orders with Jobbers before February 10th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for April, 1910

393 Morning, Noon and Night in Vienna — **National (London) Military Band**

A descriptive overture with an extremely brilliant introduction, followed by a reposeful melody and concluding with a vigorous martial strain. One of the most popular compositions of the versatile composer, Franz Von Suppe, who has been called "The German Offenbach." His best-known works in this country are, perhaps, "Boccaccio" and the famous "Poet and Peasant Overture." This number possesses, in a marked degree, many of the distinguishing characteristics of his compositions. Publishers, Hawkes & Sons, London.

394 I'm Longing for the Old Days, Marguerite — **Manuel Romain**

In verses of more than ordinary poetical merit a lover is dwelling in reminiscence upon scenes of the past ere he had faded from his sweetheart's memory. His longing for the old days to return is set to a sweet, plaintive air that reminds one forcibly of the ever popular "Marguerite." The singing of birds is cleverly imitated in the accompaniment. Orchestra accompaniment. Words, Arthur J. Lamb; music, J. Fred Helf; publishers, J. Fred Helf Publishing Co., New York City.

395 That Mesmerizing Mendelssohn Tune — **Collins and Harlan**

Here's a song that bids fair to break all records for popularity—one of the catchiest "rag" melodies ever composed. The mesmeric quality of Mendelssohn's celebrated "Spring Song" is its inspiration, and the theme of that number breaks out in spots in the song; in fact, the chorus is constructed on it. This is the kind of a "rag" that one unconsciously absorbs and finds one's self whistling or humming days afterwards. The opportunity for comedy was too good to let pass, so Collins improved it by attempting to mesmerize Harlan between verses. We predict a big sale of this Record. Orchestra accompaniment. Words and music, Irving Berlin; publisher, Ted Snyder, New York City.

396 Selection from "Babes in Toyland" — **Victor Herbert and His Orchestra**

"Babes in Toyland" is one of the best known and most popular musical productions that Herbert ever wrote. Its numbers possess in great abundance that indefinable charm of melody which runs through all of his compositions. This arrangement includes the following numbers, recognizedly the catchiest in the opera: "March of the Toys"; Song—"Toyland"; "Floretta"; "Never Mind, Bo Peep"; "Children's Theme" and "Before and After." That the musical public will evidence its appreciation of this beautiful Record we have not the slightest doubt. Publishers, M. Witmark & Sons, New York City.

397 Sheridan's Ride — **Edgar L. Davenport**

A poem that has stirred the blood and fired the ambition of patriotic young Americans from the time of its appearance. Mr. Davenport is a past master in the art of elocution, which fact he proves unmistakably in the recitation of this famous poem, whose author was the gifted Thomas Buchanan Read. The recitation is rendered the more effective by a pleasing and suitable orchestra introductory, "The Dawn of Day," and by cheers at the close, after which "Columbia, the Gem of the Ocean" is played. This Record ought to make a distinct appeal to popularity, both by reason of the nature of the selection and the reputation of the artist.

398 Old Jim's Christmas Hymn — **Anthony and Harrison**

A baritone and tenor duet of a well-known descriptive song, which, by reason of its long-continued popularity, has become almost a classic. Its simple, homely words and melody appeal direct to the heart. Although not a sacred selection, its theme is such as to merit it a place in that category. The sympathetic voices of the singers impart to it an odor of sanctity, which is intensified by the introduction of a heavy cathedral chime effect in the chorus. Orchestra accompaniment. Words and music, William B. Gray.

399 It's a Lie — **Edward M. Favor**

A much misunderstood (?) individual sings of his troubles in this comic character song, which is quaint in construction, being partly declamatory and partly interrogatory in form. Querulous in the tone of his complaint and vociferous in his protestations of complete innocence, the singer describes his accusations in detail. It isn't the song; it's the singer that makes this Record so acceptable, although the original construction of the song is refreshing in itself. His novel and original style of rendition, with the peculiar inflection he lends to words and phrases, gives it an individuality all its own, and will establish its popularity. Orchestra accompaniment. Words, Sax Rohmer; music, George Rohey.

400 Cavatina from "La Favorita" — **H. Benne Henton**

"La Favorita," by Gaetano Donizetti, was first produced in Paris, December 2nd, 1840, and is one of his most celebrated operas. This cavatina, "O mio Fernando," is sung by Leonora in the third act of the opera and is certainly one of the gems of its many beautiful melodies. This is a special arrangement of the number as a Saxophone solo, and is well adapted as such, its charming melody showning the beautiful tone of the instrument, while the cadenza gives the performer the opportunity to display his brilliant technique. Mr. Henton's contribution to the March two-minute list (No. 10320, "Lavenue"—Waltz Caprice) will insure the ready reception of this number by the public. We doubt if more beautiful Phonograph Records were ever made than these two Saxophone solos. Arrangement, W. J. McCoy; publisher, Jean White, Boston, Mass.

401 Rastus Take Me Back — **Marie Dressler**

This is the Record informally announced in the March list—a selection that gives Miss Dressler splendid latitude to display her power of mimicry. A coon song—or rather, a coon monologue—for she talks it—in which a wench who acknowledges that her transgressions include gin-drinking, chicken-stealing, policy-playing, and husband-beating, pleads for re-instatement in Rastus' affections, assuring him of penitence and intended reformation. Rastus relents, and she proceeds to celebrate the occasion in his absence. The third verse and chorus tell how successfully she does it, and also prove that Marie Dressler is without a near rival in her line. This Record is unique, and as a mirth provoker cannot be surpassed. It will prove to be one of the most popular Records in our catalogue. Orchestra accompaniment. Words and music, Hattie Starr.

402 Down in the Little Mossy Dell — **Stanley and Gillette**

A bit plaintive in theme, but decidedly sweet and appealing in melody, is this sentimental number, which evinces a lover's longing to greet the sweetheart of his boyhood days amid the romantic surroundings of her Southern home. To attempt to praise the rendition given this selection by these famous vocalists would be like gilding refined gold. Their voices are splendidly balanced and the Record is an example of the most perfect harmony throughout. Orchestra accompaniment. Words and music, C. C. Cornell; publisher, C. C. Cornell, Chattanooga, Tenn.

403 The Two Happy Darkey Boys — **Golden and Hughes**

Two clever artists, whose vaudeville sketches are eagerly sought and keenly enjoyed. We expect this Record to rival in popularity their famous "Bear's Oil" Record (4-minute No. 178). The jokes are new and timely and their manner of springing them inimitable. They extract a lot of fun out of the subject of matrimony, but don't confine their attention to that alone; they let of fun out of the subject of matrimony, but don't confine their attention to that alone; they manage to discuss a number of topics and get a good laugh out of every one. The Record concludes with the singing of a coon shout, "Since Ma Linah Hinda Jined de Syndicate," to a banjo accompaniment. We predict a good sale of this Record.

404 The Thunderer and The Gladiator Marches — **Sousa's Band**

Two Records in one again by Sousa—two of his earlier marches, and considered by many to be the best he has written. They are immense favorites in military parades because of their splendid precision and spirit. The heavier brass instruments are prominent in both selections, giving a pleasing volume to the Record. A superior Record of its kind. Publisher, Harry Coleman, Philadelphia, Pa.

405 Betsy Ross — **Frederick H. Potter and Chorus**

A march song possessing all the elements of tunefulness and patriotic suggestion that combined to popularize such selections as "Good Bye, Dolly Gray." The son of a soldier is protesting his love for his country and the namesake of the designer of the American Flag, and appealing to her patriotic instinct to choose July 4th as the day for their wedding bells to ring. Mr. Potter sings the number with spirit, ably assisted by a chorus in the refrain. Orchestra accompaniment. Words, Barney Costello; music, J. Fred Helf; publishers, J. Fred Helf Publishing Co., New York City.

406 Saved by Grace — **Edison Mixed Quartette**

Another of those supremely beautiful Sacred Records by our quartette, the excellence of whose work defies expression by adjectival phrases. Their Records must be heard to be appreciated. Sung with organ accompaniment, which, as always, imparts an additional touch of reverence to the selection. The harmony of this Record is superb. Words, Fanny J. Crosby; music, George C. Stebbins.

407 Lady Love — **Billy Murray and Quartette**

"Lady Love" is a dainty coon love song that has earned well-deserved popularity. Its words and melody it is delightfully appealing and distinctive; far superior to the majority of present-day compositions. Billy Murray sings it in a most artistic manner, bringing out all its possibilities; in fact, we think that his rendition of this song will be accepted as one of his very best efforts. In a subdued repetition of the chorus he is assisted by a male quartette, the nicely harmonized voices of the singers enhancing the tunefulness of the selection. Orchestra accompaniment. Words, William McKenna; music, Albert Gumble; publishers, Jerome H. Remick & Co., New York City.

408 Mia Cara Waltz — **American Symphony Orchestra**

Composed by Oscar Hammerstein, the well-known impresario, it was first introduced to the public at the Manhattan Opera House, New York City, in 1909, and became the waltz "hit" of that year. "Mia Cara" not only possesses those two essentials that every good waltz must have, namely, crisp rhythm and catchy melody, but what is still more important, it has that indefinable potency of popular appeal that always identifies the genuine "hit." The interpretation given it by this organization of capable artists brings out the merry optimism and gay charm of its seductive melody. Publisher, G. Schirmer, New York City.

409 My Love is Greater than the World — **W. H. Thompson**

Mr. Thompson's return to Edison ranks will be welcomed by the thousands of Phonograph owners who recall the pleasure his splendid baritone voice gave them a few years ago. Among his contributions at present in our catalogue are "The Rosary" (No. 8234) and "Handful of Earth from Mother's Grave" (No. 8531). The number with which he elects to make his re-appearance is a charming sentimental ballad of a high order of composition, and melodious. Mr. Thompson not only possesses a fine voice, but he knows how to use it artistically, and his enunciation is refreshingly clear. Orchestra accompaniment. Words, Arthur J. Lamb; music, J. Fred Helf; publishers, J. Fred Helf Publishing Co., New York City.

410 Ludwig's Air Castle — **Ada Jones and Len Spencer**

The title of this sketch is derived from the description of the cottage which the amorous trombone player, Ludwig, holds out as an inducement to his "schatz" to marry him—a cottage surrounded by gastronomic comforts that would delight the heart of the most exacting Teutonic epicure. Sauerkraut vines are to climb about the porch, a big "Dill" pickle tree to grace the front yard, and a river of beer will be handy to the rear. The dialogue between Ludwig and Augustine is amusing in the extreme, and the brogue of the two artists is rich. The sketch concludes with a wooden shoe dance, and a song with a trombone accompaniment.

411 Wait for the Wagon Medley — **Premier Quartette**

This melody, which is sung by male voices without accompaniment, embraces the following five old and popular songs: "Wait for the Wagon"; "Nelly Was a Lady"; "The Little Brown Jug"; "Auld Lang Syne" and "Jingle Bells." In the last number a sleigh-bell effect is introduced to good advantage. The harmonization of this selection is exceptionally well balanced, the words are distinct and the singing shows spirit and precision.

412 A Day at West Point — **New York Military Band**

This descriptive fantasy is one of the greatest military medleys ever compiled. It is a prime favorite with all the best bands and orchestras, and is always a big "hit" wherever performed. The following is a synopsis of the action of the piece: 6 a. m.—reveille; drum assembly; sunrise gun; adjutants' call; dress parade, introducing fife and drum corps and band; assembly of buglers; boots and saddles; cavalry drill; salute to the colors; national anthem; West Point yell—"Rah! Rah! Rah! Rah! Rah! Rah! West Point, West Point! Army!"; taps; "Auld Lang Syne," which is played by the brass, while "Garry Owen" and "Dixie," as counter melodies, in the form of variations, are played by the reed instruments; finale, "Yankee Doodle." Composer, Then. Bendix.

Edison Amberol Record in Hebrew

10002 Ich Benk A Heim (Friedsell) — **Sadie Rosenthal**

From the Hebrew musical play, "The Jewish Soul," performed last season with great success at the Jewish Theatre in New York City.

Edison Standard Records for April, 1910

10335 Dixieland — **Sousa's Band**

A characteristic march constructed on the well-known Southern melodies, "Dixie" and "Old Black Joe," the tunefulness of whose strains has made them universal favorites. Could more inspiring selections be arranged for a march than "Dixie," the merriest, jolliest and most infectious of all airs, and "Old Black Joe," plaintive and impressive? Or could they be interpreted by more capable bands than the peerless Sousa and his superb organization? Composer, Chauncey Haines; publishers, Jerome H. Remick & Co., New York City.

10336 I'd Rather Say "Hello" Than Say "Good Bye" — **Manuel Romain**

This song is somewhat of a departure from the usual style of Romain's contributions to our Records, the air being brisk and spirited, although the selection is sentimental in character. It is none the less appealing, however; in fact, the change is somewhat welcome, his Records in the past having been confined to one class of selections perhaps rather closely. This number has a very pretty march refrain which chimes in well with the cheery type of the verses. Orchestra accompaniment. Words, Alfred Bryan; music, J. Fred Helf; publishers, J. Fred Helf Publishing Co., New York City.

10337 Zoo Loo — **Collins and Harlan**

The title betrays the character of the selection—a typical "jungle" duet, with plenty of jungle effects, such as the whining of jackals and the crying of hyenas. The second verse shifts the scene to Central Park, where "Zoo Loo" transfers her affections to an awakened "zopper." This serves to introduce some Central Park Zoo effects. The air of this song is sprightly, and the rendition in the usual clever style of these artists. Orchestra accompaniment. Words, Harry Williams; music, Egbert Van Alstyne; publishers, Jerome H. Remick & Co., New York City.

10338 To a Wild Rose — **Victor Herbert and His Orchestra**

This dainty and melodious composition is the favorite number of Edward MacDowell's well-known "Woodland Sketches," op. 51, for piano. Mr. Herbert has arranged this popular piece for strings only, and the Record proves the arrangement to be a most delicate and charming musical setting. An exquisite Record in all the essentials of engaging tunefulness, artistic interpretation and perfect recording.

10339 Before I Go and Marry I Will Have a Word With You — **Ada Jones**

A dainty song of the serio-comic type, which relates how a jealous little maiden detects her sweetheart flirting with a rival. Reproached for his disloyalty, he reassures her with this refrain:

"I may take a walk with Molly,
I may smile at pretty May,
I may take a talk with Molly,
Or with Polly, or even Fay.
But before I go and marry,
I will have a talk with you."

Miss Jones sings this number charmingly, and it is safe to venture the prediction that the Record will enjoy a big sale. Orchestra accompaniment. Words and music, Irving Berlin; publishers, Ted Snyder Co., New York City.

10340 Blest Be the Tie That Binds — **Anthony and Harrison**

A selection that will be greatly appreciated by collectors of sacred Records. It will fail to be impressed by the artistic manner in which the popular hymn is sung by these renowned duettists. A Record that will grace any collection and compare favorably with any precious efforts of these singers. Orchestra accompaniment. Words, Rev. John Faucett; music, H. G. Nageli.

10341 Come After Breakfast — **Edward Meeker**

Jasper informs Mandy Lou that he is going to call on her, which elicits the invitation from her to "Come after breakfast, bring your lunch and stay till suppertime." She extends the same invitation later on to the W. C. T. U., when notified of an intended official visit. A rollicking coon song of the type that Mr. Meeker is so successful with. Despite the fact that his selections are almost always difficult of rendition, because they must be sung rapidly, his enunciation is invariably perfect. Orchestra accompaniment. Words and music, Brymn, Smith & Burris; publishers, Jos. W. Stern & Co., New York City.

10342 The Despatch Rider — **Alexander Prince**

A concertina solo of a particularly lively and captivating number in the rendition of which the player's wonderful mastery over his instrument is fully manifested. The clearness of tone, the neatness of the runs—each note standing out distinctly—and his splendid work in the sustained passages, makes this Record a most desirable addition to our catalog. Composer, Ellenberg.

***10343 Uncle Josh in a Chinese Laundry** — **Cal Stewart**

Uncle Josh gets "in wrong" again—this time with a "heathen Chinee," who refuses to produce Uncle Josh's shirts unless the latter tenders his laundry check. Uncle Josh doesn't understand what "John" is driving at, and anyhow he hasn't the check, having sold it under the impression that it was a lottery ticket; but he gets the shirts—or at least, some shirts—and manages to use the "Chink" up pretty badly in the operation, which very evidently was not altogether unpleasant as far as our inimitable "Uncle" was concerned. His recital of the melee, in which he imitates the excited Chinaman, is uproariously funny.

10344 The Belle of the Barbers' Ball — **Ada Jones and Billy Murray**

A song that proved a "hit" with the Cohan & Harris Minstrels, in which it was sung by Julian Eltinge, the well-known female impersonator. It is here rendered as a conversational duet, to which style of rendition the composition of the number readily lends itself. The air is especially pleasing, like all of Geo. Cohan's compositions, and the rendition, needless to say, leaves nothing more to be desired. Words and music, Geo. M. Cohan; publishers, Cohan & Harris Publishing Co., New York City.

*This selection will be illustrated on cover of April Phonogram.

10345 How Can They Tell I'm Irish? — **Edward M. Favor**

A gentleman of unmistakable Milesian ancestry, fresh from the "ould sod," is perplexed by the fact that he is unable to escape a classification evidently obnoxious to him; and this despite the fact that he has changed his name from Gilligan to Brown, and adopted other similar disguises (?), which he proceeds to enumerate. Favor's rendition of this number is humorous in the extreme, he employing numerous little inflections and voice shadings which prove especially effective. Orchestra accompaniment. Words and music, C. W. Murphy; publishers, T. H. Harms and Francis, Day & Hunter, New York City.

10346 Cloud-Chief — **American Symphony Orchestra**

A characteristic number of the popular "Indian style" of composition, in which there are novel instrumental plays, war whoops, beating of tom-toms, etc., to secure the desired effect. Aside from the novelty of the selection it has an agreeable air that would recommend it, even though it were stripped of its embellishments. If it were necessary to do so we would speak a word of praise for the interpretation, but why anticipate what every one naturally expects from this capable organization? Composer, J. Ernest Phillie; publisher, Walter Jacobs, Boston, Mass.

10347 Can't You See? — **Byron G. Harlan**

A refreshing little waltz song with a peculiarly infectious air that has carried it along to popularity. Just now this song is being sung and whistled everywhere. We have put it on the list in response to numerous requests, and expect it to be a pronounced favorite with the Phonograph public. Mr. Harlan sings the number with all a boy lover's fervor, bringing out the full charm of the selection. Orchestra accompaniment. Words, Alfred Bryan; music, Albert Gumble; publishers, Jerome H. Remick & Co., New York City.

10348 A Coon Wedding in Southern Georgia — **Peerless Quartette**

At the beginning of the sketch, wedding bells are heard, then follow the comments of the crowd on the bride and groom's appearance, and "Hear Dem Bells," sung by the choir. After the parson (Arthur Collins) in sepulchral tones requests "de unfortunate palsies goin' to participate in de catastrophe to step before de congregashun" and "denounces" them as man and wife, exacting a vociferous kiss from the bride, the collection is announced by Deacon Jones (Frank Stanley), who precedes it with explicit instructions as to the character of donations that will be acceptable, and the congregation joins in "Hail, Jerusalem, Hail!" The description gives only a vague idea of the nature of this Record—it's a laugh from beginning to end.

10349 Miss Liberty March — **New York Military Band**

One of the best band Records it has been our good fortune to list in a long time. A rousing march of unusual volume, played with snap and brilliancy. Better than some and equal to the best Band Records in the Catalogue. Composer, Jos. M. Daly; publishers, Daly Music Publishing Co., Boston, Mass.

Edison Standard Record in Hebrew

21015 Die Toire (Friedsell) — **Sadie Rosenthal**

From "The Jewish Soul," a successful musical play. Miss Rosenthal's voice is a soprano of excellent quality. She is a favorite at Hebrew concerts and vaudeville theatres in New York.

Edison Grand Opera Amberol Records

B-183 Freischütz—Grand Air d'Agathe (*Weber*). Orchestra Accompaniment. (Sung in French) — **Marguerite Sylva**

The "grand air d'Agathe" is too well known as a concert number to require any further praise. In this wonderful aria, beginning with a melody full of prayer, hope and tender longings, and ending with an outburst of rapture at the approach of the beloved one, the leitmotif, probably used as such for the first time in the history of opera by Weber, finds its fullest expression. Mme. Sylva gives this exquisite number all the needed artistic treatment and justifies her great reputation as the leading American prima donna. This Record, as also others to follow, will prove a constant source of delight.

B-184 Carmen—Romance de la fleur (*Bizet*). Orchestra Accompaniment. (Sung in French) — **Florencio Constantino**

Carmen, before her escape by the aid of Don José, has thrown him a flower, which he picks up and retains during his imprisonment. Later, when Carmen, upon her meeting with Don José, at the inn, tells him that he does not love her, he sings this famous aria, in which is so plainly told the battle of his soul. Once blessing, then cursing the fate which caused Carmen to cross avovwal: Carmen, I love you.

B-185 Romeo et Juliette—Valse (*Gounod*). Orchestra Accompaniment. (Sung in French) — **Blanche Arral**

This waltz, which is deservedly as popular as Gounod's jewel song in Faust, is sung by Juliette in expression of the happiness of her life unmarred by the feuds then existing in full among some of the noble families, and she asks that her fairy dreams may remain undisturbed, and with it her pleasure in life. Mme. Arral sings this number in exquisite taste and style.

B-186 Hamlet—Brindisi (*Thomas*). Orchestra Accompaniment. (Sung in Italian) — **Ernesto Caronna**

Hamlet, after having arranged with the invited actors to rehearse before the Queen, King and Court, the murder scene, invites them to be merry, orders the wine and himself joins in the merrymaking, singing the praises of wine. This aria is a great show piece for baritones, and Mr. Caronna does full justice to the score.

B-187 Tannhauser—Blick ich umher (*Wagner*). Orchestra Accompaniment. (Sung in German) — **Walter Soomer**

At the reunion of the noble bards, Wolfram, in greeting, compares the noblemen, bold and wise, to a forest of fresh and green oaks, and the ladies to a multiflowered wreath. Then, singing to his one star, Elizabeth, he pours forth his beautiful, idealistic love, his adoration. This is one of the most poetic numbers of this poetic opera.

Suspended List, Jan. 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

IND., **Worster**—C. A. Rindon.
N. J., **Mt. Holly**—W. L. Williamson.
WIS., **Wrightstown**—J. W. Zimmerman.
OHIO, **Oakland**—W. M. Marvin.
LA., **Centreville**—G. W. Randle.
CAN., **Ayr, Ferguson Line**—M. C. Gauvin.
Ont., Port Thomas—Baldwin, Robinson & Co.
Alta., Macleod—Aguire & Wells, Props., Star Pool Room.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

REINSTATED.
N. Y., **Buffalo**—Neal, Clark & Neal Co., (Jobbers).

J. W. Scott Appointed Special Travelling Representative

The many friends among the trade of J. W. Scott, who is perhaps better known by the affectionate sobriquet of "Scotty," will be delighted to hear of his appointment to the post of special travelling representative. By this appointment, which comes in the nature of a well-deserved promotion, Mr. Scott's territory is made to cover the entire country in special assignments. His first assignment included Birmingham, Mobile and some of the other large cities of the South. Despite his far from gigantic proportions, "Scotty" has a manner of making himself seen and heard, which undoubtedly has already been recognized by our Southern friends.

Changes in Salesmen's Territories

The following changes in territorial assignment of our travelling staff went into effect on a recent date:

J. H. Altgaler will hereafter travel the Southern half of Illinois in addition to Missouri.

J. H. Gill will hereafter travel Central and Western New York instead of California, Arizona, and New Mexico.

F. L. Hough will hereafter travel North and South Dakota in addition to Minnesota.

A. A. Keeler will hereafter report on Kansas City, Mo., in addition to the Iowa cities.

F. H. Stewart, formerly travelling Louisiana and Mississippi, has been transferred to the Edison Manufacturing Company's Kinetograph Department.

Personal

On January 22nd, Walter Stevens, Manager of our Foreign Department, sailed for a journey of three months in South American countries. He will visit all the chief cities on the East Coast, including Para, Rio de Janeiro and other ports in Brazil, Montevideo, Paraguay, but most of his time will be spent in looking after our interests in Buenos Aires and the Argentine Republic.

From there he will sail through the Straits of Magellan and stop at Punta Arenas and Chile, the southernmost city in the world. This will be the turning point of his journey. It will be Mr. Stevens' first trip to South America and for that reason will be particularly interesting.

Advertising Manager L. C. McChesney was in attendance at the National Convention of the Association of American Advertising Managers held at the Waldorf Astoria, New York City, on January 20th. Immediately after the Convention he left on a short trip to Buffalo, N. Y., and Cleveland, Ohio, in the interests of the Company.

Mr. Edison Off for the South

Accompanied by his family and a number of chemists, experimenters and mechanics, Thomas A. Edison left on February 1st on his annual visit to his winter home at Fort Myers, Fla. He expects to spend the next two months there, alternating his time between work in his laboratory and tarpon fishing, of which he is very fond. To what extent he will permit the sport to encroach upon the claims of his experimental work the trade is invited to judge.

Transportation Charges on Defective Machines

We have received some requests from Jobbers to stand transportation charges on machines which they have shipped to their Dealers and which have proven to be imperfect, either through a broken main spring or through the machine having been damaged, possibly in transit. Invariably the Dealer has made claim for the transportation charges covering the return of the machine upon the Jobber, who in turn has made a counter-claim upon us.

So that our position on this subject may be thoroughly understood in the future, we wish to say that we are always willing to replace a broken part or any parts which appear to be imperfect through manufacturing causes; at which point we feel that our duty as manufacturers rests. We are not willing to stand transportation charges, partly because nine times out of ten there is no necessity of the machine being returned, but principally because of the abuse to which such a concession would tend. For these reasons it was necessary to make a rule, general and absolute, and we feel that reflection will convince the trade of the necessity and fairness of our decision.

Correction

In all of the literature we have put out on the Edison Idella Phonograph with Cygnet Horn equipment the width of the bell horn has been given as 24 inches. It remained for a purchaser up in Canada to discover that the bell is 21½ inches wide. How this misstatement occurred no one seems to be able to tell. However, we admit the error and will thank the trade to explain that the 24 inch width is an error if the subject comes up in connection with the sale of any of these equipments.

Among the Jobbers

M. W. Waitt & Company, of Vancouver, B. C., were out before Christmas with a very pretty card of holiday greetings, which were conveyed in verse above a design representing a switch-back railroad with a train bearing the message to an Edison Phonograph, shown on the horizon as a rising sun. A novel and striking design. On the opposite page was the following verse, the composition of their Mr. J. W. Bowes:

"Emblazoned on the scroll of Fame,
Dazzling bright, there glows a name,
Inventive Genius, Wizard, Seer,
Since time began thou hast no peer.
On history's page there shines out one
Name among names,—'Tis EDISON."

The Standard Talking Machine Company of Pittsburg, Pa., have for some time been furnishing Dealers with a specially prepared letter, which they recommend sending out with the monthly list of new Records as a personal letter, mailing same under a two-cent stamp. A sample copy recently sent us is delightfully personal in tone, and bright and cheery throughout, with comments on the weather, the attraction of the home on cold winter evenings and other small talk in a similar vein, all leading up to the desirability of the new Records to complete the picture of home comforts which the letter draws. The letter cannot fail to be read throughout because of its personal appearance and tone, and for that reason will certainly produce results where the old method of mailing the supplements will fail.

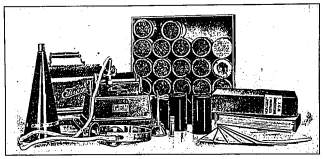
This special personal letter is a splendid idea which ought to be adopted extensively.

With the first Amberol Grand Opera list the Penn Phonograph Company, of Philadelphia, sent out a letter to their Dealers which was stimulating in tone, and hit the nail right on the head. In it they took occasion to urge the sale of Amberol Attachments in connection with the new Records. We trust that their Dealers imbibed some of the spirit of the letter and followed the suggestions it embodied.

Delayed mention is made of the splendid exhibit made by W. G. Walz & Company, El Paso, Texas, at a County Fair held there from Nov. 1-7, 1909. The exhibit, which occupied three large booths, was a most comprehensive display of samples of the various kinds of Phonographs and musical merchandise their stock embraces. Edison Phonographs and Records, needless to say, occupied the position of prominence.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—H. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
Sacramento—A. J. Pommer Co.
San Francisco—P. Bacigalupi & Sons.
Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Bllenbarger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eiker's Piano House.
ILL., Chicago—Dobson Bros.
Lyon & Healy.
James I. Kenny.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Indiana Phono. Co.
Kipp-Link Phonograph Co.
IOWA, Des Moines—Harger & Blish.
Hopkins Bros. Co.
Dubuque—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Bluhm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
Lynn—The Household Furnishing Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Bussey.
NEB., Lincoln—Ross P. Curtice Co.
H. B. Sidles Piano Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petit.
Paterson—James K. O'Dea.
Trenton—Stoll Blank Book and Stationery Co.
John Byken.
N. Y., Albany—Finch & Hahn.
Astoria—John Roes.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Hapke.
Siegel-Cooper Co.
John Wanamaker.
Owego—Frank R. Rolway.
Rochester—Mackie Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Jay A. Richard & Co.
Syracuse—W. D. Andrews.
Utica—Arthur P. Perries.
William Harrison.
Utica Cycle Co.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pintze Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Parry B. Whitsit Co.
Dayton—Nicholas & Dohse.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co.
OREGON, Portland—Graves Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Bros.
Penn Phonograph Co.
John Wanamaker.
Pittsburg—W. A. Wegman & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—F. M. Atwood.
O. K. Houck Piano Co.
Nashville—Magruder & Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—Cummings Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Bruce & Brown Co., Inc.
Eiler's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co. Ltd.
Vancouver—M. W. Waitt & Co. Ltd.
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The I. C. S. outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language.

Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest, as it sells for only $35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 920, SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

VOL. VIII March, 1910 No. 3



MARGUERITA SYLVA WHO SINGS FOR EDISON RECORDS ONLY

The EDISON PHONOGRAPH MONTHLY

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The EDISON PHONOGRAPH MONTHLY

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MEXICAN NATIONAL PHONOGRAPH CO., MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, YIAMONTE 572, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., 10 FRIEDRICHSTRASSE, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VIII. MARCH, 1910 No. 3

A False Rumor Nailed

A newspaper item, which received its inspiration from a transaction involving the sale of some shares of stock in one of the Phonograph Companies in which Mr. Edison is the controlling factor, appeared recently in the columns of several of the metropolitan dailies and was copied extensively throughout the country. The article was so misleading in character that President Dyer, fearing that its misconstruction would work injury to the Phonograph industry, prepared a statement which will appear in the trade papers and those newspapers throughout the country that are carrying our advertising. We suggest that the trade supplement this, in every city in which the article referred to made its appearance, by giving President Dyer's statement to the local press as a news item. The statement follows:

"My attention has been called to a recent article in a New York daily newspaper which has been widely copied, and wherein it stated that the future of the Phonograph was not very bright. This article is entirely misleading and does not accord in any way with the views of myself or anyone connected with the Edison Companies. The future of the Phonograph was never so bright as at the present time; in fact, I feel that the surface has hardly been scratched. Orders are coming in so rapidly at the present time that we are not able to fill them promptly and the sales are entirely satisfactory. The fact that we are just starting in with the Amberola and a full line of Grand Opera Records is certainly an indication that so far as we are concerned the future does not have to be questioned. If any one of us had the slightest doubt as to the future of the business, why should we be spending hundreds of thousands of dollars each year in advertising and a corresponding amount in the development of new lines and in experimental work?

"In connection with the very article under consideration it is interesting to inquire why, if Mr. Edison has any doubt as to the future of the business, he should be willing to spend $155,000.00 in cash to acquire a minority stock interest? The whole transaction was simply this, that in the early days of the Phonograph business this particular minority block of stock of the Edison Phonograph Works was acquired by outside interest, and was later put up as collateral to secure the issue of bonds of another independent company (not controlled by Mr. Edison) having rights in certain foreign countries, and on which the interest payments were defaulted. These bondholders were anxious to realize something from their investment and Mr. Edison was willing to buy the stock, so that the transaction was consummated.

"The Edison Phonograph Works, as persons familiar with the business know, is a separate company located at Orange and engaged only in the manufacture of machines, which are turned over to and are distributed by the National Phonograph Company. The National Company manufactures all Edison records and sells directly to the trade. The National Company in assets, prosperity and amount of business done is immeasurably larger than the Edison Phonograph Works.

"The purchase of this stock by Mr. Edison was a personal matter and has no direct bearing on the future of the Phonograph business, other than showing his confidence and a desire to withdraw the stock from litigation."

February At the Factory

There was very little evidence of the oft-quoted post-holiday "slump" at the factory during the month of February. The merry hum of industry was heard uninterruptedly from 7 A. M. on Monday until midnight on Saturday throughout the month, and the indications are that it will be necessary to employ equally as large a night force during the month of March. The demand for all types of machines has been unusually good for this time of the year, due in part to the holiday depletion, but in greater measure to judicious advertising.

Special Record Proposition

As explained in letter of Sales Department dated February 1, we propose hereafter to advance the selling date by one month on such Records in the regular monthly lists as are unusually popular or give evidence of becoming popular "hits." These Records, designated as "Special Records," will be shipped with the previous month's list, accompanied by all necessary printed matter, and will go on sale at the same time as the Records in the previous month's list. This plan, which was inaugurated with the May list, is in response to a long-existing demand of the trade that they be placed in a position to realize upon a Record while the song or instrumental selection which it represents is at the height of its popularity. Our solution of the problem is considered a move in the right direction and is receiving the enforsement of prominent Jobbers and Dealers.

Quite naturally the question will be asked, how is the Company to know what selections will or will not prove "hits?" The answer is that the Company receives first-hand information as to the selections upon which the big music publishing houres intend to spend unusual sums in advertising. From the same source we learn how extensively a selection is to be featured by prominent concert and vaudeville artists. Such information, it will be conceded, is invaluable, but even fortified with this it is not our intention to feature a selection in this manner until we are satisfied from the attitude of the public toward it that it is assured of emphatic popularity.

"By the Light of the Silvery Moon" and "The Cubanola Glide," the first of these special Records, are songs that possess all the elements which make for a long continued popularity, and we are satisfied that their selection will demonstrate that the trade may safely rely upon our discretion in the choice of special Records. We doubt if better selections could have been made by us for the purpose of testing the plan which, of course, is more or less an experiment, its continuance or discontinuance depending upon its reception by the trade.

To successfully carry out the plan it is necessary that Dealers immediately place standing orders with their Jobbers for these Special Records, designating at the same time whether or not a second shipment of the Records is to be made with the regular monthly list. It must be understood that it is not our intention to offer such Records every month. We will do so only at such times as we consider the selection of sufficient merit to warrant such action.

New Attachment Proposition Still in Abeyance

Because of manufacturing congestion we have been compelled to postpone announcement of the nature and plan of the Amberol Attachment proposition, which we had originally figured on giving to the trade not later than March 1st. Our Record Moulding plant is now being taxed to its utmost capacity day and night to take care of the regular output, so that it has been absolutely impossible to make the necessary preparations for the abnormal demand which is bound to follow the introduction of the proposition. It is our intention before launching the proposition to fortify ourselves with an immense reserve stock of Amberol Records so that we may experience no embarrassment in filling orders as they are received. To increase our Record output and thereby expedite matters we are installing additional moulding apparatus in our Record plant, which will be very soon in operation.

We are confident that this attachment proposition is going to awaken tremendous interest among trade and public as soon as its conditions are explained and advertised. As we have stated before, it is without doubt the most liberal proposition in the talking-machine line that has ever been given to the trade and public. Once it gets under way we predict that the demand for the Amberol Records will be unprecedented in the history of the Phonograph business. We deem it wise, therefore, to take all possible precautions at this time in order that we may be able to satisfactorily carry out our end of the proposition when the rush begins.

It is doubtful now if we will be in a position to make a definite announcement of the plan before April 1.

Exchange Proposition Again

Despite the exhaustive manner in which the requirements of the Continuous Exchange Proposition have several times been explained in these columns we continue to receive requests for information in regard to same. For the benefit of those of the trade to whom the matter is not yet clear, we repeat that *defective Records (meaning those only which are defective from manufacturing causes) may be returned at any time, and that cut-out Records may be returned at any time after the date on which they are to be omitted from the catalogue.* This, of course, applies to the Records which were dropped on February 1, but which still appear in the catalogue.

Lauder Still An Edison Artist

THE statements made broadcast by a competing company that it has an exclusive contract with Harry Lauder and that the latter will hereafter make Records for no other company are incorrect and without foundation.

The National Phonograph Company has a contract with Mr. Lauder by which the latter agrees to make Records for it until *April 10, 1912,* of all songs he has produced or may produce up to that time.

The company claiming exclusive services of Mr. Lauder has admitted to this company the incorrectness of its claims and has promised to make a retraction that shall have the same publicity as its original statements. The latter appeared in trade papers, newspapers and several forms of printed matter.

Folders and hangers issued by the company in question, and claiming the exclusive services of Mr. Lauder, should not be circulated or exhibited by Edison Dealers, for to do so will be unfair to our interests and be taking part in an attempt to injure the sale of Edison goods.

Harry Lauder has already made eighteen two-minute and five four-minute Records for the National Phonograph Company. Shortly after his return to England (he sailed the latter part of last month), he will record several more selections for us, which will shortly be placed on sale in this country.

We suggest that Edison Jobbers and Dealers everywhere publish the fact that Mr. Lauder will continue to make Records for the Edison Phonograph, thus supplementing the retraction referred to above.

New Grand Opera Talent

To the group of brilliant artists who are now contributing of their repertoire to the catalogue of Edison Grand Opera Amberol Records the May list adds two whose names are known well and favorably to every grand opera enthusiast in the world. Carmen Melis and Gustave Huberdeau are artistes of such prominence and high standing in the realm of grand opera that reference to their respective careers and attainments must seem worse than superfluous to the patrons of that particular form of entertainment.

Carmen Melis, the present star of the Manhattan Opera House, is one of the brightest luminaries in the operatic constellation to-day. Born in Sardinia of an old and patriotic family, she reflects in the intensity of her acting and singing the true Italian temperament. She has been in opera only a trifle over four years, yet in that short time she has achieved wonderful success. Her first appearance on the operatic stage was made in Italy in 1905 when she sang the title rôle in "Tosca." Since that time she has traveled all over Europe, and by her extraordinary talent in a very large repertoire has proven herself nothing short of a sensation. The large opera houses of Rome, Venice, Naples, Turin, Genova, Cairo, Warsaw and Odessa have been the scenes of veritable triumphs. At the Costanzi of Rome she created the part of *Thais*. Her repertoire includes the modern Italian operas such as "Madame Butterfly," "Tosca," "Boheme," "Manori," "Pagliacci," "Cavalleria Rusticana," "Iris," "Andrea," "Chenier," "Zaza," "Fedora" and older ones such as "Otello," "Mefistofele," "Aida," "Faust," etc. She is an actress of extraordinary natural gifts, combining beauty of face and grace of carriage with the ability to interpret emotion, gay or stressful, with amazing truth and sincerity. As a singer her voice is full of warmth and color, clear, resonant, lovely in quality and fluent in delivery. Her instructors were Jean de Reszke, Tiberini, Tresura Singer and Castelfranco Cesare. We feel that we have achieved a signal triumph in securing *exclusively for Edison Records only* so distinguished an operatic singer as Mme. Carmen Melis.

Gustave Huberdeau is also one of the prominent singers of the Manhattan Opera staff, and probably his services are requisitioned more frequently than any other one of Hammerstein's singers because of his extensive repertoire. He sings first bass in all the French and Italian Operas, and by his magnificent voice and artistic work has won high favor with the New York operatic public. He is a laureate of the Conservatory, and for ten years, from 1898 on, was leading bass of the Opera Comique in Paris, where he sang with great success all the bass rôles of the repertoire and also created numerous parts. For a season after leaving the Opera Comique he sang brilliantly at the Concert Colonne. Huberdeau is a singer whose name will add prestige to any catalog, and we flatter ourselves that we have chosen wisely in securing him for our Records.

These two splendid artists, whose names will add weight and dignity to any collection, bring to our catalogue choice offerings, worthy in every respect of their fellows and predecessors and bound to win the appreciation of the music loving public.

Slezak Records Big Sellers—His Latest Triumphs

Of the Grand Opera Amberol Records that have already been placed on sale those made by Leo Slezak, as was to be expected, have proven the most popular. The demand on the heaviest for the celebrated *"Morte di Otello"* and *"Ora E per Sempre"* from "Otello," undoubtedly because of the fact that it was in "Otello" that he scored his first and so far greatest success in this country. His *"Celeste Aida"* and *"Morir Si Pura E Bella Terra"* from "Aida" are pressing them closely for honors, however, and since he sang "Tannhäuser" on January 19, the demand has been big for his *"Loblied der Venus"* Record, which is considered by many the most brilliant of the ten that he has contributed so far to the catalogue.

Of his performance on that occasion the following extracts from New York press criticism are of more than ordinary interest for the reason that "Tannhäuser" is one Slezak's favorite operas. *The Sun* spoke as follows:

"Wagner's 'Tannhäusser' was sung at the Metropolitan Opera House last night. There is nothing new as a rule in a performance of this familiar but much misunderstood work, dramatically the greatest of Wagner's great creations. Yet last night there was something new, and it was more than a matter of mere record. Leo Slezak sang the title rôle for the first time here, and for the first time was heard in one of those German parts which gained him fame in Vienna. It is quite safe to say that he took a little more care with his vocal treatment of the rôle than he used to at the Imperial Opera of Austria, and it is undeniable that he has learned something about pure singing since he escaped from wholly Teutonic influence.

(Continued on page 6)

Edison Grand Opera Talent



SLEZAK AS *RHADAMES* IN "AIDA"



CARMEN MELIS, SOPRANO



GUSTAVE HUBERDAU, BASS

"But he brought with him to last night's representation that profound love of Wagner's work and that beautiful devotion to high dramatic ideals which are displayed mostly by singers of Teutonic training. When these are coupled with splendor of voice, skill in tone production, clear enunciation and temperament admirable and moving results may be expected.

"Mr. Slezak sang with a wide variety of expression and with many fine and significant details. For example, his second delivery of the hymn in praise of Venus was taken at a quicker tempo than the first, thus conveying the idea of the sudden stress of emotion under which the repetition was made. The exquisitely developed diminuendo in the chromatic passage of the prayer after the departure of the pilgrims in the first act was paired with a beauty of tonal color and of emotion. His exclamation, 'Zu ihr, zu ihr,' instead of being hurled out like a challenge, was sung with melting tenderness.

"These are but a few of the artistic touches he put into his treatment of the music. His delivery as a whole was characterized by nobility of tone and style. His conception of the part was compellingly human as the drama itself is. His bearing was excellent and his gesture graphically broad. His costumes were good, but not as good as some others he has worn. However, those of last night were a remnant of days in Vienna.

"On the whole Mr. Slezak's impersonation of *Tannhäuser* was notable and it must be accorded a place on the first line of Wagnerian portraits in the rich gallery that belongs to the history of the Metropolitan Opera House. It aroused much enthusiasm in the audience."

The *New York Herald's* criticism was as follows:

"Mr. Leo Slezak for the first time in the Metropolitan Opera House sang the title rôle in "Tannhäuser" last night and received an ovation from one of the largest audiences of the season.

"After the first act there were half a dozen recalls for the giant tenor, who brought Mme. Fremstad, the *Venus*, out with him. But after the tournament scene in the Wartburg the audience broke into cheers that continued until the artists were tired of coming back and quiet was lost of the recalls. It had been hard to repress outbursts of applause during the whole act.

"That the applause was chiefly for the tenor was clear when he finally came out alone and the demonstration redoubled in vigor. Upon most of the recalls Mr. Slezak brought with him Mme. Gadski, the *Elisabeth*, and even Mr. Herrz, the conductor, made his appearance on the stage."

The *Evening World* contributed the following:

"A notably fine performance of "Tannhäuser" was given at the Metropolitan Opera House last night before a large audience that broke into frequent applause in the middle of scenes, quite against Wagnerian tradition.

"Slezak, who sang *Tannhäuser* for the first time here, caused most of the outbreaks by his brilliant rendition of the part. His commanding and dramatic presence and his general romantic aspect, together with his vocal gifts, made his *Tannhäuser* an unusual one. It was a particular pleasure to be able to understand every word he uttered, his German diction being unusually fine and his manners delicate and refreshing, where often in Wagnerian opera they are scorned for louder effects. His singing in the tournament was characterized by great reserve power and fine dramatic effect at the climax. His narrative to *Wolfram* of his journey to Rome was sung with genuine pathos and acted with convincing sincerity."

This makes four great successes for Slezak since he came to this country, his previous ones being his three great Italian impersonations—*Otello* in "Otello," *Radames* in "Aïda" and *Manrico* in "Il Trovatore." He has also captured a light opera, "Strodella," in which he sang on February 4th and, as the *New York Herald* said, "proved that in light, lyric rôles he was as much at his artistic ease as he is in heavy dramatic ones, singing beautifully and acting well."

Since our contract with Slezak is *exclusive for Edison Records only*, covers a goodly number of years and includes his entire French and Italian repertoire as well as all songs used by him in his American appearances, and since his contract with the Metropolitan forces has been extended for two more years, it follows that the Edison trade have in Slezak alone an enormous asset. His Records are popular now, and daily the demand for them is growing. What will they be in a year from now when he is more firmly established with the American public, for, as *The New York Sun* truthfully says "This singer, who seems destined to attain the very first place among musical dramatic artists, is the natural successor of Jean de Reszke. Slezak is but coming to his prime. The future is all before him. He will leave his mark deep in New York musical history."

Sarah Bernhardt Coming

Announcement has been made of the fact that Sarah Bernhardt contemplates a tour of the principal cities in the United States, Canada and Mexico, beginning in November, probably in Chicago. This will be Mlle. Bernhardt's first appearance in this country in five years, and the announcement has already excited a great deal of interest among the theatrical public. She will appear in several new plays and many of her old repertoire, which means that most of the plays from which she has made selections for Edison Records will undoubtedly be presented. We suggest that Dealers everywhere give to their local press the information that Bernhardt is coming and that she has made five Records for the Edison Phonograph.

Amberola Causes Trouble.

The trouble, however, is confined to the fact that we are unable to supply the demand. Handicapped as we were by reason of the inability of our cabinet manufacturers to meet our requirements we have struggled with the heavy initial orders until now, with an improved schedule, they promise to be soon taken care of. The improvement in the cabinet schedule and in our own machine production has had no perceptible effect upon the grand total of unfilled orders, however, for every mail brings us its quota of new orders which more than compensate for those we are able to fill.

The Amberola has made the biggest kind of a hit with the Edison trade and public, as the volume of new orders and the mass of testimonials from pleased purchasers prove. That we struck a popular chord when we placed before the public a high-grade Phonograph with the stamp of Edison guarantee upon it is very evident.

We are doing everything in our power to improve the schedule of shipments. Our machine production is in a most satisfactory condition, but our cabinet manufacturers are unable as yet to keep pace with the factory in supplying cabinets for the machines. They hold out plenty of encouragement, however, so that the patience of our Dealers, which it must be admitted has been sorely taxed by the delay in filling their orders, promises to be very soon rewarded. We cannot praise in too warm terms the splendid attitude of our Jobbers and Dealers, who have waited patiently and uncomplainingly for us to supply them with Amberolas which had been ordered by them three months and more back. It is only another example of the feeling of mutual confidence that exists between the respective branches of the Edison trade.

Record No. 2613 by Ruby Brooks Wanted

The A. Gressett Music House, of Meridian, Miss., Edison Dealers, have a customer who is very anxious to secure banjo solo Record No. 2613 made by Ruby Brooks. This selection was made over in 1905, and at that time moulds of the master made by Brooks were destroyed and the stock scrapped. If any of our Jobbers or Dealers have the Record in stock, we request that they advise us or the A. Gressett Music House direct of the fact.

No Town Too Small for Business

Marmouth & Pflum, Edison Dealers, of Plevna, Mo., in the course of a recent conversation with one of our traveling representatives, imparted some information that would seem incredible were it not substantiated by the facts in our possession. The town of Plevna has a very small population, 200 or less. In a town of that size it would seem as though it would hardly pay to install an agent. In spite of its size, however, the Phonograph business is pretty good in Plevna. In the first three months that Marmouth & Pflum were in business they bought $1,600 worth of Edison goods, their third order being for one Standard and ten Home Phonographs and 400 Records. They have been Edison Dealers now for about three years and carry at the present time six Machines and 1,200 Records in stock.

All of which goes to show that because a man lives in a small town he necessarily does not lose his taste for good music, and that a hustling Edison Dealer can do business in any city no matter what its size may be. These two Dealers relate rather an amusing incident of their experience in Plevna that carries a moral with it. They had a "prospect" for a machine and decided, judging from his appearance, that, it would be possible to sell him a Home. They therefore showed him the Home machine and explained its particular points in detail. After a short time the customer expressed a desire to see the Triumph outfit, but they, believing that type too high priced for him, kept on playing the Home machine. The customer listened in patience while several Records were being played and the particular advantages of the Home Phonograph diluted upon. After the entertainment and discourse were concluded he renewed his request to see the Triumph Phonograph, and they accordingly showed him the machine in operation. "That's the machine I want," said the customer as soon as he had heard it play a Record, and he bought it on the spot. Moral: Don't be afraid to offer your best goods first.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

The Other 13,000

What they are doing and what they want to know about.





To quote the words of H. A. Hardy, proprietor of Hardy's Music Store at Standish, Mich., "his success with the Edison line has been due more to the way in which he has handled it than anything else." Located in a town of only 1,000 inhabitants Mr. Hardy has found the Edison line very profitable, although severely handicapped at the start with a limited capital.

He started out convinced that the Edison Phonograph business was not a side line, but a business by itself, and firm in that belief he used every means at his command to push it. He uses the team shown in the cut to canvass six counties in his vicinity. In this manner he recently sold twenty Phonographs in six weeks. As he says, "We don't wait for the customer to come into the store to buy, but if we find he is in the market we take a machine and a good selection of Records and drive out, and we hardly ever bring the outfit back."

In speaking of his system he says it is no different from that of any other Phonograph installment business. He never sells a machine on open account, however, but always secures himself with a contract and is methodical and strict in the matter of payments. He uses a mailing list, sending out the *Phonogram* and Record supplements each month. A copy of the *Arenac Independent*, which he sends us, contains his 15-inch triple-column installment ad.

Mr. Hardy's is an example for Edison Dealers to keep before them. Practical business methods, faith in the present and future of the business and aggressive tactics in pursuing trade will insure success to every Dealer who puts them into practice.

The above cut, representing the interior of the store of Charles S. Sacker (The Cæsar Misch Store), of Brockton, Mass., illustrates very convincingly how it is possible to carry a large stock of Records displayed in an attractive manner. As the picture shows, the tray system of carrying Records is employed. Each tray holds four different Records, from which it will be readily seen that within a very small space (about 15 feet long, 6 feet high and 10 inches deep) Mr. Sacker is able to stock over two thousand Records.

The table on the right is used for duplicates, the rack on the left for cutouts and on the table in front of the machines, ready for immediate use, are the latest Records. With this admirable arrangement of stock, despite the fact that he is severely handicapped for space, he can quickly place a hand on any Record desired.

Mr. Sacker informs us that the Amberola, which it will be noted is prominent in his display, attracts a great deal of attention. He keeps the machine playing most of the time to attract attention to its tonal magnificence, which he says is freely commented upon and through which and the attractive appearance of the instrument he expects to effect a good many sales during the present year.

Mr. Sacker is to be congratulated upon the splendid success he has won with the Edison line, due to the enterprising manner in which he has handled it.

A Dealer who adopts methods which tend to neatness and expedition in the service he gives his patrons has the battle half won.

A Page from One Dealer's Ledger

The following is a verbatim copy of a letter received by Perry B. Whitsit, Edison Jobber of Columbus, Ohio, from one of his Dealers. The lesson it teaches is so eloquent and convincing that comment upon it might only detract from its effect:

Quincy, Ohio, Jan. 29th, 1910.

PERRY B. WHITSIT CO.,
Columbus, Ohio.

GENTLEMEN—Enclosed find check for what I owe you, also an order for Machines and Records.

The following is the Phonograph business I have done this week:

1 Amberola	$200.00
1 Combination Home	40.00
1 Combination Standard	30.00
1 Regular Standard	25.00
1 Home Attachment	7.50
84 Amberol Records	27.30
36 Standard Records	12.30
Total	$342.80

How is that for a town of about 700?

Yours truly,
O. W. DECK.

A Novel Record

Acting on a suggestion offered in a recent issue of THE PHONOGRAPH MONTHLY, A. J. Dorland, proprietor of Dorland's Music House, Vancouver, Wash., introduced an innovation at a recent banquet of the local Fire Department in the form of an original Record made by members of the department. A clipping from the local press gives the following interesting description of the occurrence:

"One of the most interesting numbers on the program was furnished by a Phonograph Record, the suggestion of Arthur Dorland, who manipulated the Record. The entire fire membership present stood in line according to position, and each one called off his name and the part he plays in the department. The string orchestra then played a selection into the recorder, and the members shouted applause at the end. The Record was then played several times, much to the merriment of all. Several Records were made in this manner and filed away to be played at the next annual banquet."

Mr. Dorland reports that the Record was a good ad for his business, a great many people having called at his store expressly to hear it played. Edison Dealers generally can find food for reflection in this incident. The Edison Phonograph is the only machine in the market that offers the very attractive feature of recording; hence, the field is their own. There are similar events of nightly occurrence in every city, in which such a suggestion would be welcome, and the ensuing advertisement for the Dealers who take advantage of them is simply invaluable. We shall be glad to hear that Mr. Dorland's example has been productive of extensive imitation.

An Enthusiastic Dealer

Alonzo Wilkes, of Amsterdam, N. Y., is one of those cheerful, enthusiastic individuals from whom optimism radiates as do the rays from the morning sun. During the recent period of depression, when every mail brought its quota of complaints and disconsolate echoes from all parts of the country, his communications were as welcome as an oasis in the desert. With him a pessimist is as much an object of detestation as original sin. We suggest the reading of his most recent letter at frequent intervals as a positive and effective cure for "cold feet":

"This morning I sold two Edison Phonographs and a quantity of Records. Still the pessimists howl that the business is going down. I am writing for the two Amberolas that have been shipped from your factory. Will order three more on their arrival if they please the people who are waiting for them, and there is no doubt about this. With the splendid Edison policy of protecting the loyal Edison Dealers, I know of no business that has a brighter outlook to-day than the Phonograph business.

Good Stuff

A novel and effective method of approaching prospective customers is employed by the W. G. Walz Co., in the form of a "dummy" bill, which is sent by mail and which, as can be imagined, is provocative of immediate interest in the party who receives it. The bill reads as follows:

El Paso, Texas, Feb. 1, '10.

Mr. John Doe

To W. G. WALZ CO., Dr.

1 Edison Standard Phonograph, Model D, with Cygnet Horn	$35.00
6 Edison Amberol Records	2.00
6 Edison Standard Records	2.10
1 Automatic Chip Brush	.15
	$40.25

NOTE—On looking over our books we find no charge account against you for an Edison Phonograph.

OUR OFFER—We will put the above outfit in your home on free trial. All we ask is that you invite some of your neighbors over to your house to listen to *Mr. Edison's* latest improved Phonograph with the Cygnet Horn. If you do not purchase at this time maybe some of your neighbors will.

An Edison is not a big thing to buy, BUT it is a BIG thing to own.

We sell for cash or on easy payments.

You will never miss the money, but you will miss a great deal of pleasure if you do not own an Edison Phonograph.

If interested kindly write or call on

Yours truly,
W. G. WALZ CO.

Foreign Records for March

As announced in the February number, it is our intention to continue to print in each issue of THE PHONOGRAPH MONTHLY hereafter a complete list of Foreign Records as they are put out by or in the interest of our foreign branches.

This list is printed for the information of such Dealers as have a demand for these Records, and will enable them to offer their customers Records as they appear, instead of waiting for the yearly revision of the Foreign catalogue. No special printed matter will be issued in connection with any of these supplementary lists. Orders for any of these Records will be filled as received, and the Records may be placed on sale immediately.

BRITISH RECORDS FOR MARCH

ANBEROL (FOUR MINUTE).

12141 Mignon, Selection, Thomas National Military Band
12142 The Sower's Day, *Stewart King* Stanley Kirkby
12143 Poor Aunt Jane, *Zaroucki* Florrie Forde
12144 Bonnie Scotland (Concertina solo) Alexander Prince
12145 The Inharmonious Blacksmith Armour Osmond
12146 The Dear Little Shamrock, *Jackson* Carrie Lancelay
12147 The First Time I've Been in Love *Murphy & Lipton* Jack Pleasants
12148 The Blind Boy, *Sloane* (Violoncello solo) Jaap Schelliar
12149 We're All Waiting for a Girl, *Murphy & Godfrey* Billy Williams
12150 Florentine March, *Fucik* National Military Band

STANDARD (TWO MINUTE).

12037 Le Cid Overture, Thomas National Military Band
12038 It's a Wonder What Little Things Lead to, *Godfrey & Murphy* Stanley Kirkby
12039 Brown Wings, *Regay* Stanley Kirkby
12040 On the Ca Ira Band, *Pyle* (Concertina solo) Alexander Prince
12041 One Day She Helped Herself to Too Much, *Godfrey & Murphy* Florrie Forde
12042 The Hot Cross Bun, *Collins & Terry* Arthur Osmond
12043 The Canary's Love Song, *Seymour* Joe Belmont
12044 The Old Bell, *Lee* George Formby
12045 With Sword and Song March, *Hoskins* National Military Band
12046 Bonnie Kerl Laddie, Tyrnalde Selection, *E. Nunn* J. C. Stanton

GERMAN RECORDS FOR MARCH

ANBEROL (FOUR MINUTE).

15050 Des Königs Grenadiere, March, *C. Meyer* Johann Strauss Orchester
15051 Carneline aus Faust, *Gounod* B. Huberl
15052 Das Grab auf der Heide, Lied, *W. Hetzer* F. Brewler
15053 Ouverture zu Fledermaus, *Joh. Strauss* Johann Strauss Orchester
15054 Kesselreiel aus Hellish! Die grosse Revue, *Paul Lincke* Bluck
15055 Liederpotpurri, Potpourri, *C. Nehe* Nebe-Quartett
15056 Tokoloris, Charakterstück Johann Strauss Orchester
15057 Ich wollt', meine Lieb', *Wolf-Zanella* Alfredo Gobbi
15058 In Berliner Zoo, Volksscene, *Gustav G. Steinbeck* Johann Strauss Orchester
15059 Liebeslust beim dem Bolle, Cakewalk Johann Strauss Orchester

STANDARD (TWO MINUTE).

16105 Fröhlingsgruss! Marsch, *Perlow* Johann Strauss Orchester
16106 Das Spelewagen-Coupler aus Hellish! Die grosse Revue, *Paul Lincke* F. Hansen
16107 Ich bin das Fahnlein, Cavatine aus Der Freischütz, *C. M. Weber* N. Gardeen
16108 Ko-Ko-Ko, Charakterstück, *H. Chapuis* Johann Strauss Orchester
16109 Wir Weiber, Couplet, *W. Kunkel* A. Rubens
16110 Verlassen Bin I, Duett, *Th. Bordes* Th. Bordes & Carl Nebe
16111 Spottvogel, Polka, *Paul Lincke* Johann Strauss Orchester
16112 A Blessed und a Herz, Tiroler Lied mit Jodler M. Hofer
16113 Ständchen aus Der Corregidor, *Hugo Wolf* L. Mantler
16114 Die letzten Tropfen, Walzer, *Kreisler* Johann Strauss Orchester

FRENCH RECORDS FOR FEBRUARY

STANDARD (TWO MINUTE).

(Omitted from list printed last month.)

17029 *Ah soir d' Amour, E. Jouve* Paul Lack
17027 Les Retraites de *l'Amour, Hallifax* Eugene Mansuelle
17028 La Petite Mamesque, *Christine* Gabriel Miller
17025 La Romantichelle, *Les Dandicraft* Adolphe Bérard
17030 Les Montagnards, *A. Roland* (tenor, baritone and bass) Trio Artistique

FRENCH RECORDS FOR MARCH

ANBEROL (FOUR MINUTE).

17031 Dix-neuf, *Pierrot I. Francis* Adolphe Bérard
17033 Par la Traverse, *Ch. Thuillier Fils* Paul Lack
17034 Pas de Trompette, *Dorival* Georges Dival
17024 Hendo - An (affaire) Invocation, Gamme Georges Dival
17035 Chanson de deux sous, *G. Fiatteau* Fabien Cerdan
17036 Au café-concert, *F. Espy* Eugène Mansuelle
17037 Pampan - an valse tour, *Bruntin, Pierrot* Mme. Bertha Lowelly
17038 Cœur de joyeux, *G. Gauthier* Mme. Bertha Lowelly
17039 La demoiselle du Pharmacien, *A. Grimault* Gabriel Dupuy
17040 Refrains populaires G. Miller Carde Républicaine

STANDARD (TWO MINUTE).

18123 Carnline! Carnline! *V. Scotto* Eugène Mansuelle
18124 C'est une valse populaire, *Dorival* Georges Dival
18125 Cruelella la Jolie, *Détaille et Deroux* Karl Dilan
18126 La Petite Berceuse, *Ed Jouve* Paul Lack
18127 Trésor caché, *Henri-Clerc* Adolphe Bérard

ARGENTINE RECORDS FOR MARCH

ANBEROL (FOUR MINUTE).

7069 Himno Nacional Argentino Banda Militar de Nueva York
7070 Himno de Riego, Banda Militar de Nueva York
7071 Periodo Nacional (Himno) Banda Militar de Nueva York
7072 San Lorenzo-Marcha, *C. A. Silva* Banda Militar de Nueva York
7073 Himno Nacional Argentino Coro Mixto
7074 La Perra de D. Yacinto, *N. N.; A. Gobbi* Coro Mixto
7075 Cabina el Mayoral, *E. Garcia; E. Garcia Alfredo Gobbi*, barítono Flora R. de Gobbi, tiple
7076 La Tilda—Ji, Zille y Tu Domingo, *A. Gobbi y E. Garcia; N. Trejo* A. Gobbi y F. R. de Gobbi
7077 *Marcha Infantina, N. N.; A. Gobbi* A. Gobbi y F. R. de Gobbi
7078 Los Exercheanes—Dúo de Cornetas, *E. Talenzo; N. Balaguer* Gobbi y de Gobbi
7079 Los Trompas—Dúo de Trompa y la Cornetas, *J. Chapa* Gobbi y de Gobbi
7080 Cariño Puro, *A. G. Villoldo; A. Gobbi* Gobbi y de Gobbi
7081 Cosas y Cosas—Dúo de las Cornetas, *A. Lanzi; Yard y Farad* Gobbi y de Gobbi
7082 Polca y Verdura, *A. Bertolini; N. Theiz* Gobbi y de Gobbi
7083 El Cebollero, *A. Gobbi, N. N.* Gobbi y de Gobbi
7084 Los Dragones—Dúo de Jesús y Rosario, *C. Pachito; M. Lopez* Gobbi y de Gobbi

7085 La Medina, *N. N.; A. Gobbi* Gobbi y de Gobbi
7086 *Mi Negra, A. G. Villoldo* Gobbi y de Gobbi
7087 Carita Criolla, *A. Bobliccuz; A. K. Villoldo* Gobbi y de Gobbi
7088 Los Amores de un Cocodrilo, *C. Pachito; M. Lopez* Gobbi y de Gobbi
7089 A Palermo *I. A. Podestá; A. Podestá* Gobbi y de Gobbi
7090 Soy Tremendo! *A. G. Villoldo* Gobbi y de Gobbi
7091 Judás Glaxteez-Sellin: " Sabes tú lo que es sufrir?" *A. de Podestá; E. Arolquel* Flora R. de Gobbi, tiple
7092 El Mate—Canción Criolla, *A. G. Villoldo; E. de Maria* Flora R. de Gobbi
7093 El Gaucho Argentino, *N. N.; Teresa L. de Sáenz* Alfredo Gobbi, barítono
7094 La Trilla-Estilo, *E. Garcia; N. Trejo* Gobbi y de Gobbi
7095 El Turquino, *B. Estévez; A. Gobbi* Alfredo Gobbi
7096 Los Cabezeros, *A. Reinoso; E. de Maria* Alfredo Gobbi
7097 Aventuras de un Tenorio, *A. Gobbi; N. N.* Alfredo Gobbi
7098 Aventuras de Bartolo, *N. N.; A. Gobbi y A. G. Villoldo* Alfredo Kobbi
7099 Copias de un Barracho, *N. N.; A. Gobbi* Alfredo Gobbi
7100 Dos Noviss Cándidos, *Arreglo de A. Gobbi* Alfredo Gobbi
7101 El Tachero Remendón, *A. G. Villoldo* Alfredo Gobbi
7102 El Arte de la Mujer, *A. de Podestá; E. Pizzuto* Alfredo Gobbi
7103 El Cocinero de Travesía, *N. N.; G. Cuccio* Alfredo Gobbi
7104 Los Carreritos, *A. Gobbi; M. Padin #177* Alfredo Gobbi
7105 El Comercio casi perdido, *N. N.* Alfredo Gobbi
7106 Amarilla Stuca—Canción Nacarrelica, *A. G. Villoldo* Alfredo Gobbi
7107 La Escuela—Cifra, *N. N.; A. Gobbi* Alfredo Gobbi
7108 Carta á una Novia—Parodia Nacarrelica, *A. Gobbi* Alfredo Gobbi
7109 D. Juan Tenorio—Parodia Nacarrelica, *A. Gobbi* Alfredo Gobbi
7110 Los Dragones—Dúo de Jesús y Rosario, *N. N.* Gobbi y de Gobbi
7111 Bochinche Conyugal—Diálogo-Sainete, *N. N.* Gobbi y de Gobbi
7112 *Música Mudo*—Bucena, *N. N.* Alfredo Gobbi

STANDARD (TWO MINUTE).

10769 Inconvenientes del Matrimonio, *A. Gobbi; N. N.* Alfredo Gobbi
19770 Cake-Walk Criollo, *R. Bergery; A. Gobbi* Gobbi y de Gobbi
19771 La Consigna—Dúo de la Senora y el Cura, *B. Olivera; P. Flores* Gobbi y de Gobbi
19772 Los Amorosos, *N. N.* Alfredo Gobbi
19773 Los Jafiefi, *N. N.; A. G. Villoldo* Alfredo Gobbi
19774 Soy Tremendo [—Tango, *A. G. Villoldo* Alfredo Gobbi
19775 El Porteñito—Tango, *A. G. Villoldo* Alfredo Gobbi
19776 Ranchito—Estilo, *N. N.; E. Garcia* Alfredo Gobbi
19777 El Lunfardo—Milonga Tanguesta, *A. Gobbi y de Navas* Alfredo Gobbi
19778 Milonga Papolitana—Canción Nacarrelica, *A. Gobbi* Alfredo Gobbi
19779 El Vendedor Ambulante—Canción Nacarrelica, *A. Gobbi; N. N.* Alfredo Gobbi
19780 Qué se lo cuenta á su Abuela! *N. N.; E. del Campo.* Alfredo Gobbi
19781 El Ranchito, *A. Gobbi; Teresa L. de Sáenz* Alfredo Gobbi
19782 El Pechador—Tango, *A. G. Villoldo* Banda Militar de Nueva York
19783 Artiesto Más—Tango, *B. B. Olivera* Banda Militar de Nueva York
19784 Apolo—Tango, *A. A. Bertolazzi* Banda Militar de Nueva York

MEXICAN RECORDS FOR MARCH

ANBEROL (FOUR MINUTE).

6039 Primero de Mentados—Marcha, *A. Pacheco* Banda de Artillería
6040 El Terrible Pepe—Diálogo-Dúo, *Valverde, Hile, y Torregrosa* Matilde Herrera, tiple, y Pablo García Ruth, tenor
6041 Don Juan Tenorio—Escena del Sofá, *Zorrilla* Sofía Camacho y Carlos A. Solórzano
6042 Ensueño de Amor—Vals, *R. G. Ramos* Trío Instrumental "Arriaga"
6043 Martinez-Tarantos, *Arreglo de Vergara* Banda de Policía Reserva, tenor
6044 Cuba á Méjico—Canción Nacarrelica, *Arreglo de L. Pizarro* Jesús Abrego, tenor, y Leopoldo Pizarro, barítono
6045 El Disfrute—Two-Step, *G. V. Brunet* Banda de Policía

STANDARD (TWO MINUTE).

20329 La Gitanilla—Tango-Machicha, *J. Valverde, Hile* Quinteto Instrumental "Jordi-Rocahruna"
20330 Malagueñas Cartageneras, *Arreglo de A. Sánchez* Rafael Besares, tenor
20331 El Amor Ausente—Canción Popular, *Arreglo de M. Rosales* Maximiano Rosales, tenor, y Rafael Herrera Robinson, barítono

Eastern Talking Machine Dealers' Association

The above is the prospective title of the new Association of Talking Machine Dealers in New York and neighboring States, the preliminary plans for the perfecting of which were made at the Hotel Breslin, New York, on January 26th, and at a subsequent meeting on February 4th, when a rough draft of the proposed constitution and by-laws were discussed and arrangements made for the next meeting of the Dealers at the New Grand Hotel, New York, on Wednesday, March 9th. At the preliminary meeting Frank C. Storck, who is the pioneer of the movement, was elected temporary chairman of the committee on organization, and to him were entrusted the preliminary work of organization and the plans for the next meeting. Mr. Storck informs us that the management of the New Grand Hotel has quoted special rates for those Dealers who will attend the meeting, which rates will be furnished on application. He also requests us to announce that those Dealers who are unable to attend the meeting should communicate with him at his place of business, Red Bank, N. J., that they may be kept informed by mail of the progress of the work.

The objects of the Association are as yet in an embryonic state, but roughly speaking the organization is to be founded for the purpose of keeping in closer touch with the manufacturers, of promoting the exchange of ideas upon advertising, collections and the handling of stock and other matters that may make for the general betterment of the industry. Organizations of this character are of incalculable benefit to every Dealer and it is to be hoped that every Edison Dealer in the Eastern States will avail himself of the opportunity to become affiliated with such an organization.

Our March Advertising

We are going right along with our persistent advertising campaign and, as business at the factory proves, with splendidly satisfactory results all around. Our big double page ads. are doing grand good work in the big magazines and national weeklies, while our newspaper work has exceeded even the immense proportions it assumed at the start of the campaign.

Our March double page ads., which are reproduced on the opposite page, must be classed as striking and effective suggestions to the purchasing public, millions of whom will see, read and be impressed by them for months afterwards. They appeal directly and forcibly to the Grand Opera enthusiast by offering him the world's greatest dramatic tenor in one of his most popular and successful roles, as well as other operatic artists of acknowledged ability and reputation; and with equal strength and directness they claim the interest of those to whom entertainment *in the home* is the ideal form of entertainment. They are bound to promote the present public demand for the Amberola and Amberol Grand Opera Records.

Our March "broadside" to the five hundred odd newspapers carrying our advertising consists of nine different ads., which will be used during the month. The largest of these is a ten-inch triple-column ad., four are six-inch double-column and four are five-inch single-column. These ads. are artistic in form, illustrated with striking cuts and are designed to cover all the various types of Edison Phonographs and Records, the special Records, etc.

Apropos of our newspaper advertising we quote the following compliment which the *Talking Machine World* in its issue of February 15 pays to it:

"The recent daily newspaper advertising of the Amberola by the National Phonograph Co., is not only high class—cleverly and forcibly written—but should be convincing, as it is impressive in tone and quality. To quote a recent advertisement will suffice to prove the truth of this assertion in part as follows: 'Compare the ecstatical beauty of the Amberola with that of the highest grade piano, and you will find it even more charmingly designed and just as beautifully finished. Consider the lifetime of study required to become a proficient piano player. You need no musical training whatever to enjoy the Amberola. Now compare the Amberola with a player-piano. Anyone can operate a player-piano, but when all is said and done it gives you nothing but piano music. The Amberola gives you all the best music of all kinds. It is the limitless entertainer.' A clean line cut, treated with emphasis, so that it stands out clear and conspicuous, is an added attraction. Such advertising is hard to beat, as it will certainly attract the attention of readers intelligent enough to appreciate the descriptive merit of desirable articles. These remarks are by no means detractory of what the other companies are doing along similar lines for their own products. It is only recognition of excellent work, which the trade should not overlook. Few lines of business create a market for the jobber and dealer and then hand it over for their benefit."

January Edison Records in the Northwest

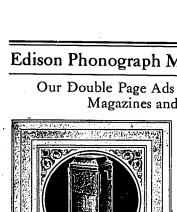
The Evander Drug Company of Maddock, N. Dak., write us under date of January 17th in reference to our January list of Records as follows:

"We wish to congratulate your Company on the start made in 1910 in getting the best Records for the month of January that you have ever put out. We get the new Records by express regularly every month, and always have an eager crowd waiting to hear them as soon as the train arrives out here on the extreme northern branch of the Northern Pacific Railway. The January list of Records came in for more than ordinary praise, it being the general opinion that there was not a poor one in the whole list. The Edison Phonograph is more popular here than it ever was. Our sales during the past six weeks have been more than double what they were a year ago. Inasmuch as you are adding new Swedish Records quite often (and they are among our very best sellers) we would suggest that in the next lot you add the song ——— rendered by a male quartette. We assure you it will prove a bigger seller even than your No. 20506, of which we simply cannot get enough. There is also a big demand out here for ——— in a band Record, and we believe it would be well to add this to the list as a two-minute Record. We think that 1910 will be the biggest year that the National Phonograph Company has ever had, as it surely will be with us. Mr. Edison's prediction that he wants to see a Phonograph in every American home will soon be an accomplished fact, as the Edison Gem is well within the reach of all."

In reference to the suggestion embodied in the above letter, we wish to state that we are always glad to entertain the opinions of our Jobbers and Dealers in matters of this kind. The suggestions have been forwarded to our Recording Department for such action as they may think advisable. If more suggestions of this nature were received by us, we would be able to form a better idea from the consensus of the opinions as to what selections would appeal most to the greater number of the trade and public.

Edison products will always be found exactly what we represent them to be.

Our Double Page Ads Appearing Now in the Big Magazines and National Weeklies









Of all sound-reproducing instruments of the cabinet type, this newest Edison Phonograph should be your choice.

First: Because the Amberola is the only instrument of the cabinet type that gives you all of the best of the longer musical compositions, played as they were originally composed and meant to be played.

Second: Because the Amberola combines all the most beauty of the Edison Phonograph, with a cabinet, in Oak or Mahogany, that is a masterpiece of the cabinetmaker's art.

Third: Because its speedway reproducing point is permanent—it never needs changing, and does not scratch or wear out the Records.

Fourth: Because Leo Slezak, the greatest lyric tenor of all time, sings the wonderful Italian arias in which he has made his great successes exclusively for the Edison.

The Amberola comes in several finishes of either Mahogany or Oak, to harmonize with surroundings in any home. It has drawers in the lower part for holding 100 Records. The price is $200.00.

All types of Edison Phonographs play both Standard and Amberol Records, including the Grand Opera list.

The Amberola is but one of a number of types of Edison Phonographs sold at the same prices everywhere in the United States, from $12.50 to $200.00, each one a perfect instrument in itself.

The Amberol Record is one of two kinds of Records made for the Edison Phonograph, playing more than twice as long as other Records (four minutes instead) and longer than any other kind of record in existence.

Edison Grand Opera Records, both Amberol and Standard, are a representation of one kind of music reproduced on Edison Records, but only one kind.

A proportionate share of the millions who read these Ads are in your immediate locality. Do they know you can supply their wants?

Cases in which Injunctions Have Been Granted—A Good List to Keep Out of

Restraining orders or injunctions or both have been granted against the defendants in the list of cases given below to restrain infringements consisting of price cutting in Edison goods or of other violations of the conditions of sale. There ought never to be any occasion for the National Phonograph Company to bring any more price cutting suits, for as will be seen from these cases which cover practically the whole of the United States, the courts have again and again endorsed the selling system of the Company, and the law on the subject is settled. The Company is thoroughly committed to the maintenance of its selling system, which has not only been endorsed by the courts, but which long experience has demonstrated works out to the best interests of all concerned—public, dealer, jobber and manufacturer.

So take a friendly word of warning: If any one who reads this has any idea of selling Edison goods at cut prices or of violating any of the conditions of sale under which the Edison goods are put out, don't do it. It will get you into trouble, cost you money, and will result in adding your name to this list.

Edison Phonograph Company and National Phonograph Company vs. Jacob Kaufman et al., U. S. Circuit Court, Western District of Pennsylvania.

Edison Phonograph Company and National Phonograph Company vs. William A. Pike, U. S. Circuit Court, District of Massachusetts.

National Phonograph Company vs. Christopher W. Schlegel and Thomas N. McNevin, doing business as Schlegel-McNevin Piano Company, U. S. Circuit Court, Eastern District of Iowa, Circuit Court of Appeals, Eighth Circuit.

Edison Phonograph Company vs. The Wittman Company, U. S. Circuit Court, District of Nebraska.

National Phonograph Company vs. The Wittman Company, U. S. Circuit Court, District of Nebraska.

Edison Phonograph Company and National Phonograph Company vs. The Fair, U. S. Circuit Court, Northern District of Illinois, Northern Division.

Edison Phonograph Company and National Phonograph Company vs. Frank H. Woodbury, U. S. Circuit Court, Western District of Missouri, Western Division.

Edison Phonograph Company vs. Switky, U. S. Circuit Court, Southern District of New York.

Edison Phonograph Company and National Phonograph Company vs. Richmond Pease, U. S. Circuit Court, Southern District of New York.

Edison Phonograph Company and National Phonograph Company vs. Frederick Sudbrink, trading as Winthrop Cycle Company; William Sudbrink, Marcus Seliger and Magnus L. Peiser, U. S. Circuit Court, Southern District of New York.

Edison Phonograph Company and National Phonograph Company vs. Philip Marcus and Frederick B. Van Vleck, individually and as trustee in bankruptcy of the Estate of Philip Marcus, U. S. Circuit Court, Eastern District of New York.

New Jersey Patent Company and National Phonograph Company vs. Fred G. Schaefer, U. S. Circuit Court, Eastern District of Pennsylvania.

New Jersey Patent Company and National Phonograph Company vs. John F. Molloy, U. S. Circuit Court, District of Connecticut.

New Jersey Patent Company and National Phonograph Company vs. Wright-Metzler Company, U. S. Circuit Court, Western District of Pennsylvania.

New Jersey Patent Company and National Phonograph Company vs. Joseph G. Williams, U. S. Circuit Court, District of Massachusetts.

New Jersey Patent Company and National Phonograph Company vs. Donnelly & Fahey, U. S. Circuit Court, District of Rhode Island.

New Jersey Patent Company and National Phonograph Company vs. Gent and Eagen, U. S. Circuit Court, Western District of Pennsylvania.

New Jersey Patent Company and National Phonograph Company vs. Mosley Auction & Storage Company, Fred M. Leed and Robert Simmons, U. S. Circuit Court, District of New Jersey.

New Jersey Patent Company and National Phonograph Company vs. George Raymond, doing business as Raymond Syndicate, U. S. Circuit Court, District of Massachusetts.

New Jersey Patent Company and National Phonograph Company vs. Henry Spahr, U. S. Circuit Court, District of New Jersey.

New Jersey Patent Company and National Phonograph Company vs. Woodard-Clarke & Company, U. S. Circuit Court, District of Oregon.

New Jersey Patent Company and National Phonograph Company vs. S. Pollmer, U. S. Circuit Court, District of Massachusetts.

New Jersey Patent Company and National Phonograph Company vs. Harry C. Hopkins, doing business as H. C. Hopkins & Company, U. S. Circuit Court, District of New Jersey.

New Jersey Patent Company and National Phonograph Company vs. Paxton & Baker Company, U. S. Circuit Court, District of Indiana.

New Jersey Patent Company and National Phonograph Company vs. Thomas C. Hough and James A. Latta, Trustee in Bankruptcy of the Estate of Thomas C. Hough, U. S. Circuit Court, District of Minnesota.

New Jersey Patent Company and National Phonograph Company vs. Jacob Keen, U. S. Circuit Court, Eastern District of Pennsylvania.

New Jersey Patent Company and National Phonograph Company vs. American Motor & Cycle Company, U. S. Circuit Court, Northern District of Michigan.

New Jersey Patent Company and National Phonograph Company vs. Lemuel L. Bair and Carolina E. Bair, U. S. Circuit Court, District of Indiana.

New Jersey Patent Company and National Phonograph Company vs. S. S. Baldwin, U. S. Circuit Court, Southern District of New York.

New Jersey Patent Company and National Phonograph Company vs. Scott Bonham, Receiver of Iten & Company, U. S. Circuit Court, District of Ohio.

New Jersey Patent Company and National Phonograph Company vs. Charles F. Brooks, U. S. Circuit Court, Western District of New York.

New Jersey Patent Company and National Phonograph Company vs. Herbert E. Crandall and John W. Jamison, doing business as The Crandall Sales Company, U. S. Circuit Court, Eastern District of Pennsylvania.

New Jersey Patent Company and National Phonograph Company vs. William R. Gates, U. S. Circuit Court, District of Michigan.

New Jersey Patent Company and National Phonograph Company vs. Andrews Heller, U. S. Circuit Court, District of Massachusetts.

New Jersey Patent Company and National Phonograph Company vs. W. B. Larrimer, U. S. Circuit Court, District of Indiana.

New Jersey Patent Company and National Phonograph Company vs. Amos B. Palm, U. S. Circuit Court, Western District of Pennsylvania.

New Jersey Patent Company and National Phonograph Company vs. Frantz Prikovitz, U. S. Circuit Court, Southern District of New York.

New Jersey Patent Company and National Phonograph Company vs. Porch Bros., U. S. Circuit Court, Western District of Pennsylvania.

New Jersey Patent Company and National Phonograph Company vs. Clarence A. Richmond, doing business as Sierra-Photo Company, Northern District of New York, U. S. Circuit Court.

New Jersey Patent Company and National Phonograph Company vs. James H. Webb, doing business as Webb's House Furnishing Company, U. S. Circuit Court, District of Wisconsin.

New Jersey Patent Company and National Phonograph Company vs. Helen M. Woodman, doing business as Home Entertainment Club, U. S. Circuit Court, District of Massachusetts.

New Jersey Patent Company and National Phonograph Company vs. Boston Jewish American et als., U. S. Circuit Court, District of Massachusetts.

New Jersey Patent Company and National Phonograph Company vs. J. J. Dixon, U. S. Circuit Court, Eastern District of New York.

New Jersey Patent Company and National Phonograph Company vs. Jacob Workman, U. S. Circuit Court, Eastern District of New York.

New Jersey Patent Company and National Phonograph Company vs. Morris Workman, U. S. Circuit Court, Southern District of New York.

New Jersey Patent Company and National Phonograph Company vs. George Hausenbuser, U. S. Circuit Court, Eastern District of New York.

New Jersey Patent Company and National Phonograph Company vs. Edward H. Martin, U. S. Circuit Court, Northern District of Iowa, Central Division.

New Jersey Patent Company and National Phonograph Company vs. John G. Adams, doing business under the name of Philadelphia Record Exchange, U. S. Circuit Court, Eastern District of Pennsylvania.

New Jersey Patent Company and National Phonograph Company vs. Adolph Gloss and Monte Gloss, partners, doing business as A. Gloss & Son, U. S. Circuit Court, Northern District of Illinois, Eastern Division.

New Jersey Patent Company and National Phonograph Company vs. Homer C. Ingalls, U. S. Circuit Court, District of New Hampshire.

The Vallorbes Jewel Company Enjoined

Final decree in the suit brought by the New Jersey Patent Company and National Phonograph Company upon Edison Re-Issue Patent No. 11,857, against The Vallorbes Jewel Company of Lancaster, Penn., has been entered in our favor, and the suit terminated. The defendant had been selling button-ball styluses in infringement of above patent, these styluses being mounted in lever arms suitable for use in Edison Model C Reproducers. After the issuance of a preliminary injunction the infringement was discontinued and a settlement quickly arrived at, the injunction being made perpetual.

New Chinese Amberols

On January 25 we issued 56 Chinese Amberol Records described in a four-page folder in Chinese with introductory in English. These Records were made by four of the most prominent Chinese actors in the country, one of whom was killed during a recent war of the Tongs in New York's Chinatown. Nine different selections are represented on these Records, one selection alone requiring twenty-two Records, another eleven and so on down. While the demand for these Records proceeded principally from Chicago, New York, San Francisco and the coast cities, there will undoubtedly be a market for them wherever Chinese are found in any number. A folder in Chinese is being prepared and will be issued later on.

Selling the Goods

In the good old days of mythology there lived a famous Grecian bully, Achilles by name, who had fought his way up to the all-round championship of the world in the heavy-weight division. Considered invincible and in fact invulnerable by his satellites, he soon grew insolent in power and began to terrorize the neighborhood.

Things went on in this way for some time and Achilles' stock was way above par, until one fine day a sly "dude" warrior named Paris, who had been tipped off to the fact that there was *one* weak spot in Achilles' make-up, hid behind a convenient pillar and drew bead on the husky "Champ" with his dainty bow and arrow.

The little perfumed shaft sped straight to the mark and imbedded itself in the mighty "scrapper's" heel, the *only* vulnerable spot in his body. Exit Achilles!

What's the moral? It's obvious, Mr. Dealer.

You may consider yourself secure in your position with the music-loving public of your locality, even as did the mighty Greek Chieftain among the warriors of his day, but leave yourself open to attack in any one vulnerable spot,—by neglect of your stock, your advertising, your mailing lists, your window displays or *any one* of the many things that are necessary for your success—and your competitor is very liable to take a fall out of you just as the woman-warrior Paris did out of Achilles.

Never overlook the fact that your competitor is always looking for that opportunity. Don't give him the chance. Turn aggressor yourself. Fortify yourself first at every necessary point and then *go after his scalp*. After you have made your position impregnable you can afford to spend your time in considering ways and means of beating him to the trade.

The surest evidence of a wide-awake, progressive and successful Dealer is a complete and well-displayed stock. A Dealer who does not carry a full line of Phonographs and Records is only standing in his own light.

You know how it is yourself. You have undoubtedly dropped into a store some time or other to purchase an article which should have been carried in stock, only to be disappointed by "Sorry, we haven't that in stock just now, but here's another——"

Didn't wait, did you? And if you ever did go back there again and the performance was repeated you crossed that place off your shopping list for good, didn't you? You can bet you did and so would everybody else.

Next to a complete stock comes the arrangement and display. In addition to being in good taste so as to make the first impression a favorable one the stock should be arranged with an eye to convenience. The dimensions of the store, of course, control the arrangement of the machines, but so far as the Records are concerned there is to date no better, more convenient, more attractive or generally satisfactory method of keeping a stock of Records than the tray system which is adopted to any and every store, big or little. We refer you to the December PHONOGRAPH MONTHLY for a detailed and comprehensive description of the system.

How much are you going to spend on advertising this month? March is always a good month. People have had plenty of time to recover from the holiday demands upon their finances and are beginning to loosen up again. Get you ad. in early and pick out a good prominent space. Get it next to ours if we are advertising in a paper in your town. And in return for your advertising ask your paper to publish one of the monthly Record reviews which accompany your bulletins every month. Don't overlook these reviews. Your paper will print them free as a reading notice if you are doing any advertising and, with your name in connection, for a small consideration if you are not.

There may be more effective methods for bringing the public face to face with your goods than the giving of concerts, but until they are demonstrated to our satisfaction we claim residence in a certain State of the middle West. The splendid success that has attended the elaborate concert plan of the O. K. Houck Piano Co. of Memphis, Tenn. (which in our last issue we inadvertently located in Nashville), proves the concert idea the correct one. Not every Jobber and Dealer can conduct his concerts on so elaborate a scale, but *all* can imitate the Houck example in some measure and with gratifying results, we are convinced.

An Appropriate Window Card

The following is offered as a suggestion for a window card, to be used for the next two years:

Harry Lauder Sings

for

Edison Records

until

April 10, 1912

In the light of recent events we would strongly recommend the use of a card of as large dimension as the window will permit, and of letters correspondingly large.

This month, next month, and the month after are indoor dancing months. Two months and a half in which to work off your dance Records, of which the April Phonogram contains a program. Why not get permission to give a Phonograph dance at some local function such as a lodge affair, a euchre or a house party? All it would cost you would be the time and effort required. Wouldn't the sale of one Phonograph and a few Records compensate you for one or two nights spent in this manner?

Is it necessary to remind you to follow up those possible customers, who during the holidays expressed a desire to own a Phonograph, but could not afford to spend the money at that time? Look them up and send them a letter offering to demonstrate an Edison Phonograph and Amberol Records at *their homes* without any obligation on their part. That home demonstration idea will bring home the money if you follow it up.

From your own personal experience tell us how much attention you ever pay to a letter on which the signature is printed or affixed with a rubber stamp. Only enough to note that it is such a letter and then,—the waste basket. Take the tip and sign your letters in ink. It will at least insure their being read.

What are you doing to make the idle machines in your territory resume work for you? Have you offered to put them in shape, clean them, etc.? Approached the owners on the subject of allowing you to put on Amberol attachments?

The following article is clipped from the Trade Circular, the house organ of the Eastern Kodak Company. The lesson it teaches is quite as applicable to the talking machine business, and we commend it to Edison Dealers:

$100.00

One hundred dollars, one hundred dollars, one hundred dollars, one hundred dollars!

A man from Rochester, while waiting the other day in a dealer's store to see the dealer himself, saw a clerk sell a $2.00 Brownie to a customer who was going on a tour around the world.

When the Rochesterian got the ear of the dealer a few minutes later he suggested to him that that clerk evidently considered it profane or sacreligious, or something of that sort, to speak of money in large denominations. The clerk was called to the rear of the store and instructed to say "one hundred dollars, one hundred dollars, one hundred dollars," continuously for five minutes so that in the future he wouldn't be afraid of the sound of his own voice when talking prices above his previous two-dollar limit. It was also suggested to him that he take a similar monologue exercise every morning while dressing. ("One hundred dollars, one hundred dollars.") And it is hoped that the next time an able bodied man who has arrived at years of discretion, and is suspected of being able to travel abroad and keep a sixty-horse power car comes into the store that this modest clerk will at least be able to say "Kodak" instead of "Brownie," though his cure will not be considered complete until he can say "amazigmat equipment" in a loud voice with an audience of no less than three possible customers present.

Honestly, its just wrong the way people are handled. What's the use of putting forth the cheap goods first? Its easier to come down than to go up. A twenty-dollar customer is likely to be offended if you offer him a two-dollar camera. On the other hand, your two-dollar customer feels flattered if he thinks you have "sized him up" for a ten-dollar customer.

Just by way of suggestion:

Do you and your clerks know how to run the Phonograph to the best advantage?

Can you advise a purchaser how best to take care of the machine?

Do you know the new Records as well as the old ones?

Do you listen to each Record as it comes out so as to be in a position to describe it to a customer?

You can't convince a customer if you betray unfamiliarity with your own goods.

Polk Miller Records a Surprise

The seven Records made by Polk Miller and his "Old South Quartette," which went on sale January 3rd, have proven a tremendous surprise. We expected that the demand for these Records would be confined almost exclusively to the South, as the request that they be catalogued emanated from that section. In this we were mistaken, for while naturally the demand was greatest in the South, still the North took to them very kindly and some sections of the West simply cannot get enough of them. One enthusiastic Kansas Dealer wrote in to the factory suggesting that we make one thousand Records of the same order. The popularity of the Records proves that the real "darkey" plantation melody still has a firm grip upon the affections of the American public, irrespective of locality. Dealers will do well to advertise and push these Records in every way. Polk Miller and his "Old South Quartette" are conceded to be the best delineators of the Southern plantation darkey before the public, and the selections are the very best numbers in their repertory.

Grand Opera Record Prices

We recently found it necessary to advance the prices of some of our Grand Opera Records. After April 1 Slezak's and Marguerite Sylva's Records will be advanced to $2.00 each ($2.50 in Canada), and Blanche Arral's to $1.50 each ($2.00 in Canada). Records made by Carmen Melis, the first of which appears in the May list, will retail for $2.00 (Canadian price $2.50). The bulletin of our Sales Department, printed on page 29, covers the advance in price of the Records made by the first three artists named; the price on the Carmen Melis Records will be confirmed later by a similar bulletin. Records made by other artists, whose names will be announced in due season, may also be advanced to a price which we consider fair to the trade, the public and ourselves.

The reason for the advance in prices is, of course, the enormous sums which we are compelled to pay in order to secure the exclusive services of these artists. We are endeavoring to secure the best talent available for our Grand Opera catalogue, and in order to do so are undergoing an unusually heavy expense which justifies us in asking an increased price for these Records. We feel sure that the trade will recognize the fairness of the proposition and endorse our action. *Read the bulletin.*

A Good Circular

The following circular used by The Reynolds Talking Machine Company of Springfield, Ill., to excite the interest of their customers in the Amberol attachment is so very good and decidedly apropos that we are reprinting it for the purpose of stimulating imitation on the part of the Dealers to whom the framing of a suitable letter is somewhat of a task:

Just one half and one of our list of Phonograph customers have purchased the full song Edison attachment for their Edison machine. Now listen! Try an attachment at no risk. We will put one on your Phonograph; you use it a week and if you're not perfectly satisfied we will take it off, restore your machine as it was and return you every cent you have put in to the trial.

This is a fair proposition to you and to us also, as we know you will be more than satisfied. Everyone that has the long Record equipment is delighted with the Amberol Records. There is no better proof of this than the fact that from the first of this month to the fifteenth we sold as many of the Amberol Records as we did of Standard Two-minute Records. This is proof positive in our opinion that the full song Amberol Records are the Records. We have a great many customers that haven't purchased any other Record since the long Records were put on the market.

About This Attachment. Maybe you would rather pay $1.00 down and $1.00 a week. That will be all right with us if you will take advantage of this within two weeks from the 25th of this month, or any any time between now and November 5th. Don't be afraid you will bring your machine in and we will not have the attachments—we have just enough of them in stock to equip every Phonograph in our territory. It will only take our repair man 20 minutes to put the attachment on; he will also oil and adjust your machine for you without extra cost.

Now don't forget, we have in stock every Record listed in the Edison catalog, both Standard and Amberol.

In conclusion let us remind you that this is the fifth consecutive month that we have talked to you about this attachment and as stated before there is just one-half and one of our list of customers supplied and every one of them more than satisfied. Come in, sit down and listen to a few Amberol Records. I said sit down—think about the "sit down" part of the argument. The Amberol Record is the only Record that plays long enough to give the one operating the machine time enough to sit down and enjoy the Record. This month's list is exceptionally fine; come in this week and hear them.

Have you been in our store since we remodeled? We have four private Record rooms. We expect to see or hear from you within the next few days.

Yours respectfully,

REYNOLDS T. M. Co.
Springfield, Ill.

New Edison Record Talent



SOPHIE TUCKER, COMEDIENNE



JOE MAXWELL, TENOR

The New York Evening Journal, in commenting upon the work of this favorite vaudeville artist during a recent engagement in that city, said:

"Sophie Tucker is the name of a loud, cheerful noise being heard at the Plaza Music Hall this week. There's a fine, buxom, happy-go-lucky girl for you, all dressed up in a greeny green skirt and a black-and-tan waist that goes with the cheerful voice aforesaid. There's a lot of the voice and there's a lot of the girl, both solid and substantial, and, above all, cheerful. When they come out on the stage together everybody wakes up and takes notice.

"They're blustery, rollicking songs she sings, too. If she tried to sing a lullaby she'd keep the kiddies' eyes open all night. She gallops along over negro ragtime melodies with the true Southern swing; then she sweeps into a grand 'hugging' song with nothing on the stage to take advantage of it but a lone, gilt chair. From the moment she greets the audience with her cheerful 'Ho' they are her friends, and bring her before the curtain again and again. Her grand finale is the song ending with 'Come at seven! I'se goin' straight to Heaven!' Only she doesn't. She's too young yet."

Sophie Tucker contributes her first Record to the May Standard list,—one of her favorite and characteristic songs, "That Lovin' Rag," which may be safely taken as a criterion of her further efforts. She is now an *exclusive* Edison artist, a statement which is made without reservation or fear of possible retraction.

Joe Maxwell, whose ability as a singer is well known in New York and neighboring cities where his services are always in great demand, is also heard for the first time in the May list, to which he has given two Records. To a strong, sweet and pure tenor voice add an enunciation far above that of the average singer, and a pleasing style of expression and you have Joe Maxwell, an ideal ballad singer. We expect his "Come to the Land of Bohemia," in the Standard list, to be one of our very popular Records. The song itself is very catchy and popular, and Mr. Maxwell's rendition of it will indicate what we may expect of him in the future.

Stolen Machines

Standard Phonographs Nos. 47,895, 605,871, 467,622; Home No. 275,566.

Any information in regard to above machines which may come to the attention of the trade should be communicated direct to our Agreement Department here at Orange.

A Correction

In the list, printed in the January Monthly, of British Records which will be adopted into the next Domestic Catalogue No. 12,025, "Nautical Airs," was erroneously given as No. 12,055.

Done anything with the foreign Records yet?

The Protection of Our Dealers

The following letter from C. G. Nelson, Edison Dealer of Saskatoon, Sask., Canada, is evidence of the protection which we offer to our Dealers when satisfactory assurance is given to us that they are pushing the sale of Edison goods and making a success of the business in their section:

Saskatoon, January 12th, 1910.

National Phonograph Co.,
Orange, N. J.

Gentlemen:

I want to thank you for not accepting the application of another dealer in Saskatoon, in reference to which you wrote me on the 6th inst. As far as pushing the sale of Edison goods here is concerned, why I don't do anything else but talk Edison Phonographs and Records. I have sold all the other makes of machines and know them thoroughly. Now I am selling Edison goods because I know they are the best sound reproducing instruments in the world.

My business is good. I am selling about twenty machines per month; besides my Record sales are splendid, especially of the Amberol records.

It might be interesting for you to know that until six months ago when I came here the Amberol Record was not known at all. No one had ever seen the Record and all you could hear was the ——— talked among music Dealers, but today the ——— Dealers are out of the business, all except one. And we really need one so that a customer can compare the ——— machines with the Edison.

Sometimes people will happen to drop in the other fellow's store first, but as a rule they don't care to close a bargain until they see the Edison. Right there is where I come in with a line of good talk and my machine playing some good plain Records. The result is that I have never yet missed a sale.

I trust you will not think this is boasting, but I want to make it plain to you that you have a Dealer in Saskatoon who is working hard. Our stock is complete with all the Standard and Amberol Records, and a complete line of machines from the Gem right along the line to the Triumph.

I have not yet been able to get an Amberola, but am doing lots of talking about the machine, and when it does come to hand it is my intention to give concerts in a public hall as a means of introducing it.

The territory that I represent here is comparatively small and the field for the Amberola is necessarily restricted, but I am convinced of the possibility of making some sales and shall do all I can to exploit the instrument. You will see from the foregoing that I am pushing the sale of Edison goods in every possible manner in this territory.

Again thanking you for the square deal you have given me in entrusting this territory to me as your agent and assuring you that I will do all in my power to prove myself worthy of your confidence, I am

Yours very truly,
C. G. NELSON.

The Edison Phonograph Under Fire

A material proof of the superiority of Edison Phonographs and Records over those of other manufacture is furnished in the recent experience of Ed. Archambault, of Montreal, Canada.

A prominent physician of that city, who was in the market for a high grade instrument, called on our Dealer and requested to hear some Edison Records. His request was complied with and he expressed himself as highly pleased with the Records, but said he had heard some of other manufacture and before making a purchase wished to institute a comparison between the various types of instruments. Our Dealer, confident of the outcome, was more than willing to enter such a competition, and at the physician's request sent a Phonograph to his home, selecting for the purpose a Home, and with it sent ten Domestic Records.

A band Record, "The Stars and Stripes Forever," played by Sousa's Band, was selected for the first comparison, which proved also to be the last; for at the conclusion of a second repetition of the Record the physician expressed himself as thoroughly convinced of the superior tonal quality of the Edison machine, saying, "If a little machine can play like that, what will the Amberola be of which you spoke to me?" "Perfection," answered our Dealer. "Well, then, take my order for one Amberola Phonograph and I will keep the Home machine until it arrives," said the Doctor. A moment later our man had the pleasure of hearing several one-sided conversations over the telephone, which sounded something like this: "Hello, Mr. ———! This is Dr. ——— talking. Please come and get your machine. No, no! no use. I bought an Edison."

All of which goes to prove not only that the Edison Phonograph will emerge triumphant from competition with any other machines manufactured, but that the Dealer who has confidence in his goods, and shows it, will inspire his customer with the same confidence, and effect a sale at times when the least show of indecision or doubt would mean its loss.

Why not a St. Patrick's Day window filled with Amberol Records? Notice the color of the Amberol cartons? Very appropriate.

Has Anybody Here Seen Kelly?

This Record, which appears in the May list, is going to be one of the most popular numbers in our catalogue. Watch it and see if we are mistaken in our prediction that it will be away up in the van of the best sellers in the May list. Incidentally, it should be known that the original version of this song in given on British Amberol Record No. 12,078. It is sung by Florrie Forde, the popular English comedienne, and is a splendid Record. The air, of course, is the same, but the whereabouts of "Kelly" is matter for different but equally humorous speculation. It is also on the British two-minute list as Record No. 13908, sung by Arthur Osmond, one of the most prominent musical comedy artists on the London stage. Many customers will want to hear both versions of the song if informed that it is possible to obtain them. The British Records will be shipped as ordered and may be placed on sale immediately.

New Cut-out List

On July 1st we purpose dropping from the two-minute list three hundred more selections which will be omitted from the new catalogue appearing on that date. To help us in the intelligent preparation of that list the co-operation of our Jobbers is solicited to the extent of advancing their opinions as to which numbers in the Standard list appear to be the slowest sellers. Undoubtedly our Dealers could materially assist their Jobbers in the forming of their opinions. The preparation of a new cut-out list is a matter of serious moment to us at the present time, as it is extremely difficult, now that the two-minute catalogue is being depleted out of all proportion to its monthly addition, to determine which Records shall and shall not survive. This is supplementary to letter of Sales Manager Dolbeer, dated February 8th, to our Jobbers.

A Suggestion

Considerable time and trouble would be saved us if the trade, in replying to letters, would in every case refer to the initials of the factory correspondent. This would insure the reply being sent immediately to the proper destination, instead of its making the rounds of the various departments for identification, as is too often the case. The initials of the writer always appear in the upper left-hand corner of the letter, it will be noticed. We trust the suggestion bears fruit.

Factory Jottings.

Thomas A. Edison spent his sixty-third birthday quietly with his family at his winter residence at Fort Meyers, Fla. Mr. Edison was born February 11th, 1847.

Sales Manager Dolbeer spent the week of February 7th-12th in Baltimore, Washington and nearby cities visiting the trade.

Credit Manager E. H. Phillips returned on February 26th from a trip which embraced Chicago, Milwaukee, Toledo, Cleveland, Pittsburg and Philadelphia.

B. R. Barklow, salesman in Manhattan and Southern New York, returned to his post on February 14th after a trip to the Adirondacks, where he spent several weeks recuperating his health.

H. D. Hatfield, an experienced talking machine man, will hereafter represent Edison interests as a salesman in the Eastern provinces of Canada.

John de Angelis has been appointed salesman for Toronto and provinces of Ontario, Canada, with headquarters in Toronto.

Walter A. Veltz, formerly of Lyon & Healy, Chicago, Ill., has moved his family to Los Angeles, Cal., and will hereafter represent the National Phonograph Company on the Coast.

It may interest the many friends of J. W. Scott ("Scotty") in Massachusetts, Rhode Island, Connecticut and Maine, where he formerly represented the Company, to know that during the short time that he has been in the Southern States as our special representative he has been elevated to military rank and prestige. He left the factory shortly after the holidays, a plain, unassuming Jerseyite, famous only for his aggressive salesmanship, his unfailing good humor and his ability as a raconteur. Now comes the news that he had hardly crossed the Mason and Dixon line before a complete metamorphosis took place in "Scotty." Instead of the plebian title of "Mr." he will hereafter exact the patronizing prefix of "Colonel," which title we are given to understand was conferred on him at a formal ceremony in the historic city of Baltimore, Mr. E. F. Droop, of E. F. Droop & Sons, Edison Jobbers in that city, standing sponsor for the diminutive aspirant for military honors.

It is a fact known to only a few of his closest confidants that "Colonel" Scott in his younger days cherished an ambition for a military career; in fact his bellicose spirit was so very pronounced at the time of his entrance into this mundane sphere that his parents, recognizing his probable destiny, bestowed upon him the name of the grim old hero of Cerro Gordo, to whom he is said to be distantly related. By a cruel whim of nature which ordained that in altitude he was never to exceed a scant five feet, the "Colonel's" ambitions were defeated until the present time. It is to be hoped that the "Colonel" will not stop at this rung of the military ladder, but that on his return from the "land of cotton" we shall have the pleasure of saluting him with the still more dignified appellation of "General."

Advance List

Of Edison Amberol and Edison Standard Records for May, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before April 25th, 1910, all things being favourable, and they may be reshipped to Dealers at 8 A. M. on April 23rd. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A. M. on April 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after April 20th, but must not be circulated among the public before April 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on April 23rd, for delivery on the morning of the 25th. Jobbers are required to place orders for May Records on or before March 15th. Dealers should place May orders with Jobbers before March 20th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for May, 1910

413 La Gipsy—Mazurka Écossaise — **Sousa's Band**

A brilliant rendition of one of the popular Concert Muzurkas by the well-known French composer, Louis Ganne, writer of the celebrated "La Czarina," Muzurka Russe. His Muzurkas, as all musicians know, were constructed with a view of showing the style of music peculiar to different countries. In "La Czarina" the style and rhythm are Russian. In the "Écossaise," which was originally a Scotch round dance in 2-4 time, they are of course Scotch. This is a magnificent band Record and, like all of Sousa's, is bound to be popular. Publishers, Hawkes & Son, London.

414 I Wish That You Was My Gal, Molly — **Manuel Romain**

Sweetly plaintive in words and melody, this song is exactly suited to Mr. Romain's sympathetic voice and expressive style of singing. In it a rough but manly young fellow voices his regret that the girl whom he loves has given her heart to another. The style of composition and melody are a little different from those of the usual sentimental ballad,—sufficiently so to give the song a certain distinctiveness which is pleasing. Orchestra accompaniment. Words, Irving Berlin; music, Ted Snyder; publishers, Ted Snyder Company, New York City.

415 Moonlight in Jungleland — **Collins and Harlan**

One of the most melodious "jungle songs" we have ever catalogued. To a pretty two-step swing are set words which describe Simian love-making in the jungle under a waning moon. The chattering of two chimpanzees in the trees is interpreted by Collins to mean that the fateful question is being popped, while the hoarse bass interruption of an octogenarian jungle resident is the response of "papa" when approached by his prospective "son-in-law." Orchestra accompaniment. Words and music, Dempsey and Schmid; publishers, H. A. Weyman & Son, Philadelphia.

416 Has Anybody Here Seen Kelly? — **Billy Murray and Chorus**

The American version of this popular "hit" as sung by Nora Bayes in Lew Fields' big New York production, "The Jolly Bachelors." A comic song with a catchy air in which a young lady, obviously from the Emerald Isle, seeks information in regard to the whereabouts of her sweetheart, Kelly, who seems to be afflicted with the disappearing habit. When she repeated her question on the occasion of a Hibernian parade five hundred Kellys stepped out of the ranks in response. She has other experiences in her search for the missing gentleman which are humorously related in the song. Billy Murray fairly outdoes himself in the rendition of this number which will be one of our best sellers. Orchestra accompaniment. Words, William J. McKenna; music, C. W. Murphy and Will Letters; publishers, T. B. Harms and Francis, Day & Hunter, New York City.

417 The Kiss Waltz — **H. Benne Henton**

This Record is an original arrangement for a saxophone solo of the popular waltz song, "The Kiss" ("Il Bacio") by Luigi Arditi, the well-known operatic conductor. This charming vocal waltz was written for Adelina Patti, the renowned coloratura soprano, and is one of her favorite concert numbers. It was sung by her when touring the United States under the management of the composer. As a saxophone solo it is beautiful beyond description. Mr. Henton's marvellous skill with the instrument has already been recognized by the Phonograph public, as was evidenced by the popularity of his very first contribution, and the demand for his Records may be expected to increase in the future. Orchestra accompaniment. Publishers, Oliver Ditson Company, Boston.

418 The Middlepmite — **Peter Dawson**

This song has had a great vogue and is included in the repertoire of every baritone and bass singer of any prominence. Mr. Dawson, who is one of the artists of our London Recording staff, is the possessor of a magnificent bass voice which, as the Record proves, he is able to handle most artistically. This Record, which is his first solo contribution to our domestic catalogue, is listed as No. 12084 in the British Amberol catalogue. Orchestra accompaniment. Composer, Stephen Adams; publishers, Boosey & Company, London.

419 Beautiful Beckoning Hands — **Edison Mixed Quartette**

The title of the selection suggests that the Record may be something out of the ordinary, and so it is. Even among the many choice sacred contributions to our catalogue it will be distinguished for its excellence. Interspersed throughout the number are solos which add to its attractiveness. Organ accompaniment. Words, Rev. C. C. Luther; music, John R. Bryant.

420 The Prima-Donna—Entr'Acte — **Victor Herbert and His Orchestra**

It is not difficult to understand why Victor Herbert should be so universally recognized as the greatest composer-conductor of his time when we listen to the brilliant performance given of this charming number, which is distinguished by delightful contrasts and shadings. A Record whose bewitching loveliness will win it warm favor with the true music lover, who will class it among the very choicest in our catalogue.

421 By the Light of the Silvery Moon — **Ada Jones and Male Quartette**

We think so well of this Record, and are so positive of its emphatic popularity that we have made it one of the "special" Records and advanced its selling date one month for the benefit of the trade. It is a delicious "rag" song with a hypnotic rhythm that is simply irresistible. It is being sung, whistled and danced all over the country, and is being advertised as few songs ever are. Ada Jones sings it delightfully, accompanied in the repetition of the first chorus by a quartette of male voices. The second chorus is also sung with the quartette and the repetition follows, at first subdued but gradually increasing in volume to full tones at the finish. Orchestra accompaniment. Words, Ed. Madden; music, Gus Edwards; publishers, Jerome H. Remick & Company, New York City.

422 Down in Turkey Hollow — **Golden and Hughes**

Another of those entertaining combinations of jokes, repartee and song for which these two clever performers are noted. A short song serves as a preliminary to a comparison of the relative merits of Turkey and Skunk Hollows in respect to their concomitants to longevity that would make a Baron Munchausen hang his head in shame. There's fun galore in this Record, which concludes with the singing of "Bye Bye, Ma Honey, I've a-Gwine." Original for our Records and not published.

423 Strauss Memories Waltz — **National (London) Military Band**

This Record contains the following six numbers known the world over as Strauss' choicest waltzes: "Blue Danube"; "Promoienen"; "Artists' Life"; "Wiener Blut"; "Doctrinen," and "Wein, Weib und Gesang." No need to tell a music lover what these numbers are. The whole selection is beautifully played by the National Military Band whose Records are uniformly good. This Record is No. 12113 in the British Catalogue. Publishers, Boosey & Company, London.

424 One Little Girl — **Harvey Hindermeyer and Chorus**

A pretty waltz song, sentimental in theme and engaging in melody, is Mr. Hindermeyer's second contribution to the Edison catalogue. His first, it will be remembered, was No. 348, "Hello, Mr. Moonman, Hello." We feel sure that the good impression created by his first Record will be fully confirmed by the artistic rendition he gives this selection, in which his sweet voice and perfect enunciation are particularly agreeable. Orchestra accompaniment. Words and music, Harry Power Weymann; publishers, H. A. Weymann & Son, Philadelphia.

425 Though Your Sins Be as Scarlet — **Stanley and Gillette**

A sacred selection too well known to comment upon, rendered by a combination of artists new to sacred Records. We feel sure that there will be no dissenting from the decision that it is a most happy one. Orchestra accompaniment. Words, F. J. Crosby; music, W. H. Doane.

426 Patrol Comique — **American Standard Orchestra**

A descriptive orchestra selection reproducing the anniversary parade of the Darktown Musketeers. Scene: Main Street in Darktown. Action: Grand Marshal clears the street for the paraders amid suggestions and expostulations of crowd—Band heard in distance—"Heah comes de parade!" "Quit shovin'!—Company halts—Comments of spectators—"How you feel in dem clo'es, 'Rastus?"—"Got any gin in dat knapsack?"—"Does dat gun shoot, Henry?"—Company sings the Musketeers' battle song "Ish de ladies"—Resumes march—Band music fading in distance—"Dey're turnin de cawnah"—"Dere goes de las' one"—"I can't see him but I know who 'tis." It is impossible to describe the novelty of this Record, which must be heard to be appreciated. Composer, Thomas Hindley; publisher, Carl Fischer, New York City.

427 I'd Like to Be the Fellow that Girl is Waiting For **Joe Maxwell**

Mr. Maxwell is a new accession to the ranks of Edison artists and we are positive that the Phonograph public will give its unqualified endorsement to our judgment in securing him for Edison Records. He is the possessor of a clear, strong and sweet tenor voice and his enunciation is unusually distinct. His first Record is a sentimental waltz song with an agreeable air and of increasing popularity. Orchestra accompaniment. Words, Ed. Rose; music, Kerry Mills; publisher, F. A. Mills, New York City.

428 The Suffragette **Ada Jones and Len Spencer**

Here is a "screem." A suffragette meeting in full blast on a street corner, the speaker abusing "mere man" in general and "Alderman Tom Harrigan" in particular, amid such interruptions from a funny Irishman in the crowd as, "Is that hat you're wearin' an election bet?" Finally the patrol arrives and the suffragettes disperse, with the exception of the speaker, who is saved from arrest by "Alderman Harrigan" himself with the result that she consents to confine her ambition to rule in the future to the Harrigan household. Original for our Records and not published.

429 To You—Waltz Serenade **Vienna Instrumental Quartette**

An instrumental gem, equal in every respect to the previous Records of this internationally famous organization, the members of which through years of constant association have developed a perfection of ensemble and beauty of style which is most delightful. Alfons Czibulka, the composer, was born in Hungary, May 16th, 1842, and died in Vienna, October 27th, 1894. He was a celebrated operetta composer and writer of numerous concert pieces, of which this and the famous Stephanie Gavotte are the best known.

430 The Man Who Fanned Casey **Digby Bell**

This Record will make a "hit" with the "fans" during the baseball season, which will be starting about the time it goes on sale. Everybody has heard of the mighty slugger of the Mudville team who ingominiously struck out when a hit meant the game, but very few know that the cause of his Waterloo was a "spit ball," hurled by the mighty twirler, Hogan, before the altar of whose memory Digby Bell, the well-known actor and elocutionist, burns his choicest incense.

431 Characteristic Negro Medley **Peerless Quartette**

A finely balanced harmonization of male voices in rendition of some well-known and popular plantation melodies, including "I Love My Lou"; "Way Down in Alabam"; "Keep a-Hummerin' on My Soul"; "Ole Pete Green"; "What Kind of Clo'es do the Angels Wear"; "Bye Bye, Ma Honey, I'se a-Gwine," and concluding with the "Farewell Song" from "Pinafore." Preceding each selection and lending up to it is a bit of comedy that serves to add relish to the number. Unaccompanied.

432 The Cubanola Glide **Collins and Harlan with New York Military Band**

Another Record which, because of its popularity, was made a "special." This selection is also of the "rag" type, but of such engaging and superior tunefulness as to insure its retention in public favor for many a day to come. The arrangement of the selection on this Record is an innovation which, we think, will add to its popularity. The band first plays the entire selection, introducing a soft-shoe dance effect in the chorus, after which it is sung as a conversational duet (two verses and chorus) by Collins and Harlan, and the last chorus is repeated by the band. Words, Vincent Bryan; music, Harry Von Tilzer; publishers, Harry Von Tilzer Music Publishing Co., New York City.

Edison Grand Opera Amberol Records

B188 Tosca—Vissi d'arte (*Puccini*) Sung in French. Orchestra accompaniment
Carmen Melis, Soprano

Art and love, this so succinctly tells the nature, the life of Floria Tosca. Like all great natures, all artists, she had a great faith and when, by so long a series of misfortunes she is placed in the position where she must lose all, to win all, her soul cries out to God. Ever and ever has she in sincere faith brought her offerings and she cannot understand why she hearers the agony, the prayer as does this number sung by Mme. Melis.

B189 Carmen—Habanera (*Bizet*) Sung in French. Orchestra accompaniment
Marguerita Sylva, Soprano

"Love you not me, then I love you
If I love you beware of me."

Is so typically true a synopsis of this justly so well-liked air that little need be further said of the same. All lovers of music are familiar with this number. With the Toreador song it shares its popularity. Mme. Sylva, whose *Carmen* has been an artistic and personal triumph, has made a beautiful and perfect record of this number.

B190 Coeur et la Main—Bolero (*Lecocq*) Sung in French. Orchestra accompaniment
Blanche Arral, Soprano

No musical production has a better swing than the bolero. No one listens to this dance music without strongly feeling its influence. In this charming operatta, by Lecocq, which some years ago created a furore, the bolero has all the Southern spirit. Sung in grand opera quality, Mme. Arral puts into this song all the art to make it musically charming and also all the required abandon to make of it a typical and spirited reproduction which is destined to please all.

B191 Cavalleria Rusticana—Brindis' (*Mascagni*) Sung in Italian Orchestra accompaniment
Riccardo Martin, Tenor

The Brindisi is, so to say, the pivotal point of this tragic opera. It is here that Turiddu invites his friends to drink with him. When, however, he offers the cup to Alfio, the latter refuses and the quarrel ending in Turiddu's undoing is precipitated. This number shares in popularity with the Siciliana and is a great favorite with all tenors and audiences.

B192 Mignon—Bercuse (*Thomas*) Sung in French. Orchestra accompaniment
Gustave Huberdeau, Baritone

Mignon is replete with charming melodies, of which some have become so familiar that even the children know them. This berceuse, or lullaby, is an outpouring of Lothario's great love for Mignon and a prayer for heavenly protection. Very few bass solos are so tenderly expressive as is this number.

Foreign Records

STANDARD

20606	Suonno E Fantasia *(Capolongo)*, (Italian)	F. Daddi
21016	Die Mieme Glikale (Hebrew)	S. Paskal

AMBEROL

7500	O Silenzio a buordo (*Capolongo*), (Italian)	F. Daddi
7501	La Spagnola—Bolero (*Chiara*), (Italian)	F. Daddi

Edison Standard Records

10350 Narcissus **Sousa's Band**

"Narcissus" is from Ethelbert Nevin's "Water Scenes," op. 13, and is No. 4 of that well-known suite. Of the many instrumental compositions written by this celebrated American composer, "Narcissus" is undoubtedly the best known, equalling in popularity his famous song, "The Rosary." This Record is Mr. Sousa's special arrangement for the band of this beautiful number, and we question whether our catalogues contain another that can vie with it in charm of melody and brilliancy of rendition.

10351 Christmas Time Seems Years and Years Away **Manuel Romain**

A dainty little sentimental song with a winning melody which swings to march time in the chorus. Its theme is the impatience of an ardent lover because the day which will mark the consummation of his happiness "seems years and years away." Mr. Romain is conscientious as ever in the rendition of this selection and a delightful Record is the result. Orchestra accompaniment. Words, Irving Berlin; music, Ted Snyder; publishers, Ted Snyder Company, New York City.

10352 Two Giddy Goats **Miss Stevenson and Mr. Stanley**

This novel duet is one of the comedy hits in "The Belle of Brittany," an English musical play which is meeting with the same great success in this country as it did in its long run in London. The duet is sung in the first act of the play by Bapiste and Talonette, and its humorous and "punny" lines and lively air make it one of the laughable numbers of the production. Orchestra accompaniment. Words, Percy Greenbank; music, Howard Talbot; publishers, Keith, Prowse & Company, London.

10353 Hungarian Dance—D **Victor Herbert and His Orchestra**

The weird yet fascinating melodies of the Hungarian gypsies were a fruitful theme for treatment by Johannes Brahms, ose compositions have ever been popular. A companion number to this selection is No. 10[illegible] of the March list. The arrangement is difficult and calls for just such masterly treatment as only Herbert could give it.

***10354 He's A College Boy** **Billy Murray and Chorus**

A rollicking comic song in march tempo describing the general make-up and antics of the average college boy when turned loose from college restraint. The air is very "swingy" and Billy Murray sings the number with great gusto, ably assisted by a male quartette in the chorus, in which a college yell is introduced. Two full verses and choruses are given. Orchestra accompaniment. Words, Jack Mahoney; music, Theodore Morse; publishers, Theodore Morse Music Co., New York City.

*This selection will be illustrated on the cover of the *May* Phonogram.

10355 Some Day — **Miss Marvin and Mr. Anthony**

A reverent and effective rendition of a favorite hymn. This, too, is a new combination for sacred numbers. Miss Marvin is an experienced contralto singer with a voice of much strength and beauty, which blends very agreeably with Mr. Anthony's. Orchestra accompaniment. Words, Dr. Victor M. Staley; music, Chas. H. Gabriel.

10356 Return of the Arkansas Traveler — **Len Spencer**

A talking Record in which this versatile artist imitates two characters, the returned Arkansas traveler and an old resident whom he interrupts while playing his violin. The conversation that follows between the two (with interruptions from the traveler's negro servant who keeps "butting in") is of the uproarious type. A very amusing Record. Original for our Records and not published.

10357 Farintosh and Janney Dang the Weaver — **William Craig**

A violin solo of two old-time favorites for the enjoyment of those who prefer the lively musié of a reel or a jig to a "high-class" offering; and their name is legion, as the sales of similar Records in the catalogue prove. The first number is a strathspey, a form of Scottish folk-dance, and the second a spirited reel. Mr. Craig's skill with the violin is too well known to comment upon. Piano accompaniment.

10358 Come to the Land of Bohemia — **Joe Maxwell**

To the Standard list Mr. Maxwell has brought one of the best songs of his repertoire as well as one of the most popular. It is a sprightly little waltz song describing the delights of the imaginary land of Bohemia, the land where dull care and trouble take flight before its inspiration of sweet music and song. The words are appealing, the air enticing and the manner in which it is sung beyond criticism. Orchestra accompaniment. Words, Ren Shields; music, Geo. Evans; publisher, F. A. Mills, New York City.

10359 Just A Little Ring From You — **Ada Jones and Billy Murray**

Sentimental in theme but a vivacious, cheery number with an appealing melody, here rendered as a conversational duet. The chorus suggests the many ways in which lovers may make use of "rings" to promote Cupid's cause. It seems superfluous to comment upon the rendition as the words of these favorite artists and Record makers is always of the highest order. Orchestra accompaniment. Words, Jack Mahoney; music, Theodore Morse; publishers, Theodore Morse Music Co., New York City.

10360 Lovin' Rag — **Sophie Tucker**

A "rag" song that surely is "rag" of the noisiest, jolliest kind imaginable, and a "coon shouter" who is considered to be the foremost exponent of that type of song before the public. Miss Tucker is a "head liner" in vaudeville. She has a big, deep voice of a most peculiar calibre extremely well suited to "rag" songs, a splendidly clear enunciation and clever dialect. This is her first Record for the Edison Phonograph and we are satisfied that the trade will not permit it to be the last. Orchestra accompaniment. Words, Victor H. Smalley; music, Bennie Adler; publishers, F. B. Haviland Publishing Co., New York City.

10361 Under the Tent — **American Standard Orchestra**

Here is an orchestra Record that can not fail to be popular. It is a spirited, characteristic number, portraying the life and action in a circus. The bugle calls, cantering of horses, snap of whips, shouts of riders, laughter of clowns, applause and cheers of the spectators at the performance are some of the novel effects introduced. A splendid Record of its kind. Needless to say the rendition is adequate in every respect. Composer, Chas. N. Daniels; publishers, Jerome H. Remick & Company, New York City.

10362 By the Light of the Silvery Moon — **Ada Jones**

We received so many requests from various parts of the country to catalogue this selection and are so thoroughly convinced that it will appeal strongly to the Phonograph public that we decided to place it in both the four and two-minute lists; and for the same reasons we advanced the selling date in this list as one of the "specials." The song is rendered equally as well on the Standard as on the Amberol Record although, of course, the latter offers the greater amount of entertainment.

10363 That Rag — **Collins and Harlan**

A conversational coon duet with a brisk and captivating melody, in the rendition of which Collins and Harlan demonstrate again that their ability to sing songs of this type is inferior to none. As usual, there is enough comedy percolating through their singing to add flavor to the Record. The theme of the selection is the effect that the hearing of a "rag" melody has on one "coon" to the dismay of another, who, however, seems to be somewhat affected himself. Orchestra accompaniment. Words, Irving Berlin; music, Ted Snyder; publishers, Ted Snyder Company, New York City.

10364 En Route to Camp March — **New York Military Band**

Snap, volume and precision distinguish this Record, which is equal to any of the contributions of this famous organization, whose Records are consistently fine. Composer, A. G. Sharpe.

Trade Bulletins

Sales Department Bulletin No. 44
January 28, 1910
Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to THE NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

We beg to advise that on and after April 1st, 1910, the prices on Grand Opera Amberol Records made by SLEZAK and BLANCHE ARRAL will be advanced as follows:

	Dealer	List	Canadian Price
Slezak	$1.20	$2.00	$2.50
Blanche Arral	.90	1.50	2.00

Also that MARGUERITA SYLVA'S Records, which begin with the April list, will be:

	Dealer	List	Canadian Price
	$1.20	$2.00	$2.50

These prices, of course, subject to the special allowance of 5 per cent. for breakage.

All other Grand Opera Amberol Records listed up to and including the April list will remain as at present:

Dealer	List	Canadian Price
$.60	$1.00	$1.25

Such orders as you desire to place with your Jobbers for Records already listed in the Grand Opera catalogue, for shipment prior to April 1st, 1910, will be accepted by him at the present price, subject to special allowance of 3 1-3 per cent. for breakage, and usual terms delivery, up to and including March 31st, 1910.

Suspended List, Feb. 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

IND., Terre Haute—G. C. Brown.
N. Y., Brooklyn—J. Workeman (and all other points).
New York City—Morris Workeman.
Lyndonville—Sonrie & Brinsmaid.
O., Forest—L. H. Caughey.
Hillsweder—L. Waltman.
Bellefontaine—L. Waltman.
Pittsburg Clothing and Shoe Co.
ARK., Fort Smith—L. W. Graddy.
MO., Macon—Bristol Furniture Company.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

REINSTATED

IA., Portsmouth—Hammes Shoe Company.
MINN., Wahnsoo—J. J. Hoffman.

E. A. Neff Becomes Manager of W. H. Ross & Son

Mr. E. A. Neff, our traveling representative for the state of Texas, resigned his position on February 5th to accept the management of the firm of W. H. Ross and Son, Edison Jobbers of Portland, Me. Mr. Neff, who has long been connected with the talking machine business, has been a member of our traveling staff for the past four years and was regarded as one of the most efficient of our road-men. He is a man of excellent judgment, and will bring to his new position that necessary asset as well as a seemingly inexhaustible fund of energy and a natural optimism which will go far to remove any obstacle from his path to success. Both as we are to lose his services we rejoice in his good fortune and join his many friends among the trade in wishing him an overflowing measure of success in his new position.

Sympathy for Lawrence McGreal

The officials of the National Phonograph Company join with Edison Jobbers and Dealers throughout the country in extending sympathy to Lawrence McGreal, the well-known Edison Jobber at Milwaukee, Wis., and wife in the loss of their eldest son, Jack M. McGreal, who died on February 1. The little fellow was a bright and winning child of six years of age, who had endeared himself to members of the trade at the last two annual conventions of the National Talking Machine Jobbers' Association, on which occasions he was conspicuous as the mascot of the Association.

We particularly recommend to you British Amberol Records Nos. 12128, "Gems of England"; 12140, "Gems of Scotland," and 12160, "Gems of Ireland," all played by the National (London) Military Band.

Edison Representation at Convention of Ohio Talking Machine Dealers.

The annual convention of the Ohio Association of Talking Machine Dealers, held in Columbus, Ohio on February 2nd, was the best attended in the history of the organization. The National Phonograph Company was represented by W. H. Hug, our traveling representative in that territory, who, co-operating with Perry B. Whitsit, the well-known Edison Jobber of Columbus, entertained the delegates with a "smoker" and social session in the evening. At the banquet, which marked the culmination of the meeting, Mr. Hug addressed the delegates as follows:

"MR. PRESIDENT AND MEMBERS OF THE OHIO ASSOCIATION OF TALKING MACHINE DEALERS:

"On behalf of, and as their representative, it is a pleasure to convey to you the greetings of the National Phonograph Company together with their best wishes for your continued success, collectively as an Association and individually as Phonograph and Talking Machine Dealers.

"I have here an address to you, prepared by our Mr. C. E. Goodwin, Manager of Salesmen of the National Phonograph Company, which, owing to his inability to be present, I will read to you. As probably but few of you know Mr. Goodwin, I wish to inform you that he was for ten years Manager of Lyon & Healy's Talking Machine Department."

MR. GOODWIN'S ADDRESS.

"MR. PRESIDENT AND MEMBERS OF THE OHIO TALKING MACHINE DEALERS' ASSOCIATION:

I am very sorry indeed that I am unable to be present at your gathering, for your organization appeals to me in every particular.

"Talking machine men who conduct their business on such broad lines that they can drop the details of their individual interests long enough to extend the hand of fellowship to their brothers in the trade are well worth knowing, and I would like to meet every one of you. At this writing we are installing a plan to further the interests of our Dealers which takes so much of my time with the details that I felt obliged to forego the great pleasure that it would give me to be present, so I have asked Mr. Hug to extend the greetings of the National Phonograph Company and myself on this occasion.

"The Sales Department of our Company is devoted to almost entirely to that class of Dealers who are somewhat beyond the pale of your excellent organization that it seems a little out of my sphere and practice to address a gathering of real Talking Machine men, who show by their progressive spirit in upholding your association, a faith in the future of the Talking Machine business that is quite as well grounded as my own. If all of our Dealers were as rich in experience and as well trained as you are, I am afraid that the importance of our department of the business would shrink materially, and while I still feel that the field among you is rather barren for advice in the matter of promoting your business, I am certain it will interest you to know something of our policy in regard to your protection, etc.

"Never since our protective policy was inaugurated have our officials been more resolved and determined to carry it out in every particular than at the present time. Our Legal Department has stood on the firing line during this past period of business depression with their ears cocked and their "writs" ready for those traitors to the true cause of good business policy wherever they have shown their heads. This spirit, added to our present cautious scheme of protection and great care in establishing new Dealers, means much to you in these brighter and better days. Your co-operation in upholding the Agreement and in helping us to weed out the undesirables is quite as gratifying as your pursuit of the consumer. It is on the solid rock of one price to all that we are to progress to the limit of our opportunities. Again I say it is a helpful sign the men who most recognize the value of this principle should organize for the further promotion of the plan, and in so doing show their confidence in each other.

"Recognizing the zeal and loyalty of the real Talking Machine men whom you represent, we are endeavoring to co-operate from this end with promotional methods that redound to your interest. Our Advertising Department was never more active or liberal with its appropriations, and right here let me suggest that our Advertising Manager is anxious for your personal opinions from men of your experience in carrying on its work.

"In the perfection of the art it will interest you to know that Mr. Edison, who seems to be growing younger all the time, has got his second wind in the development of his hobby, the Phonograph. I know there was a feeling when I was at the retail end of the business that the original inventor of this wonderful scheme of sound-reproducing was giving his time to other things, but I can assure you from personal observation and contact with this wonderful man that he not only is giving it more thought and time than I ever dreamed of, but is accomplishing things that make your Edison agreement with its accompanying franchise a real asset. It should encourage you to know that you have in the Phonograph a line that will steadily improve, and that something more than a promise in that direction is within my immediate observation.

"If there is anything to be had from my experience in managing the Travelling Department and in reading the reports of our travellers, I want to say that those Dealers who succeed with our line measure their success by the condition of their stocks and the impression they make upon their prospective buyers by its display and the enthusiastic way they present it. I don't think there is anything more vital to a successful going Talking Machine business than a Dealer showing his faith in these goods by the manner in which he displays his stock. That the Phonograph gives per customer more for the money than anything else in the music line is an established and undeniable fact. I think it was this fixing in my mind the relative values of musical instruments that gave me any measure of success I may have had with the Talking Machine. To note the effect upon my customers, the joy that the Phonograph has brought into the home, has shown me a basis of satisfaction and enthusiasm not entirely founded upon raking in the dollars. Allowing for the buyers who never were musical and for those who are only slightly so, who cease to play their Records past midnight after a time, it was always clear to me, wherever I looked back upon it, that I had assisted in giving more for the money than anything else to be had in the home, entertainment field. In the analysis of this question of values we find that when we have been far enough along in the business we can look back to see that each customer we have made has had more for the money and shown less of wanting interest than will apply to any other musical instrument, even though it had an established market long before the Phonograph was thought of. If it is necessary to keep our courage by making comparisons with older musical instruments that are now on the market, we find in the piano no reason for being discouraged with that line, because we know of the thousands of families who are struggling with their payments, where they do not touch the instrument for months at a time.

"No, the evidence of stability and satisfaction in giving more than value received is all on our side, and with this understanding and our faith in the future development of the Talking Machine we will go on with our part of the world's work knowing that we stand for something of improvement in the home life and a higher musical culture among our people.

"Gentlemen, I thank you, and wish your Association the greatest success."

After the reading of Mr. Goodwin's address Mr. Hug spoke encouragingly of the Phonograph situation as he found it, drawing his conclusions from personal experience and observation.

During the convention the Edison Amberola was displayed and demonstrated by the Whitsit Co. and was the subject of flattering comment on the part of the delegates, who were lavish in their praise of its tonal strength and quality and artistic appearance. As a result of the demonstration the Whitsit Company secured a number of orders for the machine.

Among the Jobbers

Peter Bacigalupi and Sons, San Francisco, Cal., report that the demand for Harry Lauder Records during his recent engagement in that city was very good and still continues. During the way they featured a Harry Lauder window, in which Lauder's Edison Records and Edison Phonographs with Cygnet Horns furnished an artistic and effective background for a life-size dummy dressed in typically Highland garb. The window attracted a great deal of attention and proved to be an excellent advertisement, as did also their ad. in the program of the theatre in which Lauder appeared.

The Utica Cycle Company of 117-119 Columbia Street, Utica, N. Y., have been succeeded by A. F. Ferries and William Harrison of the same city.

The Jacot Music Box Company of 39 Union Square, West, New York City, have removed to 25 West 35th Street.

The Cummings, Shepherd & Company of 700 Houston Street, Fort Worth, Texas, have been succeeded by D. Shepherd & Company, with headquarters at 310 Main Street, that city.

The Montenegro-Riehm Music Company of Louisville, Ky., have removed their wholesale business headquarters to 539 5th Avenue, but are continuing their retail stand at 528 4th Avenue.

The Milner Musical Company, 25-27 West 6th Street, Cincinnati, Ohio, have been reinstated as active Edison Jobbers.

The Indiana Phonograph Company of Indianapolis, Ind., have been succeeded by the Wulschner-Stewart Music Co. (A. M. Stewart, Pres.), 229-231 North Penn St., Indianapolis, Ind.

The Standard Talking Machine Co., of 35 Wood Street, Pittsburg, Pa., have removed to 800-802 Pennsylvania Avenue, same city.

A. J. Pommer Company, 9th and J Streets, Sacramento, Cal., and the Pacific Phonograph Company, 26 O'Farrell Street, San Francisco, Cal., have been succeeded by the Pacific Phonograph Company (A. R. Pommer), 917 Wood Street, Oakland, Cal.

Hopkins Bros. Company, 618-620 Locust Avenue, Des Moines, Iowa, have retired from the talking-machine business in order to devote their time to the sporting goods business exclusively. Their large and complete stock has been taken over by Harger & Blinch of that city. Hopkins Bros. announced the change to their trade with a letter, in which they expressed appreciation of the cordial relations which always existed between them and their Dealers, and bespoke the loyal support of the trade for their successors.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.

ARK., Fort Smith—R. C. Bollinger Music Co.

CAL., Los Angeles—Southern Cal. Music Co.
San Francisco—P. Bacigalupi & Sons.
Oakland—Pacific Phonograph Co.

COLO., Denver—Denver Dry Goods Co.
Hext Music Co.

CONN., New Haven—Pardee-Ellenberger Co.

D. C., Washington—E. F. Droop & Sons Co.

GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Warren—Yeamans Jewelry Co.

IDAHO, Boise—Eller's Piano House.

ILL., Chicago—Haisen Bros.
Lyon & Healy.
Talking Machine Co.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.

IND., Indianapolis—Pietschner-Stewart Music Co.
Kipp-Link Phonograph Co.

IOWA, Des Moines—Harger & Blish.
Dubuque—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.

KY., Louisville—Montenegro-Riehm Music Co.

LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.

MAINE, Bangor—E. L. Crosby Co.
Portland—W. J. Rose & Son.

MD., Baltimore—E. F. Droop & Sons Co.

MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Mach. Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Lowell Phonograph Co.
New Bedford—Cleveland Furnishing Co.
Worcester—Iver Johnson Sptg. Goods Co.

MICH., Detroit—American Phono. Co.
Grinnell Bros.

MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.

MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.

MONT., Helena—Frank Busser.

NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.

N. H., Manchester—John B. Varick Co.

N. J., Hoboken—Eclipse Phono. Co.
Newark—C. Pelz & Co.
Paterson—James A. O'Dea.
Trenton—John Sykes.

N. Y., Albany—Finch & Hahn.
Asterla—John Ross.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.

New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.

Oswego—Frank E. Bolway.

Rochester—Mackie Piano, O. & M. Co.
Talking Machine Co.

Schenectady—Jay A. Rickard & Co.

Syracuse—W. D. Andrews.

Utica—Arthur F. Ferries.
William Harrison.
A. F. Ferries & William Harrison.

OHIO, Canton—Klein & Heilman Co.
Cincinnati—Ball-Pintze Co.
Rudolph Wurlitzer Co.
Milner Musical Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitall Co.
Dayton—Niehaus & Dohse.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co.

OREGON, Portland—Graves Music Co.

OKLA., Oklahoma City—Smith's Phono. Co.

PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Hall Bros.
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.

R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.

TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—C. D. Atwood.
C. H. Hook Piano Co.
Nashville—Magruder & Co.

TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Wain Co.
Fort Worth—J. Shepherd & Co.
Houston—Southern Talking Mach. Co.
San Antonio—H. C. Ross Optical Co.

UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.

VT., Burlington—American Phono. Co.

VA., Richmond—C. B. Haynes & Co.

WASH., Seattle—Eller's Music House.
Spokane—Spokane Phonograph Co.

WIS., Milwaukee—Lawrence McGreal.

CANADA, Quebec—C. Hobitaille.
St. John—W. H. Thorne & Co., Ltd.
Vancouver—M. W. Waitt & Co.
Toronto—E. E. Williams & Sons Co., Ltd.
Winnipeg—E. E. Williams & Sons Co., Ltd.

The EDISON PHONOGRAPH MONTHLY

VOL. VIII April, 1910 No. 4



CARMEN MELIS

OPERATIC SOPRANO

UNDER EXCLUSIVE CONTRACT TO SING FOR EDISON RECORDS ONLY

The EDISON PHONOGRAPH MONTHLY

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The EDISON PHONOGRAPH MONTHLY

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NATIONAL PHONOGRAPH CO., LTD., VICTORIA ROAD, WILLESDEN, LONDON, N. W.
NATIONAL PHONOGRAPH CO. OF AUSTRALASIA, LTD., 340 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 515, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., 10 FRIEDRICHSTRASSE, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J

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The Combination Attachment Proposition Launched

It's in effect now, April 1. Our promise was that it would be the most liberal and attractive proposition, from the standpoint of both trade and public, in the history of the talking machine industry. We think you will agree that we have "made good" on the promise. Our Sales Department bulletin explaining the proposition is printed in full on page 23. We want you to read that bulletin again, and read it carefully, so as not to let any of its details or conditions escape you.

Briefly summarized it means that you are now enabled to offer, at an increased profit to yourself, an Amberol Attachment practically free with the purchase of ten of the best Amberol Records ever recorded!

In the case of the Gem Attachment *it is free*, while the Standard costs the customer only $1.00 and the other types $3.50 more than the price of the Records alone. In other words you can offer, with the purchase of the Records, practically a new Gem *free of charge*, a new Standard for $1.00 and all the other types for $3.50. Or, looking at it from another point of view, you can offer the Attachment at its original price and *ten special Amberol Records for only $2.00,—a present to the customer of $4.00.*

There are other attractive verbal garbs in which the proposition can be clothed, and which will readily suggest themselves to you. Our special, illustrated four-page circular, which will accompany the outfit, outlines the proposition in tempting language to the customer. We are not going to waste time and space in throwing verbal bouquets at this proposition. It doesn't need it, and besides there are some things in connection with it that need to be emphasized.

We want to call your especial attention to the following facts:

1. The proposition goes into effect immediately and outfits may be sold as soon as received. Therefore, place your order with your Jobber at once in order that you may be early in the field.

2. The proposition, because of the question of duty, does not apply to Canada.

3. Unless you specify to the contrary your orders for Attachments from now on will be filled by your Jobber with complete outfits, shipped in a special container consisting of an Attachment and ten Special Amberol Records.

4. For such Combination Attachments as you have in stock your Jobber will accept a *single immediate* shipping order for an equal number of packages containing ten Special Amberol Records, at a net price of 60 cents per package. Such Records are to be sold only in conjunction with an Edison Combination Attachment, at the stipulated prices, and the seal of the packages *must not* be broken before delivery to the customer. Under no circumstances may they be sold as individual Records. We cannot emphasize this fact too strongly.

5. For the purpose of demonstrating the Records a single package may be opened.

6. Because of the special prices at which these Records are sold no allowance for breakage will be made, nor may the Records be returned to the factory for credit under the Continuous Exchange Proposition.

7. These Records are Special Records in every sense of the word. They are beyond criticism in the matter of selection, recording and in the choice of artists. They are not and will not be included in the catalogue unless at some future time a demand for them justifies their being listed.

8. All literature—circulars and window hangers—will be shipped with the outfits so that Dealers will be equipped in every way to immediately begin their advertisement.

9. Any violation of the terms of sale that govern this proposition will be summarily and severely dealt with.

Do you realize what this proposition means to you? Can you foresee the effect it will have upon your business? You will notice that there is an increased profit for you in the sales of these Attachments, but that profit is only incidental. The *real* profit lies in the immediate feature.

You know what the introduction of the Amberol Attachment did for your business and for the talking machine industry in general. It practically reestablished it. It created a renewed interest in Phonographs and brought out of retirement thousands of machines whose owners had abandoned them because of the limited entertainment offered by the short Records.

There are still many thousands of such machines throughout the country—many of them in your territory. You know, or should know, where they are; if you do not it is to your interest to discover them immediately. You have been given a most tempting bait to dangle before the eyes of these owners. You can make steady Record customers of every one of them with this proposition.

Your duty to yourself is clear. Put in a stock of complete outfits and enough of Special Records to equal the Attachments in stock at once. Go over your mailing lists or otherwise ascertain where the inactive machines are in your territory. Approach the owners through the mail, in person and through your window display and the newspapers. Give the widest possible publicity to this extraordinary proposition.

Send in your order to your Jobber to-day and ADVERTISE.

Amberola Reproducers

The Model "L" Reproducers that accompanied the first machines placed upon the market have proven defective in several instances which have lately been brought to our attention. We have discovered the cause of the defect, which manifested itself in a cutting and wearing of the Records, and have eliminated it from the Reproducers we are now shipping. We will gladly exchange new Reproducers for any that have developed the defect mentioned, and urge the trade to immediately examine the machines they have in stock for that purpose, and also to make diligent inquiry to discover if every machine sold is giving complete satisfaction.

The Model "L" Reproducer will soon be supplanted by the Model "M" (not "N," as it was designated in a previous issue), which will play both the four and two-minute Records. As soon as a sufficient quantity is manufactured we will begin to exchange them for the Model "L," which will then become obsolete as a type.

Printed Matter

We have shipped the following forms to be used in advertising the Amberola and the three Special Record "hits" which went on sale March 25th: No. 1722, six-page extension folder on the Amberola, in four colors, showing a cut of the instrument in mahogany finish and giving a detailed description of its mechanical and artistic features and advantages, and also calling attention to the Grand Opera Catalogue; No. 1735, hanger, in three colors, showing closed and exposed views of the instrument in mission oak finish; No. 1763, poster, 29 inches by 10 inches, in three colors, on the three special Records, and No. 1771, supplement on the same Records.

These forms will be in the hands of all Jobbers by the time this issue of the Monthly reaches Dealers and every Dealer should take immediate steps to obtain a proportionate supply of same and use them to the very best advantage.

The Amberola literature has been purposely withheld until a sufficient number of machines should have been placed in the hands of the trade. Dealers who have been supplied with samples of the machine should lose no time in distributing the literature where it will be most effective. The hangers should be given a place of prominence in the show window and the six-page folder, on which space is reserved for imprinting the Dealer's name and address, should be mailed with a *personal* letter to the most likely prospects in every locality.

The Special Record Hanger and Supplements should be handled in exactly the same manner as the monthly Record Supplements and Hangers are disposed of. The Hangers should be prominently displayed in the stores and the Supplements should be mailed to customers, as well as placed upon the counters where they will be sure to attract attention. We want to impress upon our Dealers the necessity of making a vigorous effort to distribute this Special Record literature in order that the merits of the proposition may be given a fair test.

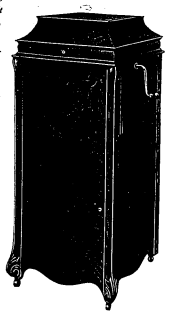
A Page of Amberola Testimonials

[Extracts from letters from our Jobbers and Dealers evidencing the enthusiasm which the Instrument has awakened]

We have received our first Amberola and want to say that it is by far the finest machine we have ever seen or heard, and we are positive it will be a seller. We want to congratulate you on the Amberola. It is a machine that was very much needed in our line, and it is in a class all by itself.—*Proudfit Sporting Goods Company, Ogden, Utah.*

We shall mail an order for some more Amberolas tomorrow and sincerely hope that you can keep them coming at a good rate, as the inquiries in regard to them are quite urgent.—*Hakson Bros., Chicago, Illinois.*

I have sold the Amberola and I have a customer for another. If you have one in any kind of finish let it come immediately. The—— is not in it as a competitor with the Amberola, as I sold this one side by side with the ——in competition with another dealer, who was a personal friend of the customer.—*O. A. Reynolds, Springfield, Illinois.*



THE EDISON AMBEROLA

We received the Amberola in first-class condition and are pleased to say that it comes up to our greatest expectations in every way. It has the best and most natural tone of any talking-machine we have ever heard.—*Hopkins Bros. Co., Des Moines, Iowa.*

The Amberola received by us on December 21st was sold on December 24th.

For the machine we have nothing but the heartiest commendation. We have examined every machine of this kind upon the market, and we are satisfied that in the Amberola the trade has received what it has been waiting for.

We find beauty of tone and wealth of detail in the most commonplace Records played upon it. The machine exceeds our most sanguine hopes. It is so much better than its nearest competitor that no comparison is called for.—*A. S. Cook Co., Woonsocket, R. I.*

The two Mission Oak Amberolas were received and re-shipped and both Dealers have advised us that they were well pleased with the machines, which were sold immediately. They want more machines in mahogany finish.—*Standard Talking Machine Co., Pittsburg, Pa.*

We send you our hearty congratulations on the Amberola. We think it is the greatest machine on the market. We have received two in two weeks and have sold them. We shall carry one in stock at all times. It is the only machine that reproduces true to life.—*Brown & Kearns, Reading, Pa.*

The Phonogram

For some time past we have been receiving letters from Phonograph owners in various sections of the country complaining that they do not receive the Phonogram regularly, and frequently not at all. In most cases the complaints are accompanied by stamps or money orders to cover back numbers or future subscriptions.

We have refrained from commenting upon this fact before, because it was reasonable to assume that when the public began to purchase Records again those Dealers who, prompted by an idea of false economy during the depression, had curtailed or cancelled their standing orders for Phonograms would see the wisdom of resuming the mailing of the booklets monthly to their customers. Some evidently have not, and it is to such that we are addressing these remarks, for the complaints are assuming such proportions as to call for prompt action on our part.

We will forbear criticism of those Dealers who discontinued the use of this attractive little promoter of business further than to say that it was only another instance of "penny wise, pound foolish," and will only urge that they immediately revise their mailing lists and resume the mailing of the Phonogram and other monthly literature.

The Phonogram is the medium by which the public is kept in close touch with all the latest developments in the Edison line. Its value as such cannot be overestimated. It fosters and maintains public interest in Edison products, and focuses that interest upon the Dealer's store. Of all the advertising literature that we place in the hand of the Dealer it is the most pretentious and effective. Its cost is nominal; the results obtained from its *persistent* use invaluable.

It is manifestly unfair to the Phonograph owner to ask him to pay for information that should be cheerfully furnished *gratis* by the Dealer. The fact that so many are willing to do so proves that their interest in Edison Phonographs and Records was only temporarily under restraint and is now revived; while the further fact that some Dealers have taken so long to wake up to the new condition of things suggests that there are territories which would seem to call for an investigation on our part. It is a serious reflection upon the business methods of any Dealer to have it to say that customers in his territory are compelled to write to the factory for information in regard to the monthly lists of Records.

We trust that it will not be necessary to again call this matter to the attention of the trade. Such Dealers as have permitted themselves to become lax in the matter are urged to act upon the suggestion at once, and prepare themselves for the impetus that the new Attachment Proposition will give to their Record business by renewing their standing orders for the Phonogram and by considering means whereby they may acquaint their customers with the many splendid numbers that have been added to the Amberol catalogue within the past year.

Avoid Confusion—Be Specific in Your Record Orders.

The necessity of specifying on your orders at all times whether or not Amberol or Standard Records are intended grows more urgent with each addition to the Amberol Catalogues. The numbers in both the Domestic and Foreign Amberol lists are duplicating those in the Standard lists, and the duplication will become more common as the Amberol Supplements increase and the Standard decrease in number.

Of course, it is expected that eventually the Amberol Records will entirely supplant the Standards, but until that time it will be absolutely necessary, in order to avoid possible confusion and delay, that every order to Jobbers and to the factory shall distinctly specify whether or not Amberol or Standard Records are wanted. Jobbers are requested to impress this necessity upon their Dealers, and the latter are urged to paste a reminder in a conspicuous place for guidance when making out orders.

An Amberola Testimonial.

The following is a verbatim copy of a letter received from a prominent Canadian manufacturer who recently installed an Edison Amberola in his home:

"Before I purchased the Amberola I wrote you and told you what I thought of my Triumph, but it is not to be compared with the Amberola. Every person who has heard my machine considers it the most natural reproducer of sound they have ever heard. There is only one way to put it,—the Edison is the only machine on the market and the Amberola is the most perfect of all the Edison machines."

The above letter, sent without solicitation, is a fair sample of several hundred in our possession,—testimonials received by Edison Jobbers, Dealers and ourselves. In the short time that the Amberola has been on the market it has established itself securely in supremacy among high-priced Phonographs.

(Fac-simile of letter sent to the Edison Trade)

LAUDER STILL AN EDISON ARTIST.

The Victor Talking Machine Company recently announced quite extensively the making of an exclusive contract with Harry Lauder under which from now on he is to make Records only for the Victor. This statement is incorrect, because the National Phonograph Company has a contract with Mr. Lauder, dated April 10, 1907, under which he is to sing exclusively for us for Phonograph Records for a period of five years, or until April 10, 1912.

The contract rights of the National Phonograph Company were promptly brought to the attention of the Victor Company and we have been assured by them that the announcement in question was made without a definite knowledge of our position in the matter, and that a correction of the error will be made.

We have accepted the explanation given us and so far as we are concerned consider the incident closed, the fact of the matter being that we have an exclusive contract with Mr. Lauder for Phonograph Records.

Very truly yours,

NATIONAL PHONOGRAPH CO.

Frank L. Dyer

March 15th, 1910. President.

Have You An Amberola?

If you haven't one in stock put in your order now. We have succeeded in greatly improving the schedule of production so that your Jobber will be able to furnish you with one within a satisfactory time after your order is received.

And you need an Amberola. There isn't a town or village in the United States or Canada big enough to support an Edison Dealer which doesn't offer a market for the instrument, and there isn't a hamlet in either country that will not hear of the Amberola through our advertising. We have only begun at that. That's a significant statement when you consider that the instrument has been advertised by us in the big magazines and national weeklies as well as in over five hundred newspapers throughout the country for the past three months. Yet we say it is only a beginning. We will create a demand for the Amberola that will reach to the threshold of every Dealer's store; there our duty ends.

It's nonsense to think that the Amberola can be sold only to the wealthy. How many families in the most moderate of circumstances own a piano, an organ, or frequently both? Very few; and yet, compared with the Amberola, even the very best and highest-priced of these instruments offer only limited entertainment. The Amberola can be introduced into the average home if the Dealer applies himself to the undertaking with intelligence, enthusiasm and perseverance. To do so he must *demonstrate* its marvelous tones and almost limitless scope of entertainment. The rest is easy.

Further Injunctions Against Violations of Conditions of Sales

The list published in the PHONOGRAPH MONTHLY for March, 1910, of cases in which injunctions have been granted against violators of the conditions of sale under which Edison goods are put out, has been increased by the addition of three such cases. These are the following:

N. J. Patent Company and National Phonograph Company vs. The Price Talking Machine Company, Horace H. Wilcox and Malcolm G. Price, Newark, N. J., U. S. Circuit Court, District of New Jersey;

N. J. Patent Company and National Phonograph Company vs. Charles Fredricks, Brooklyn, N. Y., U. S. Circuit Court, Eastern District of New York;

N. J. Patent Company and National Phonograph Company vs. John F. Brenner and Mrs. Clara B. Oakford, Quincy, Ill., U. S. Circuit Court, Southern District of Illinois, Southern Division.

The order in the case of The Price Talking Machine Company, Horace H. Wilcox and Malcolm G. Price, was filed by consent, and provides for the issuance of a perpetual injunction against them restricting them from jobbing in Edison goods without a license.

The defendant in the second case, Charles Fredricks, of 842 Broadway, Brooklyn, N. Y., was an unlicensed Dealer in Edison goods, and his operations consisted principally in exchanging Edison Records and reselling them at cut prices. The decree signed by Judge Chatfield, after full consideration of the law as presented by our attorneys and the attorneys employed by Fredricks, is printed below and will repay careful reading by all those who are interested in keeping themselves posted on the kind of protection which the Company affords to its Jobbers and Dealers.

We also print below the decree against John F. Brenner and Mrs. Clara B. Oakford, of Quincy, Illinois, providing for the issuance of a perpetual injunction enjoining the sale of other lines of cylindrical records and machines adapted for use therewith, in connection with the Edison line, and also enjoining sales of Edison goods at cut prices.

At a stated term of the United States Circuit Court in and for the Eastern District of New York and the Second Circuit, held in the Court Rooms thereof in the Post Office Building, in the Borough of Brooklyn, City of New York, this twenty-sixth day of February, 1910.

PRESENT:

Hon. Thomas I. Chatfield, U. S. District Judge holding the Circuit Court.

NEW JERSEY PATENT COMPANY, AND NATIONAL PHONOGRAPH COMPANY, *Complainants,* vs. CHARLES FREDRICKS, *Defendant.* } In Equity, on Letters Patent No. 782,375.

PRELIMINARY INJUNCTION ORDER.

This cause coming on to be heard on motion of complainants for a preliminary injunction, and affidavits having been filed by complainants in support of said motion and by defendant in opposition thereto, and it appearing from the said affidavits that the complainant, New Jersey Patent Company, is the owner of the patent in suit, and the complainant, National Phonograph Company, is the exclusive licensee thereunder for the manufacture, use and sale of cylindrical sound records embodying the invention thereof throughout the United States and conditions as will power to fix and impose terms and conditions upon the use thereof, and that the Edison Records embody the invention of said patent and that they are manufactured and sold by the complainant, National Phonograph Company, in pursuance of said license and only to jobbers and dealers who are licensed to deal therein and subject to restrictions which are embodied in notices which are printed upon labels affixed to the inside surface of the cartons in which said Edison Records are contained, and that the said restrictions specify, among other things, that the said records are not licensed to be sold in an unauthorized dealer and are not licensed to be sold by the original purchaser or any subsequent purchaser for less than the list price of Edison Standard records, and 50c. each for Edison Amberol records, and it further appearing that the defendant, Charles Fredricks, is engaged in dealing in the said patented Edison records without the license of complainants, and that, having knowledge of said restrictions, he has been and is selling said Edison Records at prices less than the list prices less than fixed by the complainant, National Phonograph Company, both direct from jobbers and dealers and the National Phonograph Company and indirectly and from members of the public, who have purchased the said Edison Records direct from licensed jobbers and dealers of the National Phonograph Company subject to the restrictions in said cartons contained, and that he is engaged in reselling the said Edison records so obtained from these sources, both new and second-hand, at prices less than those so fixed by the complainants, National Phonograph Company; and complainants having appeared at the motion term of this Court, by Charles Hiles, Solicitor and of Counsel, and Herbert A. Howe, of Counsel, and defendant having appeared by his counsel, Messrs. Hunter & Hatch, and the said motion for preliminary injunction having been submitted for decision on briefs, and briefs authorities having been filed on behalf of both parties, and this Court being fully advised in the premises, and being of opinion that a preliminary injunction should be granted as prayed, upon due consideration, it is

ORDERED, that an injunction issue out of and under seal of this Court enjoining and restraining the said defendant, his agents, servants, attorneys, associates, assistants, clerks, agents and workmen, and each and every one of them, pending this suit and the final hearing and order of the Court, from in any way interfering with the carrying out of the selling license system of the complainant, National Phonograph Company, and from soliciting, obtaining or procuring any of the authorized jobbers and dealers of the complainant, National Phonograph Company, to sell at less than Edison Standard Records at less than thirty-five (35) cents each, or any Edison Amberol Records at less than fifty (50) cents each, or in any way in violation of the restrictions in the notices printed upon the labels affixed to the cartons in which the said records are contained when put up by the complainant, National Phonograph Company; and from inducing, aiding, abetting or aiding in any way in the violation of any of the provisions of any and all license contracts between the complainant, National Phonograph Company, and its jobbers and dealers, and from soliciting, aiding, obtaining or procuring any such jobbers and dealers to sell to any one previously purchased the said Edison records in cartons bearing printed notices of the restrictions imposed upon the use and sale thereof by the complainant, National Phonograph Company, and subject to the restrictions of the said notices to sell the said Edison records to defendant at second-hand at prices less than those named in said restriction notices printed upon labels affixed to each for Edison Standard records, and fifty (50) cents each for Edison Amberol records, or to violate in any other way any of the said restrictions in said notices contained; and from selling or causing to be sold any Edison Standard records at less than thirty-five (35) cents each and any Edison Amberol records at less than fifty (50) cents each, or any of said records contained in the cartons bearing notices under which the said Edison records were originally sold by complainant, National Phonograph Company, in violation of the conditions and restrictions contained in the notices upon the labels affixed to the cartons containing the same, and from directly or indirectly aiding or causing to be sold, selling or causing to be sold, any apparatus, articles or devices embodying, operating or constructed in accordance with the inventions and improvements of said Letters Patent, No. 782,375, and the reissue and renewal of complainants thereof, and from infringing upon or violating the said Letters Patent in any way whatsoever.

THOMAS I. CHATFIELD,
U. S. District Judge holding the Court.

UNITED STATES CIRCUIT COURT,
SOUTHERN DISTRICT OF ILLINOIS. SOUTHERN DIVISION.

NEW JERSEY PATENT COMPANY AND NATIONAL PHONOGRAPH COMPANY, *Complainants,* vs. JOHN F. BRENNER AND MRS. CLARA B. OAKFORD, *Defendants.* } In Equity, on Letters Patent Nos. 782,375 and 789,478.

FINAL DECREE.

This cause came on to be heard on the motion of the complainants, Edward K. Stafford, of Olfield, Ohio, Clarence A. Seward, solicitor for complainants, to enter a decree herein by consent; and it appearing to the Court that the complainants filed their bill of complaint herein on, to-wit, the 3rd day of January, 1910; that the defendants, John F. Brenner and John F. Brenner and Mrs. Clara B. Oakford, were duly served with process; that the defendants have entered their appearance to be entered in said suit; and that the parties have consented to the entry of a final decree herein; therefore, upon the allegation of the premises and it appearing being fully advised—

IT IS ORDERED, ADJUDGED AND DECREED, and the Court doth order, adjudge and decree, as follows, to-wit:

1. That all the material allegations of the said bill of complaint are true.

2. That all cylindrical records and machines manufactured by the National Phonograph Company and sold under the name of Edison Phonographs and Edison Records, by the defendants herein or their agents, have been sold only at the prices and upon the terms fixed in a form where Columbia or Cylindrical records are sold and on which they may be played, or any other make than for Edison made by the National Phonograph Company are on sale.

3. That the said letters patent No. 782,375 dated February 14, 1905, and granted to Jesse G. Aylsworth for a certain new and useful Improvement in Means for Making Duplicate Phonographic Records are good and valid letters patent; that said letters patent No. 789,478 dated August 29, 1905, and granted to Edward L. Aiken for a certain new and useful improvement in Means for Simultaneously Recording Sounds are good and valid letters patent; that the complainant, New Jersey Patent Company, is the owner of the same and of the reissue thereof, for profits and damages arising out of the infringement thereof; that the National Phonograph Company, one of the complainants herein, has an exclusive license under said patent for the use, manufacture, use and sale throughout the United States, including the Southern District of Illinois, of Phonograph Records, embodying said inventions and as such licensee has the right to fix and impose terms and conditions governing the use and sale or resale of such inventions; and that the defendants herein, prior to the filing of the bill of complaint herein, to-wit, on the 3rd day of January, 1910, infringed upon the said letters patent and violated the rights of the complainants hereunder by selling within this District Cylindrical Phonograph Records and Phonograph Motors embodying the inventions set forth in the claims of said letters patent heretofore referred to, and causing the same to be sold in violation of the restrictions printed upon the cartons in which said records are contained, or were contained, when sold by the complainant, National Phonograph Company, and by selling or causing to be sold cylindrical records named Edison Standard Records at less than thirty-five cents apiece, and Edison Amberol Records at less than fifty cents apiece, without the license or authority of the complainants, and to the damage of these complainants.

IT IS FURTHER ORDERED, ADJUDGED AND DECREED, and the Court doth hereby order, adjudge and decree, that the said defendants, their agents, servants, attorneys, associates and workmen, and they and each of them are hereby perpetually enjoined from the further infringement of said letters patent Nos. 782,375 and 789,478 and the rights of the complainants herein and thereunder.

And it appearing to the Court that the parties have agreed upon the damages and profits, and the defendants have paid the same to the complainants, and paid the complainants' taxable costs, all of the Edison records in their possession, and that the complainants have waived an accounting herein, the decree is made final, the defendants to pay the costs.

We hereby consent to the entry of the foregoing decree.

NEW JERSEY PATENT CO. AND
NATIONAL PHONOGRAPH CO.
By JAMES R. OFFIELD.

JOHN F. BRENNER.
MRS. CLARA B. OAKFORD.
By JOHN F. BRENNER.

Eastern States Talking Machine Dealers Organize

The organization of talking machine Dealers of the Eastern States into an association to be known as the Eastern States Talking Machine Dealers' Association was effected at a meeting at the New Grand Hotel, New York, on March 9th, upwards of thirty Dealers responding to the invitations sent out. The Dealers present were enthusiastic at the prospect of the possible good that may be accomplished through the organization, and are confident that the membership will rapidly increase now that a start has been made. An active campaign is already under way for the purpose of securing new members.

The National Phonograph Company was represented at the meeting by Mr. A. C. Ireton, Assistant Sales Manager, who made an address pledging the Company's support to the aims of the organization. At his invitation a party of about a dozen Dealers visited the factory at Orange on March 10th, and after being conducted through the various departments of the plant were the guests of the Company at luncheon.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

The Other 13,000

Their Experiences and Methods Offer Inspiration and Suggestion.



Here's a striking illustration of a neat, orderly stock arrangement—the Phonograph display and recital room of Wm. H. Keller & Sons, proprietors of the "Temple of Music" at Easton, Pa., and *real* "live wires" in the Phonograph business. The cut shown above is a reproduction of one of a set of nine postal cards, each one illustrating a department in the "temple," which occupies seven entire floors and basement on Northampton and Church streets of that city. In addition to being Dealers in Edison goods, Messrs. Keller & Sons are wholesale and retail dealers in pianos, organs, musical instruments and supplies.

It will be noted in the illustration that the seats are so arranged that the prospective customers can get an unobstructed view of each of the several types of instruments; but what we want to draw particular attention to is the admirable Record arrangement. We have time and again expatiated upon the advantages of the Tray System of keeping Records, and on several occasions, notably in the December, 1909, issue, have explained it exhaustively.

In the illustration the advantages of the system are so evident as to require little comment. Where a Dealer is restricted in floor space one glance at this illustration should be all that is necessary to convince him that the Tray System is the one and only system for him to adopt. Some figures, however, may prove interesting. In each of the five sections shown in the cut there are twelve rows, each holding twenty trays. Figuring that each tray holds four Records, two each of two different selections (which is the least any Edison Dealer should carry), it can readily be seen that in the very small space comprehended there may be carried a stock of 4,800 Records, representing 2,400 selections, and all in numerical order!

Think what that means when a customer calls for a Record. Instead of an aggravating hunt and vexatious delay, a loss of time and patience on your part as well as the customer's, the perfect system of numbers in rotation enables you to instantly place your hand upon the selection wanted. No delay, no dissatisfaction, your stock always in order. Isn't it worth while? Think it over.

The O. A. Reynolds Talking Machine Company, of Springfield, Ill., recently removed to 221 South 5th Street, that city, where improved facilities will enable them to handle customers to much better advantage. They have installed five new sound-proof Record booths in their new quarters. Their change of location was announced to customers by means of a printed circular with which they enclosed an addressed postal. This postal, when filled out and mailed as requested, would put them in possession of the customer's name and correct address, information as to what type of machine he had, whether it played the Amberol Records, whether the customer had a supply of Amberol Records, and also instructed the Dealer to send The Phonogram free for one year.

A clever method of bringing their mailing lists strictly up-to-date at the expense of but little money and time. Take note, you Dealers who have allowed your lists to go stale.

The printing plant and music store conducted by George L. Anderson of Avondale, Pa., who is one of the most up-to-date and aggressive of "The 13,000," was almost totally destroyed by fire on January 30th, entailing a very severe loss which is only nominally covered by insurance. With characteristic enterprise Mr. Anderson immediately applied himself to the task of rebuilding his place of business, his intention being to erect in place of the frame building a new structure of stone. While the building is in course of erection Mr. Anderson arranged for space in a nearby establishment in which to sell Edison Phonographs and Records.

Philadelphia Enterprise



What do you think of this? Mrs. N. A. H. Bromley, Edison Dealer of 5113 Market street, Philadelphia, the interior of whose store is illustrated by the above cut, reports that her sales during the past winter, consisting chiefly of Records and Attachments, aggregate two and one-half times as much as during the corresponding period of the present year!

Small wonder. There are few Dealers that put as much energy and enterprise into their business as does Mrs. Bromley. She pays particular attention to her repair department for one thing, which of course brings her a lot of business in Records that would go elsewhere did she not make a feature of taking care of machines. And when prospective Record customers come in her they are not likely to be disappointed by failure to find what they want. She keeps a good stock, which enables her to compete successfully with the big department stores to which, did she attempt to practice the false economy that so many short-sighted Dealers follow, the business would naturally defect.

She advertises in three local papers and employs some original methods in her window display to call attention to her stock. She is now having a transparent sign made, 12x36 inches, in a narrow mission frame, which reads:

EDISON DAY
NEW RECORDS

This sign she intends to hang against the window glass on the 25th of each month (or 24th, as the case may be). To further emphasize the idea—for the originality of which she is entitled to all credit—she is preparing a blotter, to be mailed with her Phonograms and Record Supplement, which will have printed on it the month's calendar, with the space for the 25th (or 24th) printed "Edison Day."

Mrs. Bromley sees no good reason why Edison Dealers the world over should not employ the "Edison Day" idea. Neither do we; nor do we understand why every Edison Dealer does not pursue the same successful methods that Mrs. Bromley does.

The Bronx Airlight Company, 2977 Third avenue, New York City, are consistent in the use of the mailing list. Every month they accompany the Record Supplement with a letter embodying a novel suggestion or two that must be productive of good results. The best proof of that is the fact that they *continue* to do it. They are consistent in being persistent; and they will not lose out by it in the long run.

H. R. Sackett, Edison Dealer, of Randolph, Vt., owns a small printing press with which he turns out something novel in the way of hand bills every week. His latest, which was the means of selling three or four machines for him, is reproduced herewith:

LOST!

You have lost, and will lose many more hours of comfort and enjoyment if you are not the owner of an Edison Phonograph that will play the Amberol four-minute Records. You can't get the Phonograph that plays both Standard and Amberol Records for fifteen dollars, or as high as you want to go, and possibly represents if you wish to put one in that was the greatest thing that resulted ever had in happiness, and to make others happy is now, and the way to be happy is to make others happy. Take home a Phonograph and make your family happy.

Have your boys cultivate a taste for music instead of cigarettes.

Come and hear these Records. Hear the H. S. Merle-Hand play one of their grand marches. Hear Will Oakland sing, and many other splendid entertainers.

E. P. MANCHESTER, Randolph, Vt.

Knuepfer & Dimmock, of Lawrence, Mass., took advantage of a recent concert at a local theatre to secure some good advertising, their ad. on the program occupying all the available space outside of the order of entertainment.

Nothing like stealing a march once in a while.

The Indiana Music Company, of Terre Haute, Indiana, supplements the Phonogram each month with a letter which accompanies it and in which they encourage its perusal, asking that the customer take particular notice of some of the features discussed in its pages.

A capital idea worthy of extensive imitation.

The Bozeman Pharmacy, of Bozeman, Mont., gives Saturday evening concerts from 8 to 10 P. M., the invitations to which are gotten up in neat, conventional style, a line cut of an Edison Phonograph harmonizing very nicely with the design of the invitation.

Again the Exchange Proposition

If we could only discover some method of impressing upon our Dealers the absolute necessity of following the provisions of the Continuous Exchange Proposition *literally* what a relief it would be! And what a deal of unnecessary annoyance and vexatious delay would disappear! We are compelled to write on an average twenty letters a day to Dealers who do not understand or, understanding, disregard the conditions that govern the return of cut-out and defective Records.

The most flagrant violations are the following: the sending of the order for new Records to the Jobber instead of direct to the factory; ordering Records less in number than the quantity returned, and returning Records that are worn out, cracked or otherwise damaged *since* they left the factory.

Again we repeat that to avoid delay and dissatisfaction *orders must be sent direct to the factory, that orders must at least equal in total of Records the quantity returned and that defective Records which are defective from manufacturing causes only will be credited.*

There's another phase to the proposition that merits a word of comment. While we are reasonably sure that the majority of our Dealers make some attempt to dispose of the "cut outs," others display a haste in returning them to the factory that under the circumstances is nothing short of indecent. Consideration for the sacrifice which the company is making in eliminating *active* Records from the catalogue purely as a favor to the trade, and a sense of the obligation which that sacrifice imposes would seem to demand that every Edison Dealer keep the "cut outs," for a while at least, and make an extra effort to *sell* rather than return them. They can be returned at any time; they should *not* be returned until an attempt has been made to sell them by setting them aside and giving them preference in demonstration. They are equally as good in every respect as the selections now being added to the catalogue.

The conscientious, thinking Dealer will recognize the justice and expediency of the slight cooperation suggested. The Continuous Exchange Proposition is in the hands of the trade. Its permanency can be insured by a co-operative attitude on the part of our Sales branches just as its revocation is invited by a disinclination to recognize the obligation it entails.

Where Persistency Won

The value of following up a "prospect" was never better demonstrated than in the recent experience of H. S. Hart, Edison Dealer of Shreveport, La., who announced under date of March 16th that he had consummated a cash sale of a Combination Standard Machine with Cygnet horn and a supply of Records which has been hanging fire since January 5th.

The "prospect" in question had seen our ad in a local paper and had written to the factory for a catalogue of Machines and Records. We immediately referred him to our representative who, co-operating with us, began a systematic following-up of the prospective customer with results as above stated. Reviewing the efforts of the Dealer and ourselves in this instance, we find that we wrote six letters, and Mr. Hart six letters and one postal card, before the deal was closed.

We are always willing to co-operate with our Dealers in following up prospective sales in this manner, but the instances are so rare where the average Dealer is not discouraged after a letter or two that we cannot refrain from mentioning the occurrence. It will probably afford fruitful reflection for those Dealers who have dismissed similar opportunities for effecting nice sales by convincing themselves that "the fellow is just writing the factory out of curiosity and I won't bother following it up."

There may be some consolation in such a view, but there's more *real consolation* in an express money order for $42.05, the profit on which cost the Dealer only the time and expense of writing six letters and one postal,—at least our think so and Mr. Hart is inclined to agree with us.

More Room Needed in Our Office Building

Plans are under way to extend our five-story office building at Orange, and the work will begin probably within a few weeks. An addition of about fifty feet on four stories will be added to the building, in order to provide necessary room for our Sales, Agreement and Advertising Departments, all of which have been augmented by recent additions to their respective staffs. The necessity for additional space has been urgent for some time, and the work will be pushed with all rapidity.

Now then, Mr. Dealer, off with your coat and go for the idle machines in earnest.

A Salesman's Experience

Here's a little incident that should instill confidence in those Dealers who are approaching the handling of Amberolas and Operatic Records with trepidation. This interesting experience was related to us by Mr. A. J. Jones, salesman for the Youmans Jewelry Company, Edison Jobbers at Waycross, Ga.

Mr. Jones, while on a train bound for Fort Myers, Fla., to visit a Dealer, fell into conversation with a fellow passenger, in the course of which his occupation was disclosed. His companion, who afterwards proved to be a well-known banker in the North, immediately warmed up on the subject of Phonographs. He told Mr. Jones what he considered an ideal Phonograph should be, and said he would be perfectly willing to pay a good price for such an instrument, but had never run across one that quite measured up to his requirements.

Mr. Jones, who happened to have a supply of February Phonograms with him, produced one and, pointing to the illustration of the Amberola on the back cover, said, "I think this is the instrument you want."

A brief description of the Amberola convinced the banker that it was exactly what he did want. An order was made out and signed on the spot for shipment, sight draft against bill of lading. When the narrator of the incident looked up the purchaser's standing and found out that he is rated at a cool million needless to say the shipment was made without further delay.

Mr. Jones, who supplements this narrative by the additional information that *he sold five more Amberolas within the same week*, is an enthusiastic admirer of the instrument as well as a firm believer in the future of the Phonograph industry. In his opinion the Amberola is going to prove a tremendous asset for the Edison trade, and he predicts for it immense popularity in the South; which surely is significant in view of the fact that the Southern territory has always been the most difficult problem in the Phonograph trade. His splendid success with the instrument so far certainly warrants the opinion he entertains.

The ease with which he effected the sale described above ought to go a long ways toward convincing Dealers that it is no more difficult to sell a high-grade Phonograph than a cheap one, provided always that the Dealer applies himself to the work in an intelligent and confident manner. The Amberola inspires confidence in both salesman and customer. It will sell itself if given a demonstration.

Of Interest to the Canadian Trade

The question of duty prohibits our extending the Combination Attachment Proposition to Canada. Sorry for our Canadian friends, but there's no way out unless custom laws can be modified.

It should also be borne in mind by the Canadian trade that for the same reason the list of cut outs, which is being prepared for exchange after August 1, will not apply to Canada, where special provisions covering the Continuous Exchange Proposition are necessary.

The list price of Shaved Standard Blanks in Canada was raised to twenty-five (25) cents each on March 1, in accordance with letter of our Sales Department of that date. Prices to Jobber and Dealer remain as before.

Edison Phonographs and Records in Leper Settlement

In the leper settlement at Kalawao, Molokai, Hawaii, several Home Phonographs and over 1,200 Records, distributed throughout the entire reservation, afford unlimited entertainment to the inmates, especially to the young people, according to a letter recently received by our Foreign Department from the superintendent of the colony. The Records of native songs and dances made in America by Toots Paka's Hawaiians are, of course, in greatest demand, but the leper boys extract no end of amusement from making Records of their own voices—songs, recitations etc. In this they are quite successful, some of the Records, Superintendent Dutton says, being very good—low and quiet, but tuneful.

Enthusiasm

The difference between success and mediocrity in business is enthusiasm. Unless a retail merchant displays genuine enthusiasm over the goods he has to sell—has faith in the business he is engaged in, and shows it to the people with whom he wants to do business, he will not be compelled to make any additions to his building to care for his increased business. Enthusiasm—that's it—enthusiasm.—*The Talking Machine World.*

New Grand Opera Artist



LUIGI CILLA, TENOR

Luigi Cilla, a young tenor, who is well known throughout the United States, has a very sweet and melodious lyric tenor voice. Everyone knows that lyric voices are extremely rare, and Mr. Cilla has sung some numbers which are especially well adapted to bring out the refined quality of his voice.

Mr. Cilla began his career in Italy, whence he went to Brazil, Portugal and Russia. His repertoire includes such operas as Lucia di Lammermoor, Carmen, Tosca, Boheme, Manon, Faust, Pagliacci, Fedora, Cavalleria Rusticana, Rigoletto, Traviata, Ernani, Martha, Barbiero di Siviglia, Pescatori di Perle and Elisir d'Amore.

It will be seen that for so young a man he has covered a large field. His Records, the first of which appears in the June list, will be welcomed wherever refined singing is appreciated and will be worthy additions to a catalogue distinguished by the brilliancy of its numbers.

Prices of Grand Opera Records

Dealers will find the following table of list prices of Grand Opera Records useful for purpose of reference. Cut out and paste in a convenient place. This table embraces all selections including the June list. We shall revise it monthly as additions are made to the catalogue.

AMBEROL (FOUR-MINUTE)

ARTIST	RECORD NOS.	PRICES UNITED STATES	CANADA
Leo Slezak, Tenor	B 180-159 Inc.	$2.00	$2.50
Margarette Sylva, Soprano	B 183-193-194		
Florencio Arral, Soprano	B 184-195		
Blanche Arral, Soprano	B 166-167-168-169-185-190	1.50	2.00
Adelina Agostinelli, Soprano	B 170-171-172-173		
Florencio Constantino, Tenor	B 163-164-165-178-186		
Riccardo Martin, Tenor	B 160-161-162-181-191		
Nr. Dolcini, Tenor	B 175		
Louis Picconi, Baritone	B 179		
Antonio Scotti, Baritone	B 177	1.00	1.25
Adelina Agostinelli and Angelo Parisi, Soprano and tenor	B 174		
Luigi Lucenti, Bass	B 176-197		
Enrico Piccalini, Soprano	B 189		
Ernesto Caronna and Luigi Lucenti, Baritone and Bass	B 188		
Ernesto Caronna, Baritone	B 176-196		
Walter Soomer, Tenor	B 187		
Gustave Huberdeau, Bass	B 192		
Luigi Cilla, Tenor	B 198		
STANDARD (TWO-MINUTE)			
Records by all artists		.75	.85

Are you carrying the Amberol Grand Opera Records? You should have, at the least, one of each selection. They are splendid Records, unexcelled by any on the market and at a price in comparison that will appeal to your customers.

In demonstrations of the Amberols they are simply indispensable. Just as the voice of the ordinary singer sounds one hundred per cent. better on the Amberols than it does on the other types of machines, so do the magnificent notes of Slezak, of Constantino, Sylva, Arral and the others impart a grander tone and dignity to the instrument.

Every purchaser of an Amberola will want some of the Grand Opera Records; they go hand in hand with the Instrument. Such customers are entitled to a choice of singers and selections, and the wise Dealer is he who ministers to the customer's wants by placing the entire catalogue at his disposal. Don't hesitate about the Grand Opera Records. Be assured that if any prove unsalable they will be eliminated from the catalogue.

One of our Double-page Magazine and National Weekly Ads for April



The EDISON PHONOGRAPH would still be the greatest sound-reproducing instrument without the Amberola.

The Amberola could add to the final and practical superiority of the Edison Phonograph without Amberol Records.

Amberol Records would still be the greatest triumph in Record making which has ever been placed before Grand Opera fans.

But when you can get the Edison Phonograph unrivaled and perfected by both,

—and when you get in addition to that the Amberola, the finest piece of furniture ever made,

—and when you can have the privilege of hearing the Amberols, of any type of the Edison Phonograph, the Edison Standards, the longest playing records and best sounding records,

—and when you can get them, Edison Records, each negative-filed, the exact tested of the Musical-Artist Edison Composer, and other stars * * *

can you think of buying any



sound-reproducing instrument until you have thoroughly investigated the Edison, the Amberola, Amberol Records and Edison Grand Opera Records!

We do not ask anyone to buy the Edison Phonograph and Edison Records on our mere statement. We merely ask you not to buy until you have heard them. Then, if you do not get the Edison, the Edison Phonograph with which Amberol Records are to be played, the Amberola with which to play Amberol Records, and our Amberol Records with which to play the Amberola, We will be glad to have you return them to us and we will refund your money.

Thomas A. Edison invented the Phonograph, he has invented every form of the Edison Phonograph, he invented the Amberola, and he is responsible for the Amberol Records.

NATIONAL PHONOGRAPH COMPANY, LLOYD L. SCHOLL, ORANGE, N. J.

Are you prepared to meet the demand for the Amberola and Amberol Records that these Ads will create in your territory?

Our Advertising: Its Effect

Despite the short calendar February was one of the best months in point of both orders and aggregate sales that the factory has experienced in a year and a half, while March, with more than a week to be heard from at the time this issue went to press, gave promise of exceeding it.

While there is no question but that the public is beginning to buy Phonographs and Records again, we attribute a very great share of this increase in business to the extensive and persistent advertising campaign that we have been carrying on and to the further fact that our appeal to the trade to supplement our work in their respective localities met generally with a ready response. Nothing succeeds like co-operation, and nothing is more stimulating to further and greater effort on the part of the manufacturer than to realize that he is being actively supported by the sales branches of the trade.

We urge our Jobbers and Dealers to continue the good work. There is plenty of business in sight and it will be ours if we continue to work in harmony as we are doing now.

S. R. O.

S. R. O. is a sign, hung up more or less frequently in New York theatres, and means "Standing Room Only."

If any Edison Dealers are crowding their concerts to capacity and need an S. R. O. sign, we'll be glad to see that they're supplied. But don't send out invitations to your concerts and then give your patrons an S. R. O. deal by providing no chairs for them to sit on. The merits of the Phonograph go hand in hand with comfort.

As James Russell Lowell says:

"He stood awhile on one foot fust,
And then awhile on t'other;
And on which one he felt the wust
He couldn't ha' told ye nuther."

"Standing Room Only" is legitimate after sitting room is all taken, but not before.

We simply cannot make enough of Amberol Record No. 566, "Put on Your Old Grey Bonnet," which made an instantaneous and tremendous "hit." "Has Anybody Here Seen Kelly," No. 416, looks now like an even greater one.

Selling the Goods

It isn't necessary to drop everything else at this moment and concentrate your *entire* thought and energy upon the Combination Attachment proposition, nor is it advisable. The other features of your business demand a proportionate share of your time and attention.

But it is necessary for your immediate and future welfare that you "get busy" on it *at once*. If you don't the other fellow is going to beat you to the business. This is surely going to be a case of where "the early bird catches the worm."

And just think for a moment what the "worm" in this case represents. It's not the sale of an outfit; that's only the means to the end. It's the clinching of a customer for future sales. Can you afford to let your competitor steal a march on you with that opportunity at stake? Most decidedly *not*. Then it's up to you to begin now and make a strong bid for the business.

Send your Jobber an order at once for a supply of the Outfits and for as many packages of the Special Records as you have Attachments in stock. Don't be afraid of any delay in filling it through a scarcity of the Outfits. We are shipping them now and have an immense reserve stock to take care of the rush that is coming.

And don't be over-cautious in ordering. Be on the safe side. You are taking no chances on this proposition. The Combination Outfit is going to be a tremendous seller, for one reason because—*it's a bargain*. No need to tell you how dearly the great American public loves a bargain.

Start a revision of your mailing lists to-day. There's a valuable suggestion for bringing them up-to-date under "The Other 15,000."

Then prepare a good letter to accompany the four-page circular, *under your signature*, announcing your readiness to supply the outfit and extending an invitation to a concert at your store. Don't overlook that concert idea.

And, over and above all, as soon as you get the Outfits, *ADVERTISE!* By window display, by newspaper columns, by circulars,—any and every way that will get the proposition before the public, you should make use of.

The Attachment proposition is now up to you, Mr. Dealer. We have done our share. Now do your's.

This Attachment proposition is going to accomplish a lot of things before it's very old. It will be one of the biggest ads that Edison products ever had. It's sure to create a big demand for the Amberol Records and as a logical consequence, for Edison Phonographs. And it's going to work to the detriment of those Dealers who have been "piking along" with a stingy little stock of Machines and Records.

Who wants to patronize a "one-horse" establishment when he can step around the corner into an up-to-date store and get what he wants and a variety of it? It's just wrong the way some Dealers handicap themselves in that respect, and the pity of it is that they don't wake up until the other fellow has the public educated to patronize his place.

Yes, after all *is* it a pity?

Edison Phonographs know no class distinction. The prices are made to suit every pocket. Never forget that the man in the overalls is just as fond of music as the fellow whose name graces an office door, and he's just as anxious to provide entertainment for his family—frequently more so.

You may sell only a Gem to the one, and an Amberola to the other, but they both pay the same prices for their Records; and Record sales are your best source of revenue.

The man who is satisfied with the business he is doing is the man who stands still. The discontented man, the one who is constantly scheming for new business, eventually gets it.

Did you do anything with the Masonic and Polk Miller Records? We are most agreeably surprised at the way they are selling. Had no idea they would stir up as much interest as they have. One Dealer, the O. A. Reynolds Talking Machine Co., Springfield, Ill., reports that they placed a two-inch paid reading notice on the Masonic Records in a local paper, and that it had not been in print more than half a day before fifteen members of the Masonic fraternity had called to hear the Records. Is there a Masonic lodge in your town? Why don't you offer to install a Phonograph and the set of Masonic Records on trial?

Spring, gentle Spring, is tapping at the door. We'll open and admit her, as usual, and then signalize her advent by inoculating our systems with huge doses of tonic to dissipate that feeling of lassitude caused by gastronomic indulgence during the winter months.

Did it ever occur to you that the "tonic" idea might with equal propriety be applied to your business at this time of the year? Just a little more energy, a little more enthusiasm infused into your work will build up your business structure just as the tonic invigorates your system.

Keep those Lauder Records before the public. They'll be talking about him for months to come in the cities that he visited. Put on some of them at your concerts. They're splendid Records and will make a hit anywhere and always.

Speaking of concerts we are very pleased to see how generally and successfully the idea is being followed. It's a splendid plan. People are given the opportunity of seeing and hearing the latest types of Machines and Records, and it leads up to other things, too. The Dealer is given the chance of becoming acquainted with his customers, and friendship doesn't drive people away from your door.

Have you ever noticed on a cold winter's night when people are scurrying for their homes how, if their attention is arrested by an unusually attractive or unique window display, they will stand shivering before it until they have made a mental note of its contents? You've undoubtedly often done the same thing yourself, haven't you? You went away from that window with an impression, too.

That's the idea—to make the impression. A good window is a tireless ad. It works day and night, Sundays and holidays. It's always in the public eye. It arrests the attention of the passer-by and sets him on a train of thought that leads him inside.

Don't neglect your window display.

Those decalcomania slides of "The Old Couple and the Edison Phonograph" caught on very nicely. We are selling a great many of them, and they are doing splendid missionary work at moving picture shows. They really make an excellent picture on the canvas, the slide in colors, of course, being the more attractive. A very effective ad.

Window Cards

Good window cards are a necessary adjunct to your display. The new Attachment proposition offers a wealth of suggestions to draw upon. So do the monthly Record lists and the various types of Machines. One big, striking window card will immediately drawn attention to your window. You could easily prepare a new one every day. Here are a few ideas. If you can't improve on them get out your brush and arrange them neatly on cards.

You can dance
"The Cubanola Glide"
"By the Light of the Silvery Moon"
if
You Own an Edison Phonograph
Come in and hear the two Big "Hits"
of the Season

Has Anybody Here Seen Kelly?
Reward offered for information as to
his whereabouts
Full particulars inside

Harry Lauder
Sings for Edison Records
Until April 10, 1912
He is about to sing now
Come in, sit down and hear him

Ten Edison Four-Minute Records
for $1.00
$5.00 Value for $1.00
Records now Selling
Come in and hear them played

With Ten Special Four-Minute Edison
Records we give you
A Gem Attachment Free of Charge
Let us explain it to you

Edison Four-Minute Phonograph Attachments
practically Free of Charge with the purchase
of ten splendid Four-Minute Records
A Rare Opportunity

Bargain Sale of Edison Four-Minute Records
and Attachments now going on. Don't miss it.

New Domestic Record Talent

MARIE FLORENCE, SOPRANO

"My Hero," the number with which we chose to introduce Miss Florence to the Edison public, is a selection of a particularly exacting nature, demanding a voice of unusual strength, range and sympathetic quality. That Miss Florence easily met the demands of the number proves her an artist of exceptional ability. Her voice is a splendid soprano, and her style of singing gives evidence of careful and intelligent cultivation. We think that Miss Florence is going to be very popular with the Phonograph public and consider ourselves extremely fortunate in having secured her services. Her first Record will establish her firmly in the good graces of Phonograph lovers and insure a ready reception for subsequent contributions.

CORNELIA MARVIN, CONTRALTO

Endowed by nature with a rich contralto voice, Miss Marvin has had the benefit of careful instruction and a wide experience in solo and duet work, particularly in the rendition of sacred numbers. Her first Record for the Edison catalogue is No. 10355 in the May list, a duet Record with Mr. Anthony which may be safely taken as a criterion of her ability. The splendid harmony which distinguishes that selection is present in no less degree in their contribution to the June Amberol list, No. 439, "One More Day's Work for Jesus." In Miss Marvin and Mr. Anthony we have a combination that will be much appreciated by purchasers of sacred Records, and it is needless to remind the trade that their name is legion.

Eastern Talking Machine Associates

The above is the title of an organization formed among the employes of The Eastern Talking Machine Company, of 177 Tremont Street, Boston, Mass., the objects of which are the betterment of the store service and the promotion of sociability among the members. Meetings are held monthly at which papers on different subjects are read by the members and a social hour enjoyed.

At a meeting held on February 24th, one of the salesmen, Mr. W. J. Fitzgerald, read a highly illuminating article on "The Selling Points of Edison Phonographs," in which he compared the various types of Edison machines and discussed the characteristics and distinctive points of each in an exhaustive and intelligent manner. The junior salesmen, for whose benefit the paper was prepared, could not fail to derive beneficial knowledge from the lucid and orderly arrangement of facts which Mr. Fitzgerald presented. His tribute to the mechanical and artistic superiority of Edison products is gratefully acknowledged.

Associations such as "The Eastern Talking Machine Associates" tend to the promotion of harmony and a healthy rivalry among the working forces of any business organization, and are deserving of every encouragement on the part of employers. It would seem to us that the idea could most profitably be adopted by others in the sales end of the business on a less pretentious scale.

A Good Advertiser

M. A. Gordon, Edison Dealer of South Berwick, Maine, does not let many opportunities for advertising get away from him. His latest venture in that respect is a Phonographic dance which he gives at the conclusion of the moving picture show in the Star Theatre of that town, announcement of the fact being made on the regular program. Mr. Gordon reports that the dances are a decided success and an excellent advertisement for his business, as they get everybody talking about the Edison Phonograph. Good advertising, and lots of it, seems to be Mr. Gordon's slogan, as the following extract from his letter indicates:

"In connection with my advertising in the newspaper every week I advertise every Tuesday and Thursday night at the moving picture show. I make my own slides and have a new one for every show. Last summer I gave Phonographic Concerts every Sunday afternoon for over two months at one of the parks here. This is the way I take to advertise your goods."

Commendable, indeed, and worthy of imitation. Summer is a long way off and Phonographic dances at moving picture theatres may not always be feasible. The idea, however, is excellent and may be easily applied to other forms of entertainment, such as lodge affairs, euchres, parties, etc. The use of slides at moving picture shows is a particularly desirable form of advertising and should be generally followed. We have been urging the matter in the last two issues of the MONTHLY and have prepared slides of "The Old Couple and the Edison Phonograph," which are furnished in two colors.

Advance List

Of Edison Amberol and Edison Standard Records for June, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before May 25th, 1910, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on May 24th. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A. M. on May 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after May 20th, but must not be circulated among the public before May 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 7 P. M. on May 24th, for delivery on the morning of the 25th. Jobbers are required to place orders for June Records on or before April 20th. Dealers should place June orders with Jobbers before April 10th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for June, 1910

433 Dem Dear Ole Days—Barn Dance — **United States Marine Band**

It is eminently fitting that as choice a collection of vocal and instrumental numbers should be headed by musicians of such recognized ability and reputation as Washington's pet organization. The selection, which is a splendid barn-dance written in the proper tempo for dancing, was composed by Arthur Tregina, one of the members of the band. Publisher, Harry Coleman, Philadelphia.

434 The Garden of Roses — **Joe Maxwell and Chorus**

To the majority of the trade and public this selection requires scant introduction. It is universally conceded to be a vocal gem, excelling both in point of composition and beauty of melody all sentimental effusions of recent date. In its rendition Mr. Maxwell is at his very best. His full, rich and clear notes are sung with fine expression, and his enunciation is, as always, a source of delight. Orchestra accompaniment. Words, J. E. Dempsey; music, Johann C. Schmid; publishers, Jerome H. Remick & Co., New York City.

435 Larboard Watch — **Stanley and Gillette**

Extended comment on this Record would be worse than superfluous. Suffice it to say, therefore, that the majestic old song of the deep here receives treatment in every way worthy of a selection of its merit and of singers of such high ability and reputation. "Larboard Watch" ought to be one of the very best selling duet Records in the Amberol Catalogue. Orchestra accompaniment. Words and music, T. Williams.

436 When He Sings the Songs My Mother Sang to Me — **Ada Jones and Chorus**

The emotions that stir a son of the Emerald Isle when he hears the songs of his native land—songs like "Bantry Bay," "Mavourneen" and "Killarney," which paint scenes and memories of his boyhood days—are the theme of this number, which is given an adequate musical setting and is sung by Miss Jones with just enough of a brogue to add flavor to it. A pleasing chorus lends to the general effectiveness of the rendition. Orchestra accompaniment. Words, Wm. Gould; music, Ted Snyder; publishers, Ted Snyder Company, New York City.

437 My Hero — **Marie Florence**

This is the song "hit" of "The Chocolate Soldier", an Opera Bouffe by Oscar Straus, which has proven to be one of the most successful musical productions of the present season and is still running in New York City. It consists of an air followed by a waltz song which has caught and successfully held Metropolitan favor, and will insure its future popularity throughout the country. The selection requires for its proper interpretation a voice of unusual range, sweetness and strength, in all of which departments Miss Florence, who is the most recent addition to our staff, will be found to more than measure up to the required standard. Orchestra accompaniment. Words, Stanislaus Strange; music, Oscar Straus; publishers, Jerome H. Remick & Co., New York City.

438 The German 5th — **Josie Sadler**

A vaudeville specialty by another artist whose reappearance in our lists will be greeted as that of a long lost friend. In this Record Miss Sadler manages to combine an amazing amount of entertainment, which well sustains her high standing as a German dialect artist. A comic march song, some wooden shoe dancing, a funny dialogue with an unfriendly orchestra and lastly an imitation of Reisie, the captain of the "German 5th", giving his commands, are included in the Record. Words, Harry Bennett; music, Gus Williams.

(Always specify on your orders whether you want Amberol or Standard.)

439 One More Day's Work for Jesus — Miss Marvin and Mr. Anthony

A well-known sacred number rendered by contralto and tenor,—a combination of artists whose first contribution to our Records was No. 10155 in the May list. This Record will confirm the good impression made by their first addition to the catalogue. Orchestra accompaniment. Words, Miss Anna Warner; music, Rev. Robert Lowry.

440 Selection from "The Tattooed Man" — Victor Herbert and His Orchestra

This Record introduces the following selections from the musical comedy, "The Tattooed Man", one of Herbert's recent successes, which will be easily recognized as the most tuneful and popular numbers of the production: "Oriental March"; "Take Things Easy"; "The Land of Dreams"; "Watch the Professor"; "Nobody Loves Me"; "Snake Charmers' Dance" and "Omar Khayyam." Played in the masterly style which is to be expected from the great composer-conductor and his skilled artists, the Record is an exceptional one, which will appeal most forcibly to the lover of light, graceful music and will add lustre to our catalogue. Publishers, M. Witmark & Sons, New York City.

441 Molly Lee — Manuel Romain and Chorus

A lively march song of a patriotic character constructed on themes of such enduring melodies as "We'll Rally Round the Flag, Boys", "Yankee Doodle" and "Dixie." The song is a clever composition in which tribute is paid to a "Yankee Dixie Girl", to whom are ascribed all the charms of the American girl of the North, East, South and West. Mr. Romain's rendition will serve to increase the popularity which the song already possesses. Orchestra accompaniment. Words, Jack Mahoney; music, Theodore Morse; publishers, Theodore Morse Music Co., New York City.

442 Two Gentlemen from Ireland — Len Spencer and Billy Murray

A vaudeville sketch fairly bristling with Irish wit and humor, interspersed with snatches of song and clog-dancing effects. Spencer's attempt to sell Murray an insurance policy (which is effective only after permission to die is obtained from the president of the company!) is the vehicle for the introduction of a lot of badinage and repartee that will commend the Record to favor. Original for our Records and not published.

443 Foxy Kid—Cornet Duet — Edison Concert Band

A popular number in a new musical setting especially arranged by Frederick W. Hicks, Director of the Edison Concert Band. As a cornet duet the selection is marked by many brilliant instrumental and band effects. The solo parts are rendered by M. Schlossberg and Jobbers, the J. W. Jenkins Music Co., Kansas City, Mo. Composers, L. E. Colburn-Ecke.

444 Forgotten — W. H. Thompson

"Forgotten" is a song of a high order of poetical merit, sentimental in theme and of a sweet though somewhat sad melody. It is found principally in the repertoires of singers of the concert stage. Mr. Thompson's splendid baritone voice is heard to excellent advantage in the rendition of this number. Orchestra accompaniment. Composer, Anonymous; music, Eugene Cowles; publishers, Oliver Ditson Company, Boston, Mass.

445 My Jesus, As Thou Wilt — Edison Mixed Quartette

Sacred selections by our quartette of mixed voices are among the best selling Records in the catalogue. This number will be recognized as one of the most popular of hymns, and it can truthfully be said that the singing is fully up to the standard set by past contributions to the list. Organ accompaniment. Words, Jane Borthwick; music, C. M. von Weber.

446 Moreliana—Spanish Caprice — American Standard Orchestra

A characteristic number by the celebrated Spanish composer, Gaspar Espinosa, which proved to be an immense success in Madrid, the home of Spanish music. The selection in its construction well reflects the temperament of the Spanish people—now gay, now sad, now spirited in style, now languorous. It is marked throughout by brilliant contrasts which are well brought out by the artistic interpretation given it. Publisher, Carl Fischer, New York City.

447 Red Clover — Frederic H. Potter and Chorus

A new Indian love song in the style made popular by its authors when they wrote "Blue Feather" (Record No. 10162). This song is expected by the publishers to become very popular. "Cowboy Jack's" love for the Indian maid is committed to attractive words and a pleasing rhythm—the two essentials of a popular song. Mr. Potter sings the number with spirit and is ably sustained by a male chorus. Orchestra accompaniment. Words, Jack Mahoney; music, Theodore Morse; publishers, Theodore Morse Music Co., New York City.

448 Peaches and Cream — Ada Jones and Len Spencer

The versatility of these two artists was never better displayed than in this unique vaudeville sketch, in which they imitate a "mesay" and his "goil" on the Bowery. "Peaches and Cream" is the title of the daisy little conversational waltz song with which they open and close the sketch, while "Jimmie's" proposition to pool issues in a matrimonial venture is the subject of a clever and funny dialogue in which the vernacular of the Bowery is used to perfection.

(Always specify on your orders whether you want Amberol or Standard.)

449 Motor King March — New York Military Band

A stirring march of well defined rhythm and ample volume by the same composer who wrote "Society Swing March" (No. 9935). A bell solo is a feature of the number. Composer, Henry Fantozzi; publishers, P. B. Haviland Publishing Co., New York City.

450 Casey Jones — Billy Murray and Chorus

A comic song in four verses and choruses, described as a "comedy railroad song", and which narrates the eventful trip of Casey Jones, the engineer, when he started to make 'Frisco but reached the "Promised Land" instead. Of Western origin it is fast becoming popular throughout the country, because of its rollicking air and the fact that its notes are well within the compass of every voice,—the type of song that finds favor at a banquet, smoker, etc., or with an impromptu quartette. Published by Edison Jobbers, The Southern California Music Co., Los Angeles, Cal. Orchestra accompaniment. Words, T. Lawrence Seibert; music, Eddie Newton.

451 Farmyard Medley — Premier Quartette

A descriptive sketch which opens with the quartette singing a stanza from "Down on the Farm." This serves as an introductory to some good natured chaffing about "boyhood days on the farm," followed by clever imitations of familiar barnyard sounds. The Crowey, "Little Bo-Peep", etc., all furnishing the vehicle for further imitations. This Record is an exceptional one of its kind. Its probable popularity can be gauged from the fact that the two-minute version is one of the oldest Records in that list. Unaccompanied.

452 Morgenblätter Waltz — Sousa's Band

One of the best known waltzes written by Johann Strauss, the famous "Waltz King", the melodius and strongly marked rhythm of whose compositions has distinguished him from all other composers of that type of music. The manner in which the number is here rendered by the "March King's" splendid aggregation of artists is nothing short of superb.

Edison Grand Opera Amberol Records

B193 Zaza—Mamma! non l'ho avuta mai (*Leoncavallo*) Sung in Italian. Orchestra accompaniment — Carmen Melis, Soprano

($2.00 in U. S.; $2.50 in Canada)

Zaza, so truly indicative of some phases of life, offered Leoncavallo a wide field for musical expression. Love, tears, sacrifice, all the gamut of human feelings are brought into play. Little wonder then that some of the music grips the heartstrings. In this number Zaza, who has believed her lover single, calls at his home and finds that he is married and has a little daughter. The mother and wife is out, and Zaza learns from the little girl how much she is pitiful story of childhood, of the lack of her mother's care, who had been abandoned by her husband and who, to earn the bread, was away from morning till night. Embracing the child, she resolves upon the sacrifice of her love, and telling little Toto how happy she should be, vows that her father shall not be taken from her. Madame Melis gives to this part of the opera all the expression of love and suffering and brings the situation most vividly before her audience.

B194 Pagliacci—Ballatella (*Leoncavallo*) Sung in Italian. Orchestra accompaniment — Marguerita Sylva, Soprano

($2.00 in U. S.; $2.50 in Canada)

Nedda, left alone, puts aside the fearsome thoughts of her dangerous position, of her fear of her husband, and sings this well-known, so-called "Birdsong." How beautiful does the sun shine, how high fly the birds! What do they ask for, where are they going? Her mother could tell and in her childhood would sing to her of the Bohemian of the air, impelled by some force to fly hither and thither! Full of beautiful strains, this number is also symbolical of the inward force which is compelling poor Nedda, a Bohemian of the earth, onward and to her doom. Madam Sylva sings this very difficult aria with great ease and in most beautiful and effective style.

B195 Werther—Ah! non mi ridestar (*Massenet*) Sung in Italian. Orchestra accompaniment — Luigi Cilla, Tenor

($1.00 in U. S.; $1.25 in Canada)

Massenet, the master composer of sad and tender strains, certainly could find no better adapted subject to his style than the sad and poetic love tragedy of Charlotte and Werther. The immortal Goethe showed his fondness for Ossian's verses by introducing them into his drama and by them creating one of the tense and crucial moments of the play. Little wonder then that Massenet found in them the inspiration for the exquisite aria, which is here sung in pure lyrical style by Mr. Cilla.

B196 Ballo in Maschera—Eri tu (*Verdi*) Sung in Italian. Orchestra accompaniment — Ernesto Caronna, Baritone

($1.00 in U. S.; $1.25 in Canada)

Revenge, despair, reproach!—this is the combination conveyed in this aria. Not only does the interpretation make the greatest demand on human expressive powers, but the music runs in the highest baritone range. Long since a favorite among the music lovers, it is now sung by Mr. Caronna in a manner to delight wherever heard.

(Always specify on your orders whether you want Amberol or Standard.)

B197 Simon Boccanegra—Preghiera di Fiesco (*Verdi*) Sung in Italian
Orchestra accompaniment ($1.00 in U.S.; $1.25 in Canada) Luigi Lucenti, Bass

Verdi's prolific genius produced so many operas that it is but natural that some of them are now but seldom given. Of all these works, one or more numbers have, however, survived in popular affection. And it is so with this effective aria. From despair and anguish to deep, soulful prayer, such is the scope of this wonderful song, a favorite the world over. Mr. Lucenti has made a very fine Record of it.

Edison Standard Records for June, 1910

10365 Salute to Washington March United States Marine Band

This number was composed by Mr. Lee Sanford, who wrote "Lincoln Centennial March" (Standard No. 10264) and who is also a member of the United States Marine Band. We have not listed a selection by this famous organization since the January list, so that this Record, which is marked by the brilliancy of execution for which the band is noted, will surely be in great demand.

10366 My Husband's in the City Sophie Tucker

Just to prove that her repertoire is not limited to "coon shouts" and "rag" melodies, Miss Tucker offers as her second contribution to the catalogue a comic song which she renders in the "tally" style originated by Geo. M. Cohan. The song in theme is along the lines of "My Wife's Gone to the Country" (No. 10218), describing the ways in which "wifey" takes advantage of "hubby's" absence. Miss Tucker's rendition is capital. With her somewhat masculine but very agreeable voice, her absolutely perfect enunciation and her unique style of singing, she is in a class all by herself. Orchestra accompaniment. Words, Zit; music, S. R. Henry; publishers, Jos. W. Stern & Co., New York City.

***10367 Underneath the Monkey Moon Collins and Harlan**

The number of "jungle" compositions, instead of decreasing, is constantly on the increase; which fact must be interpreted to mean that the public demands that particular type of song. This number is a typical "jungle duet" sung in the familiar Collins and Harlan style—characteristic words set to a good, "swingy" air with comedy interpolations. Orchestra accompaniment. Words and music, Geo. W. Meyer; publishers, F. B. Haviland Publishing Company, New York City.

10368 Annie Laurie Roxy P. LaRocca

A harp solo. The dear old melody in a new setting, beautifully embellished and artistically rendered by Mr. La Rocca, who is at present associated with Manuel Romain in vaudeville as his accompanist. This is Mr. La Rocca's first Record for the Edison Phonograph. In addition to its tunefulness this number is of exceptional volume for a harp selection. Composers, Dunn-La Rocca.

10369 What's the Matter With Father Billy Murray

A comic song in three verses and choruses in which a college freshman comes out strongly for the sparring propensities of his male parent, his surrender to some of which gets the "old boy" into a peck of trouble. The song is set to a good breezy air, which Billy Murray finds an agreeable vehicle for his voice, as is evident from the zest with which he sings it. Orchestra accompaniment. Words and music, Williams and Van Alstyne; publishers, Jerome H. Remick & Co., New York City.

10370 We Shall Meet Bye and Bye Stanley and Gillette

These two singers won instantaneous favor as duettists with the Phonograph public with the very first selection they sang for our Records, and it is expected that they will duplicate that success with the sacred numbers they are now giving to the catalogue. The first of these selections was Amberol No. 425 in the May list. The above selection is a well-known and highly esteemed hymn. Orchestra accompaniment. Words, John Atkinson; music, Hubert P. Main.

10371 I've Set My Heart On You Manuel Romain

A bewitching little waltz song of the dreamy type, in which the "eternal story" is again retold. The tempo of this number is somewhat slower than usual, which perhaps accounts for Romain's peculiar attractiveness, as it seems to impart additional sweetness and charm to Mr. Felix Le Roy. Orchestra accompaniment. Words, Milwood and McAlister; music,

10372 The Flatterer Victor Herbert and His Orchestra

"The Flatterer" ("La Lisonjera") is among the best known of the piano compositions written by Miss. Cecile Chaminade, the distinguished French composer and pianist. In this Record Mr. Herbert's introduction of his own orchestral arrangement of the number adds greatly to its general attractiveness. A Record that will tickle the fancy of every collector of high-class Records.

* This selection will be illustrated on the cover of the June *Phonogram*.
(Always specify on your orders whether you want Amberol or Standard Records.)

10373 Dreamy Town Joe Maxwel

Another new sentimental song "hit" by the popular writer, George W. Meyer, composer of "Lonesome" (No. 10219), to which it bears a strong melodic resemblance. "Dreamy Town" is an imaginary city where fond lovers, undisturbed by mundane cares, have naught to do but loll and coo 'neath azure skies and smiling moons. Mr. Maxwell's singing in this number to become a favorite with the Edison trade and public as his Records become better known. Orchestra accompaniment. Words and music, Geo. W. Meyer; publisher, F. A. Mills, New York City.

10374 Cupid's I. O. U. Ada Jones and Billy Murray

A sprightly conversational duet describing a lover's quarrel between a boy and girl, in the course of which he recounts the many squeezes and kisses he owes her,—a debt which he insists upon repaying before they part. It is difficult in listening to this Record to convince one's self that the voices of the singers are not really those of a boy and girl. Miss Jones and Mr. Murray have established a reputation in the rendition of "Kid" duets that is most enviable. The air of this number is as winsome as the words are clever. Orchestra accompaniment. Words, Jack Drislane and Alfred Bryan; music, Geo. W. Meyer; publishers, F. B. Haviland Publishing Company, New York City.

10375 Don't Go Up in That Big Balloon, Dad Murry K. Hill

A mock ballad sung by the popular comedian in his inimitable style. In tones vibrant with emotion he relates how a little blue-eyed girl, whose drunken father insisted on being the heroic figure in a balloon ascension, insured his residence among earthly shades for a time at least by puncturing the balloon with a hat-pin. The chorus will give an idea of the nature of the selection:

Don't go up in that big balloon, dad,
Don't go in that balloon!
You will get dizzy and fall, dad,
And disturber will be ended soon.
That's me up in that big balloon, dad,
Go back to the beer saloon.

Orchestra accompaniment. Words and music, Edna Williams.

10376 Love's Torment Waltz American Standard Orchestra

A gypsy waltz, the collaboration of Richard Barthelemy and Enrico Caruso, and the greatest hit of its kind since the "Merry Widow" waltz. There is just one waltz that is played everywhere in London, Paris and along the Riviera this season, and that is this new *valse tzigane*, "Adorables Tourments." Artists and amateurs, soloists and street boys, the blue Hungarian bands of the exclusive hotels and the pianist of the Montmartre *café chantants*, all sing, whistle or play its dreamy, amorous strains,—a significant proof of its popularity. Publisher, G. Schirmer, New York City. The rendition of this number is in the clever style that is expected of the American Standard Orchestra. Their Records are invariably splendid.

10377 I'm Looking For a Angel Victoria Dressler

It's "a angel widout wings," however, that Marie is searching for in this number. It seems that her "man" has run away "wid a chuckle-headed coon" and left her "flat broke", so she has determined to consecrate her future to the Thespian are if she can find the necessary so far baffled successful imitation. She is one of the most original and unique characters on the American stage. Orchestra accompaniment.

10378 The Bulldog—College Song Peerless Quartette

An old and favorite college song, with the typical rambling, rollicking air and impossible themes that characterize such numbers. It is sung by male voices unaccompanied, so that its splendid harmonization stands out all the most distinctly. College songs are having considerable vogue at the present time and as about all of the numbers of which this song is composed are well known the Record ought to find favor.

10379 Bachelor's Button Sousa's Band

This selection is styled an "Intermezzo Ragtime", and is written by the same composer who gave us the well-known "Gondolier Intermezzo" (Record No. 8254). There is a splendid swing to this number and a pronounced rhythm that augur well for its immediate popularity with the Phonograph public. It is unquestionably one of the most attractive band numbers of the Standard list, and band numbers, especially when played by Sousa's splendid musicians, are always appreciated. This selection is also published by an Edison Jobber, the J. W. Jenkins' Sons Music Co., Kansas City, Mo. Composer, W. C. Powell.

This Attachment proposition puts you in a position now to insure yourself a steady revenue during the summer months when business quite frequently is quiet. Every outfit you sell represents a profit for you, and an investment for your future.

Your Record customers are your reserve fund. This proposition will assist you in building up that reserve fund. There is more profit in an Amberol than a Standard Record, and Amberol customers buy more Records than Standard customers do. What's the answer?

Foreign Records for April

BRITISH RECORDS FOR APRIL
AMBEROL (FOUR MINUTE).

12181	Bronze Horse Overture, *Auber*	National Military Band
12182	Staccato Polka, *Mahler*	Isabel Carol
12183	My Girl From Londyn Town, *Williams and Godfrey*	Billy Williams
12184	Medley of Welsh Airs (Concertina), *Harry*	Alexander Prince
12185	Nelly O'Morgan, *Letters and Godfrey*	Florrie Forde
12186	My Name's John, *Bishop*	Ernest Pike
12187	When I'm Walking Out	Arthur Osmond
12188	Vanity Fair, *Gordon*	Peter Dawson
12189	Don't Be Alarmed, *Scott and Weston*	George Formby
12190	Gems of Ireland	National Military Band

STANDARD (TWO MINUTE).

13047	Blinking Tee-Sire, *Hume*	National Military Band
13048	Dear Old Sow Belle, *Fisher*	Ernest Pike
13049	Settle Up—Settle Down, *Scott*	Billy Williams
13050	The Jolly Japanese (Concertina), *Harry*	Alexander Prince
13051	Tune the Old Pianner, *Godfrey & D'Albrez*	Florrie Forde
13052	Archibald! Certainly Not	Arthur Osmond
13053	It's the Alpine Dress You're Wearing, *Noller, Laurance & Gifford*	Stanley Kirkby
13054	Old King Cole, *Clare & Formby*	George Formby
13055	Coldstream Guards Regimental March (Traditional)	National Military Band
13056	Neighbours Below, Witton (Tyneside Dialect)	J. C. Scatter

GERMAN RECORDS FOR APRIL
AMBEROL (FOUR MINUTE).

15070	Kinderlieder-Marsch, *C. Wallstedt*	Johann Strauss Orchester
15071	Wahlzer, *Lied, St. Schumann*	Johann Strauss Orchester
15072	Ich weiss, und die Welt ist mein, Lied, *Ernst R. Zell*	H. Hammer
15073	Auf dem Hügelgrab, *Th. E. Nuora*	Carl Nebe
15074	Schutzengel, aus der Oper "Dibuuk,"	Johann Strauss Orchester
15075	Des Kindes Segen, *Gesschoff*	Hedwig Zimmer
15076	Walzer a. Der Graf von Luxemburg, *Lied, Franz Lehár*	Nebe-Quartett Johann Strauss Orchester
15077	Eine lustige Gesellschaft, Quettsch	H. Kettner
15078	Still wie die Nacht, *C. Götze*	H. Kunner und C. Nebe
15079	Heidener Schuhplattler, *H. Bilzer*	Oberbayer. Bauernkapelle
15080	"Rein in Winkel," Ländler, *H. Bilzer*	Oberbayer. Bauernkapelle
15081	"Mittenwalder, Ländler, *H. Bilzer*	Oberbayer. Bauernkapelle

STANDARD (TWO MINUTE).

16115	Rund ist die Welt, *Marsch, P. Lincke*	Johann Strauss Orchester
16116	Ich trau' mich nicht nach Haus, Lied, *E. von Alstyne*	M. Steidl
16117	Verschiedene Verwandtschaftsverhältnisse, (Original)	H. Kettner
16118	Diese's Jagdruf, Charakterstück, *C. Arndt*	Johann Strauss Orchester
16119	Knall, der stramme Grenadier, Couplet,	G. Wiedeke
16120	Wenn ich dem Wanderer frage, *F. Brückner*	Nebe-Quartett
16121	Barcarole, Walzer, *Waldteufel*	Johann Strauss Orchester
16122	Habanera, aus der Oper "Carmen," *Bizet*	Olga Orsella A. Kühne
16123	Junggesellen-Marsch, Couplet, *L. Kuhn*	
16124	Original Schrammelcouplet, Potpourri	Prager-Spatzen
16125	Am Feuerwehrball, Vortrag mit Orchester	H. Bildel
16126	Eine Kriegsverordnetensitzung, Vortrag mit Orchester	H. Bildel
16127	Das Erntefest, Vortrag mit Orchester	H. Bildel
16128	Der Segen von Land, Vortrag mit Orchester	
16129	Der Postillion, Vortrag mit Orchester	H. Bildel
16130	Dorfmusik, Vortrag mit Orchester	H. Bildel H. Bildel

FRENCH RECORDS FOR APRIL
AMBEROL (FOUR MINUTE).

13041	Valse, *Bernouille et Fiebre*	Adolphe Bérard
13042	La Habler de Séville—La Calomnie, *Rossini*	Joachim Cerdan
13043	Valse-Boston, *G. Krier*	Karl Diran
13044	Souvenir d'Alsace, *H. Dirkens*	Georges Eival
13045	Polkita de salon, *Christine*	Paul Lack
13046	Perle-Babet, *P. Double*	Eugene Mansuelle
13047	Lakmé—Air des Clochettes, *Les Delibes*	Mme. Berthe Lowelly
13048	Pauvres fous, *Tagliafico*	Louis Dapouy
13049	La Lune, *L. Hildermeyer*	Georges Pellaut
13050	Bouquet de valses	Gerde Républicaine

STANDARD (TWO MINUTE).

16125	Toute la vie, *Ch. Borel-Clerc*	Adolphe Bérard
16120	Nos vingt ans, *H. Dirkens*	Georges Eival
16130	Sous les lauriers roses	Karl Diran
16131	C'est due prunelle, *Lud*	Paul Lack
16132	Quand tout sur le balcon, *P. Faschey*	Eugène Mansuelle

MEXICAN RECORDS FOR APRIL
AMBEROL (FOUR MINUTE).

4M-0060	Progreso—Habaña, *F. M. Parra*	Banda de Policia
4M-0067	Paso . . . . I—Romanza, *Castillo; Carranco y Fernández de Lara*	Solo de Violoncello por Luis G. Rocha
4M-0068	Margarita—Pericholeo, *Roberto Balpiza, barítono*	Orquesta Instrumental "Ford-Rosenbrunn"
4M-0069	Los Hándires de Cuba—Banajeka, *Arreglo de L. Pizaro*	Orquesta Instrumental "Ford-Rosenbrunn"
4M-0070	Jesús Abrego, tenor, y Leopoldo Pizaro, barítono	
4M-0071	Las Campanitas—Canción Popular, *Arreglo de L. Pizaro*	Cuarteto Vocal Cocuteae
	Carmen—Vals, *A. Pacheco*	Banda de Artillería

STANDARD (TWO MINUTE).

20333	Romanza para Violoncello, *R. Hain*	Solo de Violoncello por Luis G. Rocha
20333	El Huser de la Guardia—Cuplés de Leandro, *Perrin; Penteny; Gimbert y Pipes*	
20334	Mi Hamaca—Canción Popular, *Arreglo de L. Pizaro*	Pablo García Batli, tenor
20335	Serenata de Straksward, *M. Strakowski*	Jesús Abrego, tenor, y Leopoldo Pizaro, barítono
		Trio Instrumental "Arriaga"

A Record Breaker.

To L. Mitchell, Edison Dealer of Winthrop, Wash., must be handed the palm for individual Record selling feats. On a recent occasion after playing twelve hours for one customer he effected the sale of 63 Standard and 37 Amberol Records, from which he received the neat check of $40.55. This same customer, when he purchased his machine three months before, had bought 50 Records.

A few days before he made this extraordinary sale Mr. Mitchell sold 50 Records to one customer and 44 to another. Mr. Mitchell demonstrated his Phonographs and Records during the past winter in the homes, carrying at times as many as 800 Records and several machines in the sled in which he visited customers and prospects in the surrounding territories. It looks as if home demonstration is a paying proposition in Okanogan County, Wash.

Trade Bulletins

Sales Department Bulletin No. 45
February 28, 1910
Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to THE NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

Prices of parts covering *CYGNET HORN CRANES* for Fireside, Standard, Home and Triumph Phonographs.

	Dealer Net	List Canadian Net	Canadian Price
Socket	$.05	$1.15	$1.50
Socket Screw	.025½	.05	.07
Socket Nut	.025½	.05	.07
Socket Screw Washer	.025½	.05	.07
Upright Rod	.35	.75	.72
Swivel Rod	.35	.45	.60
Adjusting Screw	.15	.25	.33
Adjusting Screw Ball (small)	.05	.10	.13
Adjusting Screw Thumb Nut	.08	.15	.20

When ordering Socket Screws, Upright Rods or Swivel Rods, it is necessary to mention specifically the type of machine for which they are to be used.

These parts are not set, and from which no discount will be allowed.

Sales Department Bulletin No. 46
March 15, 1910
Trade Information for Dealers

Correspondence concerning this bulletin should mention its number and be addressed to THE NATIONAL PHONOGRAPH COMPANY SALES DEPARTMENT, Orange, N. J.

As briefly outlined in our letter of December 6th, 1909, on the subject of COMBINATION ATTACHMENTS, we have for some time past been considering as to how we could best place these before the public in a way which would be productive of immediate results, and at the same time slightly increase the Dealer's profit.

We have decided to inaugurate the plan as clearly set forth below, and by means of which, with your aggressive efforts, we hope to again bring into active use many Edison Phonographs which may have been laid aside, due to their original equipment being for the Standard (2 minute) Records only.

This plan, which to the consumer means hardly more than the price of the Special Amberol Records furnished in connection with the Attachments, should prove an incentive for every Dealer to make a thorough canvass of his territory, thereby ascertaining the names of all Edison Phonograph owners, and to such as may be without the Attachment, this matter can be convincingly brought to their attention, and as we have pointed out to you in the past, the sale of an Attachment means a new and continued customer for Amberol Records, the Dealer's profit on which is unusually attractive.

We will until further advised, place in the hands of the trade

A COMBINATION ATTACHMENT OUTFIT

consisting of the Attachment and TEN SPECIAL AMBEROL RECORDS, at the following prices:

	Dealers	List
Gem Combination Attachment and Ten Special Records	$3.60	$5.00
Standard Combination Attachment and Ten Special Records	4.35	6.00
Home Combination Attachment and Ten Special Records	6.85	8.50
Triumph Combination Attachment and Ten Special Records	6.85	8.50
Idelia Combination Attachment and Ten Special Records	6.85	8.50
Balmoral Combination Attachment and Ten Special Records	6.85	8.50
Conquerer Combination Attachment and Ten Special Records	6.85	8.50
Alva Combination Attachment and Ten Special Records	6.85	8.50

These Ten Special Amberol Records have been made for the express purpose of creating a new interest on the part of Phonograph users in Amberol Records, and to that end our recording department have used their best efforts, succeeding in producing a variety in both artists and material which will please the most critical.

From now on (unless instructed to the contrary), your orders for Attachments will be filled by your Jobber with the complete Outfits, in a special container consisting of an Attachment and the Ten Special Amberol Records, to be sold at the following list prices:

Gem Combination Attachment and Ten Special Amberol Records	$5.00
Standard Combination Attachment and Ten Special Amberol Records	6.00
Home Combination Attachment and Ten Special Amberol Records	8.50
Triumph Combination Attachment and Ten Special Amberol Records	8.50
Idelia Combination Attachment and Ten Special Amberol Records	8.50
Balmoral Combination Attachment and Ten Special Amberol Records	8.50
Conquerer Combination Attachment and Ten Special Amberol Records	8.50
Alva Combination Attachment and Ten Special Amberol Records	8.50

For such Edison Combination Attachments as you now have in your own stock, your Jobber will accept a single immediate shipping order for

a sufficient number of packages containing the Ten Special Amberol Records only, AT A NET PRICE OF 40 CENTS PER PACKAGE, with the distinct understanding that such Records ARE ONLY TO BE SOLD IN CONJUNCTION WITH AN EDISON COMBINATION ATTACHMENT, AT THE STIPULATED PRICES, AND THE SEAL OF THE PACKAGE MUST NOT BE BROKEN BEFORE DELIVERY TO THE CUSTOMER.

No objection will be made should you desire to open a single package of these Special Records, to be used as samples for demonstrating purposes.

In consideration of the special price at which these Records are sold, no allowance will be made for breakage.

These Special Records will not be returnable to the factory under any Exchange Proposition.

Orders should be placed with your Jobber immediately (who will be in a position to make shipments early in April), and the goods to go on sale as soon as received.

IMPORTANT: The utmost care should be used in ordering these special sets of Records, so as to "even up" with the Attachments you have on hand, as these Records cannot be sold in any other manner than as above outlined. Violations of any of these provisions will be summarily dealt with.

Suspended List, Mar. 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

OHIO, Ironton—Taylor Jewelry Co. (C. L. Taylor).
Uhrichsville—Taylor Jewelery Co. (C. L. Taylor).
ILL., Danville—G. B. Sutfern, 147 No. Vermilion Street.
Taylorville—A. Colegrove, 118 East Main Street.
IOWA, Harlan—M. F. Tinsley.
N. C., Durham—J. S. Peele & Company.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

The Special Record "Hits"

Advancing the sale of popular Records one month, as was done with "The Cubanola Glide" and "By the Light of the Silvery Moon," seems to have found favor with the trade. The advance orders for these two selections were unusually heavy, and the permanency of the plan seems to be assured. We suggest that these Dealers who have not already done so place standing orders at once with their Jobbers so that they may be on the ground floor when the next "hit" is listed. You may depend upon it that we will not put out a Special Record of any selection unless it has developed pretty healthy ear-marks of popularity.

Among the Jobbers

The Standard Talking Machine Company, of Pittsburg, Pa., have given up the retail line and will hereafter confine their attention to jobbing. To more conveniently handle a growing trade they have moved into larger and better quarters on the eighth floor of the Irish Building, 209-302 Pennsylvania Avenue.

The R. S. Williams & Sons Co., Ltd., 121 Princess Street, Winnipeg, Man., Canada, have removed to 421 McDermot Avenue, corner Francis Street, same city.

Mr. D. Shepherd, of D. Shepherd & Company (successor to the Cummings, Shepherd & Company), of Fort Worth, Texas, died recently.

Harger & Blish, who formerly conducted a branch establishment in the Security Building, Dubuque, Iowa, have removed their stock from that point and combined it with the stock carried by them at Des Moines, which will hereafter be their headquarters.

Philip Werlein, Ltd., the well-known piano and music dealer of 605-609 Canal Street, New Orleans, La., and one of the leaders in that line in the South, was recently installed as an Edison Jobber.

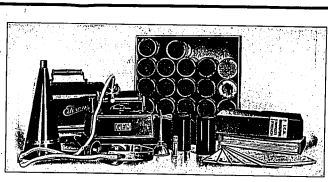
Cohen & Hughes, music dealers of 315 N. Howard Street, Baltimore, Md., also became Edison Jobbers recently. Joseph A. Grottendick, formerly of E. P. Droop & Sons, has taken charge of their talking machine department.

E. A. Neff, our former traveling representative in Texas, who recently became manager of W. H. Ross & Son, Portland, Me., signalized his entrance upon his new duties with a characteristically energetic letter to their Dealers, in which he laid particular stress upon the unusually salable qualities of the three Edison "Special Records."

R. S. Williams & Sons, Toronto, Ont., are giving Amberola recitals of the new Amberol, Domestic and Grand Opera Records on the 25th of each month in their Recital Hall, announcement of which is made by a neat four-page programme containing the entire monthly lists of two and four-minute Records, together with a description of the Amberola and references to the Edison operatic artists.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
San Francisco—P. Bacigalupi & Sons.
Oakland—Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenbarger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Tomlinson Jewelry Co.
IDAHO, Boise—Eiler's Piano House
ILL., Chicago—Siegen Bros.
Lyon & Healy.
James L. Lyons.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Kipp-Link Phonograph Co.
Wulschner-Stewart Music Co.
IOWA, Des Moines—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Richm Music Co.
LA., New Orleans—William Bailey.
Maryland Automatic Fire Alarm Co.
Philip Werlin, Ltd.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—Cohen & Hughes.
E. P. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Machine Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Rose P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petitt.
Paterson—James K. O'Dea.
Trenton—John Sykes.
N. Y., Albany—Finch & Hahn.
Astoria—John Rose.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank R. Bolway.
Rochester—Mackie Piano, O. & M. Co.
Talking Machine Co.
Schenectady—Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Utica—Arthur F. Purvis.
William Harrison.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pinto Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitsit Co.
Dayton—Nicholas & Dohse.
Newark—Ball-Pinto Co.
Toledo—Hayes Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
OREGON, Portland—Graves Music Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Brothers.
Penn Phonograph Co.
John Wanamaker,
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—F. M. Atwood.
O. K. Houck Piano Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—D. Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Ross Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. R. Haynes & Co.
WASH., Seattle—Eiler's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Laurence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd



This is the New I.C.S. $35 Language Outfit

One firm has ordered 300 outfits. Another firm sold outfits 24 hours after their receipt. They are ordering them all along the line wherever the outfits are shown. Why? Because they are sellers; they are profit makers; and they cater to a field that will quickly appreciate and purchase them.

This outfit provides the very best method for teaching foreign languages in the world; a method that is indorsed by professors of the leading colleges and by the French, German, Spanish, and Italian Embassies in the United States. It teaches French, German, Spanish, and Italian to English-speaking people and teaches English to foreigners.

The I. C. S. outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language.

Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest, as it sells for only $35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 920, SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

VOL. VIII May, 1910 No. 5



MARIE DELNA, CONTRALTO

SINGS EXCLUSIVELY FOR THE EDISON PHONOGRAPH

The EDISON PHONOGRAPH MONTHLY

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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VIII. MAY, 1910 No. 5

The Attachment Proposition Is Making Things Hum

Well, it is doing just what we said it would do, and it has been in effect only one month. We are perfectly justified in saying "I told you so," for it has stirred up things all along the line as has no other proposition in the Phonograph business since the Amberol Record was put on the market.

We were prepared for it because we had taken the precaution of preparing a big reserve stock of the Special Records and Attachments, but we needed almost the entire stock we had to take care of the orders that came in response to our bulletin. There's no danger of famine, however; we are turning out the outfits in sufficient quantities to take care of any and all orders.

It is simply splendid the way our Jobbers and Dealers are going after the unused machines. Among the mass of sample circulating literature on the proposition received by us from the trade are a number of forms that were *printed and ready for mailing the day after the bulletin was received!* That's what we call "quick action." It's safe to say, too, that it is being advertised better than any feature of the business has in years. The trade was quick to see the advantages and attractiveness of the proposition, and the public will rise to the tempting bait offered in gratifying fashion.

This proposition is going to make a big difference in the Record business of every wide-awake Dealer during the summer months—just when he needs it most, too. The Dealer whose newspaper advertising and printed matter penetrate the homes and bring the neglected machines out of the cobwebs of disuse into activity will reap his reward in the steady stream of profits that will accrue from the sales of Records to the new customers.

We want to warn Dealers against relaxing their efforts after they dispose of the Attachments they were carrying in stock at the time the proposition was launched. We don't think many will, for the demand for the outfit will convince them of the expediency of exhausting every possible means of discovering un-amberolized machines and of being in a position to equip them; but there are always some Dealers who believe in a "playing safe" policy, and it is to such that the warning is addressed.

We want to warn them also of the expediency of *immediately* stocking up on Amberol Records so as to take care of the demand for them which the Outfits will bring. This is a matter that should be looked after at once.

The Dealer who neglects this opportunity of converting into *active Amberol Record purchasers* his lost customers as well as those who have been buying Standard Records but whose machines are not yet equipped with the Amberol attachment, is simply trifling with fate and inviting business failure. There's a splendid chance at hand for every Dealer to practically rehabilitate his business, and the way to do it is to push every ounce of energy and enterprise at his command into the sale of the Attachment Outfit. Such a chance doesn't come often in a business or lifetime and the wise Dealer will appreciate the fact.

Just a word of caution. Among the 13,000 odd Dealers there is a possibility that an odd one or two may attempt to take advantage of this proposition and endeavor to obtain extra packages of the Special Records for individual sale. We hope that this will not occur, and think, with the co-operation of our Jobbers, that we will be able to prevent it by making it impossible for any Dealer to receive more than a single shipment of the Records. We will be prepared, however, to immediately investigate and prosecute any violation of the conditions under which these Records are to be sold.

Have You An Amberola?

Or, rather, have you *had* one? For we *know* that the Dealer who has had one in stock for any length of time is the exception that proves the rule. We wish it were possible to publish all of the letters we have received from our Dealers to prove the quick market the instrument finds. Here's a sample extract from one received from the A. S. Cook Company, Edison Dealers of Woonsocket, R. I., under date of March 19th.

"We were fortunate in securing another Amberola from Messrs. Pardee-Ellenberger Company last Monday morning. This machine is also sold for delivery Monday morning.

"This makes the fourth Amberola sold by us since the first of the year, every sale being for cash. In each case the machine has gone into the hands of simple, common-place people, and we have not yet begun to 'turn the spade.' The writer has not been able to keep an Amberola on the floor long enough to be able to go after the people we intend to sell to before the year is out."

"In each case the machine has gone into the hands of simple common-place people,"—that's the phrase that tells the whole story and that you ought to let sink deep into your memory, Mr. Dealer. You, perhaps, like a good many others, have persuaded yourself that the only market for the Amberola is among the rich, and that to invest in one now and wait until you dispose of it among the rich in your community before you realize anything on your investment would be tying up too much money for too long a time. In other words you lack confidence. You are skeptical of your own ability and the salability of the instrument.

The above letter is representative of hundreds of others of its kind that are sent us by enthusiastic Dealers. It ought to inspire you with confidence in both yourself and the Amberola. It proves that the market for the Amberola lies among the great middle class of people rather than among the rich, and that the instrument requires but little salesmanship—that it will sell itself.

There are thousands of people who are ready and willing to purchase a high-priced talking machine but who were not convinced by the types of instruments on the market before the Amberola made its appearance. They wanted an instrument that carried the positive guarantee of Edison excellence with it. The word "Edison" stands for quality and honest dealing, and the public is well aware of the fact. The name commends the article that bears it.

Those people are still in the market and you now have the instrument that will convince them. Together with the highest development of sound-reproduction—and the Edison Phonograph has always been considered unrivalled in the naturalness of its tones—you can offer the perfection of design and finish in cabinet construction. You are given an instrument that will prove an ornament in the homes of the most fastidious. The Amberola represents in a superlative degree the point to which sound reproduction has been developed in the Edison laboratories. Its clear, deep, rich tones and marvelously distinct enunciation distinguish it from all other instruments of its type, and would constitute an overwhelming argument in its favor even were it not enclosed in the most graceful and appealing of cabinet designs.

The Amberola is going to make history in the Phonographic field. It will find its way into the homes of not only the wealthy but those of the great middle class of our people who want only what is best in its line. But it must be seen to be appreciated. No sane person would think of investing in a piano or other high-priced musical instrument without first seeing it and being given a demonstration of its tone and quality. Just so with the Amberola. You can't hope to convince a prospective customer with house literature alone. When a man is going to invest $200 in a Phonograph he has to be *shown*.

Our word for it that he'll not have to be shown an Amberola more than once before he makes up his mind that he wants it.

The Attachment Proposition In Canada

Our Canadian trade did not lose much time in getting busy when they learned that the question of duty would render the Combination Attachment Proposition inoperative in Canada. The promptness with which they took the question up has resulted in its reconsideration. One conference has already been held with Canadian customs officials, and at the time we go to press is seems very probable that some arrangement will be made whereby the Proposition can satisfactorily be extended to the Dominion trade.

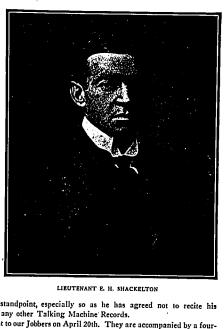
Meanwhile, all credit to them for their prompt and energetic display of interest in the matter. It proves that our Canadian Jobbers and Dealers are on the alert and do not propose to let anything that may improve their sales pass by unheeded.

A South Pole Record by Lieutenant E. H. Shackleton

Of extraordinary interest to the Edison trade and the public is the announcement that Sir Ernest H. Shackleton, C. V. O., has made an Amberol Record (No. 473) of his experiences on his recent dash toward the South Pole. In this Record he tells of the dangers and privations endured by his party in the "Frozen South."

It is a Record that will awaken immense interest throughout the country, especially so as Lieut. Shackleton (or "Shack," as Harry Lauder familiarly calls him) is now engaged in lecturing on his trip in the principal cities of the United States and Canada. Although he did not succeed in reaching the coveted goal he approached within ninety-seven miles of it—nearer than any explorer had ever penetrated before—and he is today scarcely less in the limelight than Commander Peary.

He is a man of wonderful personal magnetism, which easily establishes him in the favor of his audiences and insures him an enthusiastic reception wherever he appears. Because of his immense popularity we consider the securing of this Record a splendid stroke of enterprise from a commercial standpoint, especially so as he has agreed not to recite his experiences in the South Pole regions on any other Talking Machine Records.



LIEUTENANT E. H. SHACKELTON

The Records were ready for shipment to our Jobbers on April 20th. They are accompanied by a four-page folder with descriptive matter and bearing a half-tone of Lieut. Shackleton, also a window hanger similarly illuminated. We urge every Edison Dealer to anticipate the demand for this Record, which can not fail to interest the public, by placing an order for a quantity at once.

The list price of the Record is 50c, and it is subject to the usual allowance for breakage, and the usual terms and delivery. The Records are to go on sale as soon as received.

Read the Bulletins

On pages 23-25, inclusive, are four Sales and Advertising Department Bulletins, all of which should be carefully re-read by both Jobbers and Dealers. They cover matters of such great importance to the trade that no detail should be allowed to escape the attention of any Jobber or Dealer.

Advertising Department Bulletin No. 20 in particular calls for the careful and earnest consideration of the Sales branches, and it is to be hoped that the suggestion embodied in it will awaken the attention of the trade to the vast possibilities that exist in almost every locality in connection with the Sale of Foreign Records. Some of the Dealers have been making a splendid success of this branch of the business, and there is no reason, considering the character of our population, why almost every Dealer in the business should not be able to do likewise.

To Expedite Matters

We have inaugurated a new method of handling Dealers' Exchange orders which will obviate the annoying delay in filling them that has been the rule heretofore and will, we are sure, prove satisfactory to all concerned. This was outlined in Sales Department letter to Dealers of April 13.

Hereafter, instead of waiting for the Records to be received and inspected and credit memorandum to be issued before forwarding the order to the Jobber, we will send the order to the Jobber designated *immediately* (providing, of course, that all other conditions have been satisfactorily complied with), with the understanding that it is to be filled at once and credit accepted as rendered by us at a future date.

By this arrangement we will avoid the long and vexatious delays that most otherwise prevail,—delays in transportation, in subsequent inspection of the Records at the factory, and issuance of credit memoranda—and will enable the Dealer to get his order filled within a satisfactorily short time. There may, and probably will, be more or less discrepancies between the monetary values of the Dealers' orders and the sum of credit allowed for the returned Records, but these can readily be adjusted and are of minor importance compared with the greater despatch and satisfaction which the new order of things will insure.

A Word of Caution

If possible we want to lend emphasis to our Sales Manager's letter of April 6, wherein he cautioned Dealers against any attempted evasion of the requirements of the Continuous Exchange Proposition.

The cases in point which prompted this letter and the present reiteration of its substance were not numerous but disagreeable, in that they indicated a disposition on the part of some of our Dealers which is scarcely in keeping with the spirit of the Continuous Exchange Proposition. We were advised that several Dealers, after sending us their orders for Stock Records, had written to their Jobbers pleading their inability to use the full quota ordered, and asking that only a partial shipment be made and the balance be either credited to their accounts or sent in subsequent shipments.

It must be distinctly understood once and for all that concessions of this kind will not be made by our Jobbers, nor will the attempt of any Dealer to evade the conditions of the Exchange be tolerated. If a Dealer wishes a continuation of its privileges he will do well to govern himself by its provisions and follow them out in spirit as well as letter.

The Continuous Exchange Proposition is a most liberal concession to the trade. It permits a Dealer at the expense of only the return freight charges to replenish his stock with new and more salable Records. It must be construed as a concession, however, and not as a license to imposition. We will tolerate no violation of its conditions. Should any of this description be brought to our attention in the future we will take prompt and vigorous action that will prevent repetition.

In this connection it should be understood that Dealers' orders must equal in number the Records returned to the factory. For instance, if one hundred Standard Records are returned the offsetting order must be for either one hundred Standard, one hundred Amberol or a combination of both that will aggregate one hundred. The monetary value is of no consequence; the number ordered must equal the number returned. And Stock Records alone can be ordered. Orders for Records on advance supplements will not be accepted.

"Casey Jones"

Amberol Record No. 450 is going to prove one of the most popular numbers of the Edison catalog. It is a novel song, probably the only one of its kind on the market, and this fact, together with its swinging air, will make it a positive "hit" within a very short time. It is being extensively advertised, as well as sung by some of the most prominent vaudeville and minstrel artists on the stage, and has already attracted a lot of attention in the East. On the Pacific Coast, and in the Southwest it will be in especially heavy demand, but its popularity will by no means be confined to those sections.

We advise our Dealers to anticipate the demand for "Casey Jones" Records.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

New Record Talent—Señor José Rocabruna



Señor Rocabruna, an eminent violinist, well known in Europe and Latin America, has contributed a beautiful Record to the July Amberol list —No. 460, (a) Romance (*Schubert*) and (b) Tarantella (*Lacombe*). Several Records by him will also be found in the Mexican catalog—an Amberol Record, "Romantica," and "Olé" and "Ultima Lágrima," two-minute Records, all three exceptional Records of their kind.

Señor Rocabruna is immensely popular in all the capitals of Europe and South America, where he has toured many times with great success. He is a member and one of the leaders of the Jordá-Rocabruna Quintet, a famous orchestra of Mexico City, in which he plays first violin parts.

Of hardly less fame than its possessor is his violin, which is an Amati and valued at $1,000. It was built by Andrea Amati, in Cremona, Italy, in the sixteenth century, nearly four hundred years ago. It is a masterpiece of violin construction, combining beauty of design with the wonderful tone quality which made the Cremona makers so famous and of which they alone knew the secret. The above selections are played on this rare instrument, and the Records reproduce the beautiful tones of the original with remarkable fidelity.

Error in April Phonogram

In the April issue of the Phonogram the list price of Grand Opera Amberol Records was incorrectly given as $1.00. This would seem at first sight to be a piece of gross carelessness on our part as the prices were revised, effective April 1, by Sales Department bulletin of January 28. As a matter of fact, however, the error was unavoidable as the April issue was printed before the change in prices was decided upon, expedition in the shipment of the monthly Records requiring that the Phonogram be prepared and printed practically three months in advance of date. The error, moreover, was discovered too late to admit of our printing explanatory slips and enclosing them with each Phonogram.

We shall, therefore, depend upon our Dealers to explain the matter to their customers whenever it is brought up, although it is reasonable to assume that the back cover ad of the May Phonogram has already had the effect of correcting the impression which the error created.

Assured Success

Here is an extract from a letter dated March 10th, from the City Drug Store, C. C. White, Prop., New Madrid, Mo., which betrays an Edison Dealer who is simply bubbling over with enthusiasm and confidence:

"The Edison Phonograph agency pays me better than any other line I ever carried since I've been in the drug business,—in fact, the profits on Phonographs and Records equals and, in some months, surpasses the profits on the drug business.

"I value my Edison agency very highly. Even though this is a town of only 2,000 population, I expect to sell over $3,000.00 worth of Amberolas, Phonographs and Records this year. This is a minimum mark; I will likely go considerably over it."

Can any reasoning mind predict anything but success for a man who brings into his business such a measure of optimism and enthusiasm as does this Edison Dealer?

Let us hear of your success with the Combination Proposition.

What Do You Suggest?

Once in a while we receive a letter from a Jobber or Dealer commenting upon some article that has appeared in the PHONOGRAPH MONTHLY. These instances (and they are only too rare) are particularly gratifying in that they prove that there are some among the trade who recognize and appreciate the value of a house publication. Needless to say, in the Phonograph, as in probably every other industry, the great majority do not; or, if they do, never give any indication that they find the pages of the Monthly beneficial or even interesting.

We would like to stir up a little interest in this subject—would like to find out how many of our Jobbers and Dealers actually read the publication regularly; but there doesn't seem to be any satisfactory way of getting the information. Many schemes have been suggested, but none of them ever seemed to be feasible and at the same time likely to produce satisfactory results, so they have in turn been abandoned.

We must be content, therefore, with the knowledge that the publication is actually of value to some of the trade, and for the benefit of the interested ones must strive to increase its efficiency. With that object in view we urge their continued interest and solicit their co-operation.

We would like to make the EDISON PHONOGRAPH MONTHLY a clearing house for ideas in connection with the sale of Edison products, and to that end suggest that Jobbers and Dealers from time to time acquaint us with methods which they have found successful, in order that we may print them for the benefit of the rest of the trade. Some Jobbers and Dealers co-operate to that extent now, but in proportion to the number in the sales branches of the trade the number of those who take active interest to that extent is pitifully small. If you have hit upon something novel or effective to exploit the goods, sit down and communicate the result of your discovery to us. We will gladly print it, and your example will undoubtedly inspire imitation among others. Who knows but that some Dealer living thousands of miles away may have an idea which you could profitably employ in your locality?

We would also like to receive criticisms together with suggestions for the improvement of the Monthly. Send them in—adverse or favorable we will appreciate them. If the former, we will be enabled from the consensus of opinions to form a better idea of what the trade wants; the latter will encourage us to go on to better things. In either event let us hear from you.

The MONTHLY represents the expenditure of a large sum of money on our part. It is a shame if it is spent in vain. If it is, the fault is scarcely ours. We aim to make it attractive and beneficial to the trade, but we are far from infallible in our judgment and the publication may consequently fall very short of what it should be. From the opinions of the many could be crystallized ideas for a Monthly that would approach pretty near to what a house publication should be.

The PHONOGRAPH MONTHLY is your publication. If its present form meets your approval let us hear from you; if it doesn't, let us know wherein you think it can be improved.

A Bad Policy

It has been brought to our attention that Jobbers are being importuned by their Dealers to ship them Amberolas on approval or, to state the case more explicitly, with the understanding that their retention be conditional upon the decision of a prospective customer. If the customer is dissatisfied with the instrument, or not in a position to purchase it, the Amberola goes back to the Jobber.

We want to set the seal of our disapproval upon such a suggestion. In the first place it is impossible under existing conditions as it means practically a consignment of the machines, which of course constitutes a direct violation of the Jobbers' Agreement. Even were the objection not present we would still be opposed to it for the reason that it militates against the best interests of both Jobber and Dealer.

It is poor policy for the Jobber, as the experience of others in the Phonograph business has proven. Invariably a machine which has been returned after a trial of this kind will be found to be in a more or less damaged condition, and its sale value will depreciate with each time it is sent out. That fact alone should convince Jobbers that the scheme will not work to their best interests.

In the Dealer's case the objection is that it cripples him by teaching him to depend upon spasmodic displays of a high-grade machine, when he should be equipped with one at all times to approach the class of trade that can not be touched with the ordinary horn machine. There is nothing like being prepared to supply the wants of all classes of customers at all times. No live Edison Dealer can or will afford to be without an Amberola on his floor, or to relax in his efforts to interest the public in the machine.



THE EDISON PHONOGRAPH SECTION IN JOHN WANAMAKER'S NEW YORK STORE

The above illustration will interest the Edison trade, showing as it does the manner in which one of the greatest department stores in the world—Edison Jobbers, by the way—displays the Edison line. The completeness of the display is equally as noticeable as the attractive manner in which it is arranged, every type of Edison Machine with Cygnet Horns being in evidence. It will also be noted that the Tray System of carrying Records is used.

The cut shows the music room in the foreground but does not include the five private music rooms exclusively devoted to Edison Phonographs, which are separated by glass partitions shown in the background. The Wanamaker people take a great deal of pride in the Edison Phonograph section of their store. They claim it is the most complete of its kind and far superior to that of any other department store.

We have had occasion before to comment in the Monthly upon the elaborate scale on which John Wanamaker advertises Edison Phonographs and Records in the columns of the big New York and Philadelphia dailies. It is due in great measure to his advertising that he is recognized to-day as the foremost of the country's merchant princes.

Richmond Piano Exhibition

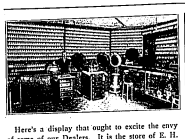
The National Phonograph Co. will be represented at the Richmond Piano Exhibition, which runs from May 16 to 21 inc., by Sales Manager F. K. Dalbeer, Salesman-at-Large J. W. Scott (the "Colonel") and several assistants. Spaces No. 22 and 23 in the most prominent section of the exhibit have been reserved and an elaborate display of Edison Phonographs and accessories will be made. The Richmond Exhibition is expected to eclipse previous affairs of that nature, and is looked forward to with much interest by the music trades.

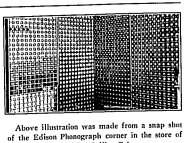
A Pathetic Coincidence

Just after Manuel Romain finished singing "Mother's Boy and Home," at the Empire Theatre, Pittsburg, on the evening of March 7, a telegram from his brother in Cambridge, Mass., was handed him stating that his mother was dying with pneumonia. Meanwhile the audience was clamoring for the return of the singer. With an aching heart, Mr. Romain was compelled to return three times before the curtain and repeat stanzas of the song. Only the performers and employes of the theatre noticed the tremor in Mr. Romain's voice.

The Other 13,000

Their Experiences and Methods Offer Inspiration and Suggestion





Here's a display that ought to excite the envy of some of our Dealers. It is the store of E. H. Harding, of Norfolk, Va., another Dealer who has found the Edison line a paying investment. Mr. Harding has invested something more than dollars and cents in his business, however. He has given it a full complement of enterprise and an aggressiveness that has been more responsible than any other thing for the dividends he has taken from it.

We think that the readers of the Monthly will agree with us that Mr. Harding's stock is cleverly and attractively displayed, and with an eye for the convenience of both customer and himself. It will be noticed, too, that he uses the tray system to carry his Records. The reduction of the picture has made the background rather faint, else we would supply our Dealers with some interesting figures proving the economy of space that the tray system effects in his case.

With Hardy's Music Store, Edison Dealers of Standish, Mich. (a town of 1,000 inhabitants), who handle the Edison line exclusively, business has been surprisingly good since the first of the year. To quote Mr. Hardy's own words:

"Business has started out good and brisk for the New Year, and we think we will see the best year for business we have ever seen, as we are selling more high-priced machines and Amberol Records than ever before."

There is an optimistic ring in that sentence which proves it was never uttered by any other than a Dealer who has an all-abiding faith in both his business and himself. Dealers of that sort generally insure the fulfillment of their own expectations by seeking ways and means whereby to corral all the business in sight—and out of it, too.

Above illustration was made from a snap shot of the Edison Phonograph corner in the store of George Nicolai of Leadville, Colo.

Mr. Nicolai, who is one of our most prosperous Dealers, can attribute his success in handling the Edison line to the energy and enthusiasm he puts into everything he undertakes. He never half does a thing, as is proven by the stock of Edison Records he carries. It was for the purpose of emphasizing his Record stock that we had the original photograph cropped in this manner. In the four sections of the rack shown in the cut are approximately 1,200 Records. He also carries a complete line of Edison machines and accessories and is prepared to immediately supply a customer with any of the famous Edison products.

It is only reasonable to assume that the completeness of his stock has been a strong contributing factor to Mr. Nicolai's success.

Acting on a suggestion made in the March issue of the Monthly, Edwin J. Hoover of Kenton, Ohio trimmed his window most appropriately for St. Patrick's Day. Outside of the Home Phonograph with Cygnet Horn, which occupied the center of the window, everything was green,—Amberol Record cartons, green ribbons, green crepe paper, signs painted in green and one dollar greenbacks advertising his "one-dollar-per-week" installment terms. The novelty of the display attracted a great deal of attention.

After all, it only requires a little originality to devise a window arrangement which will catch and hold the attention of the passing public. The expense of such a display as Mr. Hoover prepared is too insignificent to consider, while the effect is immediate and far-reaching.

An Original Ad

A clever little advertising stunt, originated by Mr. Fitzgerald of the Eastern Talking Machine Company's (Edison Jobbers') store recently, set the Talking Machine men of Boston to wondering down Tremont street quite frequently in order to look at the window in which it was being shown. Mr. Fitzgerald took one thousand of the front covers of the song, "Put on Your Old Grey Bonnet," cut out the beautiful head and shoulders of the woman and arranged them upon the glass window in the form of the figures 366, the number of the Edison Record which bears that catchy song. The dainty lavender color scheme in the manner in which he arranged the bonneted head added to the attractiveness of the display and compelled the attention of the passerby. It was one of the most effective advertising stunts pulled off in Boston for a long time.

The following extract from a letter received from Paterson Brothers, 155 Broad Street, Valley Falls, R. I., will be interesting reading, showing as it does the extent to which some Dealers will go to advertise their goods:

"Tuesday evening, the 8th inst., our Mr. William Paterson, while attending the annual meeting of Unity Lodge, No. 34, A. F. & A. M., of Lonsdale, R. I., called attention to the expense they were about to go to in the erection of Masonic Temple, and the cost to them of a human quarrette, further that if agreeable to them he would like to furnish them with a mechanical quarrette, etc. It was unanimously voted to accept the same and a vote of thanks was given Mr. Paterson. At their next meeting a Home Phonograph with Cygnet Horn, a set of Masonic Records and others will be in the Lodge room duly marked on sterling silver. This lodge has a large membership and there will be calls for many Records for the entertainment of members. We look for a number of sales of new machines as a result."

That L. D. Houghton and Company, Edison Dealers at San Bernardino, Cal., appreciate the value of home demonstration is attested by the sample of a combination "dummy" bill and letter that they sent us, in which they call attention to the fact that their books show no charge account against the "Prospect" and request permission to install an Edison Phonograph with a Cygnet Horn on free trial. The letter further requests permission to give a demonstration at the home for the benefit of the "prospect" and his neighbors. A novel and, without doubt, effective letter.

Result of a Follow-Up

Since receiving your favor of the 2nd inst., (one of our regular Amberola follow-up letters) I have purchased an Amberola from your representative in this city. Am delighted with the instrument. Everything you say in its favor is sustained.—*Morton H. Layton, Nova Glasgow, N. S., Canada.*

An aggressive and successful Dealer is Harry Rosen, of 3 School street, Boston, Mass., whose newspaper ads show decided originality and comprehensiveness. Mr. Rosen is convinced of the futility of spasmodic advertising, as is evidenced by the persistent manner in which he keeps his ads before the public.

Alonzo Wilkes of Amsterdam, N. Y. reports the sale of an Amberola in competition with another high-priced Phonograph of well-known make.

Nothing surprising in either the result of the competition or the fact that Mr. Wilkes promoted it. His faith in Edison products is as unbounded as the enthusiasm which he puts into their exploitation.

We are in receipt of the initial copy of "Rodger's Bulletin," a clever little house organ published by D. M. Rodgers, of Corning, Ohio. Prominent among the household necessities featured in it are Edison Phonographs and Records, which he advertises for sale on the ridiculously easy terms of one dollar down and five cents per day. He also announces in the same connection a concert of the new list of Records with remarks apropos of several.

The house bulletin idea seems to be growing. We shall be glad to receive copies of similar advertising mediums employed by others of our Dealers.

G. M. Lewis, of Kendrick, Idaho, sends out a circular letter with the Phonogram each month in which he draws the customer's attention to some of the Records in the monthly lists and reminds him of his willingness to demonstrate the Records at all times. A sample letter recently sent us was admirably conceived to excite the curiosity and interest of the reader.

Hamman-Levin Company, of Baltimore, Md., writing under date of March 8th, say:

"Edison business continues good. We value the agency very much indeed."

The Close of the Operatic Season—Its Significance to the Dealer

The operatic season—the biggest and most successful in the history of American music—is at an end and the song-birds have flown to foreign shores, there to spend the interval that will elapse between this and next season in rest, recreation and study.

Though no longer with us in person they have left behind them their golden voices—the voices that have cast a witching spell over thousands of operatic frequenters and music lovers during the season—to revive memories of their glittering successes. Sierak's sensational triumphs in *Otello*, *Il Trovatore*, *Aida* and *Tannhäuser*, Constantino's brilliant and successful appearances in the various large cities, and the splendid successes of Marguerita Sylva, Carmen Melis, Blanche Arral, Riccardo Martin, Walter Soomer and Gustave Huberdeau—"stars," all of them—can be lived over again by the operatic lover with the Records they have made for the Edison Phonograph.

We have given you these brilliant artists as well as others of less prominence that you may be equipped to approach the music lover whose inclination disposes him toward the higher grade of selections, Mr. Dealer, and now we offer the first of a series of Records by the world's greatest living contralto—Mme. Marie Delna. Not only do we place you in possession of her Records, but we assure you an undisturbed field in their exploitation. She is under an *exclusive* contract with us and can not be heard on any other Records made in this country.

Marie Delna is an artist of such magnitude as to require little if any introduction to either trade or public. She has been successively the "star" of the Opera Comique, the Theatre de la Gaiete (where she is now singing), the Metropolitan Opera House and the New Theatre. She has also scored magnificent successes on her appearances in London, Brussels, Lisbon and the other capitals of Europe. Her brief engagement in this country during the past season only served to whet the appetites of the American music lovers, for which reason her Records will be all the more appreciated.

Now then, Mr. Dealer, while these operatic artists are resting between seasons is the time for you to push their Records more vigorously than ever before. While they were here the public could both hear and see them, and for that reason paid only lukewarm attention to their Records; now that they are gone the true music lover feels a loss that places him in a receptive mood for the substitute you are in a position to offer.

Don't you recognize the opportunity that lies within your grasp during the seven months or more that will elapse before the operatic season begins and the artists return? Seven months in which to offer soul-satisfying selections to an operatic loving public, undisturbed by the distraction which the presence of the artists themselves creates.

Every month we give you five new operatic Records, and without overstepping the borders of modesty we can say that they are not inferior to any of their type on the market. We are constantly embellishing the catalog with new artistes; more are coming of the same character, and bringing with them selections equally as representative as those that now grace our catalog.

The sale of these operatic Records during the rest between seasons should engage your immediate and active attention, Mr. Dealer. Don't think for a moment of relaxing in your efforts to interest the public in them during the summer months, but keep them before the public in all your advertising. It means money in your pocket now and a prestige among the music lovers in your vicinity for the future.

Examine the Amberola Reproducers

We wish to emphasize the suggestion made in the April issue that Dealers make diligent inquiry to ascertain if the Reproducers shipped with the Amberolas first placed upon the market are giving satisfaction where sales have been made, also that they examine the machines in stock for the same purpose.

We will gladly exchange new Reproducers for any that have developed a defect, and urge the trade to act promptly in the matter in order that Amberola owners may be insured a satisfactory reproduction pending the arrival of the Model "M," which should soon be in the hands of the trade for exchange. The Model "M" is being hurried along as fast as possible. It has been delayed so far through various changes made in the design from time to time for the purpose of securing more desirable results, but it is altogether probable that definite announcement of its appearance will have been made by the time that this issue of the Monthly reaches the trade.

Push the Attachment Proposition and boost your Record Sales.

An Important Letter

The following letter is printed merely for the purpose of emphasizing its importance to the trade. No further illumination of its purport can be made at this time; its significance must remain a matter of conjecture for a time at least. Suffice it to say, however, that the Dealer who shows by his total purchases that he is a *live* Dealer will be benefited as a result of our possession of definite information to that effect:

To Edison Dealers:

We have recently supplied our Jobbers with a card file for the purpose of keeping track and advising us of the individual purchases of all of their Dealers.

The plan is very simple, and we believe that our Dealers should know about it so that they may co-operate with us as far as possible. Each of the Jobbers now has a card file containing a card for each Dealer who has signed a contract through him. This card is designed to contain a synopsis and total of each purchase made by the Dealer. At intervals we intend to request a grand total of the Dealers' purchases for different periods, for the purpose of materially assisting the Edison Dealers who are pushing the line.

We are not prepared to give the details of our intentions in the way of helping those who show by these reports that they are materially furthering our interests, but it is safe to state for a fact that when we find out who are taking a real interest we are going to help them in ways that are now impossible without this information, because of the expense wasted upon those who may not be taking a proper interest.

It may be well from now on to keep all bills for Edison goods handy, so that if there is any neglect on the part of any Jobber to correctly report your purchases you will have evidence at hand to prove you are not properly classified here where we keep a total of the purchases. We hope, however, that all Jobbers will see the wisdom of keeping the Dealers on a correct basis in the reports they will make to us.

Yours very truly,

NATIONAL PHONOGRAPH COMPANY,
F. L. DYER, *President.*

Changes in Traveling Staff

The following changes in the personnel and itineraries of the traveling staff have recently been announced by Manager of Salesmen C. E. Goodwin:

F. H. Hird, representative in the State of Iowa, has resigned. His successor has not yet been appointed.

W. A. Idle, formerly traveling Montana, Idaho, Utah and Northern Wyoming, has been transferred to Central and Northeastern New York State.

H. H. Shoemaker will hereafter travel the Western half of Massachusetts in addition to Vermont and New Hampshire.

C. D. Warren, formerly traveling in Virginia and North and South Carolina, has resigned. No appointment of a successor has yet been decided upon.

C. F. Driggs has been appointed to travel the State of Kansas.

A Few Exchange Proposition "Don'ts"

Don't return any defective Records that are defective from other than manufacturing causes, or any cut-out Records until after the date on which they are dropped from the catalog. Violation of this condition will only result in additional transportation expense for you.

Don't send your shipments freight or express "collect." The carriers will not deliver them unless fully prepaid.

Don't send your off-setting orders for Records to your Jobber. Send them to us. It saves time and annoyance at both ends.

Don't forget that you must order an equal quantity of stock Records when returning Records for exchange. Orders for advance Records will not be accepted.

Don't forget that this proposition covers an equal exchange of Records and that the money value of the Records ordered has no bearing in the matter. For instance: if 100 Standard Records are returned you must order 100 Records to offset; and these may be either Standard or Amberol Records or both, but in any event the quantity ordered must total 100.

Don't return any Records until you have first done your level best to dispose of them. It's easy when you try.

From The Whitsit Monthly

Judging from reports we are receiving from those of our Dealers who are making it a point to push high grade machines and Records, the demand which continues for their goods is remarkable. It is no longer a question whether high grade talking machines and Records will sell. The greatest problem confronting the Jobber is to get the goods fast enough. The main reason why the talking machine business is in its present healthy condition can easily be attributed to the increasing demand for high grade goods. And the demand is going to be even greater. So the thing for every loyal talking machine Dealer to do is to push this end of the business harder than ever. The talking machine business is vastly different from what it used to be, and unless you are aware of this fact and proceed to get your share of the good business which surrounds you on every side, you have little chance to "make good" with the line.

An Amberola in your window is the best kind of an ad. Try it.

Printed Matter

We are glad to be able to announce that, after many weeks of unfortunate delays, due largely to circumstances beyond our control, new Domestic Record Catalogs bearing form number 1730 are now ready for distribution. Shipments were begun to Jobbers about April 1st and all have now received at least small first allotments. Dealers should be indulgent for a short while longer about asking for large supplies of these catalogs from Jobbers. The catalog contains all Records listed up to and including February, 1910. Grand Opera Amberol and Standard Records appear on a special eight page pink insert in the center of the catalog, which totals 104 pages. Further, in addition to the regular lists of Amberol and Standard Records, we are listing a large number of Foreign Amberol instrumental selections to which the attention of Dealers generally is directed. The fact that these special selections appear in a catalog which will be given such a wide distribution is in itself evidence that the demand for them will be great. It is of the utmost importance to the success of the line generally that Dealers seriously consider the carrying of these selections in regular stock.

Within a very few days after this issue of the Monthly is mailed all Dealers will probably have received a shipment of the new Combination Attachment Outfits complete or a supply of the ten special Amberol Records, to take care of the old Attachments in their stock. Two forms have been prepared to exploit this special offer. They are form 1778, special four page folder and form 1791, a large poster. Jobbers can supply quantities of the first named and one or two copies of the latter upon request.

There has been considerable demand of late from both Jobbers and Dealers for a new Combined Alphabetical and Numerical Catalog to supersede form 1650, issued August, 1909. A new edition is on the press at the time this paragraph is written, so if copies of the completed book are not delivered to Dealers with this number of the Monthly they will follow by mail very soon thereafter. This new trade catalog bears form number 1800 and is to contain all Domestic Standard and Amberol selections listed up to and including June, 1910; all Grand Opera Standard and Amberol selections, listed up to and including June, 1910, and a numerical list only of the Foreign Amberol instrumental selections listed up to and including February, 1910.

We want to again take this opportunity to impress upon Dealers the importance of mailing out the Phonogram regularly. Those of your Record customers who have been getting it each month in the past are doubtless still interested in its contents and the new numbers should go forward to them as soon as issued. Your Jobber can supply you with this form via other goods at the rate of 25c per 100 copies blank, or we will be glad to quote a price for mailing small quantities direct from our Advertising Department each month.

A four page supplement bearing form number 1776 has been printed to advertise the Chinese Amberol Records recently announced. Since the demand for these selections will be very little, the distribution of the supplement must be correspondingly limited. Jobbers have not been supplied with large quantities of this folder. Any Dealer who feels that he can use a few copies to good advantage may have them sent direct by mail from our Advertising Department.

New Foreign Record Catalogs, to supersede forms 1556 to 1560, are now ready for distribution. An Advertising Department Bulletin, calling attention to them in detail, is printed on another page of this issue.

Elsewhere in this number we refer to a Record made by Lieut. Shackleton, who tells of his attempts to discover the South Pole. A four page supplement and a large poster, forms 1801 and 1799 respectively, will be supplied by Jobbers to Dealers for advertising this Record. Make sure that your order for a quantity of the Records includes a request for some of the printed matter.

Some Dealers have probably noticed that the Amberol Record Order Sheet, form 1455, runs only as far as the selections on the May list. For the convenience of Dealers ordering Records either through their Jobbers or direct from the factory a second sheet running 440 numbers on from the last title number on sheet No. 1 has been printed. Apply to your Jobber for the few sheets you will need.

The Domestic Standard Record Order Sheets, form 1450, have been revised to eliminate the 300 selections cut on Feb. 1st. These new sheets are now ready for distribution.

Foreign Record Order Sheets, to cover the selections in the five new Foreign Catalogs mentioned above, are now printing and will be ready for distribution to Jobbers before the June issue of the Monthly is made.

A Trip to South America With Walter Stevens

Walter Stevens, Manager of our Foreign Department, who sailed on January 22nd on a three months' tour of the principal South American cities, returned on April 13th. Both Mr. Stevens and Mrs. Stevens, who accompanied him, were greatly benefited physically by the trip, which was made under the most delightful weather conditions. They were met at the dock upon their return by a party of officials and department heads of the Company with their wives. The following detail of the trip, contributed by Mr. Stevens, will undoubtedly prove interesting and educational to the Edison trade:

"Inspired undoubtedly by the educational campaign which the Bureau of American Republics has been carrying on in order to stimulate the interest of North Americans toward securing the trade of South America, the Hamburg-American Line announced the early part of last year that a trip would be made by the S. S. "Bluecher" to the principal South American cities, going as far south as Punta Arenas, Chili, via the Straits of Magellan. All the more desirable rooms were engaged shortly after the announcement was made, and the list of passengers included men prominent in business circles in this country. The passenger list, when completed, was unique in many respects, and it is a question whether a similar company ever sailed from the Port of New York. The list comprised men prominent in banking, manufacturing and professional circles, to say nothing of a large number of seasoned globe trotters, including a number who came from Europe especially to take the trip. While probably not one of the passengers had any idea of making the trip a business one, yet many of them hoped to gain a thorough knowledge of the countries to be visited and learn what the possibilities were for doing business in the countries of South America.

"As announced, the steamer sailed from New York at 10:00 A. M. Saturday, January 22nd. The weather being cold when we left, we wore heavy garments, but it was soon necessary to discard them and substitute lighter ones in their place.

"The first stop of importance was Pard, Brazil, a city of 150,000 inhabitants. Pard has a large and safe port, with anchorage close to town for light draft steamers and about three miles from the city for larger vessels. Situated at the mouth of the Amazon River, her commerce is very important, as she is one of the principal depots for the export and import trade of the whole valley of the Amazon, which comprises the greater portion of Brazil and large parts of Peru, Bolivia, Ecuador and Venezuela. Splendid new docks are in course of construction. Being just south of the Equator the climate is extremely hot, and people from cooler zones must protect themselves from the direct rays of the sun.

"We were taken ashore in small boats, and our troubles began immediately upon landing, for it was necessary to exchange some of our good American currency for Brazilian money. We had all been very widely advertised through South America as "rich" millionaires, and we certainly felt like it upon receiving 100,000 Reis in exchange for $12.00 American Gold. We soon found our wealth rapidly decreasing, however, as we paid 10,000 Reis per hour for carriage hire and about the same price for lunch. We also had considerable trouble with the language. Among our people were a number who spoke Spanish, French, German or other languages, but Portuguese, the language of Brazil, was not included in the list. The natives were very courteous and attentive, however, and we experienced but little trouble in getting about. Among other things, we saw tons upon tons of crude rubber being prepared for shipment, and were told that 65 per cent. of the world's supply of crude rubber passes through the port of Pard. After visiting several parks, public buildings and other places of interest, we returned to the steamer, more than pleased with our visit to this progressive city.

"We reached Bahia, Brazil, our next port of call, after a sail of four days. Bahia is the third largest city of Brazil, with a population of 265,000 inhabitants. It presents a very pretty and unique sight from the harbor. Built upon rock rising quite abruptly from the sea, upon first sight there appear to be two cities, the lower one built upon a belt of rock, and the upper one on the plateau above. All the business houses are in the lower city, while the hotels, city buildings, churches and residences are in the upper city. Elevators or cable cars are taken from the lower to the upper city. The two large elevators are of American make, and one imagines upon entering that he is being transferred from the basement to the top of a high office building. The view of the harbor from the upper city is inspiring.

"One of the carnivals for which these southern cities are noted was in full swing when we landed. It seemed that at least half the population were out in fancy costumes. The streets in certain parts of the city were filled with a mass of people. On these occasions they come from all the surrounding country, and many, I am told, spend their last "centavo" for a costume, many of which were made of expensive material. A large parade was held and many beautiful floats were displayed. With few exceptions, I question whether we could approach, much less excel, them in this particular. Another parade was held in the evening, and this exceeded in beauty the one held in the afternoon. Every important float was lighted by electricity and the effect was fine. Naturally the streets were very crowded, but a more orderly crowd one rarely sees. Confetti was thrown about in every direction, and syphon bottles containing perfume were in evidence everywhere.

"Bahia is a famous diamond market. Like Pard, it affords poor facilities for docking; hence the necessity of anchoring some distance from shore and of resorting to small boats in order

to land. As usual in these ports, all the larger steamers are European freight or passenger boats. The absence of vessels bearing the American flag is painfully noticeable.

"After a sail of about three days from Bahia, we reached Santos, a city of 60,000 inhabitants, and the greatest coffee market in the world. Unlike those so far visited, this city has a fine harbor, and we were able to dock at the wharf, where a crowd of natives were assembled, as the "Bluecher" was the largest steamer ever docked in that port. As a city Santos is not particularly attractive. From there we took a trip to Sao Paulo, the second largest city of Brazil, with a population of 280,000. The climb up the mountains, an elevation of 3,000 feet, was made by a cable road, owned and operated by American and Canadian capitalists.

"During the day we saw many beautiful buildings, parks, etc., including McKensie College and the Museum. Nearly half the population of Sao Paulo are Italians, the balance German and Portuguese, not overlooking eight or ten American families. The Americans are a very important factor and their influence is very noticeable. In the afternoon they tendered us a reception in the plaza opposite the depot. Under an arbor of trailing vines, decorated with American flags and flowers, were several tables loaded with delicacies provided by the ladies, who seemed very glad to meet their American friends living above the Isthmus. After thanking them for their reception and giving three hearty cheers for the American ladies of Sao Paulo, we returned to the station on our way to Santos and our steamer. Among the first to welcome us upon our arrival in Santos were the American Consul and his wife, and they were also on the dock when we left.

"Late in the afternoon on February 15th we docked at Montevideo, the capital of Uruguay, a city of 350,000 inhabitants. Montevideo is a very attractive place. After touring the city, we took a trip to Pocitos, a noted beach resort, where we found a large high-class hotel, comparing with our best hotels at similar resorts.

"Uruguay claims to have the most beautiful women in the world, and no one seemed inclined to dispute their claim. Certainly their women are beautiful, both in face and form, and they display remarkably fine taste in dressing. All hats and gowns are typically Parisian, and with 'talking eyes' and beautiful complexions the women are certainly interesting to look upon.

"After visiting the points of interest in and about Uruguay we arranged to cross the La Plata River to Buenos Aires. We had decided to leave the steamer here, as by so doing we were able to remain longer in Buenos Aires and devote more time to the trip across the Andes to Santiago and Valparaiso on the Pacific coast. The transfer from the "Bluecher" to the river steamer was accomplished after considerable difficulty, as we had to walk a plank from one to another. We reached Buenos Aires after a sail of twelve hours.

"Buenos Aires is the capital of the Argentine Republic and has a population of 1,250,000 inhabitants. There is more bustle and life there than in any of the other South American cities, and one is reminded of the larger North American cities.

"One of the principal business streets, Calle Florida, which may be compared to Nassau Street, New York City, during business hours is crowded with people to its entire width. After four o'clock in the afternoon no vehicles are allowed on the thoroughfare on account of its congested condition.

"The atmosphere about the city is decidedly European,—in fact Buenos Aires has been called the Paris of South America, and it certainly deserves the title. Everything sold in the larger stores is of European manufacture, very few American products being in evidence.

"After spending several days in Buenos Aires the trip across the Andes was undertaken. We left early in the morning of February 22nd, and after twenty-four hours' ride through a vast waving country and great fields of wheat and maize, we reached Mendoza, an important vineyard center, early in the morning of the following day. Here we changed cars for the Trans-Andean Railway. For seven hours we climbed through a wonderfully picturesque country, bold and grand, to Las Cuevas, where we were transferred to carriages for the ascent of the Cumbre. The coaches, seating four persons; were each drawn by four horses. The ascent was made on a run, with occasional stops for the drivers to examine the harness and, incidentally, to give the horses a chance to breathe.

"At the summit, an elevation of about 12,000 feet, we passed the statue of "Christ of the Andes," marking the boundary line between Chili and Argentine. We now had to exchange our Argentine for Chilian money, receiving for the equivalent of $1.00 U. S. currency $5.00 Chilian. In Brazil we had received for our dollar 3,200 Reis, in Argentine $2.15 m/n, while in Uruguay we had to pay $1.03 of our money for $1.00 of theirs. The descent of the western side was steep and rapid, reminding one of a chariot race at a circus. Arriving at Portillo, the Trans-Andean Railway was again taken to Los Andes, where we changed cars for Santiago. We had a wonderful trip, never to be forgotten, and well worth the discomforts experienced.

"I might mention here that upon registering at the hotel at Los Andes, where we spent the night, we learned that Dr. and Mrs. Cook, traveling under the names of Mr. and Mrs. Frederick Craig, were also guests there. Although the Doctor avoided us upon learning that we were Americans, we succeeded in obtaining a very good picture of him the next day.

"Santiago is the Capital of the Republic of Chili and has a population of 400,000 inhabitants. It is a beautiful city, with straight and wide streets and many fine buildings and parks, although the effects of the earthquake of 1906 are still evident. Our journey was continued to Valparaiso, the largest city on the west coast of South America and the principal port of Chili, with a population of 150,000 inhabitants. A rag belonging to W. R. Grace & Co. being placed at our disposal, a tour of the harbor was made. As we expected, we found a large number of European vessels loading and unloading, but none floating the American flag.

"It is interesting to note that in Chili the conductors on the trolley cars are women, and one's room at the hotel is cared for by a man "chambermaid."

"We joined our steamer again upon our return to Buenos Aires. We sailed from there March 13th en route to Rio de Janeiro, Brazil, stopping again at Montevideo on the way.

"Rio de Janeiro, the capital of Brazil, is a modern city of over 800,000 inhabitants, situated in the most beautiful and largest land-locked bay in the world. The approach to the city is simply inspiring, great cone-shaped mountains rising from the sea on all sides. Rio is noted for its picturesque surroundings, beautiful avenues, numerous parks with a variety of vegetation unequalled in any other city. While in Rio we were received by the Baron Rio Branco, the Minister of Foreign Affairs, one of the greatest men of all Spanish America, who has done more for the cause of peace among the South American republics than any other man.

"As a business city Rio de Janeiro could hardly be compared with Buenos Aires, although there are many very large business concerns there and modern business methods are employed.

"We reached Pernambuco, Brazil, after a sail of four days from Rio. Pernambuco is the center of large sugar and cotton industries and has a population of about 200,000 inhabitants. It is a very old city, quaint and picturesque in some respects, but not comparable with other cities visited so far as beauty and sanitation are concerned.

"On our return trip we stopped at the island of Trinidad, a possesion of Great Britain, with a population of about 350,000 inhabitants. The island is chiefly noted for its asphalt lake. Our only stop between Trinidad and New York was Kingston, Jamaica, in the British West Indies.

"From a business point of view South America presents an unlimited field for the sale of American products. A large part of this trade could be obtained if American manufacturers would go about it in the right way. So much has been written on this subject by people eminently fitted for the work that it seems useless to offer further suggestions. However, if this trade is to be obtained, salesmen with a thorough knowledge of the language and country should be sent there. These men should be very courteous and not in any way appear superior. If it is possible to do so, reasonable credit should be granted. However, before this trade can be secured we must necessarily have better transportation, mail and passenger facilities. There is also at present great need for the establishment of American banks in the larger South American cities. In view of the excellent service obtainable from Europe, it is not surprising that at the present time the bulk of South American trade is controlled by European manufacturers. It has been stated that arrangements are being made for the establishment of an American bank in Buenos Aires, and once the wedge is entered banks will undoubtedly be established in other important cities."

Interesting the Public

A young man opened up an exclusive talking machine house in a city where three or four piano houses were handling the line. Owing to the divided up manner of the trade, no single firm had a list of the talking machine owners of the city. This young man figured that such a list would be worth a great deal to him and that the only way to get it was to call on all houses in the city. A discouraging undertaking to think about, many will say, but with a couple of energetic canvassers, working regularly and systematically, it was not such a superhuman task, particularly in view of the results of their work in direct sales of new records and new machines and in getting in touch with homes where the instrument had fallen into disuse because of its having gotten out of order.

Talking machine men can with profit take a leaf out of the piano man's book and hunt up prospects the way he does; tabulate them and index them and call on them regularly and frequently mail literature. As one salesman said, "no matter how emphatically a 'prospect' said 'no' the first time, he never gave him up until he either bought or died." The secret of many salesmen's success is in never accepting a refusal as final. The talking machine Dealer would find it good business policy to call at the homes of his customers occasionally, examine the machine, make necessary adjustments and even effect some slight repairs, if necessary, to improve the reproduction. The sale of Records would increase and such attention would keep up the enthusiasm of the owners. Public utility companies are beginning to adopt such methods, and if corporations having exclusive franchises find that it pays them to give their customers such individual attention, how much more would it be profitable to such a line as the talking machine trade.—*Canadian Music Trades Journal.*

Timely Advice

Don't even *think* of pushing this Attachment Proposition before you place an order with your Jobber that will bring your stock of Amberol Records strictly up-to-date. It's suicidal to do otherwise, for you will only be creating a demand which you will be unable to supply and which, in the nature of things, will seek satisfaction elsewhere. And once your customers go elsewhere and get what they want,—well, the rest needn't be said.

You need a stock of every Amberol Record that has been listed so far,—yes, and of the Standards, too, but the immediate and big demand will be for Amberols. And it *will* be big. Don't have any fear on that point. It will be a big *general* demand whether you advertise the scheme or not; for *we will advertise it, and we create the general demand.* If you don't advertise and push it you lose your local share of that demand,—that's all.

But we haven't any fear of our Dealers pushing it. We know they are doing so now, and in enviable fashion, too. Our only fear is that they will handicap themselves by a depleted stock of Records, which will prevent them from securing the full, immediate benefit of it.

There will be some, no doubt—there always are—who will wait until the last minute, until the demand has reached in through their very doors and up to their counters before they decide that their stock is inadequate for their immediate needs. Then will follow telegraphic "rush" orders to their Jobbers and growls of dissatisfaction if their orders are not filled with miraculous haste. And in the meantime the long-headed Dealer whose trays are well stocked, smilingly gathers in the shekels.

Don't be one of those improvident Dealers. Take time by the forelock. This is the time, NOW. You know the folly of procrastination, and you ought to appreciate the fact that your Jobber can not always come to your rescue at the eleventh hour. Don't wait until customers come into your store—new, enthusiastic Record purchasers—and depart because you are unable to offer them the variety they have a right to expect and demand. First look over your stock and order the necessary Records to make it a *complete* stock, and *then—and not until then*—push the Amberol Attachment Outfit.

Windows as Salesmen

Have you ever thought what an important member of your sales force the show window is? How it works all hours of the day and night, and even Sundays, if so desired, without complaining, calling the attention of the passing public to the beauties of the products you have to offer?

If you have realized the importance of the window do you know what a profitable investment is the time, energy and even money spent in dressing it attractively and convincingly? To produce results the goods must not be merely jumbled together, but must be so arranged that a story is told, a story of honest values and real merit. A properly dressed window, actually containing the goods, should prove more convincing than any ad. written. But in many cases that result is not attained.

A window is advertising and as certain and sure a medium as is newspaper space, but it is precisely the reverse of newspaper advertising. In an ad. the words stimulate the imagination to think how such and such an article will look and by suggestion create a desire for the article; a cut of the piano may or may not be shown, but in any case it is only to assist the reader to imagine the piano itself. The ad. gives the selling points and does not show the piano. The window, on the other hand, shows the piano itself and does not bring out any selling points. The imagination here is drawn on for facts.

Make your ad. so convincing and so clear that the reader is interested and you have a "prospect." Make your window so attractive and so suggestive that the looker is caught and you have a "prospect." Make the window a supplement of the ad. and you have a double hold on the customer.

When a customer is convinced regarding the desirability of an article before entering the store through the medium of the "ad." and window, a great deal of the salesman's time is saved, which, in another case, would be used up in preliminary talk, and the time thus saved can be applied to making another sale.

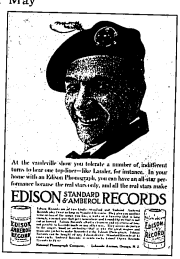
A window attracts the notice of passers-by—few people make a business of looking in them. They must be forced to look. If a window is filled with a large number of miscellaneous instruments it will not call the attention of the casual passer. The only one to whom that window will appeal is the merely curious, not the possible purchaser. Four or five machines, some of the latest horns with specialties, well displayed and in harmony with each other, will bring new trade and interest regular trade to the extent of creating a desire that was not already formed.—*The Talking Machine World.*

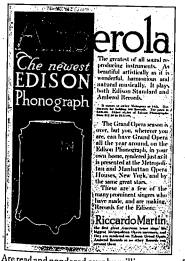
At a well-attended and spirited meeting of the Eastern States Talking Machine Dealers' Association, held at the New Grand Hotel, New York City, April 13, thirteen new members were enrolled and important matters of trade interests were discussed. The association is prospering very nicely and the members are enthusiastic for its future success.

It is expected that there will be a record attendance at the next convention of the National Association of Talking Machine Jobbers, to be held at the Chalfonte, Atlantic City, July 5, 6 and 7.

Our Big Double-page Magazine and National Weekly Ads for May









Are read and pondered over by millions, many of whom are at your very door. They *know* that the word "Edison" is a guarantee of worth. Let them know that you deal in Edison products.

Selling the Goods

There's only one thing that stands between you and the public—provided always that you are equipped with a representative stock—and that's your advertising.

You can't evade that duty, for duty it is in the fullest sense of the word. No business can succeed without advertising,—persistent, intelligent advertising. It is true of a business that deals with the necessaries of life; obviously, therefore, it is demanded in greater measure in a business that deals with life's luxuries.

The merchant who doesn't advertise belongs to the days when the only advertising possible was by word of mouth.

The merchant who does not advertise simply because his grandfather did not should wear knee breeches and a queue.

The merchant who does not advertise simply because it costs money should quit paying salaries for the same reason.

The merchant who does not advertise because he tried it once and failed should throw away his cigar because the light went out.

The merchant who does not advertise because somebody said it did not pay should not believe the world is round, because the ancients said it was flat.

The merchant who does not advertise because he cannot know absolutely that it is going to pay should commit suicide to avoid being killed by an accident.

That Attachment Proposition caught on in great shape. The way that our Dealers have taken it up is worthy of the highest praise. It's a big thing for the Dealer—the biggest he has had in many a day; and it came at a most opportune time, too.

The Dealer who pushes it to the limit will double and treble his Record sales and insure a good, steady business during the Summer months when trade is sometimes dull. There ought not to be an idle machine in any locality this Summer.

Get an Amberola on your floor as soon as you possibly can and, pending it appearance, make preparations for an Amberola concert at your store. Have a somewhat more elaborate program than usual printed, with a cut of the instrument on the front cover, and mail it to those people, well-to-do and of moderate means, in your community who, in your judgment, might be interested in a high-grade machine.

Don't draw the line too closely in making up the mailing list, and don't invite more than your store will *comfortably* accommodate. Convenience is everything. And arrange your program of numbers so as to give a concert befitting the dignity of the instrument.

This concert scheme is being worked with splendid success by a great many Dealers. Why don't you try it?

Apropos of the baseball season: Ray Cox in "The Baseball Girl," No. 196; Digby Bell in "The Tough Kid on the Right Field Fence," No. 156, and the same popular comedian in "The Man Who Fanned Casey," No. 410.

Everything in its place and season.

Spring fever and baseball are prevalent and natural maladies at the present time. We have them in just as violent form as you have, Mr. Dealer, but we can't afford to humor them just now.

Let us suggest that you treat the former to large alopathic doses of the Combination Attachment Proposition. It will not only effectively cure the fever but will provide you with the wherewithal and the leisure to gratify your taste for baseball during the warm summer months.

Nothing like a home demonstration. A few years ago it was unheard of in the Phonograph line. The Dealer used to sit complacently in his store and wait for the business to come. It's different now. The "other fellow" opened up around the corner and then competition started. Result,—abolition of the waiting method and inauguration of the go-after-it system.

It's the most logical and effective method after all. The Phonograph is primarily a home entertainer; *ergo*, the place to demonstrate its ability as such is at the home and hearthstone where the man of family is most open to conviction.

Keep up your repair department. It helps out your Record sales by getting Phonograph owners in the habit of coming to your store, and there's a nice little profit in the sale of repair parts.

The moving picture shows in your vicinity will be running all summer long. They ought to be running your ad. daily. Think of the lasting impression it would make upon the thousands who are daily patrons of these places to see at every performance an attractive colored slide of "The Old Couple and the Edison Phonograph," followed by a slide bearing your address as an Edison Dealer.

Secure one of those slides from the factory at once and get friendly with the picture shows. It means cheap and effective advertising.

The most perfect of all sound-reproducing instruments at cosmopolitan prices that fit the pockets of all classes, a catalog replete with brilliant and varied selections contributed by the most prominent artists in the world, and the name of Edison as a guarantee of the excellence of his wares—these are the assets which give the Edison Dealer a tremendous advantage over his competitor.

And when that advantage is coupled with enthusiasm and aggressiveness in the exploitation of these wares the Edison Dealer need have no fear of successful competition.

Place a ring around the 23rd on your calendar this month. Mark that for the day on which to prepare your Decoration Day window display.

Easiest thing in the world to arrange a patriotic window. The catalog is replete with patriotic numbers that will help you out in suggestions for window cards. American flags, red, white and blue bunting and a cannon, with a gun or two, and you have all the necessary paraphernalia with which to surround your Phonograph—an Amberola if you have one—and a few Records.

Don't let Decoration Day pass without a display. Send us a photograph of it, too. We will reproduce the best two sent us in the July issue of the Monthly.

Are you one of those Dealers who wait for the 25th of each month to sit up and take notice? Remember that public interest is swayed largely by your activity. If your appeals to publicity are spasmodic so, in like manner, will the public come to interest itself in your line.

Keep yourself in the public eye. Maintain an air of activity and enthusiasm in your store, and you will breed a like interest on the part of the public. Apathy, or only an occasional burst of activity, is the first sign of decadence.

Help your customer along in the selection of Records. Study the Record catalogs and supplements yourself and make your clerks do likewise. When a customer asks for a Record he ought to be offered not only the Record called for but others of a similar character. Nine times out of ten he will buy more than he at first intended to.

Make the tastes of your customers a matter of study, and use discrimination with new customers. Don't make the absurd mistake of offering a rag-time selection to a clerical-looking person, or an operatic Record to a man whose appearance indicates limited means.

Use the Record reviews that accompany your monthly bulletins. Your newspapers will be only too glad to print one as a favor if you patronize the advertising columns; if you don't, it will cost you only a trifling sum to have one run in the news columns with your name in connection. Many Dealers have found the suggestion profitable—why not you?

Have you acted on the suggestion that you offer to install a Phonograph and some Records on trial in your local lodges? Or offered your services for smokers and other lodge entertainments? The advertising you would get out of the offer alone would be more than worth while, to say nothing of what one evening's entertainment of that nature would mean for you.

Every lodge ought to have a Phonograph, and would have if the Edison Dealers would prove the desirability of the instrument in the lodge room. There's only one way to prove it, and that's by a demonstration.

The Edison Cygnet Horn possesses features that make every Phonograph owner wish to own one. Its big appealing feature is the economy of space it effects. You ought to emphasize that feature to every customer whose machine is not equipped with one. It is much more attractive in appearance than the straight horn, too, its graceful curves and elegant finish constituting an appeal that few Phonograph owners can resist.

Tact, discrimination and courtesy, coupled with a display of genuine enthusiasm,—these qualities should be ever present in your store. Practice them yourself and insist upon their display by every one of your employes.

Stella Mayhew Has Loving Beauty in the Far West

Miss Stella Mayhew who, as all theatregoers know, is the wife of Billie Taylor, the composer of "Savannah," Record No. 467, has received a "mash note" from one Mark Johnson, of Whitewater, Wis., which really should not go unrecorded. Mr. Johnson, who evidently is not aware that Miss Stella Mayhew is already married, directed his epistle to our recording department, from which the lady infers that he must have fallen in love with her voice as reproduced on the Edison Phonograph. The letter follows:

Whitewater, Wis, Feb. 1.

Dear Madame: This is not just the proper thing to do. write to a perfect stranger, hence I write this. I am left alone by death, and tired of living in single blessedness, I'd like to exchange pictures. I haven't any at present I could send you, even if I had one maybe you wouldn't. I'll wait till I get yours before sending mine. Ladies that desire a true and Faithful Husband will never regret writeing to me, so do write. I have no objection to a letter, or rich or poor girl writeing to me. I am the swellest little bachelor you ever saw, fascinating little beauty of the blond type of beauty. I still remain some one's ambitious and comical generous. Yours sincerely and Respectfully,

(Signed) MARK JOHNSON,
Whitewater, Wis.

Longing four answer.

Miss Mayhew considers the general sense of this note unmistakable even though certain sentences are not quite lucid and though the spelling is the most advanced yet discovered out of captivity. In "The Jolly Bachelors" Miss Mayhew appears as a "lady of color," and she thinks that the most plausible explanation of this letter is that it comes to her from a Swedish negro.

Terse But Eloquent

Last week I sold a Standard Combination Machine with Cygnet Horn. This week, Monday, I sold an Amberola and about 100 Amberol Records. Am carrying 1,000 Records now. The Amberola is a peach. It has everything beat in the Phonograph business.—*John A. Wiseman, Union City, Mich.*

Lost or Stolen Machine

Home Phonograph No. 955,033, belonging to a customer in the Far West, disappeared about four months ago. Information in regard to this machine coming to the attention of any of our Dealers should be communicated at once to our Agreement Department at Orange.

Among the Jobbers

John Rose, 99 Flushing Ave., Astoria, L. I., N. Y., has removed to 1154 Broadway, Brooklyn, N. Y.

Peter Bacigalupi & Sons, of San Francisco, have been succeeded by the Pacific Phonograph Co., who are located at the same address—941 Market street.

The Mackie Piano, Organ and Music Co., 100 State street, Rochester, N. Y., are no longer Edison Jobbers.

Laurence H. Locker (Minnesota Phonograph Co.), 505-511 Washington Ave., So., Minneapolis, Minn., has removed to 515 First Ave, So., same city.

C. B. Haynes & Co., of Richmond, Va., have opened a retail store at 5 North 7th St., that city. Their wholesale quarters will remain at 603 East Main St.

Harger & Blish of Des Moines, Iowa, are now comfortably installed in the Charles Weitz building at 811 West Walnut St. The Weitz building is three stories high and will be entirely occupied by the company, the first floor being devoted to sample rooms. This will give Harger & Blish one of the largest wholesale Phonograph stores west of New York.

Some of the sample literature recently received from our Jobbers is of unusually stimulating quality. The prompt and vigorous manner in which they have taken hold of the Attachment proposition and are aggressively pushing it merits particular praise. Such energetic methods can not fail to produce results.

The Pacific Phonograph Co., formerly located at 941 Market street, San Francisco, Cal., have removed to 816 Mission street, same city.

I. Davega, Jr., Inc, 125 West 125th street, New York City, has broken ground for a new building, which will be erected next to his present one. It is his intention to locate the repair department of his establishment on the main floor of the new building. This will give him more room to handle his wholesale business which is increasing by leaps and bounds. It is a positive pleasure to extend congratulations to so energetic an Edison representative as I. Davega.

Advance List

Of Edison Amberol and Edison Standard Records for July, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before June 25th, 1910, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on June 26th. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A. M. on June 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after June 20th, but must not be circulated among the public before June 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on June 24th, for delivery on the morning of the 25th. Jobbers are required to place orders for July Records on or before May 15th. Dealers should place July orders with Jobbers before May 10th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for July, 1910

***453 Selection from "Old Dutch"** — **Victor Herbert and His Orchestra**

"Old Dutch" is Lew Fields's latest musical comedy, for which Victor Herbert composed the music. Of its tunefulness this Record gives ample evidence. One sprightly episode succeeds another, and the last number of the Record is equally as charming as the first. The Record introduces the following, and concededly the best numbers of the production: Opening of the Second Act; "I Want a Man to Love Me"; "Rich Man, Poor Man" (cesterie); "'O' Dearie"; "My Gipsy Sweetheart," and March Finale, First Act. The Record will be found to be of more than usual volume. Publishers, M. Witmark & Sons, New York City.

454 When You and I Were Young, Maggie — **Will Oakland and Chorus**

It is several months now since we listed one of Mr. Oakland's Records, his theatrical engagements preventing his attendance at our Recording Studio, and it goes without saying that this number will be warmly welcomed. It is one of his favorite ballads, the dear old sentimental melody which time only mellows and which he has used with flattering success during his recent tour with "Honey Boy" Evans' Minstrels. Orchestra accompaniment. Wards, Geo. W. Johnson; music, J. A. Butterfield; publisher, Shapiro, New York City.

455 Alexander and His Clarinet — **Collins and Harlan and New York Military Band**

A popular "coon" song rendered in much the same style as was "The Cubanola Glide," Record No. 432. The band plays it first, then it is sung and played alternately, the chorus being sung as a conversational duet. Alexander's clarinet serenade to Eliza is set to a good two-step swing that ought to insure it much vogue, especially as it is being extensively advertised and featured by prominent vaudeville favorites, notably Sophie Tucker. Words and music, Ted Snyder; publishers, Ted Snyder Company, New York City.

456 You Taught Me How to Love You, Now Teach Me to Forget — **Joe Maxwell**

It is not at all surprising that Mr. Maxwell should step into the good graces of the Phonograph trade without first passing through the probationary period that most new artists experience. His rich, full voice and splendidly distinct enunciation stamped him at once as an ideal Record artist, and it is safe to predict that each successive contribution to our catalogue will cement his popularity with the Phonograph public. This popular selection is sentimental in theme, with a plaintive but pretty melody that lends itself readily to his voice and agreeable style of treatment. Orchestra accompaniment. Words, Geo. W. Meyer; music, Jack Drislane; publishers, F. B. Haviland Publishing Company, New York City.

457 Patriotic Songs of America — **New York Military Band and Premier Quartette**

Our annual Fourth of July number in which are introduced the following airs specially arranged and played by the New York Military Band, ably assisted by the Premier Quartette: "Red, White and Blue"; "The Star Spangled Banner"; "Dixie," and "America." It is an ideal Record, not only for Independence Day but for every day in the year. The volume is good and the harmonization especially fine. Arranged by F. W. Eeke.

458 Hezekiah Hopkins "Comes to Town" — **Len Spencer**

He comes to town (New York) to visit his daughter, Clara. His son-in-law, Stephen, meets him at the Grand Central Station and is mistaken for a bunco-man. After explanations he (Hezekiah) enters the automobile and is driven up Fifth Avenue, meeting with many funny experiences and delivering some unique comments on familiar scenes and places along the route in the two minutes it takes him to reach Clara's home, during which, to use his own expression, they "never killed a chicken." We do not hesitate to pronounce this one of the best talking Records ever listed. Written by Elizabeth D. Boone.

* This selection will be illustrated on cover of July Phonogram.

(Always specify on your orders whether you want Amberol or Standard Records)

459 There's No Girl Like Your Old Girl — **Manuel Romain and Chorus**

A lover's graceful tribute to the charms of his old sweetheart in the New England hills and his yearning to return to her, furnish the theme of this pretty sentimental ballad, which is set to a brisk, ingratiating melody. Mr. Romain, as usual, sings it with charming expression, assisted by a chorus of male voices. The second chorus is repeated in alternately subdued and full tones. Orchestra accompaniment. Words and music, Dempsey and Schmid; publishers, H. A. Weymann & Son, Edison Jobbers at Philadelphia.

460 (a) Romance (*Schubert*) **(b) Tarantella** (*Lucantoni*) — **José Rocabruna**

This violin solo is a combination of two very beautiful selections. The first, "Romanza Expressiva," is one of Schubert's most sentimental compositions; the second, "Tarantella," is a very lively air by the Italian composer, Lucantoni. They were recorded together for the purpose of obtaining the artistic effect that results from so striking a contrast. The violin used by Senor Rocabruna, Mexico's foremost violinist, is valued at $3,000. It is the handiwork of Amati, one of the famous master violin makers of Cremona, Italy. Piano accompaniment.

461 When They Gather the Sheaves, Mary Dear — **W. H. Thompson**

A simple, sentimental ballad of the pastoral type, rather sad in theme but distinguished by words of some poetic merit and an appropriate and appealing melody. Songs of this type, by the way, are rapidly returning to popularity. Mr. Thompson's magnificent baritone voice is invested with a wealth of tenderness and expression such as distinguished his rendition of "Forgotten" (Amberol No. 444). Orchestra accompaniment. Words, C. M. Denison; music, J. Fred Helf; publishers, J. Fred Helf Publishing Co., New York City.

462 Beyond the Smiling and the Weeping — **Peerless Quartette**

It seems hardly necessary to recommend a Record when the selection in as well and favorably known as is this beautiful old hymn and the singers of such recognized ability as are the members of the Peerless Quartette. It is only fair, however, to say that the harmonization of this number is even better than the average of their contributions. Sung with organ accompaniment, which adds a touch of reverence. Words, Horatio Bonar; music, George C. Stebbins.

463 Slavonic Rhapsody — **Sousa's Band**

A classic selection constructed on themes of Slavonic folk songs and national dances and abounding in brilliant contrasts, which correctly reflect the temperament of the Slavonic race. It is always a favorite number on Sousa's programs and cannot fail to be a popular Record with the Phonograph public. As may be expected the treatment is one of the best and most characteristically *Sousaesque*, which makes it an especially desirable Record. Composer, C. Friedemann; publishers, Hawkes & Son, London.

464 Mister Pat O'Hare — **Billy Murray and Chorus**

How Pat O'Hare, "broke" and stranded in the land of the Turks, outwits the Sultan and gets a peek into the latter's harem, is the theme of this comic song, which is given a rollicking march air and is sung as only Billy Murray can sing songs of its type. The recital of Pat O'Hare's adventures with the Oriental Nabob is going to prove a winning number in this list. Words, Benjamin Hapgood Burt; publishers, Jerome H. Remick & Co., New York City.

465 Favorite Airs from "Mikado" — **Edison Comic Opera Company**

This is the first Record of its kind that we have ever put out and we flatter ourselves that it will be well received by trade and public. The solos are capably sung and the chorus is well balanced.

CAST OF CHARACTERS.

Nanki-Poo	Harry Anthony
Yum-Yum	Edna Brown Porter
Pitti-Sing	Sybil Cohen
Peep-Bo	Edna Stanton
Chorus, etc.	Cornelia Marvin

FAVORITE AIRS.

Overture	Orchestra
"A Wandering Minstrel"	Nanki-Poo
	Yum-Yum
"Three Little Maids from School are We"	Pitti-Sing
	Peep-Bo
"Tit Willow"	Ko-Ko

Finale, Act 2—*For He's Gone and Married Yum-Yum*"..... Entire Company

Words, W. S. Gilbert; music, Sir Arthur Sullivan.

466 Dream Pictures — **American Standard Orchestra**

This selection, written by Hans Christian Lumbye, a popular European composer, is also known by the German title "Traumbilder." It has long been a standard concert number with the best orchestras, being well adapted to show brilliant orchestral effects. A unique and charming feature of the composition is the introduction of a zither solo of a beautiful Tyrolian melody, the delicate sweet tones of the instrument showing in fine contrast with the more brilliant and showy effects of the other instruments. Publisher, Carl Fischer, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

467 Savannah — **Stella Mayhew**

Three verses and choruses of the rollicking "rag" song with which Miss Mayhew has made such a tremendous "hit" in "The Jolly Bachelors," one of the successful musical comedies of the season. It has a delightful melody of the plantation type and is sung with zest by Miss Mayhew, whose dialect is above criticism. "Savannah" ought to be as popular with Record buyers as it is with Miss Mayhew's audiences, who seem never to get enough of it. Her first Record was Amberol No. 374, "I'm a Woman of Importance." Orchestra accompaniment. Words and music, Billie Taylor; publishers, Ted Snyder Company, New York City.

468 Come Along My Mandy — **Ada Jones and Billy Murray**

Another song "hit" of "The Jolly Bachelors." A conversational boy-and-girl "coon" duet in which "Sandy" is urging his "honey gal" to greater expedition in her preparations for their wedding. The air of the song is very catchy and these two clever artists extract all the possibilities that the number offers. An unusually desirable Record and one that is going to be Harry Gifford; publishers, T. B. Harms and Francis, Day & Hunter, New York City.

469 Columbus March — **New York Military Band**

A vigorous march of excellent volume and precision, played in the usual spirited manner of this famous organization whose Records are ever a pleasing addition to the catalogue. Composer, Paul Bolognese; publishers, Antonio Ganso Music House, New York City.

470 Questions; or, Things I Should Like to Know — **Edward M. Favor**

Another one of those funny songs that Favor sings so well. In this one he details some of the problems that are racking his brain. Needless to say they are each and every one as funny as they are surprising in their originality. The peculiar accent he employs throughout the selection does much to strengthen the impression that he is laboring under a severe mental strain when he wrestles with such abstruse problems as "If your wife calls you George and your right name is Tom, what times does the balloon go up?" Orchestra accompaniment. Words, Wernon David; music, Maurice Scott.

471 Mrs. Clancy's Boarding House — **Empire Vaudeville Company**

A vaudeville sketch reproducing a dinner in full blast at Mrs. Clancy's boarding house, where the boarders are all gentlemen of Milesian persuasion with strong Milesian tendencies for chaffing and exchange of repartee, and the servant girl a recent importation from the Fatherland. The flings that the boarders take at the victuals are extremely funny. The Record ends with a song by the company.

CAST OF CHARACTERS.

Mrs. Clancy, Boss of the Boarders	Steve Porter
Mr. Sullivan, with an unsettled board-bill	Edward Meeker
Mr. Kelly—"I can't ate this soup"	Billy Murray
Mr. O'Brien—"There's no fight! I'm singing"	John Bieling
Bertha, the German Servant Girl	

Written by Steve Porter.

472 True to the Flag March — **United States Marine Band**

A band number of splendid swing, spirit and volume,—easily one of the very best in the catalogue. It was written by Franz von Blon, the popular German composer and conductor who, together with his celebrated band from Berlin, was one of the musical features at the St. Louis Exposition. This march was one of the favorite numbers of his concerts.

Edison Standard Records for July, 1910

10380 Fleurette — **Victor Herbert and His Orchestra**

One of Herbert's characteristic numbers, displaying considerably more volume than is usual with his Records. It is a delightful composition, replete with brilliant runs and charming contrasts. There is a certain charm about Herbert's compositions, an exquisite grace that so few composers fail to attain in their rush for noisely effective movements.

Publishers, M. Witmark & Sons, New York City.

10381 I'll Make a Ring Around Rosie — **Joe Maxwell**

A dainty little sentimental number with no particular claim to merit of composition, but with a decidedly captivating melody which will prolong its present popularity. Its sentiment is of the cherry type and there is a most engaging swing in the rhythm of its melody. Mr. Maxwell's rendition of the number is in his best style. Orchestra accompaniments. Words, William Jerome; music, Jean Schwartz; publishers, Jerome H. Remick & Co., New York City.

10382 Play That Lovey Dove Waltz Some More — **Collins and Harlan**

This Record is somewhat out of the run of selections that these capable artists have been contributing to the catalogue of late. It is a Summer song whose theme is the predilection of two lovers for waltz-music. The air is decidedly engaging, and if the expectations of the publishers are realized the song will prove one of the season's "hits." Orchestra accompaniment. Words, Edgar Leslie; music, Kerry Mills; publisher, F. A. Mills, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

10383 The Moose March — **Vess L. Ossman**

It is almost a year since we listed a selection by the "Banjo King" and for that reason this Record ought to be in especially great demand. It is a snappy march with orchestra accompaniment played in Ossman's usual spirited style. Bugle calls are a pleasing feature of the selection. An unusually good banjo Record. Composer, P. Hans Flath; publisher, Walter Jacobs, Boston, Mass.

10384 Oh Yes Blondy — **Ada Jones**

Serio-comic songs are Miss Jones' particular forte, and in this selection she has one of the most recent and popular successes of that type. With its novel and winning air this song made a quick appeal to public fancy. Miss Jones sings it cleverly, extolling "Blondy" with all the fervor of the love-sick damsel who is supposed to be reciting his superior qualities. Orchestra accompaniment. Words, Arthur Longbrake; music, Ed. Edwards; publisher, Joseph Morris, New York City.

10385 Holy Ghost, with Light Divine — **Edison Mixed Quartette**

A sacred Record that will lose nothing by comparison with any similar numbers in the Standard catalogue. Little can be said of Records of this type, the selections and singers being usually well known as in this instance. The harmony in this number, however, deserves at least passing mention. Unaccompanied. Words, Andrew Reed; music, L. M. Gottschalk.

10386 Think of the Girl Down Home — **Manuel Romain**

The old, old story that never does grow old in verse or prose,—a lover's farewell to his sweetheart, a "Dixie" girl in this instance. The song is framed in a good musical setting —a march air—and is sung most effectively by Mr. Romain, who is in particularly good voice. It will appeal forcibly to lovers of sentimental ballads. Orchestra accompaniment. Words and music, Phil Stasts; publisher, Walter Jacobs, Boston, Mass.

10387 Mondaine—Valse Berceuse — **Sousa's Band**

Neither ist, Amberol or Standard, would be considered as complete without a Sousa number. This selection is an infectious concert waltz of deserved popularity, whose tunefulness is accentuated by the artistic manner in which it is read. There are other organizations, of course, that could interpret this number most acceptably, but there are very few if any capable of giving it the treatment that Sousa's artists have given it in this instance. Composer, Augustus Boez; publishers, J. R. Lafleur & Son, London.

10388 Noah's Ark — **Murry K. Hill**

He happened to be on the ark with Noah, Murry K. Hill did—or, at least, he says so—and in this song he describes the effect his jokes had upon the inhabitants of that historic craft up to the time they landed ouside of Sandy Hook! The hyena laughed, the lion roared, eagle screamed, etc. This song is one of the favorites in his repertoire and is always well received by his audiences.

10389 Ogalalla — **Billy Murray and Chorus**

An Indian love song and much superior to most compositions of its type. It has a good, brisk air and is embellished with the usual Indian effects,—the beating of tom-toms, war-whoops of braves, cow-boy yells, etc. It reminds one forcibly of "Red Wing." Record No. 9622. Billy Murray's rendition should help materially in promoting the popularity which the song is expected to achieve. Orchestra accompaniment. Words, Vincent Bryan; music, Ted Snyder; publishers, Ted Snyder Co., New York City.

10390 Flanagan in Central Park — **Steve Porter**

Vaudeville specialty. Flanagan takes a trip through the park, visiting in turn the "Zoo" and the Museum of Art. The result of his observations and experiences is detailed in his inimitable and convulsing style. After describing an encounter with a nurse-girl he winds up with a snatch of a song appropriate to the occasion. Mr. Porter is the author of the sketch.

10391 Chiffonnette—Ente' Acte — **American Standard Orchestra**

A characteristic number replete with fascinating melody and showing splendid orchestral organization. A bell effect is introduced and forms a pleasing feature. This number is a very superior one of its kind and should prove an excellent seller. A word of praise for the artistic manner in which it is played is by no means inapropos. Composer, Frank P. Atherton; publisher, G. Schirmer, New York City.

10392 Just One Word From You — **W. H. Thompson**

Charming sentiment is breathed in the lines of this exquisite little gem of melody and it finds a suitable vehicle in Mr. Thompson's pure and finely modulated voice. He sings the number simply and naturally as it should be rendered, without the labored attempt to gain "expression" which so frequently mars the rendition of sentimental ballads. Orchestra accompaniment. Words and music, Joe Bren; publishers, J. W. Jenkins Sons' Music Co., Edison Jobbers of Kansas City, Mo.

(Always specify on your orders whether you want Amberol or Standard Records.)

10393 Mr. and Mrs. Malone — **Ada Jones and Len Spencer**

Another vaudeville sketch that will prove a winner. The strains of an Irish reel die away, good-nights are said and Mr. and Mrs. Malone are on their way home from the party. Then follows a side-splitting line of talk as each one accuses the other of some particularly fool Original for our Records and not published.

10394 The Star Spangled Banner — **United States Marine Band**

Our national anthem as it is played on all occasions when the President appears officially before the public. This arrangement has an introduction of ruffles and flourishes which will be found an agreeable embellishment. Not only is this the official arrangement of the number but it is played by the "President's Own" band, which should make the Record especially desirable in the eyes of the public. This Record ought to enjoy a big sale. Publisher, H. Coleman, Philadelphia.

Edison Grand Opera Amberol Records

30027 Barbiere di Siviglia—Ecco ridente in cielo *(Rossini)* **Sung in Italian. Orchestra accompaniment** — **Florencio Constantino, Tenor**

Every music lover knows the sprightly serenade which the Count plays before Rosina's window. As a serenade it has perhaps never been equalled in lightness of touch, grace of ornament and melody. Making very heavy demands in the execution, it yet is sung here by Mr. Constantino with all the required art and sprightliness.

30028 Huguenots—Piff Paff *(Meyerbeer)* **Sung in Italian. Orchestra accompaniment** — **Luigi Lucenti, Bass**

Intensely factional as is the story on which this master opera is based, it yet contains in its bold words. This Piff-Paff number, the words of which carry the war song of the Protestant soldiers, is very martial and stern, but it has, notwithstanding this, become a favorite the world over. Once heard there ever lingers its memory. Mr. Lucenti has given a virile rendition.

40015 Samson et Delila—Mon coeur s'omre (*C. Saint-Saens***) Sung in French. Orchestra accompaniment** — **Marie Delna, Contralto**

There is perhaps no melody so seductively sweet as this air by which Delila lulls to rest the hesitancy of Samson, nor can there be any wonderment that he put aside all caution and fell of the Master Saint-Saens in its lavishness grace. Madame Delna, whose pure contralto voice was the sensation at the Metropolitan Opera House and the New Theatre for only too short a time, has made of this probably the best contralto Record ever offered the public.

40016 Zaza—Dir che ci sono al mondo *(Leoncavallo)* **Sung in Italian. Orchestra accompaniment** — **Carmen Melis, Soprano**

As Zaza finds her lover married and father of so pretty a daughter she realizes that the end of her love dream has come and is of course desperate. Married! and an angel for a daughter! How rude her awakening!! Little Tom is playing Cherubini's Ave Maria on the piano for her and Zaza in despair compares her lowly life with the happiness, the respect of married life. Madame Carmen Melis has caught and conveyed to this Record all the desperation, the rebellion against her life, and again makes this Zaza Record a living, speaking one.

40017 Carmen—Seguedilia *(Bizet)* **Sung in French. Orchestra accompaniment** — **Marguerite Sylva, Soprano**

Carmen! Perhaps no other opera has so strong a hold on all music lovers as has Carmen, the vivacious, the tuneful. One beautiful melody follows another, and each one has a swing, a movement peculiarly beautiful and peculiarly its own. Of all, however, the Seguedilia has perhaps the greatest charm. Little wonder then that Don José forgot his vows, his duty, when Carmen put forth all her woman's lures and sang to him. Subtle is the charm of this air, which Madame Sylva sings with the true temperament and abandon of the seductive, graceful Spanish gypsy.

Edison Amberol Record in Italian

7502 Rigoletto—Bella figlia dell' amore *(Verdi)* — **Quartette**

Virginia Colombati, Mezzo-Soprano; Sara Marsinez, Soprano; Vincenzo Oddo, Tenor; Fernando Avedano, Baritone. Orchestra accompaniment.

Edison Standard Record in Swedish

20549 Klara Stjärna *(H. Wallenlind)* **Orchestra accompaniment** — **Arvid Aaplund**

(Always specify on your orders whether you want Amberol or Standard Records.)

Foreign Records for May

BRITISH RECORDS FOR MAY

AMBEROL (FOUR MINUTE).

12101	Belphegor March, *Sergeant National Military Band*	
12102	Abide With Me, *Liddle* (Descant) (Cornetists)	Violet Oppenshaw
12103	I Get Married To-day, *Mills & Scott* (Scotch comic song).....	Jack Lorimer
12104	Just for To-night, *French* (Tenor)	Peter Dawson
12105	Playing the Game, *Kendal & Formby*	Pike & Kirkby
12106	Les Folies Polka, *Waldteufel* (Concertina solo)	George Formby
12107	For Months and Months and Months, *Arthur Osmond*	Alexander Prince
12108	Mary (Kind, Kind and Gentle is She), *Richardson* (Tenor)	Ernest Pike
12109	The Colliers, *Castling & Godfrey*	Billy Williams
12170	H. M. S. Pinafore Selections, *Sullivan*	National Military Band
12171	The Scots Lass O'Bon Accord, *Scott Skinner* (Violin solo)	J. Scott Skinner

STANDARD (TWO MINUTE).

12057	Kelly Two Step, *Murphy*	National Military Band
12058	The Old Grey Coat, *Hyson*	Billy Williams
12059	The Green, Green Ribbon, *Heller, Lapeater*	Florrie Forde
12060	Gilly	Florrie Forde
12061	You're a Naughty Boy, *Clifford*	Peter Dawson
12062	Let's All Go Down the Strand, *Conelly & Murphy* (Baritones)	Stanley Kirkby
12063	A Chapter of Incidents, *Albert*	Ben Albert
12064	Impudence Schottische, *Nacey* (Concertina solo)	Alexander Prince
12065	Don't Go Any Further, *Penso*	Arthur Osmond
12066	The Cooks, Dance Grotesque, *Gabriel-Marie*	National Military Band
12066	Oh! What a Surprise, *Formby*	George Formby
12067	The Cuckoo Reels, *Scott Skinner* (Selection of Scotch Reels) (Violin solo)	J. Scott Skinner

GERMAN RECORDS FOR MAY

AMBEROL (FOUR MINUTE).

15082	Treue Freunde, *Marsch, A. Holzmann*	Johann Strauss Orchester
15083	Nur das eine bitt' ich dich, *C. Hillecker*	O. Gruelle u. M. Kutner
15084	So lang' as wird Menschen geben, Lied, *E. Eysler*	Franz Bowler
15085	Aufrichten der Burgwache in Wien	Johann Strauss Orchester
15086	Ave Maria, *Schubert*	H. Zimmer
15087	Das ist der Tag des Herrn, *C. Kreutzer*	Nebe-Quartett
15088	Ouverture zu Flotte Burschen, von *Suppé*	Johann Strauss Orchester
15089	Cion Nacht, die mein kleiner Kind, *Abt*	A. Beckmann
15090	Strassenbubdelei, Couplet	E. Rastelorf
15091	Bad' nur Mad'ln, Walzer, *K. Komzak*	Johann Strauss Orchester

STANDARD (TWO MINUTE).

16131	Armee-Marsch No. 9	Johann Strauss Orchester
16132	Grüsst mir das blonde Kind am Rhein, *W. Heiser*	A. Beckmann
16133	Nationalspielen, Couplet, *Mauvaldt*	E. Rastelorf
16134	Karaune, Japanisches Intermezzo, *Vivian Grey*	Johann Strauss Orchester
16135	Ich gerate Gene Blume ein, *F. Wagner*	C. Höhne
16136	Quartett-Solo	Nebe-Quartette
16138	Wohin ich geh', Duett, *F. Mendelssohn-Bartholdy*	M. Quitzer and C. Nebe
16139	Beim Stellenvermittler	G. Winckler, Kutzer
16140	Vogerl Hegai in d' Welt hinaus, *Hrnsig*	Trutz-Spatzen

FRENCH RECORDS FOR MAY

AMBEROL (FOUR MINUTE).

13051	Marche Hongroise, *Berlioz*	Garde Républicaine
13052	Ah!	Paul Payan
13053	Louise—"Depuis le jour," *Charpentier*	Mlle. Berthe Lovelly
17054	Debarquez gaîtés ici, *Zeese*	Paul Lack
17055	Hyrella la Jolie, *D. Herelaux*	Georges Félissat
17056	Manon—Cancella de Lescaut, *Massenet*	Mlle. Doyoux
17057	Ton coeur était méchant, *R. Cone-Lacroix*	Louis Dupouy
17058	Souvenir tendre, *H. Fragran*	Georges Eival
17059	En Pologne-mazurka, *E. Wasly*	Karl Dilan

Garde Républicaine

STANDARD (TWO MINUTE).

18133	Réverie du Soir Bleu, *V. Boisend*	Georges Félissat
18134	Vers la lumière, *R. Perez*	Georges Eival
18135	Ah! Vous! *Hartelet et Christiné*	Paul Lack
18136	Elle a perdu son sigmar, *R. Georges*	Eugène Mansuelle
18137	Chanze mon bisino, *Planet et Devaux*	*Karl Dilan*

MEXICAN RECORDS FOR MAY

AMBEROL (FOUR MINUTE).

6072	Guerra Marina—March, *A. Pacheco*	Banda de Artilleria
6073	Las Bribonas—Capilla de la Magdalena, *Vicente Gallejo*	Emilia Sánchez, soprano
6074	Anna—Overture, *Vilar y Jiménez*	Banda de Caballeria por Octaviano Yáñez
6075	No te olvides—Serenata, *Vilar y Jiménez*	Fédia de la Sierra, tenor
6076	El Novio de Tasha—Cavatina, *C. Curti*	Trio Instrumental "Arriaga"
6077	Amor Michoacano—Canción Popular, *Arreglo de M. Rosales*	Maximiano Rosales, tenor, y Rafael Herrera Robinson, barítono
6078	¡Viva Jalisco!—Marcha, *I. Calderón*	Banda de Policia

STANDARD (TWO MINUTE).

20336	La Cecilia Rivera—"La Machicha," *Pasodoble,*	Banda de Policia
20337	Jinetes de Yiver, *Arreglo de E. Barrera*	Rafael Herrera, tenor
20338	Margueritas de Levante, *Arreglo de E. Barrera*	Rafael Herrera, tenor
	El Cu-cru-cu-cú—Canción Popular, *Arreglo de L. Pizaro*	Jesús Abrego, tenor, y Leopoldo Pizaro, barítono

List Prices of Edison Records in the Advance List

	U. S.	Canada.
Edison Standard Records (Domestic and Foreign)	$0.35	$0.40
Edison Amberol Records (Domestic and Foreign, except Grand Opera)	.50	.65
Edison Grand Opera Amberol Records by Florencio Constantino and Luigi Lucenti	1.00	1.25
Edison Grand Opera Amberol Records by Marie Delna, Carmen Melis and Marguerite Sylva	2.00	2.50

(Always specify on your orders whether you want Amberol or Standard Records.)

Trade Bulletins

Sales Department Bulletin No. 47
April 1, 1910
Trade Information for Dealers

Correspondence concerning this Bulletin should mention its number and is addressed to THE NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

We are pleased to announce the acquisition of Mme. Carmen Melis, Gustave Huberdeau and Luigi Cilla to our list of Grand Opera artists.

The Amberol Grand Opera Records made by these artists possess exceptional merit, and we feel justified in predicting a large and ever increasing demand for them.

The prices for these Records, as also those offered in the future by the same artists, are as follows:

	Dealer. List.	Domestic List.	Canadian List.
Carmen Melis.....	$1.20	$2.00	$2.50
Huberdeau	.60	1.00	1.25
Cilla	.60	1.00	1.25

The above prices will be subject to the special allowance of 3½ per cent. to obviate any possible demand for replacement or further allowance for breakage.

Formal announcement covering these Records will appear in the May and June supplements.

Sales Department Bulletin No. 48
April 13, 1909
Trade Information for Dealers

For all correspondence concerning this bulletin should mention its number and be addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

"My South Polar Expedition"

By Lieut. Ernest H. Shackleton
Commander of the Victorian Order

EDISON AMBEROL RECORD NO. 473

Prices: Dealer, 30 cents; List 50 cents.

The special allowance of 3½ per cent. for breakage prevails, also usual terms and delivery.

We are pleased to advise that we have made a Record with a short story of the experience of Lieutenant E. H. Shackleton, which will be ready for shipment on or about April 20th.

From the immense and enthusiastic audiences which have greeted Lieutenant Schackleton on his various public appearances, we believe the experience he has recited for us regarding the South Pole Expedition (and which will not appear on any other talking machine Records), will prove a great seller.

Lieutenant Ernest H. Shackleton, of England, is scarcely less famous as an arctic explorer than our own Peary, and while he did not actually reach the South Pole, the fear of his party in reaching a point only ninety-seven miles distant from it is second only to the discovery of the North Pole. The knowledge of the Antarctic regions gained by this expedition is of the greatest importance to science and history.

Upon this Record, well recorded, is Lieutenant Shackleton's own story of the privation endured and the dangers that beset his party on all sides. This is a notable Record made by a notable man.

At a dinner given in New York recently ex-Ambassador Choate, in an address to Lieutenant Shackleton, said:

"America has no lack of arctic explorers of its own, real and pretended. It has profound admiration for all the explorers of other lands, especially of the mother country. You have come to a people of 80,000,000 all eager to hear the story of your great career.

It is only twenty years since you left Dulwich College and entered the merchant marine. Now you are known everywhere and honored everywhere. Not the least pure of your achievement is that you have aroused no envy, no inquiry, no criticism. We ask our own explorers to submit to inquiry and investigation. We take your own word for your thrilling story."

For 127 days you took your life in your hands. You came back starved and exhausted, but you brought every one of your men with you, and you had been within 100 miles of the South Pole. The Stars and Stripes float over the North Pole. It is only fair that we should leave the field open for the hoisting of the Union Jack in the South."

Lieutenant Shackleton was on March 28th presented with the Cullen Geographical Medal by the American Geographical Society, and is now on a lecture tour which is intended to include approximately seventy of the larger cities in the United States and Canada.

We would ask that your order be immediately sent to your Jobber; shipments to be made at once, and Records to go on sale as soon as received.

Sales Department Bulletin No. 49
April 15, 1910
Trade Information for Dealers

Correspondence concerning this Bulletin should mention its number and is addressed to the NATIONAL PHONOGRAPH COMPANY, SALES DEPARTMENT, Orange, N. J.

To simplify the handling of Amberol Grand Opera Records, so that our trade may know at a glance the correct list prices, we purpose classi-

fying the various Records; that is, all Records list-ing at $1.00 will be covered by numbers start-ing with No. 30,000 and running upward; Rec-ords listing at $1.50 from No. 35,000 and up-ward, and Records listing at $2.00 from No. 40,000 and upward.

The Amberol Grand Opera Records at pres-ent in stock will be supplied until exhausted, but the labels on the cartons will bear only the new numbers. The list below shows very clearly the old and corresponding new number, as also the different classifications.

$1.00 CLASS

Present No.	New No.	Present No.	New No.
B-160	30000	B-178	30014
161	30001	179	30015
162	30002	180	30016
163	30003	181	30017
164	30004	182	30018
165	30005	184	30019
170	30006	186	30020
171	30007	187	30021
172	30008	191	30022
173	30009	192	30023
174	30010	195	30024
175	30011	196	30025
176	30012	197	30026
177	30013		

$1.50 CLASS

Present No.	New No.	Present No.	New No.
H-166	35000	B-169	35003
167	35001	185	35004
168	35002	190	35005

$2.00 CLASS

Present No.	New No.	Present No.	New No.
B-150	40000	B-158	40008
151	40001	159	40009
152	40002	183	40010
153	40003	188	40011
154	40004	189	40012
155	40005	193	40013
156	40006	194	40014
157	40007		

We supply our trade with a sufficient number of the new labels only, to enable them to re-number such cartons as they have on hand, but of course not until after we have relabeled our own stock. As near as we can ascertain it will be about June 1st before we will be in position to supply the new labels, and would, therefore, ask that orders for same be withheld until that date.

Begin-ng with the July supplement, all Am-berol Grand Opera Records will bear the new serial numbers.

This method of classifying Amberol Grand Opera Records we believe will facilitate matters for all concerned, and prove more satisfactory than the present system.

Suspended List, April 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

MASS., New Bedford—Samuel Stone, 569 So. Water St., 2nd.
Fall River—331 Main St.
PA., Philadelphia—Oscar C. Hansen, 1115 Co-lumbia Ave.
N. Y., Flushing—Henry C. Ketcham, Mechanics Hdqrs., Stockton & Park Ave.
Poughkeepsie—I. S. Robins, 128 Main St.
N. J., Bridgeton—D. B. Hunterman.
CAL., San Jose—Benj. Curtaz & Son, 125 So. First St.
Tampa—J. G. Hess.
ILL., Bloomington—A. Harrison.
Altamont—A. M. Hockersell.
WIS., Mineral Point—A. W. Thoma.

Jobbers and Dealers are asked not to supply any of the above named firms with our appa-ratus, at addresses given or any other address.

HEINEMANN,
ILL., Taylorville—A. Calgrove, 118 E. Main St.

Advertising Dept. Bulletin No. 20 April 5, 1910

Trade Information for Dealers

Correspondence concerning this bulletin should receive its number and be addressed to THE NATIONAL PHONOGRAPH COMPANY ADVERTISING DEPARTMENT, Orange, N. J.

Your Jobber has been advised of our readiness to supply him with small quantities of five new foreign Record Catalogues as follows:

Form No. 1750—British Selections.
Form No. 1753—French and French-Canadian Selections.
Form No. 1754—German Selections.
Form No. 1762—Spanish, Mexican, Argentine, Cuban, Porto Rican, Portu-guese and Filipino Selec-tions.
Form No. 1755—Miscellaneous Languages.

These catalogues supersede forms 1556 to 1560 inclusive, which have been in use since the early part of June, 1909.

Sales Department Bulletin No. 31 of June 7th, 1909, had the effect of interesting a number of Dealers in the carrying of some part of these foreign selections in regular stock. However, by no means all Dealers placed orders even for a small quantity of the Records in the old cata-logues.

For the past year the demand has been for more foreign Amberol Records and fewer Stand-ard. Our foreign offices have not been adding Amberol selections to their catalogues as rapidly as we have in this country, but the new catalogues offer a number of representative Amberol Records in the most important languages. Deal-ers should carry these Amberol Records in stock. It naturally follows that Jobbers must also carry them. As we have stated on previous occasions, it is not with any desire to force either Jobbers or Dealers to carry the full list of both Amberol and Standard selections that these catalogues are issued, but we do make this plea for the Amberol sections of all catalogues.

In the Amberol sections will be found selec-tions, both vocal and instrumental, that are known the world over and that, consequently, are equally as desirable and salable as any num-bers in the domestic catalogues. The instru-mental numbers, particularly, will find a ready market in this country and Dealers will make no mistake in adding the entire complement to their stocks. There are instrumental numbers in these catalogues of a type not to be had in the domestic catalogue and that, because of their charming tunefulness and representative char-acter, will appeal with unusual force to the musical public.

A brief summary of the Amberol sections of these catalogues follows:

FORM 1750—BRITISH SELECTIONS—Includes 40 instrumental selections and 90 vocal numbers. Of the instrumental collection 27 are band num-bers contributed by the National (London) Mili-tary Band and the balance are orchestral, banjo, concertina and 'cello solos by artists who are well known on both sides of the water. The vocal numbers are sung by the best vocalists of the United Kingdom, and although, as in the instrumental list, many are native in character and as such will interest particularly the native born, others are of universal reputation and can be sold everywhere. Some of the Amberol selec-tions in this as well as the other lists, have already been adopted into the domestic cata-logue. Such selections are marked to that effect.

FORM 1753—FRENCH AND FRENCH-CANADIAN SELECTIONS—Includes 4 selections by the inter-nationally famous Garde Républicaine Band and 16 vocal numbers, comprising several operatic and high-class selec'ons, by singers of most en-viable reputation.

FORM 1754—GERMAN SELECTIONS—Includes 18 selections by the world-famous Johann Strauss Orchestra, a cornet and xylophone solo, and 29 solos, duets and quartettes of operatic arias, folk-songs and humorous selections by the best artists in the German Empire.

FORM 1762—SPANISH, MEXICAN, ARGENTINE, CUBAN, PORTO RICAN, PORTUGUESE AND FILIPINO SELECTIONS—Includes the following: 68 Argentine vocal numbers in solos, duets and quartettes; 19 Spanish (Flamenca) selections, including seven vocal numbers by "Lola la Flamenca," a band number by the Philippine Constabulary Band and mandolin and guitar solos and trios by the best of native artists; 15 band numbers by the well known Police and Artillery Bands of Mexico City, and 12 other characteristic Mexican instrumental selections, including five by the famous Jarda-Recchioni Quintette, as well as 24 vocal numbers of various types and vocal arrangements; 5 Portuguese band numbers by the Municipal Guard Band of Lisbon and 43 Portuguese and Brasilian vocal numbers, and 12 Porto Rican vocal selections, all by native artists.

FORM 1755—MISCELLANEOUS LANGUAGES—In-cludes five Hawaiian songs by Toots Paka's Ha-waiians, well-known in vaudeville in this coun-try, three Hebrew vocal solos by Simon Paskal, and 15 Italian vocal numbers in solos and duets by such sterling artists as Francesco Daddi, Mario Avezza and Vin.enzo Reschiglian.

These catalogues include all selections listed up to and including January, 1910, since which time they have been augmented considerably by new supplements, all of which will be found in successive issues of the PHONOGRAPH MONTHLY from the January number on.

As before stated, the instrumental Records in these lists should find a ready market in any locality. The music lovers of this country are equally as interested in standard and native compositions when played by the best artists and organizations of foreign lands as when played by our own. Moreover, the music of such countries as Mexico, Cuba, Porto Rico and the Philippine Islands possesses a peculiar charm of its own that will prove irresistible. Dealers in localities where foreigners are present in any numbers are in an enviable position to appeal to that class of trade with the vocal numbers, com-prising as they do the best known of the folk-songs of each country.

These booklets have been printed in limited editions and the distribution must necessarily be small. We want our Dealers to know about the Records and we want orders for them, but we cannot afford to furnish large quantities of cata-logues costing in the aggregate more than pos-sible business gained by their use. When a Dealer orders a stock of these Records his Jobber will upon request furnish a limited number of the booklets of the Records ordered. Jobbers in turn will be expected to refuse catalogues to Dealers unless they put in a stock of the Records.

Business at the Factory

We are head-over-heels in it, to use a col-loquial expression, February, despite the short-ness of its calendar, was one of the best months we have had in several years and March was even bigger, while April, up to the time we go to press, shows no indication of falling below the average.

While the demand for Amberolas continues unabated, there is a good steady call for the lower-priced machines, which is an indication of a healthy state of business conditions. We are still grappling with the Amberola proposi-tion, and although our production is steadily creeping up on the orders it will be some little time before we can say that we have it in hand. The Attachment Proposition of course made unusually heavy demands upon us but additional machinery enabled us to satisfactorily handle it so that it did not interfere with the regular Record output.

We anticipate a heavy business this month, especially in Records, for the trade is beginning to stock up in anticipation of the demand which will follow in the wake of the Attachment Proposition. There will be some tall hustling at the factory during the month of May.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bellinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
San Francisco—Pacific Phonograph Co.
Oakland—Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Hilenbarger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eller's Piano House
ILL., Chicago—Sahlson Bros.
Lyon & Healy.
James I. Lyons.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Chas. C. Adams & Co.
Peoria Phonograph Co.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Kipp-Link Phonograph Co.
Wulschner-Stewart Music Co.
IOWA, Des Moines—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Riehm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
Philip Werlin, Ltd.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—Cohen & Hughes.
E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Machine Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Bauer.
NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Pattii.
Paterson—James K. O'Dea.
Trenton—John Sykes.
N. Y., Albany—Pinch & Hahn.
Astoria—John Rose.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Bolway.
Rochester—Talking Machine Co.
Schenectady—Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Utica—Arthur F. Ferrins.
William Harrison.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pintze Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitsit Co.
Dayton—Niehaus & Dohse.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
OREGON, Portland—Graves Music Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Brothers.
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. Houck Piano Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—D. Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rose Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Eller's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Lawrence McGreal.
CANADA, Quebec—C. Robitaille.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd

The EDISON PHONOGRAPH MONTHLY

VOL. VIII June, 1910 No. 6



KARL JÖRN, OPERATIC TENOR

WHO NOW SINGS FOR THE EDISON PHONOGRAPH

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The EDISON PHONOGRAPH MONTHLY

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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J

Vol. VIII. JUNE, 1910 No. 6

Home Demonstration a Necessity

We ask every Dealer to turn to page 8 and read the experience of James Blair, the Clinton, Minn., Dealer who sold forty-five machines in three months simply by installing them in the homes on a week's trial. A scheme that produces such splendid results as that should be immediately put into practice by every Dealer in the line.

THINK OF IT! FORTY-FIVE MACHINES IN THREE MONTHS! FORTY-FIVE BRAN NEW RECORD CUSTOMERS! AND THE ONLY REQUISITES OF THE SCHEME A MAILING CARD, A MACHINE AND A FEW RECORDS!

We've hammered at this home demonstration idea at regular intervals in the past. It's going to be the text of a monthly sermon in the future. We want our Jobbers to take up the question also, and preach the doctrine of home demonstration to their Dealers.

The time arrived long ago in the Phonograph line when the Dealer who intends to get from the line all there is in it for him has to get out and hustle for the business. The business is there, waiting for him. Mr. Blair's experience proves that,—but *it won't come to him. He must go after it.* The public has been taught in the last few years to expect the salesman of a musical instrument to demonstrate it right in their homes. They will be satisfied with nothing else. They don't have to go to the Dealer's store for a demonstration of other musical merchandise; why should they be compelled to do it with the Phonograph?

It isn't that the home demonstration idea is by any means a novelty with our Dealers. Some have followed it successfully for several years past. We know of Dealers who canvass the country daily with horse and wagon, giving demonstrations and leaving machines on trial; and they are the most prosperous of our Dealers, too.

It is that the fact is every day becoming more evident that home demonstration has become an absolute necessity in the Phonograph line. Such being the case, we want our Dealers to immediately consider the most practical and efficacious means of practising it.

There isn't a Dealer among the 13,000 who can't imitate Mr. Blair's methods in some way or other. There isn't one who can't make a success of them. We suggest, therefore, that his scheme be given a trial by every Dealer who until the present time has never attempted home demonstration. The expense is insignificant,—merely the cost of printing and mailing a few cards at a time. The chief requisites for the success of the scheme are application and energy. Who wouldn't invest a few dollars and a bundle of energy in a proposition that would sell fifteen machines a month and bring him new Record customers whose patronage is an always increasing asset? Wouldn't you?

We are convinced that home demonstration is the *only* method of selling Phonographs, and that the Dealer who refuses to give it a practical trial is careless of his own future. We outline Mr. Blair's methods on page 8. Copy the letter and send it with an electro of the machine to your printer. If you haven't an electro we'll gladly furnish you with one free of charge. If you prefer the house-to-house canvass we *know* that you will find it even more successful; but, if you *can't* conveniently follow that method, use the mails in the manner suggested.

The point is to *get started* on the scheme, for in home demonstration lies the up-building of your business.

DON'T PROCRASTINATE! DON'T WAIT FOR TO-MORROW! START TODAY!

Are You "Boosting" the Attachment Proposition?

We could crowd this and a good many more issues of the MONTHLY with enthusiastic letters from the trade reporting the splendidly satisfactory results they have secured with the Attachment Proposition, but what's the use? It would be only a waste of valuable space, for every Dealer who has done anything at all with the Proposition can recite a similar experience.

We will reserve the space, therefore, to urge those Dealers to action who haven't yet "boosted" the Proposition in their localities. "There are no such Dealers,—can't be," the "live wire" will say. Oh, yes there are,—plenty of them; and we come pretty near knowing where they are, too. We want them to do things with the Proposition *right now* and we intend to keep "burning it in" until we open their eyes and get them started right. We'll eventually get them started, too, but we don't like the delay. We want every Dealer in the Edison line up on his tip-toe this summer, eager and aggressive for the Amberol business. The business is there, the idle machines are there, the Proposition is there; *if the Dealer is "there" he will get the business.*

The Summer months are usually the dullest of the year in the Phonograph trade, but this summer is going to be an exception with the Edison Dealer who boosts the Attachment Proposition early and often. His Record sales among his old customers may relax a trifle, although there is no real reason why they should, but the sale of the Attachment Outfits will give him a lot of new and enthusiastic customers to more than compensate for what he loses.

We are justified in saying "enthusiastic customers," too. It can't be otherwise. The Special Records that are part of the Outfit will only whet their appetites for the truly magnificent Records in the Amberol Catalog. That Amberol Catalog is sure to do things this Summer,—ALL SUMMER.

The Attachment Outfit is a real bargain, the biggest that has ever been offered to the Record-buying public. That's why it has made such a tremendous "hit." It gives the customer splendid value for very little money; and human nature is the same all over the world as far as bargains are concerned.

There are two points of view from which to look at this Proposition,—its present and future effect upon the Dealer's business; and it's dollars to doughnuts that the long-headed Dealer has already recognized that fact. Its present effect, of course, is the immediate stimulus it gives to Amberol Record sales; its future effect is the tendency it will have to increase the sales of Phonograph and Accessories as well as Records. The Phonograph owner, whose interest in sound-reproduction is revived and maintained by the Amberol Records, will naturally want to investigate the latest developments in Machines and Accessories. The Amberola, with its artistic design and tonal magnificence, can't help but excite his interest and envy. If his Machine is equipped with a straight horn he will soon find that he wants a Cygnet. And as further developments are made in the line (and we are experimenting constantly and in various ways for its improvement) his interest and purchasing tendency will be correspondingly developed. Such is the future and logical effect of the Attachment Proposition.

Now, at the beginning of the summer, we again urge that Dealers who have yet to hang the tempting bait of the Proposition before their public do so immediately. It's too grand an opportunity to trifle a minute with. If the opportunity is lost, the loss is irreparable. Get after it today. You know there are idle machines in your locality. There are probably plenty of others that you *don't* know anything about. Our word for it that you *will* know if you get a supply of the Outfits and advertise them as they deserve to be advertised. In the papers, through the mails, in your windows, by hand bills,—in short, by any and every practical method you can think of this Proposition should be advertised.

Get in touch with your Jobber at once if you haven't done anything with the Proposition; if you have, keep up the good work and "make hay while the sun shines."

George F. Scull Appointed Assistant General Manager

The office of Assistant General Manager of the National Phonograph Co. was created on May 7th, on which date Mr. George F. Scull was appointed to the position. Mr. Scull, who immediately assumed the duties of the office, has been connected with the Edison interests for the past two years as a patent attorney and assistant to President Frank L. Dyer. He has also had a wide experience in mechanical and commercial lines, and is thoroughly equipped to discharge the duties of his new position.

A Replacement of Individual Combination Outfit Records Not Possible

The attention of our Sales Department has been called to the fact that some of our Dealers are making requests for individual numbers making up the Combination Attachment Outfit, to replace numbers received damaged or broken, with the statement that their customers refuse to receive other than perfect sets.

In view of the fact that *these Special Records are being sold at less than the cost of production* the trade will realize that replacement by us is simply out of the question. We do not purpose furnishing either Jobber or Dealer with a supply of the individual numbers making up the set, and if replacement is made by either Jobber or Dealer it must be done with the distinct understanding that any surplus stock of these Special Records accumulated by such replacement are not returnable to the factory under the Exchange Proposition. Neither can any such stock be disposed of as individual Records. The enforcement of that rule will be firmly insisted upon.

The sum and substance of the whole matter is that the customer has to assume some risk in the transaction,—very little risk when the care we use in packing our Records is taken into consideration. Moreover, when it is pointed out to a customer that because of the extremely low price of the Records replacement is out of the question, and that the Outfits are sold *only* with that understanding, as indicated by the label attached to the package, we think that he will be willing to assume the risk; if *not*, the sale should not be made.

About Triumph Attachments

There has been more or less confusion among the trade on the subject of Amberol Attachments for Triumph Phonographs, some evidently not being aware that the different types of the machine require different types of Attachments. The explanation here given should clear up any further misunderstanding on that point and also enable the trade to identify the different types of the Triumph machine.

For the Triumph Phonographs playing the Standard Records only we supply Attachments for playing Amberols in three models, as follows:

Model "A" Attachments for Model "A" Triumph Phonographs;

Model "B" Attachments for Model "B" Triumph Phonographs, and

Model "C" Attachments for Model "C" Triumph Phonographs.

These Attachments are not interchangeable, and all orders for Triumph Attachments should specify the Model wanted.

The Model "A" Triumph Phonograph may be distinguished from the Model "B" by the Swing Arm Lock Bolt, which is assembled on the end of the body. This machine has a Black Japanned Winding Crank.

The Model "B" Triumph Phonograph has a Swing Arm Locking Device assembled on the front of the Body. This machine has a Nickel-plated Winding Crank that screws on the Winding Shaft.

The Model "C" Triumph Phonograph has no Swing Arm, but in other respects is similar to the Model "B."

With the Model "A" and Model "C" Triumph Attachments no Clutch Shifting Lever is supplied, as there is not sufficient room on the Body to admit of this device working freely.

To the Canadian Trade

The attention of the Canadian trade is called to the fact that in the July and August issues of the *Phonogram*, in referring to the Combination Attachment Proposition, no mention is made of its application to Canada. An explanation of this apparent oversight will anticipate any misunderstanding on the part of our Canadian friends.

The *Phonogram* is printed more than two months in advance of its issue; which means that the August number went to the printer in the early part of last month. As the question of its application to Canada is still in abeyance, we were forced to either state that it did not obtain in the Dominion,—a statement which in all probability will not be true at the time the August issue reaches the trade—or omit any reference to it whatever. As the Canadian proportion of the monthly edition of 500,000 is comparatively small, we adopted the latter alternative as tending to the less confusion.

Where is the man of family so susceptible to suggestion as at his own fireside? With an Edison Phonograph reproducing the popular songs and airs, with his family clamoring for him to purchase it, a sale is only a matter of terms of payment. They're easily arranged.

Are You Hesitating About the Amberola?

It is going to be hard to convince some Dealers that they can sell Amberolas. We recognize that fact, and we know it is going to take some time and more persuasion on our part to do it; but we are going about it patiently, sanguine of final success.

Simply because they have fallen into a rut through selling the cheaper grade of machines, these Dealers look upon the sale of a $250.00 or $200.00 machine as an absolute impossibility. They quail at the prospect of even attempting to sell one. This is true in some instances of the Dealers in the large cities, and particularly true of the older-established Dealers.

Such an attitude, of course, is simply ridiculous, and the Dealer who takes it lacks the prime essential of business success,—confidence in himself and his goods. The Amberola has been on the market practically only three months, yet we can cite numerous instances where Dealers in very small villages have had no difficulty in selling the instrument.

F. M. Barney of Elm Creek, Neb., for instance. Elm Creek is a village of only 700 inhabitants,—not a very promising field for a $200.00 Phonograph at first sight, is it? Yet up to April 27th Mr. Barney had sold three Amberolas, and was sanguine of further sales.

As a matter of fact it is comparatively easier to sell a good high-priced machine than a low-priced one, and a thousand times more satisfactory. In the first place a Dealer, when he orders an Amberola, has pretty nearly made up his mind who his prospective customer is. He has looked over his ground carefully and decided whom he can interest and who can afford to purchase such an instrument. That's a big advantage right on the start. With his customer picked out he proceeds to interest him in the instrument. Here he has another advantage, for he is appealing to a class of people who are always interested in the better grade of goods. They are interested in the Amberola as they are in everything that combines quality and attractiveness. He can address his literature and advertising to this class of people with confidence that his proposition will be entertained.

Don't get the idea that we are referring only to people of wealth; quite the contrary. We particularly refer to people of refinement and of moderate means. They can be induced to buy a high-priced Phonograph even as they are induced to buy a piano. If such people will invest their money in an instrument which in many cases no member of the family is able to play, why can't they be persuaded to invest in an instrument which any one of the family can manipulate and the whole family can enjoy—especially if they can secure it on the same easy terms of payment? There's logic in that argument that can't be denied.

We again urge Dealers, who through timidity have held off on the proposition, to sit right down and think the matter over again,—think long and hard. We will wager that there is not a Dealer in the Edison line who can't, after five minutes' reflection, name a dozen families in his locality to whom the purchase of an Amberola would not be a hardship.

It's up to every one of our Dealers to ask himself this question: *If a Dealer in a village of 700 can pocket the handsome profits on the sale of three Amberolas in two months, why am I hesitating to tackle the proposition in my own locality?*

Amberola in Circassian Walnut

Sales Department Bulletin No. 51 of May 10th announced to Dealers that we are prepared to furnish Amberolas in Circassian Walnut. The suggestion for this style emanated from the trade, and was prompted by a general public demand. The design of the instrument remains the same, but the new finish, as can easily be imagined, greatly adds to the general effect. Dealers should lose no time in placing an order for a sample machine to use for display and demonstration purposes.

Foreign Department Now at Orange

The Foreign Department of the Company was removed from No. 10—5th Ave. to Orange in the early part of last month. By this move, which has been under contemplation for some time, all the forces of the Company will be concentrated at Orange. A small force still remains at 122 West St., New York City, to look after the details of shipping, but the accounting and sales branches, under Manager Stevens, are at Orange, to which address all communications should be sent.

Home demonstration! Look at it from any angle you want to and it looks better to you every time. Isn't that so?

Waldhorn Quartette with Gustav F. Heim



GEORGE WENDLER 1st Horn | FRANZ HAIN 2nd Horn | GUSTAV F. HEIM Cornet Soloist | WILHELM GEBHARDT 3rd Horn | HEINRICH LORBER 4th Horn

Their first Record for the Edison Phonograph, No. 478, "The Post in the Forest," will be found in the August list. Accomplished musicians, every one of them. They have won a splendid reputation throughout the country for the artistic character of their work with the famous Boston Symphony Orchestra. In their Phonograph Record the solo work of Mr. Heim is particularly noticeable for the brilliancy and phrasing of that instrument. This Record will undoubtedly be among the most popular instrumental selections in the Amberol list, and we advise our Dealers to anticipate a demand for it.

Edison Exhibit at Richmond

Sales Manager Dolbeer returned on May 21 from the Richmond Piano Exhibition thoroughly satisfied with the impression made by the Edison line upon the music trade representatives and the general public in attendance.

The word "Edison" seemed to wield a magic influence upon the visitors to the Exhibition, the two booths used for the display of machines and accessories being at all times the center of curious interest. The Amberola, quite naturally, excited the greatest curiosity, and many were the compliments paid to its handsome appearance and tonal quality, but the other Machines also came in for their share of attention. The new Model "M" Reproducer, which will soon be in the hands of the trade, was pronounced superior to any type of Reproducer ever marketed by the National Phonograph Company. Sound-proof booths had been installed for demonstration purposes, which permitted the playing of the Machines constantly without interference or distraction from the various other instruments in demonstration during the Exhibition.

The U. S. Marine Band of Washington—"The President's Own"—was a feature of the Exhibition, and their playing was a constant delight to the steady stream of visitors in attendance.

A Word from Our Traffic Manager

The following expression from our Traffic Department should be given immediate attention as tending to remedy a condition of affairs which has caused us a great deal of unnecessary annoyance:

ORANGE, N. J., *May 16, 1910.*

TO THE TRADE:

We are receiving numerous communications from transportation companies regarding Records returned on account of the Exchange Proposition, the trade not living up to the rules in connection with returned Records.

The principal rule that is being violated is the prepayment of transportation charges, and in this connection we wish to state that a Dealer should not attempt to present a shipment to a transportation company without the charges being fully prepaid from Dealer's place to Orange, N. J.

If a shipment is presented to a carrier and the agent is not equipped with the proper rates, the Dealer should insist on the agent communicating with the general offices and obtaining the proper rate applicable to the shipment. If this is carried out it will facilitate matters in general, inasmuch as the shipment will not be delayed in transit due to its being held up at junction points, on account of the particular shipment not being prepaid and the transportation companies having to communicate with us, requesting that we send them the amount of charges to fully prepay the shipment.

Furthermore, by fully prepaying the shipment it will not be returned en route, and will insure the goods being received more promptly and quicker credit being issued to the Dealer's Jobber.

We would thank you to give this matter careful consideration, as it is more for your interest than ours that we suggest it.

Thanking you for your attention to same, we are,

Yours very truly,

NATIONAL PHONOGRAPH COMPANY,
J. T. ROGERS,
Traffic Manager.

Edison Dictation Records

Sales Department Bulletin No. 50 of May 10, 1910, announced to Dealers that we are prepared to distribute twenty-five two-minute Edison Dictation Records especially prepared by J. N. Kimball, a Stenographic Expert. These Records will be found of material assistance to shorthand scholars in perfecting themselves in their work and in increasing their speed in taking dictation. These Records have been prepared with unusual care and the trade should find a ready demand for them.

Prices: Dealer, 30c. net; List, U. S., 50c., Canada, 65c.

No allowance for breakage will be made on these Records.

Dealers' requirements will be promptly supplied by their Jobbers on receipt of order, together with suitable descriptive printed matter, or samples will be furnished upon request.

Canadian Dealers will have to pay the usual Customs Tariff on Edison Dictation Records.

High-Priced Goods

The demand for high-priced goods in talking machines was not cultivated and developed by the production of only fun-making records. The continual exploitation of the talking machine as a mere device for amusing the people would soon have put the industry out of business. It is the occasional humor that is appreciated but a surfeit of what is designed to create laughter palls on one and it ceases to be humor. The talking machine was designed for far nobler purposes than to merely cause laughter and yet in this particular sense it is an instrument to be appreciated. However, it is an influence in educating and refining the people that the talking machine has its greatest value and it is because of this fact that people are willing to pay one hundred and as high as one thousand dollars for an instrument and library of records. People do not buy pianos or player pianos merely for amusement, but for educative purposes as well and so that their children may be brought up in an environment of music. The great mass of the general public has not learned to appreciate the talking machine as a factor in educating their children and the retailer is largely to blame, because this is so. Talking machine dealers would do well to put the instrument on a level with pianos and appeal to the public in the manner that piano salesmen appeal to them—*Canadian Music Trade Journal.*

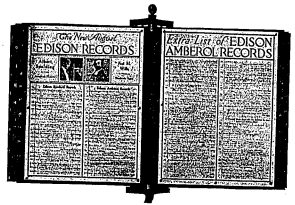
A European Compliment

The North of England would seem to be the home of the talking machine contest, and it is, therefore, all the more a source of gratification to the National Phonograph Company, Limited, that Mr. J. W. Hill, Lime Kiln Row, Haswell Colliery, should have secured no fewer than six prizes in various competitions with an Edison Home. The following first prizes were secured by Mr. Hill during 1909:—January 1, first prize, against 16 other machines; on April 1, against 23; on May 1, against 22; and on October 1, against 19 competitors. It should be mentioned that the decision was made by a different judge on each occasion, and the achievement may therefore be regarded as an exceptional demonstration of merit.—*Piano Trader and Recorder (London).*

Correction

On page 39 of the new Record Catalog, form 1710, Record No. 12203, "Selection from the Geisha," is incorrectly printed as No. 12083, which is the correct number of "Angel Voices," shown on page 40. We ask that the trade kindly make due notation of the error.

Display Fixtures for Edison Record Bulletins



The Goldberg Display Fixtures have asked us to show you their wall or post fixture, made especially for displaying the monthly Bulletin of the Edison Record.

The six leaves in the fixture are made of a specially prepared composition, which has a great tenacity for holding thumb tacks. You will notice by the photograph that these leaves have a metal strip running up the back and front and the edges are of a copper oxidized finish.

The main frame into which the leaves are hinged is fastened to a wall or post, and the brackets which carry the leaves can be swung from right to left or left to right, so the leaves can be folded flat on one side, or on both sides if necessary.

The six leaves are made the proper size, leaving sufficient margin, and will carry twelve bulletins.

The price of the fixture to the Edison Dealers is $15, and all orders for same must be sent direct to the Goldberg Display Fixtures, 130-32-34 West 24th Street, New York City.

Each fixture is packed in a separate crate, and you have the privilege of returning it within ten days, if it does not come up to your expectation. The fixture is guaranteed to work perfectly in every respect.

Pius X Presented with Edison Phonograph

The trade will be interested to know that the Pope has been pleased to accept an Idelia Phonograph, with a selection of Edison Records, presented to him by Mr. Edison through the National Phonograph Co., Ltd. The Chevalier Bocchi, Managing Director of Ashton and Mitchell's Royal Agency, made the presentation. The Pope expressed his great pleasure with the instrument and asked to have his thanks conveyed to Mr. Edison. His Holiness presented Signor Bocchi with a handsome gold medal as a souvenir of the occasion.

A special programme of vocal and instrumental selections had been arranged by Signor Bocchi, including the famous "William Tell" Overture by the Edison Concert Orchestra; Sarasate's "Gipsy Airs," violin solo by Albert Spaulding; an aria from "Gioconda," by Adelina Agostinelli, and "Berceuse de Jocelyn," 'cello solo, by Jean Schwiller.

The Pope was quite charmed with the recital and at the termination turned to Signor Bocchi and said, "It is really quite marvellous; the tone is wonderful." Mr. Spalding's Record elicited the remark, "There is no doubt that the violin is the finest instrument of all."

The Other 13,000

Their Experiences and Methods Offer Inspiration and Suggestion.

A Profitable Suggestion for One Dealer: Why Not For You?

The practical value of reading the MONTHLY and profiting by the suggestions made in its pages could not better be illustrated than by the experience of James Blair, Edison Dealer of Clinton, Minn., who, out of forty-seven machines sold by him between January and April of this year, can trace FORTY-FIVE to his putting into practice a suggestion made by us in the matter of HOME DEMONSTRATION. The suggestion was a mailing card embodying an offer to install a machine on a week's trial, and because of Mr. Blair's gratifying success with the scheme, we will again outline it to the trade in the hope that it will be prolific of general imitation.

The mailing card used by Mr. Blair is 6"x3½", light manila card board, and reads as follows:

Cut of Home Phonograph	WOULD YOU LIKE TO HEAR AN EDISON PHONOGRAPH IN YOUR OWN HOME?

I have decided to keep one machine and a number of Records, just to loan out to anyone living in the country who will be responsible for the safe return of it inside of a week after receiving it. Application for it can be made in person or by mail, and will be recorded in the order received by me; and I will give you the date when you can get the machine. There is no charge for the use of the machine, you simply take the machine to your home, play it for a week and return it to me. That settles the deal. I want all the country people to hear the Edison, and at my expense. If after hearing the machine you wish to purchase one, I will sell you a new one and new Records, and also give you a good trade.

Call up or write me right away. If you cannot call, fill in the attached post-card and mail; upon receipt of which I will let you know when your turn comes to have the free use of this outfit. JAMES BLAIR, Clinton, Minn.

Attached to the above is the following regulation size post-card (perforated, of course) for a reply:

.....19

James Blair,
Clinton, Minn.

DEAR SIR—Please register my name for one week's free use of your Edison Phonograph as advertised.

Signed.....

P. O.....

Don't you think it paid Mr. Blair to read the MONTHLY? And don't you think a scheme that sells forty-five machines in one month is worthy of a trial?

Result of a Follow-up

The following letter, received from Wick's Music Store, Guelph, Ont., Can., illustrates the benefit that results from a Dealer's co-operating with us in our "follow-up" scheme of landing "prospects." It also goes to show that the proprietor, H. E. Wicks, is a hustler of the first order:

GUELPH, ONT., CAN., *May 10th, 1910.*

National Phonograph Co., Orange, N. J.

Gentlemen:—We have much pleasure in replying to your inquiry No. 21913. Would say that we have sold 13 Edison Phonographs and a considerable stock of Records, amounting to $25.00 or thereabouts.

We certainly are shoving the goods. Have sold one Combination Home; one Combination Standard; one Standard; one Fireside, and a Combination Gem,—all within the last three weeks.

Yours truly,
H. E. WICKS' MUSIC STORE.

A Guessing Contest—Try It

M. A. Gordon, of South Berwick, Me., who has been referred to before in these columns as a good advertiser, recently introduced an innovation in that line as ingenious as, Mr. Gordon reports, effective. He placed a Triumph machine in his window and advertised a prize of $2.00 to the one who guessed nearest to the length of time it would run with one winding. The contest lasted a week, one guess being allowed with every 10c., four with every 25c. and six with every 50c. purchase. The machine ran exactly thirty-one minutes and forty-two seconds, and the winner guessed thirty-one minutes and fifteen seconds. Mr. Gordon reports that the contest boosted his Record sales in fine shape. It strikes us as a pretty good idea and worthy of a trial.

W. Yancey Wilson, Edison Dealer of Speckels, Cal., publishes a bright little weekly sheet which he has christened "The Enterprise," and in which he advertises his various wares, among which we notice that Edison Phonographs and Records occupy the position of prominence. A capital idea, particularly with a merchant whose stock embraces a considerable assortment of merchandise, as does Mr. Wilson's. He enlivens the sheet with a few current topics and local brevities, which add attractiveness to it. Success to "The Enterprise."

Amberola Aids Evangelist Knowles

An Amberola, loaned for the occasion by F. M. Barney, Edison Dealer of Elm Creek, Neb., played a prominent part in an entertainment given at the Christian Tabernacle in that place on April 27th. The entertainment, the chief feature of which was an illustrated monologue of Charles M. Sheldon's famous story, "In His Steps," given by Rev. H. G. Knowles, a noted evangelist, was very successful. With the exception of the instrumental selections all the numbers on the program were illustrated by lantern slides. The programme follows:

PART I

Solo—"Light as a Feather".....*Amberola*
Song—"Which Way Did the Angels Go?".....
.....Rev. Mr. Knowles
Song—"When the Bell in the Light-house Rings".....*Amberola*
Song—"Ben Bolt".....Rev. Mr. Knowles
Reading—"Cross Roads".....Rev. Mr. Knowles
Song—"The Palms".....*Amberola*
Song—"Suwanee River".....Rev. Mr. Knowles

PART II

Monologue—"In His Steps".....Rev. Mr. Knowles
Song—"Though Your Sins Be as Scarlet".....*Amberola*
Monologue—"In His Steps".....Rev. Mr. Knowles
Song—"The Holy City".....*Amberola*

As those who are familiar with the book can well understand, the songs, "Though Your Sins Be as Scarlet," rendered at the death scene of the tramp, and "The Holy City," as a finale, were peculiarly effective and elicited many flattering compliments for the Amberola.

Incidentally it should be stated that at the time of the entertainment Mr. Barney had disposed of three Amberolas,—and that in a village of 700 population!

In the first fifteen days of April H. S. Hart, of Shreveport, La., sold $239.00 worth of Records, and did not consider that by any means extraordinary; in fact, at the time of reporting it (which, by the way, was not done for the purpose of having it chronicled) he anticipated better results from the remaining fifteen days of the month.

We are waiting to hear from the record challenger.

The Fort Wayne Machine Co., Fort Wayne, Ind., sends out its Phonograms and special printed matter in an envelope which bears a reproduction of the illustration appearing on the front cover of the *Phonogram* and some reference thereto.

A mighty good ad, that.

Amberola Dance

The Fort Morgan (Colo.) Drug Co. recently inaugurated a series of Amberola dances, held at the Armory in that place, which have proven successful from both a social and a business standpoint. The press notices sent us in regard to the first of the series speak in flattering terms of the quality of the music furnished for the occasion. Mr. J. C. Arthur St. James, secretary-treasurer of the company, under whose personal direction the dances are being held, writes to say that they have proven a splendid advertisement, not only for the Amberola but for the business in general. For the convenience of Dealers who may wish to imitate this really excellent plan of advertising the Amberola, we print the program of the first dance, indicating the catalogue number of each Record. It will be noted that with two exceptions the numbers are Amberol Records.

1.	WALTZ *Victoria—Waldteufel*	No. 8
2.	TWO-STEP *Alabama Medley*	No. 94
3.	WALTZ *Fair Harvard—Lee*	No. 134
4.	BARN DANCE *S. R. Henry's—Henry*	No. 120
5.	WALTZ *Gypsy Baron—Strauss*	No. 283
6.	TWO-STEP *Nest Creation—Graham*	No. 129
7.	WALTZ *Angels Dream*	No. 63
8.	SCHOTTISCHE *Attraction—Heed*	No. 276
9.	WALTZ *Waikaana—Santelmann*	No. 209
10.	TWO-STEP *The Whitewash Man*	No. 273
11.	WALTZ *Confidence—Waldteufel*	No. 201
12.	BARN DANCE *Whitney Hirsch—Friedman*	No. 277
13.	WALTZ *Carnival—Tobani*	No. 282
14.	TWO-STEP *To the Front—Karasek*	No. 271
15.	WALTZ *Kiss—Levi*	Standard No. 9071
16.	TWO-STEP *Sudley Swing—Frantzen*	Standard No. 9035
17.	WALTZ *Good Night*	No. 264

F. S. Gutterson is a wide-awake Dealer of Charlotte, Mich., a town of 5,000, who attributes his success in the handling of Edison products to the faith he has in the business, which is evidenced by the fact that he carries the complete Edison line. That this brings results is attested by his recently selling twenty-one outfits in a single month.

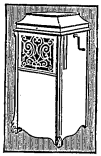
Twenty-one new Record customers! After that who will have the temerity to say that the Edison line can not be made to pay in a small town?

Amberola Electros for Newspaper Ads

We are now prepared to supply electros of the Amberola for use in newspaper advertising. The electros are sent free of charge on request, the only condition attached being that the Dealer furnish us with copies of the newspaper in which the ad. appears, or a clipping from same showing the ad. The following are two sample line-cuts:



No. 727



No. 729

We can also supply No. 728, similar to No. 727 but larger (2"x3½"), and Nos. 738 (3¼"x1¾") and 736 (2"x3"), similar to No. 729. We have, also, electros of the Amberola in half-tone as follows: No. 729 (2¾"x2⅝"), oak finish, closed view; No. 730 (2¾"x2⅝") oak finish, exposed view, and No. 731 (2¾"x2⅝"), mahogany (piano finish), closed view. These half-tone electros can be used only on paper of high finish, and are therefore impracticable for newspaper advertising. Their use is confined to programs, circulars, etc., printed on coated paper.

The trade is urged to send in their orders immediately for such electros as they can use, not forgetting that we shall expect the stipulated proof of such use.

Foreign Amberol Records and Catalogs

You were apprised by Advertising Department Bulletin No. 2 of April 5th that your Jobber has been advised of our readiness to supply him with limited quantities of forms No. 1750, 1753, 1754, 1742 and 1755,—all Foreign Record Catalogs embracing selections, Amberol and Domestic, listed up to and including January, 1910. The supplements subsequent to that date will be found in the MONTHLY beginning with the January number.

Your Jobber will furnish you with samples of these Catalogs upon request, and with quantities of same consistent with your order for Records.

There isn't a Dealer in the United States or Canada who can not sell the Instrumental Amberol numbers in these Catalogs, and very few if any who can not find a market for some of the vocal numbers right at his door. Some of the Instrumental Records are of a type that the Domestic Catalogs do not offer,—the bewitchingly beautiful mandolin, guitar and harp solos, duets and trios of Latin America and Spain; the charming native airs of the Hawaiian Islands played on instruments typical of that country; French, German, Italian,—in short, the native airs of every land played by the best musicians available in each. The vocal numbers are equally meritorious in point of both rendition and recording, and will prove an irresistible offering to natives, as well as the sons and daughters of natives, of the lands they represent.

Suspended List, May 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the consideration by the Trade as if reprinted in full herewith.

MASS., Fall River—M. J. Harrington, 174 Bedford St.
IOWA, Spencer—Andrew & Constant.
OHIO, Wilmington—Raymond Blair.
Wilmington Phono. Store (J. H. Hale, Prop.)
NEB., Henderson—J. B. Misner.
CANADA, London, Ont.—The Newcombe Piano Co.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

Our June Magazine and National Weekly Ad





Millions of people read this ad—many of them at your very door. This ad creates the demand. How many know that you can supply it?

New Grand Opera Talent—Karl Jörn and Giovanni Polese

Two names—Karl Jörn and Giovanni Polese —new to the Edison Catalog, but by no means unfamiliar to the patrons of grand opera and those who are posted on "who's who" in the world of music and song, are seen in the August list of Grand Opera Amberol Records.

Karl Jörn is considered one of the best lyric and dramatic tenors on the operatic stage, and his initial contribution to the Catalog is the favorite number of an opera in which he has scored the most emphatic success of a remarkable career.

He was born of poor German parents in Riga, Russia, where his preliminary education was received under the patronage of Baron von Dellinghausen, Governor and Commanding General of the Province. After a course in Vienna under Professor Reiss he made his début at the Stadt theater in Freiburg. Later he sang in Zurich and Hamburg, afterwards becoming a member of the Royal Opera House in Berlin, where his remarkable voice and wonderful dramatic ability won him the enviable position of first tenor. His three seasons at Covent Garden, London, and those at Wiesbaden, Vienna, Prag and in fact all the leading operatic centres were marked with great success.

In January, 1909, Mr. Jörn made his first appearance in America at the Metropolitan Opera House, where the critics were lavish in their praise of his performance of Walter von Stolzing in "Die Meistersinger von Nuremberg." His success was even more pronounced during the past season at the same temple of the operatic art.

Giovanni Polese, a favorite baritone of the Hammerstein forces during the past season, is an artist for whom a bright future is predicted. He possesses a voice of superb quality and flexibility, and his compass is unusually extensive. His forceful dramatic style is shown to splendid advantage in the first number he has given to our Records. Mr. Polese should become equally as popular with the Phonograph public as he did with New York audiences.

Selling the Goods

What kind of a machine are you using to demonstrate your Records with? And what kind of shape is it in? Is it an old, dilapidated machine or one strictly up-to-date and in first-class running order? Because it makes all the difference in the world, both to you and ourselves.

You can't afford to give a customer a wrong impression of Edison Records and the reproducing quality of an Edison Phonograph; neither can we afford to have you do so. It seems almost incredible that any Dealer could be lax in so important a matter as this, but our salesmen occasionally report having discovered instances where machines obsolete in type and in poor condition are in use for demonstration purposes.

Every Dealer ought to realize the fact that the first impression made upon a customer is usually a lasting one, and for that reason should make it as favorable as possible by using a thoroughly up-to-date machine and keep it in the best possible working order. We trust this word of caution will be heeded by Dealers who have been negligent in this respect.

Take the public into your confidence in your advertising chats. We've received some good samples of that kind of copy lately from our Dealers. For instance, one Dealer advertised that he had five machines which he wished to dispose of before a certain specified date. He continued that ad. until he had sold a machine, whereupon he promptly apprised the public of the fact in his ad. and advertised four machines for sale. He continued on in this way until he had sold the five machines, when he published the fact and started all over again.

That confidential style of ad. is conceded to be the most attractive and efficacious.

The Attachment Outfit today, tomorrow and every day until you are satisfied that every machine within reach of your advertising has been "Amberolized." Don't let up on it. It's your great big opportunity, your "one best bet." If you have disposed of your stock of Outfits, order a few more for the machines you *don't* know about. You'll find there are some within call. Make a noise with your advertising and draw them out of their retirement.

Who said June was going to be a dull month? It ought to be one of the busiest months of the year, and will be if the Dealer stirs things up in the right way. The Attachment Proposition and a hustling Dealer will start something this month that will carry him over all the rough spots of the summer.

On these balmy June evenings, when everybody who can is out of doors, your store should be thrown wide open, with an Edison Phonograph playing all the time.

Do people keep on walking when they hear a Phonograph playing in a store? Not if it's an Edison. They stop, look and listen. And when they look their eyes ought to rest upon the "daddy" of them all,—the Edison Amberola.

Vacation season now starts. Have you thought to advertise how nicely the Edison Phonograph fits into the vacation scheme? Told them how it kills the loneliness of the mountains and seashore? Emphasized its portability?

It isn't very handy to carry a piano into the woods with you, but it's no trouble at all to pack an Edison with the camping outfit. Tell them so, and induce your old customers to take their machines and a few Records along on their vacations.

Don't forget that you can't handle new Amberol customers without a complete Amberol Record stock. Your new customers will want to hear the old Amberols as well as the new supplements. You must be prepared to accomodate them. If you are not,—is it necessary to remind you of what happens? Go over your stock and place an order at once for any missing numbers. Get a reputation with the new customers of being able to give them what they want when they want it.

Aim at a good, high mark. Try your "prospect" on an Amberola. Even if he can't buy, you tickle his vanity anyhow by making him think that you think that he can. It's easier to descend than ascend, and you have a cosmopolitan line to do it on,—the Ideal's, Triumph, Home, Standard, Fireside and Gem. A Photograph to suit every purse.

Did you arrange a special Memorial Day window? Did it attract attention? Send us a photo of it, if you had one taken. We'll reproduce the best one received in the next issue of the MONTHLY.

By the way, it's not too early to give a little thought to your Fourth of July window. Next to your X-mas display your Independence Day window ought to be the most striking of the year. The public scans store windows with an expectant eye on patriotic holidays. Don't let yours be a disappointment. Plenty of patriotic suggestions for window cards in the Record Catalog.

Here are a few window card suggestions, if you don't strike something better:

Your Edison Phonograph 'will play four-minute patriotic Records if you let it. Let me tell you how, also how to get ten Amberol Records practically free.

Did you ever hear Sousa's Band play "The Stars and Stripes Forever?" It won't cost you anything to step inside and hear it.

Celebrate the Fourth in the good old way. Lots of noise, fireworks and music. Let an Edison furnish the latter.

Some splendid Fourth of July Records in the Edison Catalog. Come in and hear them now.

"The Sword of Bunker Hill." You ought to hear it on an Edison Amberola.

"The Battle Hymn of the Republic" is a Record to find your patriotism. Hear it on an Edison Phonograph.

One of the features of selling Phonographs is keeping the business alive, maintaining an air of festivity, keeping the store full of interested customers, showing new things, keeping the windows dressed, and in every way having a certain air of life in and about the store; a certain activity, which comes from popular, catchy music rendered all the time.

Do you keep a file of the MONTHLY? You ought to. It will enable you at any time to brush up on some important matter that may not be quite clear in your memory.

An Amberola in your store is like a "headliner" in a vaudeville show,—adds "class" to the surroundings.

Decalcomania Slides



Reference in the May MONTHLY to the above provoked so many inquiries that we are giving the details again for the benefit of those Dealers who may not be familiar with them.

The lantern slides of the above decalcomania are especially intended for moving picture shows, magic lantern exhibitions, etc., and are furnished in plain black and white or in two colors, the latter, of course, being the more attractive. The prices are 25c. each for the former and 90c. each for the latter. We at first considered reserving space on the slide for the Dealer's name and address, but abandoned it on second thought, as it occurred to us that it would be a much better idea for the Dealer to use a home-made slide of his own for that purpose and let it follow immediately after the decalcomania slide on the canvas. On such a home-made slide the Dealer could also make any pertinent announcements he might wish,—such, for instance, as the Attachment Proposition, special terms of payment, concerts, etc. The cost of a home-made slide is so insignificant as to be unworthy of consideration.

These slides have been found an excellent ad. by many Dealers who have used them, and we strongly urge the trade to purchase one and try the merits of the proposition.

Load up a wagon with a few Machines, Attachment Outfits and Records, and make a canvass of the surrounding country. Do this daily for a week, and we guarantee you will be agreeably surprised at the results, physically and financially. You'll get health and inspiration from the pure country ozone, and the country people will surprise you with the readiness with which they accept your offer of a trial installation.

Has it occurred to you that a big portion of the country people are as yet not acquainted with the present-day development of the Phonograph and the existence of the long-playing Record? Start the canvass scheme working and let them know about it.

Talking Machine Jobber's Convention

Mr. J. C. Roush, the enterprising Secretary of the National Association of Talking Machine Jobbers, has been arousing the interest of the members in the coming convention by means of a series of exceptionally stimulating letters, the effect of which can not fail to be manifested in a record-breaking attendance. The program of the Convention and details in respect to recommendations, etc., follows:

PROGRAM

Fourth Annual Convention of the National Association of Talking Machine Jobbers.

ATLANTIC CITY, JULY 5TH TO 9TH, 1910.

Headquarters will be at the Chalfonte. Special rates have been arranged which will greatly modify the usual charges. Unusual arrangements have been made with the management of the Hotel to provide every accommodation for the convenience and pleasure of the Association. Rooms, single and en suite, are reserved and may be obtained through the Hotel. The list of Association members will be grouped together and served the same table if application for it be made. A cordial invitation to dine at the Chalfonte will be at the individual disposal of the Association. Meals, special attendants, including the same waiter at the same table, and other attendants have been proffered. With a further addition of every assured courtesy, the Association members are guaranteed something very unusual.

Each member will have the ENTIRE FREEDOM of Atlantic City and can govern his movements to suit his individual taste. The main features of the entertainment are enough to occupy the entire time, but any one wishing to deviate in any particular, by reason of friends, acquaintances or special desires on his part, can do so of course.

FIRST DAY, TUESDAY, JULY 5TH.

Personally conducted tour of the board-walk and general features of the beach, immediately after breakfast until 11 A. M.

Bathing, 11 A. M.

Luncheon.

Association Meet, 2:30 to 4:30 P. M.

Dinner, 6 P. M.

Dancing, 9 to 11 P. M., on Amusement Pier.

Old Vienna, 11 P. M. to 6 A. M.

Edison Record No. 9780.

SECOND DAY, WEDNESDAY, JULY 6TH.

After breakfast, sail on the Inlet.

Bathing, 11 A. M.

Luncheon.

Association Meet, 2:30 to 4:30 P. M.

Dinner, 6 P. M.

Personally conducted tour of Young's Pier and inspection of the Wireless Station. Numerous side attractions have been arranged for, allowing an assortment for selection that will meet any taste.

10 P. M., Special Sea-Shore Dinner with elaborate musical program.

Old Vienna until the wee sma' hours.

THIRD DAY, THURSDAY JULY 7TH.

9 A. M., Ball Game between the Eastern and Western Jobbers at Atlantic City Ball Park. Umpires, Messrs. Dolleter and Geissler.

Bathing, 11 A. M.

Luncheon.

Association Open Meeting, 2:30 P. M. Reading of special papers prepared by Association members and experts from the various Talking Machine factories.

5 P. M., English Afternoon Tea with light luncheon.

7:30 P. M., Banquet at the Shelburne "Rose Room," sumptiously decorated for the occasion, with elaborate menu and select musical program. Addresses by Frank Dyer, President, and C. H. Wilson, General Manager, of the National Phonograph Co.; Emil Berliner and Eldridge R. Johnson, Inventor of the Victor Talking Machine and President of the Victor Company, and Edward Lyman Bill, Editor of the Talking Machine World.

FOURTH DAY, FRIDAY, JULY 8TH.

The Association members will board the 9:30 A. M. train, arriving in Camden about 45 minutes later. As guests of the Victor Talking Machine Co., the Association will visit the factory. After visiting this plant, luncheon will be served on the Roof Garden of the Hotel Bellevue-Stratford, Philadelphia. An interval will elapse before dinner, which will allow members to "do" Philadelphia. After dinner, members are invited to join representatives of the Victor Talking Machine Co. in attending a theatrical entertainment, following which supper will be provided at one of the leading Cafes.

FIFTH DAY, SATURDAY, JULY 9TH.

Specially arranged meet and visit at the Edison Factory, Orange, N. J., a short run from Philadelphia. The officers and department heads of the National Phonograph Co. will show the Association their usual handsome attention, which will include ample provision for the entertainment and pleasure of all in Orange. The details of the entertainment will be announced later.

Advance List

Of Edison Amberol and Edison Standard Records for August, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before July 25th, 1910, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on July 27rd. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A.M. on July 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after July 20th, but must not be circulated among the public before July 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on July 23rd, for delivery on the morning of the 25th. Jobbers are required to place orders for August Records on or before June 25th. Dealers should place August orders with Jobbers before June 10th to insure prompt shipment when Jobber's stock is received.

Edison Amberol Records for August, 1910

474 Kokuŏa—Russian Peasant Dance — **Sousa's Band**

A most suspicious number with which to head the monthly list. It is a well-known band selection, full of the life and action which are characteristic of the Russian folk dances. The composer of this number is Franz Lehar, who wrote the world-famous "Merry Widow" Operetta. Is it necessary to say aught in praise of the rendition? Publishers, Hawkes & Sons, London.

475 Who Will Care for Mother Now — **Will Oakland and Chorus**

A pathetic old war-time ballad with which Americans, young and old, are familiar. Its theme is the anxiety for his mother's future expressed by a young hero who is dying on the patriotism and sympathy of every American, especially when sung in the spirited manner in which Mr. Oakland renders it. Orchestra accompaniment. Words and music, Chas. Carroll Sawyer.

476 Favorite Airs from "The Arcadians" — **Edison Comic Opera Company**

"The Arcadians" is the most recent of the English musical plays to achieve success in this country. Its charm lies in the refined beauty of its melodies, as is well illustrated by the following list of selections which are included in this Record: "Arcadians Are We:" "The Girl with a Brogue:" "Arcady Is Ever Young:" "Charming Weather:" "Bring Me a Rose," and "Truth Is So Beautiful." We flatter ourselves that this Record will be equally as emphatic a success as the first Record of the same description, No. 465, "Favorite Airs from Mikado."

477 The Moonlight, the Rose and You — **Stanley and Gillette**

Baritone and tenor duet. A song of unusual poetic merit, linked to a beautiful melody and magnificently sung by two artists whose work is ever distinguished by fine harmony. In this number they have a splendid vehicle with which to display their vocal timbre and artistic treatment, and the Record proves that they have taken full advantage of their opportunity. Orchestra accompaniment. Words, Chas. E. Barr; music, Johann C. Schmid; publishers, Jerome H. Remick & Company, New York City.

478 The Post in the Forest — **Gustave F. Heim and Waldhorn Quartette**

In days gone by, when travelling was done by post, the melodious tones of the post-horn were always heard when the conveyance was approaching or passing the various towns and villages along the journey. In this number the composer conveys his idea of the sounds of the horn by transforming them into a brilliant cornet solo, for which the French horns of the quartette form an effective background. This is the first Record made for the Edison Phonograph by these artists, all of whom are accomplished musicians and members of the Boston Symphony Orchestra. A singularly beautiful Record which we are sure will win the appreciation of trade and public. Composer, v. Schaffer.

479 The Grizzly Bear — **Stella Mayhew**

The cleverest "rag" composition heard in a long time. "The Grizzly Bear" is the name ascribed to a new style of dance which (the song says) is fashionable on the coast, and which, judging from the description given of it, is an eminently appropriate title. It is sung in Miss Mayhew's buoyant style. During a dance effect between verses she introduces a lot of comic nonsense about a pair of shoes that have been "wished on her" for the dance. Orchestra accompaniment. Words, Irving Berlin; music, George Botsford; publishers, Ted Snyder Company, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

480 Ain't You Coming Out To-Night? — **Collins and Harlan**

This is one of the most melodious numbers that Collins and Harlan have ever given us. It is a "darkey" ballad of the old plantation type with a most ingratiating air all the way through. A banjo effect is heard in the chorus and, as usual, the popular artists find an opportunity for the introduction of some clever comedy. Orchestra accompaniment. Words, Ren. Shields; music, Henriette Blanke-Belcher; publishers, Jerome H. Remick & Company, New York City.

481 Blue Danube Waltz — **American Standard Orchestra**

Who is not familiar with the alluring strains of this perennially popular selection, the best known and liked of the many compositions written by Johann Strauss, the famous "Waltz King?" Rendered most delightfully by the American Standard Orchestra, this enduring favorite should be in great demand among the Amberol Record public, which is daily growing in numbers. It should especially appeal to lovers of the "light fantastic" as a waltz number *par excellence*. Publisher, Carl Fischer, New York City.

482 I'm Afraid of You — **Manuel Romain and Chorus**

A waltz song of enticing rhythm and a light order of sentiment, the theme of which is the fear a young fellow entertains of falling in love with a fascinating young miss; the fear very evidently being overshadowed by willingness to succumb to her charms. Mr. Romain is ably sustained in this Record by a capable chorus, a pleasing innovation of which is the introduction of a female voice. Orchestra accompaniment. Words, Alfred Bryan; music, Albert Gumble; publishers, J. H. Remick & Co., New York City.

483 Sunshine in My Soul — **Edison Mixed Quartette**

This well-known sacred number is here sung in a manner which will make the Record desirable in the eyes of not only collectors of sacred Records but of all lovers of good harmony. A heavy chime effect is introduced in the rendition and forms a pleasing feature. A supremely beautiful Record. Organ accompaniment. Words, E. E. Hewitt; music, John R. Sweeney.

484 Ballet Music from "Le Cid" {(a) Aubade (b) Navarraise} — **Victor Herbert and His Orchestra**

"Le Cid," written in 1885 by the gifted French composer, Jules Massenet, is one of the most successful of the new school of French opera. The ballet music of the opera is an original and beautiful piece of orchestral work, and *Aubade* and *Navarraise* are the two favorite numbers of the work. To lovers of the higher grade of music this charming Record with its dreamy, catchy air will constitute an irresistible appeal.

485 Call Me Up Some Rainy Afternoon — **Ada Jones and Chorus**

A novel comic song with a brisk, agreeable air, in which are detailed the discouraging experiences of Harry Lee in his courtship of fickle Nellie Green. It develops that Nellie was in the habit of making telephone engagements with a numerous chain of admirers and, consequently, sometimes got her dates mixed, this time to the embarrassment of poor Harry. Songs of this type seem to have been written especially for Miss Jones. Orchestra accompaniment. Words and music, Irving Berlin; publishers, Ted Snyder Company, New York City.

486 Just for To-Night — **Pike and Kirkby**

Ernest Pike, tenor, and Stanley Kirkby, baritone, are two of the best known and experienced vocalists in the British Isles. When they are chosen for the making of a duet number a musical treat is a foregone conclusion. The voices of the singers blend admirably, while the sentiment and general trend of the song is of a high order. Orchestra accompaniment. Composer, French; publishers, Witmark & Sons, New York City.

487 March Religioso—Gospel Hymns — **Edison Concert Band**

Something out of the ordinary, in respect to both character and rendition, is offered in this Record, which is an arrangement in march tempo of the following familiar sacred numbers: "Holy, Holy! Lord, God Almighty" (Dykes); "Shall We Gather at the River" (Lowry); "Stand Up for Jesus" (Webb); "Pass Me Not" (Doane), and "The Home Over There" (O'Kane). A recreational band Record and one that every one will want. Special arrangement for our Record and not published.

488 The Morning After the Night Before — **Billy Murray and Chorus**

A highly illuminating comic song in which a "rounder," who has lately been initiated in the "Won't Go Home Until Morning Club," describes the "morning after" effect as well as the "night before." Incidentally he paints most vividly a picture of how the ladies will conduct themselves throughout similar experiences when they assume the full responsibilities of woman's rights. The song has a rollicking air and Billy Murray sings it in his usual acceptable manner. Orchestra accompaniment. Words, Ed. Moran; music, J. Fred Helf; publishers, J. Fred Helf Publishing Co., New York City.

489 Pals — **Ada Jones and Len Spencer**

Vaudeville sketch. It is doubtful if two artists can be found who can better imitate the vernacular of the street than can Ada Jones and Len Spencer. The sketch simply teems with quaint, humorous sayings and witticisms, blended with a touch of nature that is as agreeable as pathetic. The Record ends most appropriately with the singing by Miss Jones of the chorus of that once popular song, "He's Me Pal." This Record will undoubtedly be in big demand.

(Always specify on your orders whether you want Amberol or Standard Records.)

490 The Voice of Our Nation Medley—Part 1 — **United States Military Band**

A medley of patriotic selections introducing: "Hail Columbia;" "Just Before the Battle, Mother;" "Red, White and Blue;" "Dixie" (with clog variations), and "Yankee Doodle." In addition to the patriotic character of the Record and the brilliancy of the performance, a further incentive to its possession will be found by the public in the fact that it is played by the official organization of the White House.

491 Dear Maymie, I Love You — **Joe Maxwe**

A bashful young lover, determined to entrust to paper a fervent declaration of his love, finds that he is utterly at a loss for words except those which constitute the title of this selection. That's the theme of the number; the melody is a pretty waltz air well suited to Mr. Maxwell's easy style of singing. Orchestra accompaniment. Words, Irving Berlin; music, Ted Snyder; publishers, Ted Snyder Company, New York City.

492 A Night Trip to Buffalo — **Premier Quartette**

A sketch by male voices that has been one of the steadily popular Records in the two-minute list, and that will prove doubly so as an Amberol number. A "Rube" and his wife, who have been seeing the sights of New York, board a train to which Finnegan and his party of political delegates have been escorted by a brass band. The train is "sent off" amid speeches, music, cheers, etc. There's fun galore in the jokes, repartee and incidents of this "trip" from the moment the train leaves the Grand Central Station until it reaches Buffalo, where Flanegan falls out of his berth while dreaming that he's an "A. P. A." It is impossible to describe the Record; it must be heard to be appreciated.

493 Belphegor March — **National (London) Military Band**

Belphegor was a Moabitish deity whose rites were celebrated on Mount Phegor in ancient times. Just why the composer chose this title we are unable to say, but after all "the play's the thing," as Shakespeare says. The march, which is well written and full of variety, gives the National Military Band an opportunity of showing their mettle, which, as usual, they are not slow to avail themselves of. Composer, Bregnant; publishers, Hawkes & Son, London, Eng.

Edison Standard Records for August

10395 Knights of Columbus March — **New York Military Band**

A dashing, vigorous band number of excellent volume and admirable precision. This selection was dedicated by the composer to the Knights of Columbus, the members of which organization cannot fail to appreciate the phonographic reproduction of it, as both playing and recording of the number are above criticism. A band number that will be appreciated wherever heard. Composer, Harry C. Buser; publishers, Acme Music Publishing Co., Newburgh, N. Y.

10396 You'll Come Back — **Stella Mayhew**

In this catchy and popular "coon" song Miss Mayhew is equipped with an excellent showpiece with which to display her ability in handling songs of the "rag" type. Alexander has grown indifferent to Henriett's charms and threatens to leave his "girl"; but, far from being dismayed at the prospect, she takes a philosophic view of the situation and even insinuates that Alexander will soon be "hangin' round the old veranda" again. Orchestra accompaniment. Words, Jack Drislane; music, George W. Meyer; publishers, F. B. Haviland Publishing Co., New York City.

10397 Kerrigan's Bachelor Dinner — **Len Spencer**

Kerrigan is about to assume marital responsibilities and although (as the toastmaster of the dinner puts it) "there's nothing romantic about the affair, for she's a fine cook and he has a good job," there seems to be necessity for a lot of excellent advice as to Kerrigan's future conduct. Such fatherly admonitions as "Don't forget that too many jugs makes too-many jars in the family" and others of a kind calculated to extract laughter from a graven image are handed to Kerrigan, interspersed with snatches of Irish airs. This is a Record that everybody with a sense of humor will want.

10398 Austrian Army March — **United States Marine Band Orchestra**

An invigorating march played by the orchestra of the celebrated "President's Own" band. This, by the way, is the musical unit that plays at all the official functions of the White House. An exceptionally fine Record both in respect to selection and the manner in which it is played by this famous organization. Composer, Richard Eilenberg; publisher, Carl Fischer, New York City.

10399 Daisies Won't Tell — **Manuel Romain**

A dainty little composition on the light sentimental order, invested with an extremely tuneful waltz setting and sung by the popular tenor in his most expressive style. The ceaseless flow of melody and attractive rhythm of this number have won for it a popularity that augurs well for the sale of the Record. Orchestra accompaniment. Words and music, Anita Owen; publishers, Jerome H. Remick & Company, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

10400 You're Just Too Sweet to Live — **Collins and Harlan**

The usual Collins and Harlan "coon" duet which the Phonograph public demands shall be a feature of both Amberol and Standard lists. A darkey's eloquent description of the charms of his Alabama "honey baby" is the theme of the song, which is committed to an animated, contagious air. It is unnecessary to comment upon the rendition, for the work of these two artists is always consistent. Orchestra accompaniment. Words and music, Avery & Hart and Chris Smith; publishers, Ted Snyder Company, New York City.

10401 Mack's Lullaby — **Will Oakland**

Here is a number made famous by the popular Irish singing comedian, Andrew Mack, who found it to be one of the most acceptable songs in his repertoire. It always scores a big "hit" with Mack's audiences, and because of its charming tunefulness and the wonderful voice of the artist who here sings it we are convinced that it will prove no less popular with lovers of Phonographic reproduction. No collection should be considered complete without this captivating bit of melody, which ought to be a big seller. Orchestra accompaniment. Words, Alice; music, Andrew Mack.

10402 The Birlin Reels — **J. Scott Skinner**

This violin Record serves to introduce to the Edison public in this country an artist who has been long and favorably known in both England and Scotland as a violinist of great repute. Mr. Skinner has made a life-long study of the violin, and the national Scottish airs he plays are given with that fidelity which one expects from a virtuoso. Orchestra accompaniment.

10403 Mary, You're a Big Girl Now — **Joe Maxwell**

One of the very latest sentimental successes, and just sufficiently different from the usual style in composition and melody to be refreshing. The theme is the old, old story in plain, unassuming garb, and the air is of the sprightly type, cheery and satisfying. Mr. Maxwell's treatment of the number is quite as effective as his previous successful contributions to the catalogue. Orchestra accompaniment. Words, Bobby Heath; music, Gus. A. Benkhart; publishers, Jerome H. Remick & Company, New York City.

10404 There Is a Fountain — **Edison Mixed Quartette**

In sweetest harmony the male and female voices of the quartette, singing without accompaniment, blend to give what is by far the best rendition of this beloved sacred hymn that has been heard in many a day. A most satisfying Record of its kind. Words, Rev. William Cowper; music, Dr. Lowell Mason.

10405 I'm On My Way to Reno — **Billy Murray**

A married man, who won a suffragette on a bet, is on his way to Reno to apply the divorce panacea to his marital ills. His enthusiasm at the prospect of separation from his domestic tribulations is well depicted in the rollicking air of the four verses and choruses of the song, wherein he sounds "the battle cry of freedom" to his suffering brothers. A splendid Record, this, and of a popular song, too. Orchestra accompaniment. Words, William Jerome; music, Jean Schwarz; publishers, Jerome H. Remick & Company, New York City.

10406 If You Love But Me — **Victor Herbert and His Orchestra**

Victor Herbert's successful musical comedy, "The Red Mill," was drawn upon for this Record, which is an orchestral arrangement of one of its greatest song "hits." It is a dreamy, amorous theme, and the delightful treatment it is given by the eminent composer and his corps of famous artists makes it one of the most notable Records in our catalogue and one which every one who appreciates artistic work will want to possess.

10407 Mr. Editor, How Do You Know? — **Ada Jones**

The astonishing familiarity with subjects of feminine interest displayed by the masculine editor of the ladies' department in a newspaper furnishes the theme of this comic song, in which the singer questions him as to the source of his wonderful knowledge in regard to such matters as straight front effects, lingerie tips, etc. It is a "talky" song with a waltz air, and, judging from the way in which she sings it, it was "made to order" for Miss Jones. Orchestra accompaniment. Words and music, Edna Williams.

10408 Dear Old Moonlight — **Peerless Quartette**

There is real melody and most attractive rhythm in this composition which, as its title suggests, is of a sentimental character. The quartette of male voices sings the number in exquisite taste, without accompaniment, splendid harmony prevailing throughout the rendition. Quartette Records of male voices are always top-notchers in the selling line and we predict that this number will measure fully up to the standard in that respect. Words, Henry Screamer; music, Tom Lemonier; publishers, Gotham-Attucks Music Co., New York City.

10409 The Hoosier Slide — **National (London) Military Band**

The "slide" portion of the title takes its origin from the novel tricks of the trombone player throughout the selection, which is a taking composition of unusual volume and played in irreproachable style. Records by this organization are always above criticism. Composer, Vandercook; publishers, Helton & Company, Chicago, Ill.

*This selection will be illustrated on the cover of the August PHONOGRAM.

(Always specify on your orders whether you want Amberol or Standard Records.)

Edison Grand Opera Amberol Records

40018 Tannhäuser—Romerzählung (*Wagner*) In German. Orchestra Accompaniment — **Karl Jörn**

Tannhäuser, footsore and weary, returns to find Wolfram still at the spot whence Elizabeth had departed to meet her early death. Full of remorse, of the greatness of his sin, he tells Wolfram of his travels to Rome to gain the forgiveness and the blessings of the Pope, tells of his willing blindness to the beauties of Italy's fields, of his avoidance of the soft parts of the road, of his self torture. Unsuccessful, then, he returns, and his release is not given him until after the death of Elizabeth. This part of the opera, in its sad depiction of love's quiet tragedies, is perhaps the most beautiful of all this beautiful work. Carl Jörn has always been highly praised for his interpretation of this role, and in this number vividly conveys his heart-breaking despair.

40019 Thaïs—Alexandrie! (*Massenet*) In Italian. Orchestra Accompaniment — **Giovanni Polese**

Anathael in frantic fervor, on his mission of conversion, looks upon his native city, Alexandria, and apostrophizes it as the terrible wicked city, where he, too, was once a sinner. There he, too, had heard the whispers of sin, had known the seductions of earthly life. Now he calls out his hatred of the wealth, his hatred of the beauty of his birthplace. "Angels of Heaven! come forth and perfume the foul air about me! Come!" This number will be found most dramatically rendered in his polished style by Mr. Polese, who by his thoroughly artistic work has gained a foremost position among opera folks.

40020 Torna a Surriento (*Curtis*) Neapolitan Song sung in Italian (Dialect) Orchestra Accompaniment — **Carmen Melis**

What memories, what desires does a Neapolitan song not create! To those who have seen Naples, with its surrounding wonders of beauty, it recalls perhaps the happiest part of their existence, to others it conjures up moonlight boat excursions on the beautiful bay of Naples, to others the flower covered country lanes and gardens; but everywhere, the world over, it awakens a sense of the beauty and dreaminess of the South. "Torna a Surriento" has been perhaps the most successful of these songs in its wild love longing, its sad strain, its tender, dreamy care for nature's beauty. Madame Melis sings this song "con amore," for the love she has of it, and the Record truly speaks to you.

40021 LeCid—Pleurez mes yeux (*Massenet*) In French. Orchestra Accompaniment — **Marguerita Sylva**

Chimène, torn by love and revenge, finds herself at last alone, where there will be none to see her pain, her sorrow. In love with the man whom she knows as the slayer of her father, she yet cannot overcome her love. Once her spirit of vengeance cries out for satisfaction, then her love transports her to a happier frame of mind. Worn out with this struggle, she allows her tears to flow, to flow for her dear ones, to flow eternally; and yet there is pressure to her thought that mayhap the dead did not intend for her this heritage of woe. Cry, my eyes, cry! is, however, the burden of her song, of this number, one of Massenet's masterpieces of sadness, and so well conveyed and expressed by the favorite artiste, Madame Marguerita Sylva.

40022 Prophète—Ah! mon fils (*Meyerbeer*) In French. Orchestra Accompaniment — **Marie Delna**

Nothing could be more fiendish, more cruel than to place a man in the position of having to choose between the love for his mother and that for his affianced bride. Bertha, having fled from her jailer, who for his own infatuation with her attempted by imprisonment to prevent her marriage to John of Leyden, seeks the protection of her lover. Being followed there by her enemies, who carry along the mother of John, the latter is forced to choose between revealing his love's hiding place and the decapitation of his mother before his eyes. Yielding to his filial impulses, he gives over Bertha and secures his mother's release. Saddened by his loss, his mother, Fides, sings to him to cheer and console him this aria, so well known, so difficult of proper interpretation, for well does she know that he has given away his happiness. Madame Delna has made so beautiful a record of this that its equal cannot be found.

Edison Standard Records in Hebrew

21017 A Brievele Der Kale, Orchestra Accompaniment — **Simon Paskal**

21018 Dus Pintele Yid, Orchestra Accompaniment — **Simon Paskal**

Edison Standard Record in Italian

20607 Campagna (Neapolitan), Orchestra Accompaniment — **Giovanni Colamarino**

Edison Amberol Record in Swedish

9409 Ack! i Arkadien— "ur Gluntarne," Orchestra Accompaniment — **Arvid Asplund**

(Always specify on your orders whether you want Amberol or Standard Records.)

Edison Standard Record in Swedish

20550 Min Lilla vra bland bergen, Orchestra Accompaniment **Arvid Asplund**

Foreign Records for June

BRITISH RECORDS FOR JUNE
AMBEROL (FOUR MINUTE)

12172 Bohemian Girl, Overture, *Balfe* — National Military Band
12173 Give It to Father, *David & Lyle* — Vesta Tilley
12174 Rose of the House, *Murphy & Lipton* — Jack Pleasants
12175 The Irish Emigrant, *Lover* — Stanley Kirkby, baritone
12176 I Put on My Coat and Went Home, *Hargreaves* — George Formby
12177 O Rest in the Lord, *Mendelssohn* — Lucy Isabel Elliott
12178 The Fireman's Troubles, *David & Hays* — Violet Oppenheim, contralto
12179 Can't We Take It Home with Us? — Arthur Osmond
12180 *My Old Kentucky Home, Stott & Williams* — Florrie Forde
12181 Trafalgar March, *Zehr* — National Military Band

STANDARD (TWO MINUTE)

12088 Life Guards March, *Alter* — National Military Band
12089 The Land Where the Roses Never Wear the Treasure, *Godfrey & Williams* — Florrie Forde
13970 Love Nishes the Whole Year June, *Pether* — John Roberts
13971 Blue Bonnets, Highland Schottische, — Alexander Prince
13972 If You Knew Susie, Little Soldier, *Castling & Murphy* — Florrie Forde
13973 I Cheered as the Boat Went Out, *Lonsdale* — Arthur Osmond
13974 Rain, Rain, Go Away, *Mellor, Lawrance & Gifford* — Stanley Kirkby
13975 Harrison's Lament (Violin Solo) — Scott Skinner
13976 Father Coaxed Her In, *Murphy & Lipton* — George Formby
13977 The Coon's Patrol, *Lotter* — National Military Band

GERMAN RECORDS FOR JUNE
AMBEROL (FOUR MINUTE)

A15052 *Mit* Schwert und Lanze, March, *H. Starke* — Johann- Strauss Orchester
A15053 Der leiste Gruss, Lied, *H. Lee* — August Beckmann
A15054 In der Manege, Humoristische Scene — Gustav Schimvald
A15055 Der Torentanz, Recitation, *Goedicke* — Anton Ziemerer
A15056 Vorlesungen Uber "Kennst ein Vogel," *C. Wollenhaub* — Johann- Strauss Orchester

STANDARD (TWO MINUTE)

10141 Marsch aus Der Graf von Luxemburg, *Franz Lehár* — Johann-Strauss Orchester
10142 Spottlied des Klifan aus Fetlechitta, Von Wolter — Max Kottner

10143 Meine Sonne (O sole mio), Lied, *E. Capua* — Roger-Wang
10144 Wilde Reiter, Duett, *Franz Lehár* — Rika Mioolai and Max Seidl
10145 Die Schönbrunner, Walzer, *J. Lanner* — Johann- Strauss Orchester

FRENCH RECORDS FOR JUNE
AMBEROL (FOUR MINUTE)

17060 Express Orient—Galop imitatif, Bolzoni — Garde Républicaine
17061 Le Carillonneur, *L. Daniderff* — Adolphe Bérard
17062 Signiets—Air de Gilda, *Verdi* — Mlle. Berthe Lovelly
17063 Un polvroi qui tombe, *P. Bourgès* — Eugène Mansuelle
17064 Un baptême civil, *P. Lack* — Paul Lack
17065 Mireille—Cavatine—"Anges du Paradis," *Ch. Gounod* — Georges Fellaux
17066 Mon—Mon—Mon, *L. Daniderff* — Karl Dilars
17067 Ne pleurez pas Ishilde, *C. Gille* — Georges Rivai
17068 Caroline!—La Jambe en bois—Polka, *Scotts et Spencer* — Garde Républicaine

STANDARD (TWO MINUTE)

18138 La Chanson de la France, *Ch. Borel-Clerc* — Adolphe Bérard
18139 Pour ton retour, *A. Desaulles* — Georges Rivai
18140 Le Rêve au Chili, *G. Gauthier* — Paul Lack
18141 Pudeur, *Rolfini* — Eugène Mansuelle
18142 Vecchia zia—Cavatine! *Perris et Dréan* — Earl Dilan

MEXICAN RECORDS FOR JUNE
AMBEROL (FOUR MINUTE)

6079 Feliz Diaz—Surcka, *F. M. Pozo* — Banda de Policia
6080 Las Bribonas—Cuplés del Negrito — Banda de Artillería
6081 La Guatemaya—Canción Popular — Antonio Vocal Cocolesse
6082 Blanca—Mazurka, *L. G. Jiménez* — Quinteto Instrumental "Jesús-Bracheros"
6083 Quién sabe!—Two-step, *G. Y. Brunet* — Banda de Artillería
6084 La Campana de la Independencia-Marcha, *E. Elerdoy* — Banda de Artillería

STANDARD (TWO MINUTE)

20339 Soñadora—Danza, *F. Valdi-Pozo* — Sexteto Mexicano
20340 Astor—Balada, *H. Tolosa* — Salon de Violin y Piano Jesús Rocabruna
20341 El Duque Job—Por la Ventana, *M. Gallitreet* — Quinteto Instrumental por Leopoldo Gutiérrez Lara
20342 Alli, cuando era alli—Danza Menor, *Arreglo de L. Pinaud* — Jesús Abrego, tenor, y Leopoldo Pisaro, barítono

List Prices of Edison Records in the Advance List

	U. S.	Canada
Edison Standard Records (Domestic and Foreign)	$0.35	$0.40
Edison Amberol Records (Domestic and Foreign, except Grand Opera)	.50	.65
Edison Grand Opera Amberol Records by Karl Jörn, Giovanni Polese, Carmen Melis, Marguerite Sylva and Marie Delna	2.00	2.50

(Always specify on your orders whether you want Amberol or Standard Records.)

Charles C. Adams & Co., Edison Jobbers at 324 South Adams street, Peoria, Ill., have been succeeded as such by Putnam-Page Co., Inc., 211 South Adams street, same city.

R. S. Williams & Sons Co., Ltd., have opened a jobbing branch at Kings Hall Chambers, 191 St. Catherine street, West Montreal, Quebec, Canada.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARIZ., Fort Smith—R. C. Bellinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
San Francisco—Pacific Phonograph Co.
Oakland—Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eller's Piano House
ILL., Chicago—Babson Bros.
Lyon & Healy.
James I. Lyons.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Peoria Phonograph Co.
Putnam-Page Co., Inc.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Kipp-Link Phonograph Co.
Wulschner-Stewart Music Co.
IOWA, Des Moines—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Richte Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
Philip Werlin, 213.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Rose & Son.
MD., Baltimore—Cohen & Hughes.
E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Machine Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Bower.
NEB., Lincoln—Ross P. Curtice Co.
H. B. Bidies Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petit.
Paterson—James K. O'Dea.
Trenton—John Sykes.
N. Y., Albany—Finch & Hahn.
Astoria—John Ross.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
New York City—Blackman Talking Machine Co.
J. F. Bleckman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Hapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Belway.
Rochester—Talking Machine Co.
Schenectady—Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Utica—Arthur F. Perrine.
William Harrison.
OHIO, Canton—Klein & Heffelman Co.
Cincinnati—Ball-Pintze Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitall Co.
Dayton—Wehmer & Dubes.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
OREGON, Portland—Graves Music Co.
PENNA., Altoona—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Brothers.
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—F. M. Atwood.
G. K. Houck Piano Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Wate Co.
Fort Worth—D. Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Eller's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Laurence McGreal.
CANADA, Quebec—C. Robitaille.
West Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—W. Wall & Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd

Drop us a line

Are there any prospects for the purchase of Edison Business Phonographs in your locality?

This is a rapid age—every dictator wants to speed up his correspondence—and the increased cost of living makes the economy of voice-writing a big attraction too.

Send for our handsome two-color catalogue just off the press and learn the latest advancement in our fast-growing industry—and tell us the news when you write; **what might be sold, how you could help, and if anyone is using voice-writing now.**

"Scratch our back and we'll scratch yours."

Address, Department "D"

Edison Business Phonograph Co.

ORANGE, N. J.

The EDISON PHONOGRAPH MONTHLY

VOL. VIII July, 1910 No. 7



A QUARTETTE OF REAL "STARS"—EXCLUSIVE EDISON ARTISTS

The EDISON PHONOGRAPH MONTHLY

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The EDISON PHONOGRAPH MONTHLY

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Vol. VIII. JULY, 1910 No. 7

Exclusive Edison Talent

(Cover illustration)

Marie Dressler, Stella Mayhew, Sophie Tucker and Marie Narelle—there's a quartette of *real* "stars" whose Records are an invaluable asset to the Edison Dealer. The long-headed Dealer will "boost" their Records, and the fact that they sing exclusively for Edison Records only, in all his advertising and talks to customers. He needn't be afraid of boring the public. The artists themselves never do,—in fact it's a relief to these clever performers when their audiences can be prevailed upon to let them surrender the centre of the stage to some one else.

Positive talent, a distinctive personality and finished style—always something original and entirely different to offer—an indefinable and distinguishing character in the work of each one —therein lies the secret of their immense popularity with the American public; and their Records will become popular because they are wonderfully natural reproductions of the vocal style and characteristics of the artists. The majority of "stars" whose exclusive services are controlled by talking machine companies are useful for general advertising purposes only and that for but a short time, because their voices record poorly and the public soon recognizes the fact; but here are four leaders in their respective lines whose Records are simply beyond criticism. There isn't a flaw in any one of them from standpoint of performance and reproduction.

We have commented on the respective talent and abilities of Mayhew, Tucker and Dressler in previous issues of the MONTHLY. The way in which Miss Mayhew simply romped away with the stellar honors in the biggest musical comedy success of many a season, "The Jolly Bachelors," of which every member was a "star" in his or her particular line, is still fresh in the minds of New York audiences. Sophie Tucker continues to make every member of her audiences her friend with her charming personality, her buoyant style and her contagious good nature. Marie Dressler has a bran new vehicle for her inimitable characterizations and stage "business." It's called "Tillie's Nightmare," and New York is in the throes of the "malady." Her audiences at the Herald Square Theatre are holding their sides with laughter from the rise to the drop of the curtain.

Marie Narelle, soprano, has sung a girdle of song around the earth. She has delighted the music lovers of Australia and New Zealand, as well as those of the United States and Great Britain, and will soon add to the list of her conquests the people of South Africa. They have heard her Records on the Edison Phonograph, and have sent for her to come there in person, that they may see her as well as hear her. She has not only a very attractive personality, but is a most popular singer. Bred on the great Australian plains, wind-swept and free, she is gifted with a voice of much power and sweetness, together with that most precious quality—sympathy. As full of life and joy as a bird, she pours forth a stream of music pure and glowing as the light that proclaims the Summer morn. Ballads are the songs of the people, and Miss Narelle, one of the people, sings the songs of the people for the people; and for those who own an Edison Phonograph she sings them all the time.

It's up to every Edison Dealer to advertise these artists, their Records, and the fact that they can be heard *only* on the Edison Phonograph, particularly now between seasons in the theatrical line when the public wants to refresh its memory of these "stars" in their popular successes.

A Promotion Plan

To Increase the Sales of Edison Phonographs and Records.

Jobbers have already been advised, and Dealers will be by Sales Department BULLETIN shortly after this number of the MONTHLY reaches them, of a plan recently evolved by our Sales Department to assist the trade in the sale of Edison Phonographs and Records.

It is a promotion scheme, pure and simple, by which the Edison Dealer is authorized to offer a bonus of six Amberol Records selected from a special list of twenty-four (not catalogued) to any bonafide owner of an Edison Phonograph who actually brings the Dealer a customer for a new (not second-hand) Edison machine of any type. The advantages of the scheme are both immediate and future, in that the Dealer not only secures new customers whom he would not have obtained under ordinary conditions, but with every sale, present and future, he appoints an active, enthusiastic salesman for his store, who from purely selfish motives will do all he can to induce his friends to purchase an Edison Phonograph. It will have the effect of immediately arousing the interest and activity of present owners of machines. It is a sort of endless chain scheme which embodies all the attractiveness to the public of the successful methods employed in the early days of the Phonograph business to induce sales, yet with such safeguards thrown about it as will prevent the possibility of any of the abuses creeping in which brought those methods into disrepute and eventually resulted in their prohibition. Pending official announcement by Sales Department Bulletin, which will explain the plan in detail, we present herewith a tabloid outline of its provisions and conditions:

A list of twenty-four Special Records, hereinafter described, has been prepared, which Records will be in the hands of Jobbers within a week approximately from date.

Out of this list the customer who effects the sale of an Edison Phonograph is entitled to the selection of any six.

The price of these Records to Dealers is 20 cents each, or a total of $4.80 for the entire list.

Promotion certificates (as per sample which will accompany bulletin) will be supplied by the Jobber in quantities for circulation among Phonograph owners. These certificates, when signed by the Dealer, are a promise on his part to deliver any six of the twenty-four Records to the promotee of a sale *after it has actually been made.*

A four-page folder explaining the proposition and describing the Records will be supplied by the Jobber for mailing with the Promotion Certificates, and other necessary literature such as window hangers will also be furnished by him.

As soon as a sale is made and the Records delivered the Dealer will return the signed certificate to us or to his Jobber to be forwarded to Orange in order to complete our records.

Here are some conditions of the plan which it will pay every Dealer to bear in mind:

It applies only to Dealers in the United States.

It does not apply to machines sold second hand at a reduced price under a special license.

The Records cannot be sold at any price or used in any other way except the one in question.

An allowance of 3½% to Dealers to cover possible replacement or breakage will be made on these Records.

After delivery of the six Records has been made in accordance with the selection of the customer inducing the sale, no exchange will be permitted.

Such is the general outline of this Promotion Plan, which will stir up business in every city, town and village in the country where Dealers co-operate with us in its operation. If aggressively and persistently brought to the attention of Phonograph owners it will drive new customers in through the very doors of every one of our Dealers' stores, and make such customers in turn enthusiastic "boosters" for the Dealer and his goods. It will cost the Edison Dealer $1.20 to sell a new machine by this method—but what of that? If it were not for the plan he would not have sold the machine at all; so the cost of the bonus is only a small amount spent for his successful advertising—*successful because the Records are not delivered until a sale has been made.*

HOW BEST TO EMPLOY THE PROMOTION PLAN

Order at once at least one complete set of the Special Records.

Make up a list of all Edison Phonograph owners in your vicinity.

Get enough promotion certificates and an equal number of the four-page folders to cover this list, sign your name to the certificates and mail one of each form to the machine owners.

Advertise the plan in the newspapers and in your window to reach such owners of machines as you may have no record of.

Don't delay. Send your order in at once and get this "endless chain" started. It means business right now when you most need it, and a lot of hard working "boosters" for you and your store who will not only be the direct means of bringing you new customers, but who by their canvassing among their friends will advertise you far more effectively than could be done in any other way.

The Records described in this advance list were carefully selected as to selection and artists and made and recorded with unusual care. They are superior Records in every sense of the word, as will be apparent to you when you hear them.

ADVANCE LIST OF TWENTY-FOUR SPECIAL AMBEROL RECORDS FOR PROMOTION PURPOSES ONLY.

D-1 Happy-Go-Lucky Two-Step (*J. Bodewalt Lampe*) **New York Military Band**
Band Record. A breezy, tuneful number of splendid volume specially recorded at a slow tempo for dancing.

D-2 I'll Wait at the Golden Gate for You (*Jos. Brackenen*) **Will Oakland**
A sentimental ballad with a note of pathos in it, set in an appealing musical setting and sung by the noted counter-tenor with fine expression. Orchestra accompaniment.

D-3 Joinin' de Church **Golden and Hughes**
Vaudeville sketch by two of the best delineators of the old-time "befoh de wah" darkey before the public. Replete with jokes, laughter and song. A very entertaining Record.

D-4 I Fear No Foe (*Ciro Pinsuti*) **Edwin Skedden**
Baritone solo. A widely known song of standard quality whose forceful lyrics and spirited melody show breadth of tone and dramatic power. Mr. Skedden's brilliant rendition displays a voice resonant in tone and of exceptional range. Orchestra accompaniment.

D-5 Scherzo-Tarentelle (*Henri Wieniawski*) **Albert Spalding**
Violin solo. An exceptional opportunity to hear the youthful American prodigy, to whom the royalty of Europe and the Orient has paid court during the past season, in a concert piece of much brilliancy demanding surety and precision of technique. Piano accompaniment.

D-6 Kissing (*Joe Maxwell*) **Ada Jones**
Serio-comic. A clever little song with a delightful air, written by Joe Maxwell, another Edison artist, and sung most charmingly by Miss Jones with the aid of illuminating effects. Orchestra accompaniment.

D-7 No Sorrow There (*Geo. C. Stebbins*) **Anthony and Harrison**
Sacred duet. From standpoint of theme and musical qualities this number has absolutely no superior in our catalogue. A most impressive Record. Orchestra accompaniment.

D-8 The Ghost of the Banjo Coon (*Anna Caldwell*) **Arthur Collins**
A catchy coon song which relates how a darkey in search of the left hind foot of a graveyard rabbit at midnight catches "the ghost of the banjo coon" instead. Clever imitation birds calling, owls hooting, etc., aid in the rendition. Orchestra accompaniment.

D-9 Reminiscences of Scotland **Victor Herbert and His Orchestra**
Orchestra selection. A spirited rendition by Herbert's peerless players of the following popular Scotch melodies: "Scots Who Hae With Wallace Bled"; "Bonnet Blue" (with "Highland Fling"); "The Blue Bells of Scotland"; "Pulteneytown" (bagpipe imitation), and "Auld Lang Syne."

D-10 He Was a Soldier Too (*Victor Herbert*) **Billy Murray**
The comic song "hit" of Victor Herbert's musical comedy, "Algeria." The eventful but far from heroic military career of Isidore, a Hebrew soldier, in four rollicking verses sung in Billy Murray's best style. Orchestra accompaniment.

D-11 The Light of the World is Jesus (*P. P. Bliss*) **Edison Mixed Quartette**
A beautiful sacred Record. A fine old hymn sung most impressively and with a wealth of harmony that cannot be surpassed. Orchestra accompaniment.

D-12 Silver Threads Among the Gold (*H. P. Danks*) **Marie Narelle**
Soprano solo. An old time melody whose charming sentiment and plaintive air have made it a first favorite. Song by the favorite soprano of three continents. This number is one of the most desirable of the list. Orchestra accompaniment.

D-13 African Dreamland (*Geo. Alcazar*) **New York Military Band**
Band Record. A spirited two-step played with vigor and precision, and introducing a vocal selection by a quartette of male voices, also a clog effect.

D-14 Where the Ivy's Clinging, Dearie, 'Round the Old Oak Tree (*J. Fred Helf*) **Manuel Romain**
Sentimental. Verses of positive merit, breathing love's old, sweet story, in a dainty musical setting, which swings to a pretty waltz air in the chorus. Orchestra accompaniment.

D-15 Smile! Smile! Smile! (*Max Hoffman*) — **Ada Jones and Billy Murray and Chorus**
Conversational duet. A captivating melody which has had great vogue for a number of years. Most artistically sung, with a well balanced chorus lending effective aid. Orchestra accompaniment.

D-16 Flanagan Entertaining the Club — **Steve Porter**
Talking Record. Flanagan's eventful trip on a Broadway trolley car and his father's gold mine furnish the theme,—and the screams, also. A very funny Record.

D-17 Dreams of Childhood Waltz (*Emil Waldteufel*) — **New York Military Band**
Band Record. One of the best known of the charming waltzes written by Waldteufel, the celebrated European composer of popular dance music. The rhythm is unusually well defined and the number was specially recorded at a slow tempo for dancing.

D-18 You're Just a Little Bit of Sugar Cane (*Joe Maxwell*) — **Joe Maxwell**
Tenor Solo. A melodious darkey song that suggests pictures of the Southern cotton fields. A story of pickaninny love-making in the quaint darkey style, sung by its composer with a charming orchestra accompaniment.

D-19 Swingin' in de Sky (*Edith Kingsley*) — **Collins and Harlan**
Coon duet. Another darkey song in the inimitable Collins and Harlan style. A "swingy" air in three verses and choruses, with banjo and clog effects and the usual comedy interpolation between verses. Orchestra accompaniment.

D-20 Halli-Hallo Medley — **George P. Watson**
Two yodle songs in German which everybody knows and likes,—"Halli-Hallo," also known as the German Hunter song, and "Fritz" Emmett's famous yodle song. George P. Watson is well known to the Edison trade. Orchestra accompaniment.

D-21 "Xylo" Medley (*Tom Shot*) — **Charles Daab**
A xylophone solo which embraces several choice airs, among them a very pretty waltz. Mr. Daab is one of the most expert artists in the country with the instrument. A wonderfully natural reproduction. Orchestra accompaniment.

D-22 Because of You (*Dexter Stocking*) — **W. H. Thompson**
Baritone solo. A sentimental number whose poetic and melodic charm will appeal irresistibly to lovers of the best in song and music. Mr. Thompson displays to perfection the exceptional sweetness and resonance of his voice. Orchestra accompaniment.

D-23 There Are Fifty-Seven Ways to Catch a Man (*John W. Bratton*) — **Stella Mayhew**
Comic song. A great vehicle to display the originality and imitative powers of this footlight favorite. She describes the methods employed by the little "culled lady" and the pretty colleen to ensnare their "steadies" and then she imitates them at their game. This Record is simply "great." Orchestra accompaniment.

D-24 Camp Meeting Jubilee — **Peerless Quartette**
A faithful and convulsing reproduction by a male quartette, unaccompanied, of one of the old-time darkey camp-meetings with its "scrim," and quaint, characteristic hymns. There is more solid fun and entertainment in this than any Record we know of.

Help Kill This Rumor

Some unscrupulous individual (or individuals), whose identity or object we are unable to ascertain, has circulated the rumor that Miss Ada Jones is dead. Like all rumors in which there is not a shred of truth this particular one has gained considerable credence. The persistency with which the report makes its appearance is exceedingly annoying to Miss Jones, and we are also bothered by frequent requests for contradiction or confirmation of it.

Miss Jones is very much alive, of course, as her monthly contributions to the Edison Catalogue attests, and moreover is enjoying excellent health. As it is out of the realms of possibility to offer her many friends throughout the world more tangible proofs of her entity than her Records, she has suggested that we ask the trade to contradict this malicious rumor at every opportunity. We will supplement the response of the trade by publishing a denial of the rumor in an early issue of the *Phonogram*.

Begin to-day to revise your mailing list.

Our Full Page June Magazine Ad which will reach into Millions of Homes.



To Edison Jobbers and Dealers in the United States

Referring to our Continuous Exchange Proposition, we find after a test of more than a year that the arrangement now in effect is impracticable, and we, therefore, notify you that the Continuous Exchange Proposition will not be extended beyond December 31st, 1910, after which a new method will be put in force, the details of which we have not worked out completely, but which will be entirely fair to Jobbers and Dealers.

Up to and including December 31st, 1910, we will accept and give full credit for returned cut-out two-minute Records, only so long as the credit so given shall not exceed fifty (50) per cent. of the total two-minute purchases, the balance to be paid for on regular terms; and we will not accept and give credit for such returned cut-out Records in connection with orders for Amberol Records.

We will, however, make the concession that returned two-minute Records shall apply on all two-minute purchases, whether from the advance or current lists, provided that the total number of Records returned shall not exceed fifty (50) per cent. of the total two-minute Records purchased. By this it must be understood that an order for at least double the quantity of two-minute Records returned must accompany the papers covering the return of two-minute Records.

This arrangement goes into effect to-day, June 17th, and will apply to all returned shipments of cut-out two-minute Records from Jobbers and Dealers where the bills of lading or express receipts covering which shall indicate that shipments were made to us subsequent to June 17th.

Orders must accompany the exchange papers as heretofore.

Yours very truly,

NATIONAL PHONOGRAPH COMPANY,

Frank L. Dyer

June 17th, 1910. *President.*

Maude Raymond

(Mezzo-soprano)

In introducing Miss Maude Raymond this month we bring before our friends one of the most popular and versatile young actresses and singers of the New York stage. She is the great breath-filler when a manager wants a "star" for his new show, and is now leading lady and "co-star" with Joseph Cawthorn in the musical comedy, "Girlies," at the New Amsterdam Theatre, New York City.

She can play equally well our old friend *Topsy* in "Uncle Tom's Cabin"; her original creation, *Bill Simmons*, in "The Social Whirl," or present that puzzling personality, *Salome*, with such skill as to please everybody from the customary occupants of the front row to the severe and critical magistrate in the far rear seat. Her *Topsy* is done so well that even the colored people themselves are deceived. Their preachers want to convert her, and their beaux want to marry her.

She is also a vaudeville favorite, and the Record we list this month is one of her latest "hits" in that branch of her art.

Welsh Amberol Supplement

The attention of the trade is called in an especial manner to the supplement of twelve Welsh Amberol Records printed on page 19. The numbers are all vocal selections used at Welsh Concerts and Festivals, and are sung by artists of the highest reputation, including Miss Amy Evans, a prominent figure in Grand Opera at Covent Garden, Alf Thomas, the Welsh humorist, Powell Edwards, the noted baritone, and other singers of reputation in their native land. The selections are without exception splendidly recorded and ought to find an eager market in this country among Welshmen and their descendants. We advise Dealers to make an attempt to ascertain if any such are in their respective localities and, if so, to secure some of these Records, which can not fail to appeal strongly to their love for the land of their birth.

Another Price Cutter Enjoined

We print below a copy of an order recently granted in the United States Circuit Court for the District of New Jersey, providing for the issuance of an injunction against David Reinhorn, 91 Springfield Avenue, Newark, New Jersey. The suit was brought because of the infringement of three patents respectively upon the Edison Phonograph, the Edison Reproducer and Edison Records, all of which were infringed by the defendant by sales of these articles at cut prices.

At a stated term of the Circuit Court of the United States for the District of New Jersey and the Third Circuit, held at the Court Rooms thereof, in the State Capitol Building in the City of Trenton, New Jersey, on the 31st day of May, A. D., 1910.

PRESENT: HONORABLE JOHN RELSTAD, *U. S. Judge.*

NEW JERSEY PATENT COMPANY and NATIONAL PHONOGRAPH COMPANY, *Complainants* vs. DAVID REINHORN, *Defendant* } *In Equity on Letters Patent Nos.* 744,266, 782,375 and 799,478.

ORDER GRANTING PRELIMINARY INJUNCTION.

This cause having come on to be heard on a motion of complainants for a Preliminary Injunction, and affidavits having been filed in support thereof, and Frederick P. Fish, Esq., having appeared, as Solicitor, and Horace L. Upton, Esq., as Counsel for the complainants, and William Greenfield, Esq., on behalf of the Defendant, upon due consideration, it is

ORDERED, ADJUDGED and DECREED that a Preliminary Injunction issue out of and under the seal of this Honorable Court, enjoining and restraining said Defendant, his agents, servants, clerks, employees, officers, attorneys, clerks, servants, agents and employees and all persons acting under his control or in privity with him, pending the cause and until the further order of the Court, from in any way interfering with the carrying out of the selling license agreements between the complainant, Phonograph Company and soliciting or procuring Phonograph dealers to act in the violation of any of the provisions of any and all license agreements between the complainant, National Phonograph Company, and its jobbers and dealers; and from soliciting, obtaining and procuring any of the authorized jobbers and dealers of the complainant, National Phonograph Company, to sell to him any Edison Phonographs or any Edison reproducers at less than the list prices prescribed by the complainant, National Phonograph Company, and any Edison Standard Records at less than 35 cents each and any Edison Amberol Records at less than 50 cents each or in violation of the conditions upon which they obtained the same, and from using labels affixed to the packages in which the said Edison Records are contained, or any of the said patented Edison Phonographs, Reproducers or Records in violation of the license agreements under which the said Edison goods were originally sold by the complainant, National Phonograph Company, or by any person claiming under it; and from in any manner violating said agreements, which are in evidence, as Schedules A and B or of the Bill of Complaint; and from directly or indirectly using or causing to be used, selling or causing to be sold any apparatus, articles or devices embodying, operating or constructed in accordance with the inventions and improvements in said Letters Patent Nos. 744,266, 782,375 and 799,478, without the license and consent of complainants thereto; and from infringing upon or violating the said Letters Patent in any way whatsoever.

JOHN RELSTAD, *Judge.*

(SEAL)

A true copy,
H. D. OLIPHANT,
Clerk.

Read This—And Sign Your Agreements

Since starting the protective system we have found that in many cases Dealers do not sign the Agreement through *all* the Jobbers from whom they purchase goods. This is a very serious oversight on their part and always liable to work to their financial disadvantage as the following explanation will prove.

When we are considering an application for a Dealer's license from a place where we already have representation, we depend to a large extent upon information received from the Jobber indicated by our files as *the* Jobber from whom the Dealer buys his goods. It may happen, and as a matter of fact *has happened*, that the information is supplied by the Jobber from whom the Dealer makes the *least* number of purchases, no Agreement having been signed by him through the other Jobber or Jobbers with whom he deals. As a consequence new Dealers have been accepted in places where reports showed that Dealers were purchasing only a small quantity of goods, causing embarrassment and no end of dissatisfaction to all parties concerned.

There is only one way for Dealers to avoid such an unpleasant complication, and that is to promptly sign Agreements through all Jobbers who supply them with goods. When that is done we will be in a position to protect them where they are actively pushing the line.

If the business won't come to you don't "lie down"—*go after it.*

Receipt during the month is acknowledged of photos showing interior views of the stores of Hart Bros., Woodworth, Mass., and B. M. Conner & Co., Falkner, Miss. Both photos show good stock arrangement.

Important—Keep Handy for Reference

To enable our Dealers to accurately identify the various "old type machines" so that parts may be ordered intelligently we give below a short description of the different models:

GEM PHONOGRAPHS

MODEL "A"—Has a flat winding *key*. Starting button on left side of body. Has swing arm.

MODEL "B"—Has a winding *crank*. Starting button on right side of body. Has swing arm.

MODEL "C"—Similar in all respects to Model "B" *except* that it has no swing arm.

MODEL "D"—Maroon finish. Has combination gears for playing both two and four minute Records. Has no swing arm.

STANDARD PHONOGRAPHS

MODEL "A"—Has black japanned winding crank. Speaker arm equipped with shaving device. Has swing arm.

MODEL "B"—Has nickel plated winding crank that screws on to winding shaft. Has swing arm.

MODEL "C"—No swing arm. No shaving device.

MODEL "D"—No swing arm. Equipped with combination gears for playing both two and four minute Records.

HOME PHONOGRAPHS

MODEL "A"—Has black japanned winding crank. Speaker arm equipped with shaving device. Has swing arm-lock bolt assembled to end of body.

MODEL "B"—Has nickel plated winding crank that screws on to winding shaft. Has swing arm-locking lever on front of body.

MODEL "C"—No swing arm. No shaving device.

MODEL "D"—No swing arm. No shaving device. Has combination gears for playing both two and four minute Records.

In ordering Belts and Feed Nuts and Springs Assembled, the following catalogue numbers should always be specified:

BELTS

Gem—	Model A.....	catalogue	number	1951
"	" B.....	"	"	1094
"	" D.....	"	"	1094
Standard—	" A.....	"	"	1951
"	" B.....	"	"	1689
"	" C.....	"	"	1729
"	" D.....	"	"	1729
Home—	" A.....	"	"	2462
"	" B.....	"	"	2101
"	" C.....	"	"	2435
"	" D.....	"	"	2435
Triumph—	" A.....	"	"	2654
"	" B.....	"	"	2815
"	" C.....	"	"	2967
"	" D.....	"	"	2967

FEED NUTS AND SPRINGS ASSEMBLED

Gem—	Model A.....	catalogue	number	1192
"	" B.....	"	"	1023
"	" C.....	"	"	1023
"	" D.....	"	"	926
Standard—	" A.....	"	"	1797

GOVERNOR BALLS AND SPRINGS ASSEMBLED

Catalogue number 2825 used on all types and models.

List Prices of Feed Nuts and Springs

We beg to advise that we have discontinued the use of Feed Nuts which are fastened to the Feed Nut Springs by means of rivets on all machines except the GEM and MODEL "D" STANDARD.

We can, therefore, supply Feed Nuts and Springs separately, and will furnish them at the following list prices, subject to the usual discount on repair parts of 50% to Dealers.

FEED NUTS

Standard (Models A, B and C).....	15	cents	each
Home	20	"	"
Triumph, Balmoral, Alva and Idelia	30	"	"

FEED NUT SPRINGS

Standard (Models A, B and C).....	05	cents	each
Home	10	"	"
Triumph, Balmoral and Alva.....	15	"	"
Idelia	25	"	"

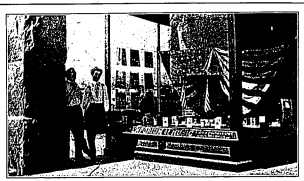
Feed Nuts for all Gem Phonographs, and for the Standard Phonograph (Model D,) will be riveted to the Feed Nut Springs, as heretofore, and cannot be supplied separately.

Lost or Stolen Machines

Edison Triumph Phonograph No. 73396 and Home No. 362913 and 367984 have disappeared. Dealers coming into possession of any information in regard to either one of these machines are requested to immediately communicate with our Agreement Department at Orange.

Thousands of amusement machines are being used daily to give stenographic practice at home to students of shorthand, who of course until now have had to use a personally dictated record on a soft wax cylinder. The twenty-five new Edison Dictation Records, prepared by a stenographic expert, are the perfection of voice-writing. The enunciation is exact; the tone broad and loud; the voice pleasant and human-like. They are specially recorded for use on amusement machines, and will be appreciated by the students in your town. Get a few and try the proposition. Prices: Dealer, 50c. net; List, U. S., 50c., Canada, 65c.

The Other 13,000



Above is a cut of the Memorial Day windowdisplay of the Emporium of Music at Reno, Nevada. This cut was made from one of a number of kodak prints sent us, several of which illustrated the billboard advertising campaign being carried on by this enterprising firm. Unfortunately the prints in question could not be given a clear reproduction.

One of their billboards, 7x9 feet, is located in the very heart of the city and on a corner of its principal street. It is situated about a block from the store, opposite the Masonic Temple and the Post-Office, and close to two theatres. For this location they have signed a contract for one year, securing this as well as several other desirable locations just ahead of the representative of a competing line by taking up another merchant's contract. On these boards they are using eight-sheet posters to advertise Edison goods.

In addition to this extraordinary effort to corral all the Phonograph business in Reno, these hustling Dealers carry on an extensive and persistent newspaper campaign, and in many other ways manage to keep themselves and their line constantly in the public eye. We have yet to receive our first letter from them in which aught but the most cheerful optimism and faith in the Edison line could be detected. As an instance of the latter we might say that they carry a Record stock of 5,000, the largest in the State.

A trip to Reno, Nevada, would prove interesting and educational to a goodly number of Edison Dealers for reasons other than that with which the pilgrimage is generally associated.

Space prohibits our reprinting the numerous sample forms used for circularizing purposes by the trade which have reached us since the June issue of the MONTHLY went to press, but we feel that special mention should be made of the stimulating letters and forms on the Attachment Proposition used by the following firms:

The Buckeye Machine Co., Dayton, O.; The Fort Wayne Machine Co., Fort Wayne, Ind.; C. R. Zacharias, Asbury Park, N. J.; John W. Ruth & Sons, Shelbyville, Tenn.; John Henry Lynch, Edwardsville, Ill.; Harry W. Krienitz, Milwaukee, Wis.; The Eberhardt-Hays Music Co., Wichita, Kan., and the Kipp-Link Phonograph Co, Indianapolis, Ind.

Nine hundred music lovers attended a recital given at the Kidd Opera House at Princeton, Ind., on June 3, under the auspices of the Harding & Miller Music Co., Evansville, Ind. The program was made up of vocal and instrumental numbers rendered by local artists, selections on the Auto Piano and Amberol Records on the Amberola, the latter contributing four of the twelve numbers. All of the Records were from the Grand Opera Catalog. The *Princeton Clarion-News* devoted an eight-inch front page reading notice to the recital, in which the Amberola was extolled for its tonal qualities and handsome design. A cut and description of the instrument adorned the back cover of the program.

Printed Matter

It has been brought to our attention during the past month that a great many of the Combined Alphabetical and Numerical Catalogues, Form 1800, were defective from either a printing or binding standpoint. Dealers who have received imperfect copies are requested to send them to our Advertising Department, which will exchange them via return mail for copies in which the sections are correctly bound.

A new machine catalogue, bearing Form 1780, has recently been issued and most Jobbers now have a supply. We are varying somewhat from our usual practice and will omit mailing single copies to Dealers from Orange. This will be the only official notice covering the issuance of the form which we will send to the trade generally. Dealers *must* get in the habit of reading the MONTHLY to keep posted about "what's doing at the factory."

With this issue we are mailing a four-page folder, Form 1790, the illustrations in which are built around the phrase, "There's an Edison Phonograph for Every Pocketbook." Your Jobber has a supply or will have very shortly. Ask him for a quantity and see that they are distributed where the most good will result. We believe that the folder can very frequently be used instead of the larger machine catalogues, for a complete line of our outfit, with prices, is shown in it. (We cannot supply these folders for the Canadian trade.)

An attractive two-color hanger, Form 1828, and a four-page folder, Form 1821, is being sent to Jobbers with their shipments of the two "Specials," No. 502, "Put on Your Slippers, You're In for the Night," and No. 508, "I'm the Man They're Looking For." If you don't get one of the placards and at least a few of the folders, put up a "holler" to your Jobber, and ask "why."

For the promotion scheme, fully covered on another page of this issue, we will have, besides the certificates there mentioned, a hanger, Form 1829, and a nice four-page folder, Form 1830. These two forms, understand, are not ready at the time this article is written, and it may be possible that their issuance will be delayed, due to circumstances beyond our control. If this proves to be the case, bear with your Jobber, because the fault will not be his.

We have often wondered what use Dealers made of our Monthly Record Supplement. Are you getting a supply regularly and seeing to it that proper distribution of them is made? Dealers should remember that all our printed matter costs money and that, therefore, the waste should be reduced to a minimum.

The following forms are still active and you should have some of each in your store:

1710 Domestic Record Catalogue.
1490 Amberol Card.
1671 Thomas A. Edison Photo Card.
1090 Record Making Booklet.

Suspended List, June 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the same consideration by the Trade as if reprinted in full herewith.

MO., Novinger and Kirksville—Tallman Music Co.
N. H., Whitefield—Stoughton Co.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

BRINSWATHE.
V. C. Pipes—Reinstated at Arcadia, La., was suspended at Shreveport, La.

E. J. Berggren Succeeds Alphons Westee as Secretary-Treasurer

Mr. Alphons Westee, who has held successively the offices of General Auditor, Secretary and Secretary-Treasurer of the National Phonograph Company, resigned from the Company's employ on June 15th. Mr. Westee, who has retired to engage in another line of business, carries with him the respect and good will of his associate officers and the employes of the Company, as well as their best wishes for success in his new field of endeavor.

His successor in office is Ernest J. Berggren, until recently Head Accountant of the General Electric Company at Schenectady, New York, who returns to Mr. Edison's service after a lapse of twenty-four years.

Mr. Berggren's ability as an organizer and executive, combined with his knowledge of manufacturing affairs generally, equips him in a special manner for the very important position which he now holds, and the Company feels that in the acquisition of his services it has secured a competent and painstaking official.

Who will have the honor of reporting the first sale made under the Promotion Plan?

Facts About the "Leaders of the World" Display

The genuis of Thomas A. Edison, who gave to the world the electric light, made possible this marvellous display which is a realistic reproduction of a thrilling chariot race in a Roman amphitheatre, such as was witnessed by the Caesars in the days when Rome was mistress of the world. A wonderful illusion of blazing chariots with fiery steeds and drivers speeding past a reviewing stand where sits an assembled multitude. Every detail of the sport of Roman Emperors is faithfully and vividly reproduced. lly means of ingenious devices current is transmitted through the display at the rate of 2,500 flashes per minute, faster than the eye can follow, producing the illusion of realistic life action. The horses of fire seem to be racing backward and forward with grace and precision, their manes and tails blowing fiercely in the wind; the wheels of the chariots revolve so swiftly that the spokes cannot be seen; the robes and skirts of the charioteers flutter in the breeze; the roadbed apparently recedes beneath the hoofs of the steeds while dust appears to roll up behind the chariot wheels, and the lights on the arena walls appear to move in an opposite direction to the races, thus completing the most realistic illusion of its kind ever attempted.

While this thrilling spectacle is being enacted, above the display and on a mammoth steel curtain 70 feet long by 20 feet high will appear in letters of fire, four feet high, the announcement that Edison Phonographs and Records are "Leaders of the World" in the sound-reproduction line. This, and such other advertisements of Edison Phonographs and Records as we may elect to place thereon, will alternate with the advertisements of thirty other American manufacturers, leaders in their respective lines, and will appear at intervals of nine or ten minutes every night from dusk to midnight for the next two years.

No other advertisements of Phonographs or Records will appear in this display, the invitation having been extended to the National Phonograph Company alone as a recognition of the superiority of Edison products.

The magnitude of the display may be faintly conceived from the following facts and figures:

It is one-third of a New York City block wide.

It rises seventy-two (72) feet in the air.

It is seven (7) stories of an ordinary building high.

It required eight (8) railroad cars to transport it from the factory of the Rice Electric Display Company at Dayton, Ohio, to New York City.

It took a large force of expert riggers, electricians and mechanics more than three months to complete it.

It contains over 20,000 electric bulbs, ten times as many as the largest electric sign now burning on Broadway.

It requires 600 H. P. and 2,750 electric switches to operate, and a large force of operators constantly in attendance.

Five hundred thousand feet of wire were used, and 70,000 electrical connections were made to complete it.

The title of the display—"Leaders of the World"—is seventy (70) feet long and formed of electric lights.

The main chariot, driver and steeds are 40 feet long and 20 feet high—three times life size. The chariot wheels alone are 8 feet high.

Each ad will occupy three rows of eighteen letters each, each letter four (4) feet high and the whole ad about 80 feet long.

Each ad will appear every nine or ten minutes from dusk to midnight every night in the week for two years, telling its story to the three hundred thousand visitors from all points of the universe who pass through the big city every day in the year.

The ads are changed from time to time as suits our pleasure.

Among the leaders who are affiliated with the National Phonograph Company in this project are the National Surety Company, Armour & Company, The Prudential Insurance Company, Remington Typewriter Company, National Cash Register Company and others of equal rank and prominence, the combined capital of the thirty odd concerns interested representing a total of over $1,000,000,000.

It is one of the sights of the greatest city in the world, and the magnitude of the undertaking has become the subject of wide-spread attention by the press of this country and Europe, with the result that the sale of Edison Phonographs and Records will be stimulated as never before by this public certification of their recognition as "Leaders of the World" in the sound reproduction line.

After you have thoroughly digested the facts above presented ask yourself whether this stroke of enterprise does not deserve some degree of emulation by yourself as an Edison Dealer.

Edison Phonographs and Records Among the "Leaders of the World"



ELECTRIC SIGN AT BROADWAY AND 38th STREET, NEW YORK CITY

MOST MARVELLOUS ELECTRICAL DISPLAY EVER CONCEIVED OR PLANNED

ON Saturday evening, June 18, the mammoth electric sign illustrated above was illuminated for the first time before an amazed multitude that congested Broadway for blocks from 8:15 o'clock until past midnight. Nothing to compare with it in daring originality, immensity and elaborateness had ever been seen in the metropolis before, and even blase New York was startled out of its accustomed composure. Erected on the roof of the Hotel Normandie in the very heart of the city's business and amusement world, it occupies a commanding position from which it can be seen and read for miles around.

It is the most stupendous advertising scheme ever conceived in the brain of man, and will indelibly impress the superiority of the Edison Phonographs and Records upon the thousands of visitors who daily pour into the big city from every point of the universe. To be affiliated with the thirty odd concerns whose ads will be flashed from this sign nightly for the next two years is a flattering acknowledgement of the preeminence of Edison products, as only the acknowledged leaders in their respective lines were invited to participate in the project.

To form some conception of the magnitude of this scheme read the details given on the opposite page.

Selling the Goods

"Get a horse!" is a favorite expression to hand to an automobilist when he's had a break-down, or run shy of gasoline, or something or other has put his machine out of commission.

We want to hand that same advice to Edison Dealers at this particular season of the year. Get a horse, or an automobile, or some kind of conveyance, and spend part of your time at least in a house to house canvass of your territory. The weather is pleasant these days, and the open-air canvass will do you a lot of good mentally and physically as well as financially.

There's no question of the success of this method; it's been proven by the experience of others. And it's only a question of time when every Dealer will have to come to it; for *it's the logical method of selling Phonographs.* So why not take it up now during the pleasant Summer months when everything is in its favor?

Here are a few arguments which we think will prove to you that it *is* the logical method of selling machines:

THE EDISON PHONOGRAPH WAS INTENDED FOR HOME ENTERTAINMENT, AND IT FULFILLS ITS MISSION IN EVERY RESPECT AS SUCH. THAT BEING THE CASE, WHERE CAN IT BE DEMONTRATED TO BETTER ADVANTAGE THAN IN ITS NATURAL ELEMENT—THE HOME?

WHERE IS THE MAN OF FAMILY MORE OPEN TO CONVICTION—IN YOUR STORE, OR IN HIS OWN HOME WITH HIS WIFE AND LITTLE ONES ABOUT HIM URGING HIM TO THE PURCHASE OF AN INSTRUMENT THAT WILL FURNISH ENTERTAINMENT FOR THE WHOLE FAMILY AT ALL TIMES?

THERE ARE MANY THOUSANDS OF PEOPLE STILL PREJUDICED AGAINST THE PHONOGRAPH AND IGNORANT OF ITS WONDERFUL DEVELOPMENT. HOW ARE YOU GOING TO OVERCOME THAT PREJUDICE EXCEPT BY HOME DEMONSTRATION WHEN THEY PAY ABSOLUTELY NO ATTENTION TO YOUR LITERATURE?

HOW ARE YOU GOING TO REACH THOSE MANY OWNERS OF OLD MODELS OF MACHINES WHO HAVE TIRED OF THEM, BUT WHO EITHER HAVEN'T SEEN OR HAVE PAID NO ATTENTION TO LITERATURE WHICH WOULD KEEP THEM IN TOUCH WITH THE RECENT DEVELOPMENTS IN THE LINE? THEIR INTEREST IS ONLY SLUMBERING; WOULDN'T PROOF OF THAT DEVELOPMENT BROUGHT RIGHT INTO THEIR HOMES REVIVE IT?

THE PUBLIC HAS GROWN ACCUSTOMED TO HAVING MUSICAL INSTRUMENTS DEMONSTRATED IN THEIR HOMES. IS THERE ANY REASON WHY THE PHONOGRAPH, THE MOST PORTABLE OF INSTRUMENTS, SHOULD BE AN EXCEPTION TO THE RULE?

Those are only a few. There are other arguments in favor of the method, but we think these are sufficient to convince every thinking Dealer that it's up to him to immediately get busy on the house canvassing proposition. We repeat, Mr. Dealer,—"Get a horse!"

The Dealer who takes off his coat and goes to work on the Attachment and Promotion Plan Propositions this summer won't have much time to worry about the general condition of business throughout the country. He'll have all he can do to attend to business right in his own territory.

These two Propositions go hand in hand. In fact the Promotion Plan is sort of a "clincher" to the Attachment argument. They both hit the public in its most vulnerable spot—its cupidity. One offers a big value for a small price; the other offers something for nothing more than a little missionary work.

Just get those "missionaries" started and see how they round up the "converts."

There's only one time to sell a Record of a popular song, and that not when its popularity is on the wane. You've got to get it "right off the bat" as it were. That's why we started the "Special" Record scheme, and it's working beautifully. The trade would never stand for its discontinuance now. We put out two more last month, and the Dealers who were wise enough to have their standing orders in have profited accordingly.

Get in on this good thing by placing a standing order with you Jobber at once.

Your Fourth of July window—don't forget it. Easy enough to arrange a good one as no expense to speak of. Patriotic colors in the back-ground, a few muskets crossed above an Edison Phonograph and a card appropriately worded to suggest some connection between the instrument and "the times that tried men's souls," such as

"Valley Forge Would Not Have Been Cheerless With An Edison Phonograph"

will do very well if originality fails you at the last moment.

If you happen to be located near a mountain, lake or seashore resort, don't neglect the hotels and cottages. The proprietor of a hotel can easily be persuaded that an Edison Phonograph and some of the late Amberol Records are admirable adapted to the amusement and entertainment of his guests. And don't forget to "boost" the Amberola to him as the ideal instrument for his place.

The cottagers ought to be still easier to persuade. You know yourself, if you have ever been through the experience, that a summer cottage or camp without music of some sort is a pretty lonesome place of habitation.

Spend a day or two visiting the cottages with a demonstration outfit and prove that the Edison Phonograph is an indispensable feature of that life. The vacation season is only just starting, and you ought to be able to do some business in the two months and half that still remain.

We have been sent the evidence that a lot of our Dealers are following out the suggestion made in the June MONTHLY that the example and methods of James Blair of Clinton, Minn., be followed. Mr. Blair, it will be remembered, is the Dealer who sold forty-five machines in three months by installing an outfit in the homes on a week's trial. His plan was outlined in detail in that issue. We have a few extra copies and will be glad to send one to any Dealer who may have mislaid his.

We will appreciate it if those Dealers who have put the scheme into effect will communicate the results obtained from it.

A concert six nights in the week this fine weather. Your doors wide open and some chairs and fans invitingly arranged for the convenience of those who wish to hear it. A card of invitation in your window, too.

Suggested Foreign Records

In the August issue of the *Phonogram* we are calling the attention of Record buyers to the desirability of three numbers in the British Amberol Catalog. The selections are No. 12128, "Gems of England," No. 12140, "Gems of Scotland," and No. 12160, "Gems of Ireland."

As we point out to the public, these selections are built upon themes known the world over, and are played in the finished manner that distinguishes the work of the National (London) Military Band.

No. 12128 includes the following airs: "The Vicar of Bray"; "Tell Me Mary How to Woo Thee" (a finely played oboe solo); "The Bailiff's Daughter"; "The Roast Beef of Old England"; "Hearts of Oak," and "Home, Sweet Home."

No. 12140 includes: "Charlie Is My Darling"; "Duncan Grey"; "'Twas Within a Mile of Edinboro' Town"; "Caller Herrin"; "Robin Adair"; "Auld Robin Grey"; "Campbells Are Coming," and "Auld Lang Syne." No. 12160 includes: "The Minstrel Boy"; "Rakes of Mallow"; "My Lady's Eyes"; "Irish Washerwoman"; "St. Patrick's Day"; "The Last Rose of Summer"; "Garry Owen"; "The Harp that Once Through Tara's Halls," and "The Wearing of the Green."

Calling attention to these Records in the *Phonogram* is bound to create a demand for them on the part of Phonograph owners born in the British Isles, as well as those whose forefathers came from those countries; and their name is legion. We advise our Dealers to anticipate this demand. It is our intention in the future to create a demand for Records in the Foreign Catalog in this manner when in our Judgment the selection justifies it.

The Jobber's Convention

If herculean work in the details of preparation are any criterion by which to judge of probable results, then the 1910 Convention of The National Association of Talking Machine Jobbers, to be held at Atlantic City, July 5th to 9th inc., promises to be the most notable in the history of that organization. The Arrangement Committee has worked very hard for the complete success of the affair, and their labor promises to be rewarded by a record-breaking attendance, according to reports in the possession of Mr. J. C. Roush, the Indefatigable Secretary of the Association.

The conventionists will visit the National plant on Saturday, July 9th, where they will be entertained by the officials of the Company.

Advance List

Of Edison Amberol and Edison Standard Records for September, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before August 25th, 1910, all things being favorable, and they may be reshipped to Dealers on 8 A. M. on August 24th. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A.M. on August 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after August 20th, but must not be circulated among the public before August 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 8 P. M. on August 24th, for delivery on the morning of the 25th. Jobbers are required to place orders for September Records on or before July 11th. Dealers should place September orders with Jobbers before July 11th to insure prompt shipment when Jobber's stock is received.

Edison Grand Opera Amberol Records

35006 La Veritable Manola (*Emile Bourgeois*) **Spanish Song Sung in French. Orchestra accompaniment. Blanche Arral**

LIST: U. S., $1.50; CANADA, $2.00

Those who have seen the rollicking abandon and caught the flash from the sparkling eye of the Andalusian Manola will appreciate this hearty description of the joyous young woman. She is a characteristic figure in the life of Southern Spain, where she people literally "dance the happy hours away." The spirit of this music has been admirably caught by Madame Arral, happy hours away." The spirit of this music has been admirably caught by Madame Arral, the versatile songstress, who presents a picture of that care-free clime that makes every hearer want to visit it.

40023 La Favorita—O mio Fernando (*Donizetti*) **Sung in Italian. Orchestra accompaniment. Marie Delna**

LIST: U. S., $2.00; CANADA, $2.50

"La Favorita" is filled with exquisite melodies and none is better known or liked than this aria, which is a favorite number with contraltos. Leonora is torn with the conflicting emotions of joy at the prospect of marrying her lover, Fernando, and terror lest he repudiate her when he learns that she has been the King's mistress. She sends Inez, her confidant, to tell Fernando all, but the King keeps her imprisoned until after the wedding. When Fernando learns the truth he is furious, and flees to a monastery. Ultimately the situation is cleared up, but Leonora's suffering has been too much for her and she expires. Madame Delna has made a most vividly beautiful Record of this aria.

40024 Faust-Air des Bijoux (*Gounod*) **Sung in French. Orchestra accompaniment. Marguerita Sylva**

LIST: U. S., $2.00; CANADA, $2.50

Marguerite, a sweet and simple maiden, is no match for Faust and his powerful friend, Mephistopheles. Beside the simple bouquet that her lover, Siebel, has left for her at the threshold of her home they place a casket of rare jewels. Marguerite, thinking it may be from her lover, naively opens it and, womanlike, decks herself with its contents. With the jewels is a mirror, in which she beholds herself adorned as she never has been before, and bursts into this spontaneous outpouring of joy, girlish delight and innocent pride in the knowledge of her great beauty, known as the "Jewel Song." Madame Marguerita Sylva portrays naturally and delightfully the ecstasy of Marguerite's full heart.

40025 Lohengrin—Lohengrin's Abschied (*Wagner*) **Sung in German. Orchestra accompaniment Karl Jörn**

LIST: U. S., $2.00; CANADA, $2.50

"Lohengrin" is a pearl of delight, and Lohengrin and Elsa are the two most charming characters in the drama. Elsa and her brother Godfrey have been robbed of their birthright by their guardian, Telramund, and by the magic powers of Ortrud, Telramund's wife, Godfrey has been transformed into a swan. His disappearance causes Elsa to be charged with murdering him. When all seems hopeless Lohengrin, a Knight of the Holy Grail, appears to deliver her. In combat, "by the judgment of God," he conquers Talramund, but spares his life, and Lohengrin and Elsa are married. One condition has been imposed upon their union and happiness,—that she must not ask or seek to know his name or origin. Breach of this condition means that he must leave her forever. Her curiosity worked upon by Ortrud, she forgets her vow. The spell is broken and in deep love tones Lohengrin bids his fainting wife farewell. Mr. Jörn has made a touching and beautiful Record of this number.

(Always specify on your orders whether you want Amberol or Standard Records.)

40026 Andréa Chénier-Monologo (*Giordano*) **Sung in Italian. Orchestra accompaniment. Giovanni Polese**

LIST: U. S., $2.00; CANADA, $2.50

The opera from which this selection is drawn takes its name from Marie Andréa Chenier, a distinguished French poet, who fell a victim to the guillotine on July 25, 1794, three days previous to the end of the Reign of Terror. Chenier's condemnation has been brought about by the accusation of Gerard, a former servitor in the household of the Countess de Coigny, but who has risen to a position of authority in the ranks of the revolutionists. Andréa and in turn is loved by him. Under the gibes of his fellow-officers, Gerard, who is not a thoroughly bad man, drowns the voice of his better mentor, his conscience, and signs by which Gerard brings himself to the point of consigning his rival to the scaffold, and in its directness the number is a fine example of modern Italian music.

Edison Amberol Records for September, 1910

LIST: U. S., 50c; CANADA, 65c.

494 With Sword and Lance March National (London) Military Band

A martial and marchable march of excellent volume and skillful instrumentation, with the wood-wind playing a prominent part. The performance of the National Military Band in this instance is worthy of the highest praise and will entrench them all the more firmly in the esteem of lovers of band music. Composer, Herman Starke; publishers, Hawkes & Son, London.

495 Killarney Marie Narelle

What words so eloquently descriptive of Erin's charm of scenery and days of by-gone splendor, what melody more beautiful and truly sympathetic than in this gem of the talented Balfe's compositions? It is a classic that appeals not only to the poetic Celtic nature but to music lovers the world over, especially when sung by an artist of such splendid attainments and exclusively for Edison Records, which fact will be welcome news to the Edison trade and public, both of whom have long clamored for more of her Records. Orchestra accompaniment. Music, M. W. Balfe.

496 Sugar Moon Collins and Harlan

An altogether delightful "coon" duet. Lindy Lou's admonition to love-sick Jasper to confine his "spoonin' an' turtle-dovin'" to night-time under the Louisiana "sugar moon" forms the theme of this melodious song, which has received the usual interjection of original and entertaining comedy between verses. A most attractive Record of its kind. Orchestra accompaniment. Words, Stanley Murphy; music, Percy Wenrich; publishers, Jerome H. Remick & Co., New York City.

497 You'll Never Find Another Love Like Mine Manuel Romain

There is a yearning throb in Mr. Romain's voice as he sings this number which betrays his entire sympathy with its pathetic plaint. The musical setting, too, is thoroughly in sympathy by the publishers to become very popular. Mr. Romain, who sings only for Edison Records, will contribute to its popularity with this Record. Orchestra accompaniment. Words, Arthur J. Lamb; music, Alfred Solman; publishers, Jos. W. Stern & Co., New York City.

498 Irish and Scotch Melodies—Fantasia Charles Daab

A new xylophone Record by one of the best artists in that line in the country. Mr. Daab, who has made a special study of the xylophone and bells, has been connected with many prominent musical organizations, among them the John Philip Sousa and Arthur Pryor Bands, Walter Damrosch's New York Symphony Orchestra and the Metropolitan Opera House Orchestra. The selection is one of great difficulty of performance, yet, unlike many difficult numbers, it is immensely interesting. Among the pieces comprised in this selection are several well-known jigs and reels, besides "Annie Laurie" and "The Last Rose of Summer," the latter being played or made up of what is termed the "double roll." Orchestra accompaniment. Composer, Wm. R. Stobbe; publisher, Carl Fischer, New York.

499 He's My Soft Shell Crab on Toast Marie Dressler

This number baffles description in the limited space allotted for it. It's a "scream" from the extensive repertoire of Marie Dressler, whom a big majority of her countrymen insist upon considering their funniest woman on any stage. Her "soft shell crab" is a waiter, and the real reason for her preference for him seems to be that he keeps her supplied with chicken, gin and other dainties. She holds him out as a model waiter, giving a vivid illustration of his style in calling out such orders as "Is Missus Johnsing's kidneys done?" Miss Dressler also sings for Edison Records *only*. Orchestra accompaniment. Words and music, Jackson Gensond.

(Always specify on your orders whether you want Amberol or Standard Records.)

500 Hiding in Thee — Anthony and Harrison

It is questionable if these popular duetists have ever given a more finished performance of a sacred number than in this instance, and we have no hesitation in pronouncing this Record the equal, if not the superior, of any number of a similar type in our catalogue. The selection is too well known to require an introduction. Orchestra accompaniment. Words, Rev. William O. Cushing; music, Ira D. Sankey.

501 Slavic March — Victor Herbert and His Orchestra

One of the most characteristic and effective compositions of the celebrated Russian composer, Peter Iljitch Tschaikowsky. This march with its wonderful orchestral effects clearly shows the originality, power and energy for which its writer has won world-wide recognition. At the hands of the peerless Herbert it receives the treatment it so justly merits. A rare treat for the lover of the best in classical music, to whom it should be made clear that Herbert's orchestra can be heard *only* on Edison Records.

502 Put On Your Slippers, You're In For the Night — Ada Jones

The great big comic "hit" of DeWolf Hopper's musical comedy, "A Matinee Idol," in which it is featured by Louise Dresser. "Foxy" Bill Jones, a "rounder" only temporarily reformed through matrimony, tries on various ingenious pretenses to get out with "the boys," but wifey "queers the game" each time and imposes the sentence suggested in the title of the song. Four verses and choruses describing Bill's futile attempts, a delightfully catchy two-step melody and Ada Jones singing it,—who could wish for more? Orchestra accompaniment. Because of the popularity of this number the selling date of it was advanced one month. Words, Louire Dresser and E. S. Huntington; music, Seymour Furth; publishers, Seymour Furth Music Publishing Co., New York.

503 If This Rose Told You All It Knows — Oakland and Thompson

Rather a novel duet combination, a counter-tenor and a baritone, and we feel sure it will prove an acceptable offering to the many friends of both artists. The song is sentimental in theme, of a high order of composition, and the musical setting is indeed very pretty. Orchestra accompaniment. Words, Jack Mahoney; music, Theodore Morse; publishers, Theodore Morse Music Co., New York.

504 International and "Fana" Marches — John Kimmble

An accordion solo that—if we may be permitted a modest pun—will please thousands of international "Fans." Two selections in one—two Records really—and both snappy airs. The first derives its title from the fact that it comprises a number of well-known international airs. This is Mr. Kimmble's first Amberol Record and those who have ever heard his Records in the Standard list will realize that he requires no word of commendation. Piano accompaniment. Composer, John Kimmble.

505 Phoebe Brown — Maude Raymond

Everybody who is at all familiar with high-class vaudeville and musical comedy knows that Maude Raymond is one of the country's bright particular "stars." Her work is always pleasing, due especially to her naturally buoyant, vivacious manner and the amount of energy and intelligence she puts into everything she does. Her first Record for the Edison Phonograph is a tuneful "coon" song, the hit of Cole and Johnson's big musical production, "The Red Moon." Phoebe is a "Yallch coon" who makes a trip to the other side of the "pond" as a lady's maid and returns with some "high-falutin" notions and a Spanish name, all of which get her "in very bad" in Darktown. It is an excellent vehicle for the display of Miss Raymond's talent, and she certainly gets all there is out of the number. Orchestra accompaniment. Words, Bob Cole; music, J. Rosamond Johnson; publishers, Jerome H. Remick & Co., New York City.

506 Rescued from the Flames — Len Spencer and Company

Only the wonderful naturalness of Edison reproduction made this Record possible. A descriptive scene, intensely dramatic and replete with the thrilling incidents that throng the daily life of the fire-fighters. Scene 1. An Engine house—the fire laddies in good-natured raillery about a fireman's life—the engine house mascot appealed to—"a bad night for a fire"—the alarm! Box 1231 Scene 2. On the way to the fire—engines snorting, bells ringing, horses' hoofs beating, siren whistle blowing. Scene 3. The fire—orders—the comely side of the disaster—a woman's screams—"Up with the scaling ladder and bring down that women and baby!"—"All right, Cap'n"—"Jump, woman, the child's in the net!"—Cheers and finale. This Record baffles description in a limited space; it must be heard to be appreciated.

507 Southern Dream Patrol — New York Military Band

There isn't a monotonous moment in this delightful patrol, which is constructed on the following familiar Southern melodies: "Mama's in the Cold, Cold Ground," "Suwanee River," "My Old Kentucky Home," "Old Black Joe," and "Turkey in the Straw." Composer, Franz Mahl; publisher, E. Rueffer, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

508 I'm The Man They're Looking For — Edward M. Favor and Chorus

A companion piece to "Has Anybody Here Seen Kelly?" and one that everybody who enjoyed the account of the search for the man from Cork will want and appreciate. The relation between this selection and the one mentioned is like that between an answer and a question. Kelly has been found, or rather several Kellys have turned up, and in the most unexpected places, too—the last one in a coffin! The song has an irresistible quality of humor and a rollicking air, and is crowding the "Kelly" song pretty closely in popularity. The selling date on and music, Ed Rogers; publishers, Ted Snyder Company, New York.

509 One Sweetly Solemn Thought — Knickerbocker Quartette

Little can be said of sacred numbers except to dilate upon the quality of the singing, which surely should be superfluous where the work of the artists is known to be consistently excellent, as is the case with the members of this well-known male quartette. Particular attention is called to the beautiful tones of the organ used in the accompaniment. Composers, R. S. Ambrose, Homer N. Bartlett; publishers, Oliver Dison Co., Boston.

510 My Old Armchair — Billy Williams

This sentimental ballad is in praise of an old arm chair for which the singer cherishes a sincere affection. The words and the sentiment of the song are homely, but the air is a captivating melody that will win its way into the affections of the American public even as it did into those of our English brethren. The singer is Billy Williams, who on the other side of the water is known as "The Man in the Velvet Coat." One of England's highest-priced comedians, he proves in this number that his talent is not confined to singing comic songs. Orchestra accompaniment. Composers, Scott & Williams; publishers, Francis, Day and Hunter, New York City.

511 If Dreams Are True — Will Oakland

A sentimental song of unusual poetic and melodic charm. Its slow waltz refrain is especially pretty and appealing. Mr. Oakland sings this number with fine expression, his voice lending itself readily to the pathetic theme of the selection. This Record, like all of Mr. Oakland's, will be one of the most popular in the list. Orchestra accompaniment. Words and music, Tell Taylor; publishers, The Star Music Publishers, Chicago.

512 Carry Me Back to Old Virginny — Premier Quartette

It's the old-time melodies, after all, that are really worth while,—the songs of our fathers, whose sentiment touches the heart and whose music imbibes charm with age. This dear old melody is here sung in a manner befitting its dignity, the trained voices of the quartette blending in splendid harmony. Orchestra accompaniment. Words and music, James A. Bland.

513 Over the Waves Waltz — New York Military Band

"Over the Waves" ("Sobre Las Olas"), is a very popular waltz both in concert and the ball room. It was written by the well-known Mexican composer, Juventino Rosas. This Record was specially recorded at slow tempo for dancing, and will be found a most desirable number for that purpose. Publisher, Carl Fischer, New York City.

Edison Standard Records for September, 1910

LIST: U. S., 35c; CANADA, 40c.

10410 Emperor's Manoeuvre March — United States Military Band

Another delectable offering by "The President's Own" that will find instantaneous favor with their many friends and admirers among the Phonograph public. An unusually brisk air for the most part, at times changing to a plaintive theme, pretty and pleasing. Composer, C. Friedemann.

10411 That Lovin' Two-Step Man — Sophie Tucker

When "rag" songs are mentioned Sophie Tucker's name is immediately associated with them by those who have had the pleasure of hearing her in vaudeville and on the Edison Phonograph. Her style of singing is as delightfully distinctive as her enunciation is clear and distinct. Her voice, deep and agreeable in quality, is splendidly adapted to "coon shouts," of which this number is a more than ordinarily good specimen. Miss Tucker sings exclusively for Edison Records. Orchestra accompaniment. Words, Stanley Murphy; music, Percy Wenrich; publishers, Jerome H. Remick & Company, New York City.

10412 So Long, Mr. Flanagan — Ed. Meeker

Flanagan and Hanagan are old cronies, both argumentative and both afflicted with stammering. The song is a humorous description of their daily conversations. The theme is novel, the words funny, the air is a rollicking one and Mr. Meeker is thoroughly at home in this type of selection. His brogue is rich and pleasing and his stuttering most artistic. Orchestra accompaniment. Words, W. E. Browning; music, Ed. Edwards; publisher, Joseph Morris, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

10413 L'Encore — **Victor Herbert and His Orchestra**

A fascinating and brilliant instrumental duet written by Victor Herbert for flute and clarinet. The air is sprightly and engaging and the difficult instrumental plays are marvellously well The air is sprightly and engaging and the difficult instrumental plays are marvellously well executed. A Record of this kind is so seldom listed that it cannot fail to attract a lot of attention and consequently heavy demand. As has already been said, Mr. Herbert's services are exclusively at the command of this company.

10414 Pal of Mine — **Manuel Romain**

The title of this number little suggests the tender sentiment of its lines. The "Pal" is an old man's life mate, for whom in the twilight of their lives he finds a deeper and stronger sentiment than in the days when the blush of youth was on her cheeks. The words are set to a sweetly plaintive air changing to a waltz melody in the chorus, and Mr. Romain completes the attractiveness of the number with a most sympathetic rendition. Orchestra accompaniment. Words, Bartley C. Costello; music, J. S. Nathan; publisher, Leo Feist, New York.

***10415 The Chanticleer Rag** — **Collins and Harlan**

A lot of patter about barn-yard affairs worked into a clever and tuneful "coon" duet. The selection offers plenty of opportunity for the introduction of comedy and ingenious effects, all of which are taken advantage of. An imitation of the barn-yard greeting to the dawn at day is especially good. The air is a "swingy" two-step, and the manner in which the number is sung will add to its popularity. Orchestra accompaniment. Words, Edvard Madden; music, Albert Gumble; publishers, Jerome H. Remick & Co., New York.

10416 Marie Dressler's "Working Girl" Song — **Marie Dressler**

Here's one of the jolly comedienne's favorite characterizations, one that always "brings down the house" and keeps her busy responding to encores. The troubles of a manicure lady whose unsophisticated ways are taken advantage of by the sterner sex are recited in a tone that fairly pulsates with indignation. Her resentment at the immodest display of necks at the full dress party to which one of her customers introduced her is simply immense. This convulsing selection can be heard only on Edison Records. Orchestra accompaniment. Words, Edgar Smith; music, Maurice Levi.

10417 German Waltz Medley — **John Kimmble**

An accordion solo. This is Mr. Kimmble's first contribution to our Standard Records in some time, and it will undoubtedly be much appreciated by lovers of this particular style of selection. The medley consists of standard German waltz airs, which are played in Mr. Kimmble's masterful style. Piano accompaniment.

10418 You Can't Make Me Stop Loving You — **Will Oakland**

A dreamy waltz song with a pretty, flowing melody. A boy lover, "turned down" by his sweetheart, accepts his congé in a philosophical manner but warns her that she can't efface the sweet memories he will always retain of their happy days together or keep him from loving her in the same old way. Beautifully sung and recorded. Orchestra accompaniment. Words, Edgar Leslie; music, Kerry Mills; publisher, F. A. Mills, New York City.

10419 Only a Beam of Sunshine — **Anthony and Harrison**

This favorite hymn with its beautiful words of solace and comfort is one of Fanny Crosby's best known compositions. A splendid sacred number, and most impressively sung. Orchestra accompaniment. Music, John R. Sweney.

10420 How Can You Love Such a Man — **Josie Sadler**

In her inimitable dialect the popular German comedienne registers an awful complaint about the laggardly love-making of her best fellow. Asked whether she preferred a book or a kiss for Xmas she told him she couldn't read. Next day he sent a teacher around to the house! "How can you love such a man what has got solid ivory on top?" is her pathetic query. Orchestra accompaniment. Words, Irving Berlin; music, Ted Snyder; publishers, Ted Snyder Company, New York City.

10421 The Lady Bugs' Review — **American Standard Orchestra**

This is a characteristic number by the well-known composer, Neil Moret, who wrote the popular "Hiawatha" (Standard No. 8347), "Moonlight Serenade" (Standard No. 8974) and other favorite instrumental numbers. Its construction is both novel and clever, in that respect being reminiscent of "Teddy Bears Picnic" (Standard No. 9777), which Record it is expected to rival in popularity. Publishers, Jerome H. Remick & Co., New York City.

10422 Krausmeyer Taking the Census — **Ada Jones and Len Spencer**

A talking Record that will drive away the blues. Krausmeyer "gets in bad," to use a slang phrase, when he tackles Mrs. Mulligan for information which she deems decidedly too personal to be public property. She finally parts with some grudgingly, and the humor of the number lies in the trouble Krausmeyer has in extracting it. Mulligan, himself, and some of his friends also appear on the scene and, after a song and some jokes, ring down the curtain on Krausmeyer.

* This selection will be illustrated on cover of September Phonogram.

(Always specify on your orders whether you want Amberol or Standard Records.)

10423 That Fussy Rag — **Long Acre Quartette**

Simply great! That's the shortest, most comprehensive phrase with which to adequately describe this Record. The selection is a "rag" melody let loose, as it were. A "syncopated organization to our catalogue, and we confidently leave the question of their future appearance. Orchestra accompaniment. Words and music, Vesse H. Smalley; publishers, F. B. Haviland Publishing Co., New York City.

10424 The Smiler Rag — **New York Military Band**

Everything is "rag" these days; the public seems to be unable to get enough of that inferious type of melody. Here's a band Record of a popular "rag" composition that is much out of the ordinary,—a bright, cheery air, and a splendid performance. Don't let your customers miss this Record; it belongs in every collection. Composer, Percy Wenrich; publishers, Arnett-Delonais Co., Chicago, Ill.

Edison Amberol Records in Hebrew

LIST: U. S., 50c; CANADA, 65c.

10003 Eili Eili, Lomo Azavtoni *(Fridsdell)* **From the Hebrew Play "Brucha"** — **Frances Simonoff**

10004 Dus Fertriebene Teibele *(Fridsdell)* " " " " " **"Ben-Ami"** **Frances Simonoff**

Foreign Records for July

BRITISH RECORDS FOR JULY
AMBEROL (FOUR MINUTE).

12182 Baby's Opera — National Military Band
12183 Tale of a Shepherd Summer, *Mantor* — Amy Evans
12184 The Fisherman, *Faranby* — George Formby
12185 The Broken Melody (Violoncello), *Hewitt* — Cedric Sharpe

12180 The Arrow and the Song, *Balfe* — Peter Dawson
12187 In Your Old Tam O'Shanter, *Hardy* — Florrie Forde
12186 La Czarine Macarka, *Game* (Concertina Solo) — Alexander Prince

12189 The Promise of Life, *Cowen* — Violet Oppenshaw
12190 Have a Banana, *Hayne* — Arthur Osmond
12191 With Sword and Lance March, *Stark* — National Military Band

STANDARD (TWO MINUTE).

13978 The Druid's Prayer Waltz, *Davson* — National Military Band
13979 Within a Mile of Edinboro' Town, *Hewitt* — Amy Evans
13980 Send for John Willie, *Faraby* — George Formby
13981 Stirling Castle (Accordion) Scotch Dances — Jesse Wyper

13982 I'll Take You Home Again, Kathleen, *Westendorf* — Rubo Quartett
13983 Bib Van Winkle, *Darewski* — Pike & Kirkby
13984 Minor Blackman, *Payne* (Concertina) — Florrie Forde

13985 Betsy, *Darewski* — Stanley Kirkby
13986 I'm One of the Old Brigade — Arthur Osmond
13987 The Rifle Quickstep—from "Our Flag," *Hyde* — National Military Band

WELSH RECORDS FOR JULY
AMBEROL (FOUR MINUTE).

12192 Diadem (Old Welsh Melody) — Alexander Prince
National Welsh Mixed Quartette

12193 Y Deryn Pur (Welsh Song) — Amy Evans
12194 Y Hardrwy Gwy (Welsh Song) — Powell Edwards
12195 Ceiliad Y Delyn, *Henry* (Welsh Song) — John Roberts
12196 Cwsg'nar (Old Welsh Melody) — Alexander Prince
National Welsh Mixed Quartette

12197 Jenny Morgan, *Hall* (Welsh Dialect Selection) — Ail Thomas

12198 Bendithiaist Gond Y Mennydd, *Hughes* (Welsh Song) — Caradys Roberts
12199 Hywelt a Blodwen, *Parry* (Welsh Duet) — Amy Evans and John Roberts
12200 I Len Y Caridau, *Hughes* (Welsh Song) — Amy Evans
12201 Mae Cymru'n Bared, *Parry* (Welsh Duet) — Amy Evans
John Roberts and Powell Edwards

12202 Dagrau 'r Iesu (Welsh Song) — Gwladys Roberts
12203 Aberystwyth (Old Welsh Melody) — National Welsh Mixed Quartette

GERMAN RECORDS FOR JULY
AMBEROL (FOUR MINUTE).

15097 Overture zur Oper *Mignon*, *A. Thomas* — Johann Strauss Orchestra

15098 Ich bin bläuth, Duett, *A. Adolfati* — Nebe Quartett

15099 Die Post im Walde mit Cornet-Solo, — Nebe Quartett
H. Schaffer

15100 Frühlingsgruss, Lied, *R. Becker* — August Binkmann
15101 Tosoro mio, Walzer, *E. Becucci* — Johann Strauss Orchestra

STANDARD (TWO MINUTE).

10146 Ferdinand-Marsch, *I. Evanovici* — Johann Strauss Orchestra
10147 Venus, zu dir, aus Die schöne Galathé, *Suppé* — Nat Kumner
10148 Ach, wie ist's möglich dann, *Fr. Kücken* — Rubo Quartett
10149 Die moderne Köchin, Couplet, *V. Heidinger* — Grete Wiedeke
10150 Hurf, mein Mädeli, Walzer mit Chor, — Johann Strauss Orchestra
H. D. Cobb

MEXICAN RECORDS FOR JULY
AMBEROL (FOUR MINUTE).

6085 Soldador—Vals, *E. Diaz* — Banda de Policia
6086 Baile de Campesas—Cuplés de "Bamba!"
6087 ¡A Granada!—Canción Española, — Gonzalo Vilches y Alvarez
6088 *Amorcito Corazón*, Canción Popular, — Rafael Becerra, tenor
Arreglo de H. Rosas
Maximiano Rosas, tenor
Rafael Herrera Robinson, barítono
6089 Fandangos de Alhaja, *Arreglo de F. Becerra* — Rafael Becerra, tenor
6090 *La Machicha*—Paredis, *Arreglo de L. Pinzo* — Jesús Abrego, tenor, y Leopoldo Pizaro, barítono
6091 Romanza Espresiva y Tarantela, — Banda de Artillería
Schubert; Lucantoni
Solo de Violín por José Rocabruna
STANDARD (TWO MINUTE).

20343 Alma de Artista—Vals, *A. Hartlieb* — Banda de Artillería
20344 Lakumi—Tango, *Velazco* — Quinteto Instrumental Jacobi-Rocabruna
20345 La Paloma, *B. Iradier* Trio Instrumental "Arriaga"

(Always specify on your orders whether you want Amberol or Standard Records.)

Special Sacred List

Responding to a very general and urgent demand on the part of the trade, we have prepared the below list of sacred selections, shipment of which will be made to Jobbers starting on or about July 11th, 1910. The Records can be placed on sale as soon as received, and will be sold at the same prices in the United States and Canada that obtain for the Domestic Amberol and Standard Records. These selections have been most judiciously chosen as the most representative and popular numbers sung in the Catholic and Christian Science churches respectively, and owing to the very nature of the selections unusual care was exercised in the choice of singers and the work of recording. The special literature that will accompany the Records should be circulated to the best advantage by Dealers. We are satisfied that these Records will be in very general demand and strongly urge our Dealers to lose no time in placing an order with their Jobbers for a liberal supply of them.

CATHOLIC HYMNS.

AMBEROL

514 Adeste Fidèles — **Edison Mixed Quartette**

This well known hymn has been associated with Catholic worship for so many years that it seems interwoven with the history of that church. Time cannot stale its charms, and as the centuries roll by it becomes more and more precious. Sung in Latin with organ accompaniment. Composer, Novello.

515 Mother, Dear, O I Pray For Me — **Anthony and Harrison**

The word "mother" never loses its charm for old or young, and with no other relation in life is music so closely interwoven as it is with the maternal. It is upon our mother's bosom that we first learn what music is, and with our Virgin Mother above we look forward to sharing celestial music throughout eternity. Orchestra accompaniment.

516 Gloria From 12th Mass (*Mozart*) — **Edison Mixed Quartette**

Mozart was a musical genius, a musician the nearest to perfection that the world has ever seen. His music is not only beautiful in itself, but in its adaptability to its intended purpose it is the very consummation of art. Nothing would lend more to sanctify the home than to have as part of the household this beautiful "Gloria from Mozart's 12th Mass." Sung in Latin with orchestra accompaniment.

CHRISTIAN SCIENCE HYMNS.

AMBEROL

517 Shepherd Show Me How to Go — **Anthony and Harrison**

This melodic prayer of the Rev. Mary Baker G. Eddy is a tender aspiration for help and guidance addressed to the Hope and Shepherd, whose eye and heart are at the service of His sheep "all the rugged way." It is especially adapted for home use, because it has an intimate quality not to be found in all hymns as they are usually written for congregational use. Music, William Lyman Johnson. Orchestra accompaniment.

518 O'er Waiting Harpstrings of the Mind — **Frederick Gunster**

There is a calming, soothing rhythm to this favorite hymn, written by the Rev. Mary Baker G. Eddy. It voices the trust and faith which appeal alike to all Christians, and yet express especially the deep religious feeling of Christian Science. After meditation on the lightening of life's burdens, the singer, with the illuminating eye of faith, exclaims, "I see Christ walk and come to me, and tenderly, divinely talk." Music, William Lyman Johnson. Orchestra accompaniment.

519 Saw Ye My Saviour? — **Edison Mixed Quartette**

This beautiful communion hymn is not an expression of doctrine, but a tribute to the Christ and not the Creed; a most fitting opening to the bread and wine commemoration service in the church, and to the private commemoration service in the home. It is written by the Rev. Mary Baker G. Eddy, and sung by the Edison Mixed Quartette with organ accompaniment, to reproduce as nearly as possible the atmosphere and effect of the hymn at a church service. Music, Brockett.

STANDARD

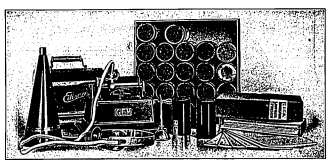
10425 Eternal Mind the Potter Is — **Edison Mixed Quartette**

There could not be finer consonance between the sentiment of the words and music than this Record presents. The dignity of man at his place in the divine purpose are expressed in the poetry and emphasized in the lofty but simple character of the music. Before its sympathetic strain all sordid, common thoughts flee, and we are lifted to a place where the path of holiness seems the only one. It should bring comfort and gladness to many hearts. Sung without accompaniment. Words, Alice Dayton. Music, Louis Spohr.

(Always specify on your orders whether you want Amberol or Standard Records.)

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
San Francisco—Pacific Phonograph Co.
Oakland—Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eller's Piano House
ILL., Chicago—Babson Bros.
Lyon & Healy.
James I. Lyons.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Peoria Phonograph Co.
Putnam-Page Co., Inc.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Kipp-Link Phonograph Co.
Wulschner-Stewart Music Co.
IOWA, Des Moines—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Richm Music Co.
LA., New Orleans—William Bailey.
National Automatic Flre Alarm Co.
Philip Werlin, Ltd.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—Cohen & Hughes.
E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Machine Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petitt.
Paterson—James K. O'Dea.
Trenton—John Sykes.
N. Y., Albany—Finch & Hahn.
Asterin—John Rose.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Bolway.
Rochester—Talking Machine Co.
Schenectady—Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Utica—Arthur F. Ferris.
William Harrison.
OHIO, Canton—Perry B. Whitsit Co.
Cincinnati—Ball-Pintze Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitsit Co.
Dayton—Lindsey & Dohne.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co.
OKLA., Oklahoma City—Smith's Phono. Co
OREGON, Portland—Graves Music Co.
PENN'A., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Brothers.
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. Houck Piano Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—D. Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rose Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Eller's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Laurence Metzgar.
CANADA, Quebec—C. Robitaille.
West Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd



This is the New I.C.S. $35 Language Outfit

One firm has ordered 300 outfits. Another firm sold outfits 24 hours after their receipt. They are ordering them all along the line wherever the outfits are shown. Why? Because they are sellers; they are profit makers; and they cater to a field that will quickly appreciate and purchase them.

This outfit provides the very best method for teaching foreign languages in the world; a method that is indorsed by professors of the leading colleges and by the French, German, Spanish, and Italian Embassies in the United States. It teaches French, German, Spanish, and Italian to English-speaking people and teaches English to foreigners.

The I. C. S. outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language.

Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest, as it sells for only $35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 920, SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

VOL. VIII August, 1910 No. 8



ALL "STARS" IN THEIR LINES—HEARD AT THEIR BEST ON EDISON RECORDS

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The EDISON PHONOGRAPH MONTHLY

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August—How Are You Going To Spend It?

It's usually a pretty hot month, and it promises this year to fully live up to its reputation as such. It's also regarded by some as a dead month in the Phonograph business,—a month to lay off work in. But do you think that holds good for August, 1910? Conceded that it is only natural to surrender to the inclination to get away from the heat and business worries and lead a life of indolent ease "far from the madding crowd," do you think, Mr. Dealer, in view of the opportunities opened up for you by the Attachment Proposition and the Promotion Plan that you are justified in suspending activity,—in figuratively shutting up shop? Can you afford to let one whole big month pass without making every preparation for the fall season, which ought to be one of the best in the history of the business, and which is now knocking at the door?

There are so many things to be done now,—details that must be attended to at once, that will not wait for your convenience. Your stock of Machines and Records should be overhauled and replenished; their location and arrangement should be carefully considered and, if possible, improved upon; your mailing lists should be immediately revised; newspaper ads should be written up and kept for future use; your window arrangement should be given your thought and attention; demonstrating machines should be put in perfect running order; a supply of the Combination Attachment Proposition and Promotion Plan circulars should be mailed now to every Phonograph owner on your list;—in short, there are a hundred matters that must be taken care of without delay. If you don't attend to these things now it's a 10—1 shot that the ever-present-and-alert "other fellow" will slip one over on you with the twin Propositions and corral the new Attachment and Machine sales with the big profits that multiply afterwards from the new Record customers.

Don't loll during August, Mr. Dealer! Roll up your sleeves, laugh at the heat and put yourself in solid for the early Autumn campaign.

The Promotion Plan in Operation

The "endless chain" forged by the Promotion Plan has begun to operate. The Special Records and Special literature are now in the hands of every Dealer who placed his order promptly for them. The Promotion Certificates are beginning to arrive at the factory, indicating that some of the more enterprising Dealers got to work early on the proposition.

If we said that the initial orders were satisfactory we would not be stating the truth. *They were more than satisfactory,—they were surprising in volume.* And what is more gratifying than heavy initial orders, the expressed attitude of the trade is so encouraging that we are led to expect even bigger results from the Plan than we at first anticipated. Jobbers and Dealers alike declare it the biggest promoter of business that the Edison trade has ever been given.

And it *is* big; its possibilities are enormous. Think what the general effect will be if each one of the 13,000 Edison Dealers interests only ten (a ridiculously small percentage) of his customers to work for the bonus of six Records. It will mean 130,000 active Edison Phonograph salesmen, each one working with a selfish object in view! Then add to that figure the number of new Machine owners that will result, each one of whom also becomes a salesman. The moral effect upon the business is beyond calculation. It is sure to create a renewed interest in Edison products, which will have a resultant effect for the good upon every Dealer's business.

This is the opportunity of a business life-time for the Edison Dealer. It means the immediate rejuvenation of his business. If he pitches into the proposition with vim, determination and enthusiasm he will boost his Machine and Record sales to a point where they haven't been in the past three years. It's a big proposition, and it will bring big results to the Dealer who does his duty by it.

The cost of the Plan to the Dealer is practically nothing more than advertising expense. *As a matter of fact there is no cost until a sale has been made:* and who would balk at a paltry $1.20 to sell a Phonograph and secure a new Record customer and salesman, who, in turn, will do his level best to sell more Machines, thus interesting other buyers, and so on *ad infinitum!*

We suggested in the July MONTHLY the following most effective means of employing the Promotion Plan, which we repeat for the benefit of any Dealers who may not have started on the Proposition yet:

Order at least one complete set of the twenty-four special Records; make up a list of all Phonograph owners in your vicinity; sign your name to the Certificates and mail one together with a four-page folder to each name on the list, and advertise the plan in the newspapers, your window and by every other method you can think of.

We want to supplement these instructions by suggesting that a quantity of each form be kept handy in the store for distribution among Phonograph owners not on your mailing list. We would further suggest that Attachment Proposition literature be inserted in every envelope mailed to the owner of an un-amberolized Phonograph.

The Combination Outfit Proposition and the Promotion plan ought to travel tandem from now on. The inducement of ten Special Records for practically nothing, and six Amberol Records for merely the expense of a little moral persuasion, ought to drag every un-amberolized Machine into immediate activity. If you are out of Attachment Proposition Literature notify your Jobber at once and get an additional supply.

You have the Propositions now, Mr. Dealer. You know what they mean to you, and if you study their possibilities you will realize what they can be made to do for you. Is it necessary to remind you that the sooner you make them work for you just so much the sooner will you begin to realize the profits they will bring?

Is Your Name On Our Revised Mailing List?

Convinced that a percentage of our Dealers are paying little or no attention to the house literature we send them, our Advertising Department on June 21st began the work of revising our mailing list with a view to cutting off the indifferent Dealers from the receipt of further printed matter. A letter was sent to the entire trade explaining the folly of further waste of money on such Dealers and asking active, interested Dealers to prove themselves such by signing a post-card, which was enclosed with the letter, and mailing it to the Company. The post-card instructed us to keep the name of the Dealer on our mailing list, and on it he subscribed to the fact that he reads all the literature we send him, including the Edison Phonograph Monthly, and also indicates how many machines and Records he is carrying in stock and the name of his Jobber.

We have received replies from a large majority of the Dealers, but there are some whom we know to be good, active Dealers yet have not as yet sent us the required information. We want to stir these Dealers up—want to hear from them at once. We simply must have this information, and at an early date; if it is not forthcoming we shall be forced to the conclusion that the Dealer does not care to receive the literature and shall accordingly drop his name from the mailing list.

If the Dealer wants our literature we certainly want him to have it—in fact, we want to give him better service in that respect in the future than we have in the past, and shall aim to do so; but we don't intend to waste time and money on any Dealer who does not want the literature, or does not peruse and use it.

If you have neglected thus far to send us the card referred to, do so without further delay—do it now while it is fresh in memory. If the card is mislaid just address a note to the National Phonograph Company, Advertising Department, stating that you want to be continued on the mailing list and will read the house literature sent out, including the EDISON PHONOGRAPH MONTHLY, and advising us of approximately how many machines and Records your stock consists of, also of the name of your Jobber.

We ask that Jobbers co-operate with us in the compilation of this new list by urging their Dealers to early compliance with our request.

Johann Strauss Records

We want to call the attention of the trade to the following Amberol and Standard Records appearing in the German Catalogue and Supplement to date,—Records by the famous Johann Strauss Orchestra made under the leadership of the celebrated composer-conductor himself, the third of the Viennese "Waltz Kings" to bear a name which has made history in music.

The music lover needs no introduction to the selections. They are all standard, some of them, Nos. 15049 and 15032 for instance, being known the world over. The work of the Strauss Orchestra in every instance, as is to be expected from an organization of its calibre, is magnificent, and the recording beyond criticism. The Records can not be surpassed from any point of view by any Records of the same type on the market, and the very fact that so internationally famous an organization as the Johann Strauss Orchestra made them will give them an additional value in the eyes of the music lover.

We are printing the subjoined list in the October issue of the PHONOGRAM and would advise Dealers to anticipate the consequent demand by placing their order for them at once with their Jobbers.

(AMBEROL)

List: U. S., 35c; Canada, 65c.

15019	Alle Vögel sind schon da,	*Alfred Wiggert,* Fan-tasie—Polka für zwei Piccolo-flöten
15049	An der schönen, blauen Donau, Walzer,	*Johann-Strauss*
15102	Der Dichter, Landschaftsbild, Humor,	*Wagner*
15046	Der Traum eines Reservisten. Teil 1. C. M. Ziehrer	
15046	Der Traum eines Reservisten. Teil 2. C. M. Ziehrer	
15031	Deutschlands Ruhm, Marsch,	*H. Schrader*
15010	Ein Abend in Tirol, Serenade,	*Martin Schmeling*
15041	Ein Sommertraum, Walzer,	*Waldteufel*
15015	Fatinitza,	*J. Schuncmann*
15025	Husarenritt, Charakterstück,	*Fritz Spindler*
15038	Königungsmarsch, aus Die Folkunger,	*G. Meyer-Lutz*
15030	La Carneval Romain, Ouverture,	*Berlioz*
15040	Mit verhängten Zügeln, Marsch	
15032	Ouverture zu ein Morgen, ein Mittag, ein Abend in Wien,	*Suppé*
15022	Ouverture zu Fra Diavolo,	*Auber*
15018	Potpourri aus Der Juxkyvitch,	*Carl Wilhelm*
15105	Sonntäglein, Serenade	*A. Bilhms*
15020	Sterdiug d. Strauss'sche Operetten,	*v. Schlegel*
15016	Tiroler Holzhacker-Buab'n-Marsch,	*Wagner*
15038	Tscherkessischer Tanzcharakt.,	*K. Haehle*

(STANDARD)

List: U. S., 35c; Canada, 40c.

16055	Aller Ehren ist Oesterreich voll, Marsch	*Joh. Nesmtny*
16058	Die Boxen, Walzer,	*Oscar Metzl*
16078	Fiacole, Walzer	*Gung'l Sohne*
16098	Frauenherz, Polka-Mazurka,	*Josef Gung'l*
16081	Geburtstags—Stückchen,	*F. Lincke*
16081	Herz-Dame, Polka,	*Th. Fahrbach*
16055	Ich bin das Fräulein Dudelsack,	*R. Nelson*
16064	Königin-Marsch aus der Ballo Grab'n, Rheinländer,	*Kollo*
16094	Lieb' und Wein, Walzer,	*J. Rixnerhofer*
16055	Munt Bunt, Marsch,	*Natzler*
16075	Spindel-Marsch aus Die Spindelfee,	*H. Reinhardt*
16071	Venezia, Walzer,	*Desormes*
16094	Wein-Walzer,	*Josef Gross*
16074	Wir trinken noch'n-Pulle, Rheinländer mit Chorgesang,	*Erich Walden*

The Exchange Proposition

What little of naturally adverse criticism from the trade following the announcement in President Dyer's letter of June 17th to the effect that the Continuous Exchange Proposition in modified form will be in operation only until December 31, 1910, has been allayed by a better understanding of the causes that led up to its discontinuance, and by the knowledge of the fact that the present arrangement is intended as only a temporary make-shift for a plan which we are satisfied will meet with the endorsement of all Jobbers and Dealers. We are at work on the details now and the proposed substitute will be announced in due season.

Meanwhile we must express our satisfaction over the spirit of confidence displayed by the trade in our judgment and promise to adjust the matter to the entire satisfaction of all concerned. It is but another evidence of the complete harmony, confidence and co-operation that exists between the factory and the distributive branches. Let us say in passing that the confidence reposed in the factory will be fully repaid, and that the license of an Edison Dealer never meant as much to him as it does at the present moment.

As explained by Sales Manager Dolbeer at the Jobbers' convention last month, the Continuous Exchange Proposition has been a very costly experiment for the company. Since its adoption in May, 1909, it has cost us an almost incredible amount of money and has failed to accomplish the results expected of it. It is doubtful if any other manufacturer would have continued it under the circumstances for the length of time we have. We have given it a fair trial and it has proven unsatisfactory from every point of view; hence the determination to modify it for a time until we could work out a plan more fair and satisfactory to all concerned.

We trust that in the meantime the trade will observe the new conditions, which are as follows:

Up to and including December 31st, 1910, we will accept and give full credit for returned cut-out two-minute Records only so long as the credit so given shall not exceed fifty (50) per cent. of the total two-minute purchases, the balance to be paid for on regular terms; and we will not accept and give credit for such returned cut-out Records in connection with orders for Amberol Records.

We will, however, make the concession that returned two-minute Records shall apply on all two-minute purchases, whether from the advance or current lists, provided that the total number of Records returned shall not exceed fifty (50) per cent. of the total two-minute Records purchased. By this it must be understood that an order for at least double the quantity of two-minute Records returned must accompany the papers covering the return of two-minute Records.

Model "M" Reproducer Exchange—The Canadian Phase

We are exchanging Amberol Model "M" for Model "L" Reproducers as fast as it is possible for us to do so, and want to again remind the trade that we are very anxious to get the new Reproducers into the hands of Amberol owners at the earliest possible moment, to the end that complete satisfaction with every instrument now in the hands of the public may be insured. A satisfied customer is the best possible advertisement, and we wish to run no risk of refutation in a single solitary instance of our oft-repeated assertion that "the Amberola is the most perfect instrument of its kind in the world." It's up to the Dealer to see that every Amberola sold by him or in his possession is equipped at the earliest possible moment with a new model "M" Reproducer.

In this connection we wish to announce that negotiations are now under way with the Canadian Customs authorities whereby we hope to be able to exchange Model "M" for Model "L" Reproducers in the Canadian provinces, without additional duty being imposed upon the exchange shipment. We expect to be able to make a definite announcement on this subject in the near future.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

The Bernhardt Records

The first of the Amberol Records by "The Divine Sarah"—No. 35007—"L 'Aiglon-La Plaine de Wagram"—appears with the October Supplement, and the balance will be listed one each month so as to extend over the period covered by her coming American tour. Mme. Bernhardt will begin her tour in Chicago on October 3, with a repertoire that includes her old favorites as well as a number of new plays. It is from the former that extracts were selected for the Edison Catalogue.

In "L'Aiglon" Mme. Bernhardt has scored one of the most emphatic of her many successes, and the extract recorded is the thrilling climax of that absorbing drama. These Records are absolutely flawless from a recording standpoint, every tense syllable, every emotional quiver of the great tragedienne's wonderful voice being reproduced with a naturalness and clearness possible only on Edison Records. It was because of the superior reproducing quality of Edison Records that Mme. Bernhardt selected them for the perpetuation of her memory among her millions of admirers; which fact should not be lost sight of by the Edison trade in advertising her Records. She yielded to the suggestion to leave to posterity a heritage of her art only when convinced that the reproduction would be perfect and after testing the reproducing qualities of other machines.

This is Bernhardt's farewell tour as well as her first visit to this country in a number of years, and it is safe to say that it will be a triumphal one. Dealers are urged to anticipate the furore it will create among theatregoers by securing a supply of each Record as it is listed and advertising them at the psychological moment, never forgetting to dwell more emphatically and often upon the fact that SARAH BERNHARDT CAN AND WILL BE HEARD ONLY ON EDISON RECORDS.

Bohemian Records

In the Foreign Record Supplement on page 21 will be found six Standard Bohemian Records. We draw especial attention to the fact in order that Dealers in localities where Bohemians are found in numbers may not overlook the list. The appearance of the Supplement is most opportune, as we have had a very considerable demand recently for new Bohemian Records. The new Records will be found to be representative numbers, excellently sung and recorded.

This is a Reproduction of Our Full-Page August Magazine Ad



Which Penetrates Millions of Homes, Carrying the Message of the Edison Phonograph's Adaptability to Home Surroundings.

One of the sights of New York City for the next two years to come will be the enormous electric sign at Broadway and 38th St., the largest, most ingenious and startling display of its kind ever attempted, which will carry to visitors from the four corners of the earth the blazing message that Edison Phonographs and Records are the "Leaders of the World" in their line.

It is conservatively estimated that New York has a daily transient population of 300,000 including visitors from near-by and distant points. The moral effect upon that daily changing multitude of this fiery recognition of Edison precedence is obvious. Its effect upon the trade should be that of enthusiasm and inspiration to greater effort in the sale of a product recognized by the representative manufacturing concerns of the world as the peer of its kind.

Every Edison Dealer should feel justifiably proud of the fact that he handles the "Leaders of the World" in sound-reproduction.

Neglected Opportunities

Recently we received a communication from a Phonograph owner in one of our large cities, who complained bitterly of the fact that after having either visited or written *two Jobbers and ten Dealers* for the purpose of obtaining certain numbers in one of the Foreign Catalogues, he had been unsuccessful. Not only that, but he had received no encouragement to expect that he might be able to procure them in the near future.

Result; A disgusted Phonograph owner and a lost customer!

He was an Italian-American, a man of some means apparently and evidently of good education. He could not understand why it was impossible for him to get the Records, which, he explained, were not for his own entertainment particularly, but were intended as a pleasurable surprise for his parents. He was keenly disappointed over his fruitless search, and his criticism of what he termed short-sighted policy on the part of the Jobbers and Dealers whom he had approached was severe. Some of his extensive remarks were very much to the point and decidedly apropos, as for instance:

"Mr. Edison has said, 'I want to see an Edison Phonograph in every home.' How can that be accomplished if your Dealers won't sell Records that can be appreciated in every home,—won't cater to any but those who speak the English tongue?

"Italians are a music-loving people. They are industrious and frugal, and as well if not better able to afford a Phonograph than the average American born. But they won't buy a Phonograph or ever become interested in one, if all they can hear on it is a 'coon shout' or 'rag time' music."

There were other sentences in his letter equally as caustic and full of good, sound logic as the above; in quoting which we feel some little satisfaction over having used exactly the same arguments over and over again in our sales talks with Dealers.

This Foreign Record proposition is one that every Dealer ought to sit down and give a lot of study to. The big cities, as in fact every community in the country, have their quota of foreign born, and a mighty big quota it is, too. As a matter of fact there are proportionately very few of us who are not either of foreign birth or foreign parentage. Are foreigners less musical than Americans? Are they less able to purchase a Phonograph? Neither question requires an answer.

Why, then, should a Dealer confine his operations to the English-speaking element? Why doesn't he explore a field that offers such tremendous possibilities for the sale of Phonographs and Records as does the foreign element? There isn't a good reason in the world why he should-n't. The arguments in favor of his doing so are unanswerable. He certainly is not handicapped by dearth of suitable selections with which to appeal to his foreigners. Our Foreign Catalogues are replete with vocal and instrumental selections from every civilized land under the sun, sung and played by the best talent obtainable in each country, and we are constantly adding Supplements to these to keep them thoroughly up to date. Look at the Supplements printed on another page of the MONTHLY and observe the calibre of the talent there represented. You will find that it is typical of what already appears in our Catalogues and Supplements in other tongues.

We again urge Dealers to procure copies of the new Foreign Record Catalogues, select Records that will appeal to the foreigners in each one's locality, being guided in the selection, if possible, by one of the foreigners, and advertise the Records and Machines by such methods as will most effectively appeal to them, such as, for instance, by newspapers or circulars printed in the native tongue. This Foreign Record proposition means Machine and Record sales, immediate and future, to the enterprising Dealer—beyond the shadow of a doubt.

Standard Record Supplement Reduced

Starting with the October Supplement the Standard Record list of fifteen has been reduced to ten numbers, which quota will be maintained until further notice. This action on our part will undoubtedly meet with the entire approval of the trade. Notice through the MONTHLY to this effect will obviate the necessity of the customary Sales Department Bulletin apprising the trade of the change.

Correction

The October Advance List incorrectly specifies the date of Jobbers' re-shipment of October Records to Dealers as September 24th, and the selling date as September 26th. The correct dates are September 23rd and 24th respectively.

On the Advance List, also, Amberol Record No. 35007 by Sarah Bernhardt is described as being sung in French, whereas it is in fact a talking Record.

"Music Master" Horns Now Ready

We are now prepared to supply the trade with a "Music Master" Wooden Cygnet Horn, one size only (diameter of bell 21½"), either as an extra or as a part of the regular machine equipment, in Oak, Mahogany, Spruce or Inlaid Pearl. In stock, but will have them manufactured to fill orders received.

As an extra we will supply the "Music Master" Wooden Cygnet Horn, as follows:

UNITED STATES

	Dealer	List
Oak or Mahogany	$10.00 net	$15.00 net
Spruce	13.00 "	20.00 "
Inlaid Pearl	31.00 "	50.00 "

CANADA

	Dealers' Prices Including Duty Into Canada	List
Oak or Mahogany	$13.00 net	$19.50 net
Spruce	16.90 "	26.00 "
Inlaid Pearl	40.30 "	65.00 "

For Phonographs now equipped with Cygnet Horns it will be necessary to obtain a new Swivel Rod, Suspension Spring, Adjusting Screw and Horn Connection. Prices per set as follows:

UNITED STATES

	Dealer	List
For Fireside, Standard, Home and Triumph	$ .60 net	$ .75 net
For Idelia	1.10 "	1.40 "

CANADA

	Dealers' Prices Including Duty Into Canada	List
For Fireside, Standard, Home and Triumph	$ .78 net	$ .98 net
For Idelia	1.43 "	1.82 "

For Phonographs equipped with the old type straight horns, it will be necessary to obtain a Crane complete, including connection. Prices as follows:

UNITED STATES

	Dealer	List
Cranes, Nickel	$2.00 net	$2.50 net
Cranes, Oxidized	3.05 "	4.00 "

CANADA

	Dealers' Prices Including Duty Into Canada	List
Cranes, Nickel	$2.60 net	$3.25 net
Cranes, Oxidized	4.76 "	6.00 "

We will supply the following type machines, equipped with "Music Master" Wooden Cygnet Horns, at the following prices:

UNITED STATES

Oak Cabinet and Oak Wooden Cygnet Horns—	List
Standard, Two-Minute Type	$40.00
Home, " "	50.00
Triumph, " "	70.00
Fireside, Combination "	85.00
Standard, " "	47.00
Home, " "	55.00
Triumph, " "	75.00
Alva, " "	100.00
Mahogany Cabinet and Mahogany Wooden Cygnet Horn—	
Standard, Two-Minute Type	$47.00
Home, " "	55.00
Triumph, " "	75.00
Fireside, Combination, "	85.00
Standard, " "	53.00
Home, " "	63.00
Triumph, " "	80.00
Alva, " "	115.00
Idelia, " "	135.00

If equipped with Spruce Horns, add $5.00 list to above prices.

If equipped with Inlaid Pearl Horns, add $35.00 list to above prices.

CANADA

Oak Cabinet and Oak Wooden Cygnet Horns

	Dealers' Prices Including Duty Into Canada	List
Standard, Two-Minute Type	$31.20 net	$52.00 net
Home, " "	39.00 "	65.00 "
Triumph, " "	54.60 "	91.00 "
Fireside, Combination "	66.30 "	46.00 "
Standard, " "	35.10 "	58.50 "
Home, " "	42.90 "	71.50 "
Triumph, " "	58.50 "	97.50 "
Alva, " "	78.00 "	130.00 "

Mahogany Cabinet and Mahogany Wooden Cygnet Horn

	Dealers' Prices Including Duty Into Canada	List
Standard, Two-Minute Type	$36.40 net	$91.00 net
Home, " "	45.24 "	76.00 "
Triumph, " "	65.30 "	110.50 "
Fireside, Combination "	34.32 "	57.00 "
Standard, " "	40.56 "	67.50 "
Home, " "	49.14 "	82.00 "
Triumph, " "	70.20 "	117.00 "
Alva, " "	99.30 "	169.50 "
Idelia, " "	105.30 "	175.50 "

If equipped with Spruce Horns, add to above... $ 3.90 net $ 6.50 net
Inlaid Pearl Horns, add to above 27.30 " 45.50 "

Subject to our regular machine discount to Dealers of 40% from list.

NO ALLOWANCE FOR CRATING

Dealers should promptly place orders with their Jobbers for such of these goods as they will require, which goods may be placed on sale as soon as received.

Sacred List Very Popular

Orders for the list of Sacred Records—Catholic and Christian Science—which were announced and described in Sales Department Bulletin and in the July MONTHLY, were surprisingly large. We were confident that they would be very acceptable to the trade, but were somewhat surprised at the volume of the initial orders for them. There is no question but that they will prove excellent sellers. They are splendid Records in every respect, selected and recorded with unusual care, and will undoubtedly prove very popular with the members of the respective churches they represent. We can not too strongly emphasize the wisdom of every Dealer ordering some of these Records and advertising them as a special feature in his windows and newspaper ads. Dealers should remember that they can be placed on sale as soon as received, and that special literature for circularizing purposes will be furnished upon request by the Jobber.

The Other 13,000



A. M. Goldsmith of Southold, N. Y., is the owner of the automobile and the gentleman in the picture. He is a prosperous Edison Dealer who long ago came to the conclusion that *there is only one real way of selling Phonographs*, and that's by bringing them right into the home and demonstrating them there where they belong.

He started out at first with a horse and wagon but eventually discarded them for the auto, which he found answered the purpose much better, as it enabled him to go out every day and cover a much larger territory. He covers about thirty miles a day in his machine and serves about two hundred and fifty customers with the new Records each month. Quite naturally his Record sales have multiplied since he adopted the home demonstration idea. Most of his Machine sales are made on the installment plan, and to prove the success of this method it may be said that in the first two weeks of June he had sold three Phonographs from free trials of machines placed in homes during that period.

Every Dealer can't afford an auto, but if every Dealer will take a chance with a horse and wagon for a while, as Mr. Goldsmith did, it will not be long before he can afford an auto.

Get the horse first, the auto will follow after.

First Promotion Sale

The first Promotion Certificate to reach the factory was received on July 19th from William Holsom, of Medford, N. J., who is therefore credited with the honor of the first sale made under the new Proposition.

"Not 'Knocking,' But—"

Would you accuse a Dealer of "knocking" if in exuberance of spirits over his success with the Edison line he wrote in to the factory drawing a contrast between his experience with that and a line of rival manufacture? We think not; and as you may be interested to hear his experience we print the following extract from a letter received from George L. Snider, Bakersfield, Cal.

"While I am at it I must add that I am certainly enthusiastic over your line,—more so than ever before. There is no question but that the Edison is the leader, and I am proud that I chance to be a Dealer in that line.

"Not knocking, but I have sold eighteen Edison outfits since putting in the ——— line, and have succeeded in selling one ——— machine. This shows the superiority of the Edison line.

"It takes me a year sometimes to land a machine, but I usually land what I go after. In some cases a Dealer can't rush a sale. These are the kind I like, for after once landed they usually turn out to be the best; but it often tries a fellow's patience."

Ira Marsh, Chekotah, Okla., won first prize at the annual meeting of the Oklahoma Pharmaceutical Association held at Shawnee, Okla., May 17th to 19th, 1910, with a paper on the subject "Edison Phonographs and Records as a Side Line for Druggists." The prize was donated by the Smith's Phonograph Company, Edison Jobbers of Oklahoma City.

Mr. Marsh's paper, which was very ably prepared, was an interesting history of his success with the Edison line since November 14th, 1908, when he installed it in his drug store, and an intelligent arrayal of the advantages of the Edison over competing machines. It is evident from his paper that he uses all the up-to-date methods of exploiting the line—mailing list, newspaper advertising and, best of all, demonstration in the home. It is interesting to note that Mr. Marsh's business has doubled since the four-minute Attachments and the four-minute Amberol Records were introduced to the trade.

There is no question but that Mr. Marsh's progressive methods are in great measure responsible for his statement that "the Edison line is the easiest kept and most gratifying, draws more trade to the store and makes better profits than any other side line it has been possible for him to secure."

An Attractive Window



Above cut illustrates the Decoration Day window of the Ballard Music House of Ballard Station, Seattle, Wash. Ballard Station was formerly the city of Ballard but is now the Thirteenth and banner ward of Seattle, and the Ballard Music House is considered one of its most representative business firms. Located on a prominent corner along one of the principal car lines, they are particularly fortunate in window display facilities, which fact they constantly turn to good advantage.

Their advertising, however, is not confined to window displays, for they use the columns of two Seattle papers—a daily and a weekly—to carry their Edison ads. Some samples of the latter tent us are striking and attractive, and indicate considerable thought and ingenuity in their preparation. Their ads, moreover, are always prominent in programs of local affairs—in fact, any method by which they can keep the Edison line (which, by the way, is their principal line) before the public is quickly appropriated.

They believe in good advertising for they have found that *good advertising pays.*

We avoid as much as possible "hooting" any particular Dealer, but originality and enterprise command an expression of admiration, and we can not refrain from congratulating the O. A. Reynolds Talking Machine Co., of Springfield, Ill., on the excellence of their Attachment Proposition letter. We certainly regret that limited space prohibits our printing the letter in its entirety. It is easily the very best of its kind that has reached us so far; and that's saying a whole lot.

The Sunshine Column

The fellow across the way has had *four* Talking Machines in stock for three years. I sold four last month and am waiting for my last order to arrive, when I can place two more. I never saw anything easier to sell if you go after your man in the right way.

Garnet Armstrong, Lucknow, Canada.

We have laid in a complete stock of the domestic Records, two and four-minute, also a good many of the foreign Records; and find it to work very well, as we lose no sales as a result. We intend to keep up that policy. The Attachment Proposition is a winner and we are pushing it hard.

L. Klein & Co., St. Louis, Mo.

The Amberol Attachment Proposition with the ten Special Amberol Records is making a great "hit" in this district. I am daily receiving letters enquiring about the offer and as to when I can put on the Equipment.

I have made a list of all my customers and all owners of Edison machines that I know of, and will endeavor to get every one into the four-minute class. Here is the plan of the list.

Name	Address	Style of Attach. Machine owns?	When put on	Remarks
Frank Grenier	Ogd., N.Y., R. F. D. 1	Home II	No	June 1

When I place an Attachment I draw a line through the word "No," and then in the last column insert the date on which it was sold.

I have a very good record of what type of machine each customer has, and when I write I can therefore talk more intimately.

Out of one hundred and fifteen Edison Phonograph owners in one section there are seventy-two without Attachments, twenty-eight with and fifteen unknown. Practically only one-fourth have the Attachments. I am going to see how many of the balance will be without Attachments before the Summer is over.

Business is getting brighter. I have done more in the past fifteen days than I did in the previous forty-five days. That's pretty good, I think.

Louis R. Martin, Ogdensburg, N. Y.

R. S. Williams & Sons Co., Edison Jobbers of Toronto, Ont., Canada, continue to find the concert plan satisfactory. Monthly Amberola concerts are given in their own Recital Hall at 143 Yonge St.

A Good Letter From a Live Jobber to His Dealers

Have you ordered an Edison Amberola?
Have you ever sold a $200 Edison outfit?
Did you ever try to make such a sale?
If not, then don't say "I can't do it in my town," because you don't know what you can do until you try.
Don't attempt to be like the people in the cities. Remember that there are thousands of large cities are any more willing to pay the price for what they want than those who live right in your town.
We have been astonished at the demand for Amberolas since they were placed on sale. Until the present we have been unable to get enough to supply our trade. *Every one who has been purchasing Amberolas said there immediately, and every one was sold to a farmer.*
You make a profit of $63.00 on *every* Amberola. Isn't that worth hustling for? And when you come right down to it you will find the $200 Amberola is an easier sale to close than one of the lower-priced machines. Why? Because when you have a man interested in Amberolas you are half before it reaches you you have pretty well convinced right in your own mind who you are going to sell it to, and when you have done this much you have practically made the sale.
How many pianos are sold each year in your town? A good many, but what one is in place in the average home that has one? Not one can you put them. But the Amberola brings to the home the great artists and bands of the world. The merchant, banker, lawyer, doctor and farmer right in your town will buy an Amberola if you will show them this wonderful Phonograph. It is $80.00 cheaper than any one instrument by the use of records.
If you will send us your testimonial the size of a Dealer, but just place your order with us today, NOW! It will advertise your place of business enough to pay for the Amberola.

With pleasure and at your service,
SMITH'S PHONOGRAPH CO.
Oklahoma City, Okla.

The above letter is a concise, intelligent statement of the facts of the Amberola situation.

THE DEALER WHO HAS NOT SOLD AN AMBEROLA IS THE DEALER WHO HAS NOT TRIED, AND THE DEALER WHO WILL NOT ORDER AN AMBEROLA AND PLACE IT ON HIS FLOOR WHERE IT CAN BE SEEN AND HEARD IN ALL LIKELIHOOD NEVER WILL SELL ONE.

There is no town so small that it does not boast of a single family or individual who can afford to purchase an Amberola. In the June MONTHLY we recited the experience of a Dealer in a town of 700 who had sold three and was not satisfied that the field was fully covered.

That Dealer succeeded because he had the courage to take a chance, and his success will not stop there for the very same reason. He proved conclusively that the people in the big cities are no more able or willing to pay the price than the people in the small towns and villages.

The statement that the Amberola is an easier selling proposition than a lower-priced instrument is also true for the very reason given. It should be supplemented, however, with the additional statement that the Amberola is its own salesman if given a chance. No other sound-reproducing instrument on the market can compare with it in grace and beauty of design, in magnificence of tonal quality and wealth of detail, or in elegance of style and finish. It is easily and by common consent the peer of all instruments of its kind, and constitutes an irresistible appeal to a prospective purchaser of a high-priced Phonograph.

IT MUST BE SEEN, HOWEVER, TO BE APPRECIATED. How ridiculous it is to expect that a man who intends to invest $200 in a Phonograph will be convinced through the medium of literature. He may be interested by the literature and impressed, but he will scarcely part with his money before he is shown. There is only one way to *show* him, and that's by a demonstration.

Mr. Dealer, there are "prospects" for a Phonograph on the order of the Amberola in your neighborhood, we don't care where you are located. *Some day some one will tell them some high-priced machine.* Why don't *you* look them up, order an Amberola and demonstrate it to them before that "someone" invades your territory?

Amberola Almost Human

Grand Opera at Home Without Mechanical Sound Grating on Your Nerves

Under the above heading the *Evening News* of Cape Girardeau, Mo, published without solicitation the following tribute to the Amberola, for the clipping of which we are indebted to The Excelsior Co., Edison Dealers of that place.

"Any one who claims to be a lover of Grand Opera should not miss the opportunity afforded to hear the favorite selections sung by the most renowned of the world's greatest signers at the Excelsior Music store on Broadway. William Vedder has a new instrument called the Amberola that certainly comes nearer to giving a perfect reproduction of the human voice than any instrument heretofore placed on the market. It is not an ordinary talking machine but a large piece of furniture that has no appearance of a graphophone. In its production one is able to discern the most delicate quivers and melodious tones of the voice. It has completely done away with the old time brassy twang and harsh grating noise and adds one more item to the already large list of indebtedness to that great benefactor of mankind, Edison the inventor."

Edison Phonographs are the "Leaders of the World," and the Amberola is the leader of the Edison line. It is the most perfect instrument mechanically, as well as the most handsomely appointed, that has ever left the Edison factory, —surely a strong endorsement of its quality.

Don't Neglect the "Follow-Ups"

Are you on our "Refer" list? Or are you one of those Dealers whose inattention to the inquiries prompted by our advertising and referred to them to handle has resulted in their being placed on our "Don't Refer" list?

There are some names on the latter list, of course, just as there are indifferent business men in every branch of commercial life—they go to preserve the balance of the universal scheme apparently—but happily and to the credit of the Edison Dealers their number is comparatively few indeed. We are glad to say that almost all of our Dealers co-operate with us very nicely in our "Follow-up" system of landing the many "prospects" stirred up by the factory advertising.

Sometimes both their patience and our own are severely taxed, but they generally stick to the proposition with commendable persistence until either the "prospect" is landed or the inquiry dismissed. It isn't always a case of winning out, either, although we are successful in the great majority of instances. An occasional failure is to be expected, however, and shouldn't discourage us from future attempts. We can't win all the time.

They're all worth sticking to, these referred inquiries, and in no case should they be dismissed until there is absolutely no possibility of effecting a sale. Sometimes, of course, they turn out to be from curious idlers, but such cases are very rare. They are really the exceptions that prove the rule. The average man who takes the trouble to write the factory to enquire about sales conditions or Phonograph literature does not do so from an idle motive. He is either unaware of the location of an Edison Dealer or he overlooks the fact that we have such representatives. In nine out of ten cases he is interested in the product and will buy, all things being equal.

Our particular purpose in this article is to impress that fact upon the Dealer,—to remind him of the necessity of patience and persistence in handling these "follow-ups." We have frequently seen cases where Dealers have landed customers three and four months after the original inquiry was referred to them and after the prospective customer had apparently lost all interest in the matter. You can never tell what may turn up to influence the sale. Stick to it until we call "quits," which will not be while there is a chance in a thousand left to swing the sale.

Amberola Recital

Following is the program used at their first Amberola recital by J. H. Barney & Co., the progressive Edison Dealers of Newport, R. I. The program and ticket of invitation to the affair were very artistically printed, a cut of the Amberola appearing on the first page of the former.

Messrs. Barney & Co. are more than pleased with the immediate and possible future results of these recitals, the first of which was the means of stimulating their Record sales and of creating renewed interest in Edison products. A flattering write-up of the initial recital appeared in the columns of the *Newport Daily News*, with complimentary remarks on the quality of the Amberola reproduction and the excellent accommodations provided by the Company for the entertainment of their guests.

The program is particularly well balanced, and we suggest it for the consideration of Dealers who are planning a similar affair:

PROGRAMME

I. 169 Franz Lehar Overture.....*Lincke*
Manzlee Lee and Ville Band
II. 351 If I Had the World to Give You.....
J. Hayden-Clarendon
Reed Miller, Tenor
III. 55 Spring, Beautiful Spring.....*Lincke*
American Symphony Orchestra
IV. 8160 I Pagliacci—Vesti La Giubba.....*Leoncavallo*
Ricardo Martin, Tenor
V. 61 Glow Worm.....*Lincke*
Edison Concert Band
VI. 284 When the Bell in the Lighthouse Rings,
A. Solman
Gus Reed, Basso
VII. 105 The Butterfly.....*Bendix*
Rose and Babel, Flute and Clarinet
VIII. 3 Sextette from Lucia.....*Donizetti*
Edison Sextette
IX. 295 Lasca.....*F. Desprez*
Edgar L. Davenport, Recitation
X. 366 Put on Your Old Grey Bonnet.....*Wenrich*
F. H. Potter and Chorus, Tenor
(INTERMISSION.)

PART II.

XI. B173 La Tosca-Vissi D'Arte.....*Puccini*
Rose. Apostinelli, Soprano
XII. 05 Selections from Algeria.....*Herbert*
American Symphony Orchestra
XIII. 217 Garden Melody.....*Schumann*
Albert Spalding, Violin Solo
XIV. 210 Sweet Genevieve.....*Tucker*
J. F. Harrison and Chorus, Baritone
XV. B153 Otello-Morte di Otello.....*Verdi*
Leo Slezak, Tenor
XVI. 339 Berceuse de Jocelyn.....*B. Godard*
Albert Spalding, Violin Solo
XVII. 107 There Is Not Love Like Mine.....*Hirsch*
Will Oakland, Chester Tenor
XVIII. 112 Rubenstein's Melody in F.....*Rubenstein*
American Symphony Orchestra
XIX. 44 O That We Two Were Maying.....*Smith*
Mr. and Mrs. A. Waterous
XX. 18028 Stiefeling & Strasser—The Operettes
Schlegel
Johann Strauss Orchestra

The Eilers Piano House of Boise, Idaho, is now known as the Eilers Music House.

Selling the Goods

YOUV'E already heard of the Dealer in the West who sold forty-five Machines in three months by the home-demonstration-free-trial-installation method. Now comes the Dealer in the East (we print his photo in this issue) who follows the same method. When he first started he used a horse and wagon for the purpose. He now owns an automobile, and in it carries his demonstrating and trial machines as well as the monthly lists of Records to two hundred and fifty active Record customers!

Looks as if there is something in this home-demonstration-free-trial-installation scheme, doesn't it? Why don't *you* give it a trial, Mr. Dealer? The weather is fine—will be for at least three months to come. You can do a tremendous business in that time if you follow up the scheme patiently and assiduously. You never had as good prospects of landing new customers before, for you have never been given as attractive an inducement to hold out to them as the Promotion Bonus. Neither have you ever had as grand an opportunity of reviving the interest of old customers as you now have with the Attachment Proposition. You can offer your old customers ten splendid Records for practically nothing, and right on top of that you can present them with six more for nothing more than a recommendation on their part,—a recommendation, however, that sells for you a machine and brings you a new customer and salesman. And *all* these customers, old and new, become your friends and salesmen, maintaining their own interest and exciting the interest of the entire community in you and your goods.

It's a great scheme,—a grand, golden opportunity to swell your profits. Don't spoil it by following antediluvian methods in its exploitation. Go after the old and new customers by means of the most logical and successful method of selling goods. You can't go wrong on that method. There are no "ifs" or "buts" attached to it.

Get a horse,—buy one if you can afford it, hire one if you can't buy—and take the road with a demonstrating outfit, some Machines, Attachments, special and regularly listed Records. You will never regret having done it, for it will bring you both health and wealth.

Look over your stock now and make a note of everything you are shy on. Then place an order *at once* with your Jobber for it. *Don't wait, don't delay, and above all don't practice false economy in your order!* If you are going to do anything at all with the Promotion Plan you want a complete stock of Phonographs, Attachments and Amberol Records to meet the demand you are going to create.

Order your stock early and give your Jobber and the factory a chance. Don't procrastinate because this is the month of August and it's hot, and vacations are not all over, and a lot of other things. Your order, placed now, may not reach you for some little time to come. The wise Dealer is he who will anticipate the effect of the Promotion Plan by laying in a good stock now of everything he needs, and in the meantime will not lose a minute in firing the gun that will start that stock moving.

Catch the spirit of the Promotion Plan and prepare your campaign at once. Show your good general-ship by first seeing that your equipment is absolutely perfect and your resources not limited. Do your ordering TO-DAY—NOW—and the first important step will be taken care of.

Do you see that your clerks call the attention of customers to the splendid talent we are securing for our Records? And are they familiar with each selection and the work of the artists who makes the Record?

For instance, could they bring out Amberol No. 467, "Savannah," and say to a customer: "Here's a swell 'coon' song by Stella Mayhew. You remember, of course, that Miss Mayhew was the bright, particular 'star' of 'The Jolly Bachelors,' the big musical comedy that scored such a phenomenal success in New York last season. The members of the cast were all 'stars' in their particular lines, but Miss Mayhew easily carried off the honors. The song was written by her husband, Billie Taylor, who was a member of the same production. You can't hear Miss Mayhew on any but Edison Records. She is under exclusive contract for them."

Don't you think a little talk like that will interest the customer? Of course it will, and it will bring sales, too. Your clerks can easily absorb that information by a little close attention to the descriptions of the Records in the MONTHLY. See that they read them, and the rest of the MONTHLY, too, while they are at it.

Now is the time to make your windows work for you. From now on you ought summon all the ingenuity that lies in you to arrange attractive displays of Machines and Accessories and write catchy window cards. You are not lacking inspiration. The two Propositions offer unlimited suggestions for the writing of cards that will arrest the attention of the passers-by,—cards in bold, striking phrase, as for instance:

We Want To Present You with

Six Special Edison Amberol Records

ASK US WHY

FREE!!

To an Edison Phonograph Owner

Six Special Edison Amberol Records

LET US TELL YOU ABOUT IT

Your concerts have a multiplied significance now. You ought to give them more frequently than ever before. Advertise them in connection with an announcement of the Promotion Plan and Attachment Proposition. Tell the public, and the owners of unamberolized machines particularly, what you have to offer them, and invite them to your store to hear the Records played. Do this at once. The evenings are pleasant and you will have no trouble in attracting a good crowd at any time.

And be sure to have the Attachment and Promotion literature, as well as some of the latest Supplements and form 1790, "There's an Edison Phonograph for Every Pocketbook," ready for distribution after you have explained the two Propositions.

Do you push the Special Amberol Masonic Records? Don't lose sight of them. Keep them and the Amberols before your local Masonic lodge. They fit into the lodge-room scheme most happily, and you can convince the lodge members of the fact if you keep pounding at it.

The Jobbers' Convention

The fourth annual convention of the National Association of Talking Machine Jobbers, held at Atlantic City July 5, 6 and 7, passed into history as the most successful in the light of results accomplished and from a social standpoint in the history of that organization. Many of the Jobbers were accompanied to the famous resort by their wives and families, which of course contributed to the social side of the gathering.

There were in attendance 178 representatives from 85 houses in the trade, besides a liberal sprinkling of officials and departmental heads from the two big factories, as well as representatives of incidental branches of the industry.

The sessions were held in the afternoons, the mornings being spent in the surf or in enjoying a sail on the ocean, while in the evenings dancing on the piers was the popular attraction, although the other diversions of the resort were not neglected.

A splendid tribute to the efficient administration of the past year was paid in re-electing its officers to their respective positions. The officers for 1911, therefore, are as follows:

Perry B. Whitsit, of the P. B. Whitsit Co., Columbus, O., president; J. N. Blackman, of the Blackman Talking Machine Co., New York City, vice-president; J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., secretary; Louis Buehn, of Louis Buehn & Co., Philadelphia, Pa., treasurer.

The secretary's report gave the present membership as 117, a gain during the year of one member. To the efforts of the indefatigable secretary, incidentally, can be attributed the splendid arrangement and management of the many details of the convention.

Thursday, the final day of the convention, was the most important. In the morning a game of baseball was played between teams representing the East and the West. After a close and exciting game the West won by a score of 9-8. Moving pictures of various plays were taken by an expert from the Edison Manufacturing Co., and were very successful, one in which the players "mobbed" Umpire Dolbeer because of a questionable decision coming out to perfection.

In the afternoon an open meeting was held at which President Frank L. Dyer, Advertising Manager L. C. McChesney and Sales Manager F. K. Dolbeer addressed the delegates, the latter defining at length the company's position on several matters of importance, the principal of which was the recent modification of the Continuous Tenure Proposition. His explanation of the reasons which prompted the revocation of the former Proposition was received with much satisfaction by the delegates, while his promise that the present substitute is only temporary and is to be succeeded by a plan which will receive the approbation of all members of the trade provoked long continued applause.

At the evening's banquet the festivities were opened with a rising toast to Thomas A. Edison, from whom a letter was read regretting his inability to be present. A letter of regret was also read from General Manager Carl H. Wilson. President Dyer addressed the banqueters on the subject of "The Undesirable Dealer," in the course of his remarks advocating the elimination of the petty, half-hearted Dealer whose stock is barely sufficient to entitle him to the Dealer's discount. He also pledged the Company's support in ridding the business of the "dead-beat" Dealer, stating that in case of a complaint by a Jobber against a Dealer for not paying his account for Edison goods, when the complaint is concurred in by the other Jobbers through whom the same Dealer is signed, the Company will remove the Dealer from the Dealers' list if satisfied as to the correctness of the facts.

On Friday the conventionists visited the Victor plant at Camden, and on Saturday morning they came to Orange as guests of the National Phonograph Company. At the factory they were received in Mr. Edison's laboratory, where they were entertained with the reproduction of the full series of moving pictures taken at Atlantic City and a selected number of films from the regular catalog. The visitors were greatly interested in the filming of themselves and friends in the Boardwalk parade and also in the various exciting events of the ball game. At the close of the entertainment Mr. Edison held a reception at the door of the laboratory, after which the guests were taken in automobiles to the Essex County Country Club where they were the guests of the Company at luncheon. A standing toast was drunk to Mr. Edison, who sent to President Dyer at the head of the table. Saturday being a half-holiday at the plant it was impossible to inspect it under working conditions, which was not a great disappointment as the majority had been accorded that privilege on previous occasions.

Those present at the luncheon were:

Mr. and Mrs. Perry B. Whitsit, Columbus, Ohio; Mr. and Mrs. J. N. Blackman, New York City; J. C. Roush and C. N. Roush, Standard Talking Machine Company, Pittsburg, Pa.; Mr. and Mrs. Lawrence McGreal, Milwaukee, Wis.; Miss Gannon, Milwaukee, Wis.; Mr. and Mrs. Burton J. Pierce, J. F. Jenkins' Sons Music Co., Kansas City, Mo.; Mr. and Mrs. Louis Buehn, Philadelphia, Pa.; Mr. and Mrs. Carl Hall and Son, Hall-Platten Co., Seaway, Ohio; Mr. and Mrs. Harold, American Phonograph Co., Gloversville, N. Y.; Mr. and Mrs. G. A. Bates, of W. J. Dyer & Bro., St. Paul, Minn.; Mr. and Mrs. H. L. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; Mr. and Mrs. C. N. Andrews, Buffalo, N. Y.; Mr. and Mrs. Mark Silverstone, St. Louis, Mo.; Mr. and Mrs. Frank Silverstone, St. Louis, Mo.; Lowell, Mass.; Mr. and Mrs. Arthur Pardee, Hartford, Conn.; Mr. and Mrs. Debar, Dayton, Ohio; Miss Strawbridge, of the Strawbridge Brothers, Darrell, Black & Co. Houses, Richmond, Va.; L. Darrell, Jr., and daughter, New York City; T. H. Darrell, Edison Musical Co., Cleveland, Ohio; G. C. Ashbach and Morris J. Perry, of G. C. Ashbach, Milwaukee, Wis.; Mr. and Mrs. Christian F. Bleil, Dubuque, Iowa; E. F. Tait, Eastern Talking Machine Co., Boston, Mass.; J. F. Bowers, L. C. Chewning, Jr., Mr. and Mrs. Ridgeway, of Lyon & Healy, Chicago, Ill.; Harry S. Savage, S. H. Savage Co., New York City; A. W. Toennies, Edison Phonograph Co., Hoboken, N. J.; James I. Lyons, Chicago, Ill.; Clarence Gore, E. F. Gore & Son, Lexington, Kentucky; C. J. Bishop, E. F. Droop & Sons Music Co., Washington, D. C.; Reynolds, Mobile, Alabama; D. J. Brady, Natchez, Miss.; S. H. Lusker, Minnesota Phonograph Co., Minneapolis, Minn.; James K. O'Dea, Paterson, N. J.; A. A. Trostler, Schweizer Arms Co., Kansas City, Mo.; D. O'Neil, C. J. Heppe & Son, Philadelphia, Pa.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; A. A. Owen, O. E. Houck Piano Co., Memphis, Tenn.; A. D. Wellborn, O. K. Houck Piano Co., Nashville, Tenn.; L. J. Gerson and E. H. Smith, John Wanamaker, Philadelphia, Pa.; H. B. Bettles, John Wanamaker, New York City; J. N. Swanson and D. N. Brown, Houston Phonograph Co., Houston, Texas; W. S. Barringer, Wulschner-Stewart Music Co., Indianapolis, Ind.; S. Shaw, Western Talking Machine Co., Chicago; Assistant Charles R. Cooper, Bamberger Co., Newark, N. J.; Miss Strasburger, Bamberger Co., New York City; N. Goldinger, Siegel Cooper Co., New York City; George Blackmas and R. B. Caldwell, Blackmas Talking Machine Co., New York. And the following representing the Edison factory: Messrs. Thomas A. Edison, F. L. Dyer, C. H. Wilson, F. K. Dolbeer, G. F. Goodwin, J. Berggren, E. H. Hatfield, L. C. McChesney, Jos. Bloxsome, W. H. Barrell, Jr., C. H. Stuart, Walter C. H. Gaskell, W. H. Baker, E. L. Aiken, F. Weber, D. Holden, C. Schiff, J. Niemster, W. Nehr, J. Lang, W. Hicks, L. Ott, W. H. Miller, J. W. Aylesworth and J. Y. Rogers.

Convention Nonsense

Contributed by F. E. Madison.

A PATHETIC SCENE.

Judge Bowers: "Your petition for pardon has been set aside."

Trusty Roush: "But, your Honor, I——"

Judge Bowers: "Stop! Just for being strenuous you will do another year at the Air Furnace."

Trusty Roush: "Please, your Honor,——"

Hoh! "Back to the Furnace." Roush exit 'in! Bing! Bang!! Bing!!! Another year!"

Foolish Question: Did you bring Mrs. So and So with you?

Wise Answer: No! Would I pay a conductor's carfare or take a ham sandwich to a banquet?

The Chaffonte is a fine place, but oh you regular places!

Dignity—Atlantic City—is! Not when Colonel Bill Bowers and the other "Ears" don those foolish caps.

Treatment for rheumatism, suffered from monkey-hydrophobia, was dragged from a state of coma by liberal absorption of Rock Rye Air Tablets, made Old Vienna on crutches, and after twenty-four hours of Convention Treatment—in the sea with the crutches, and I became almost human!"

That bet on the ball game wasn't the only bet Max lost.

The new hair fibre case was in evidence. Got one?

The "Mellins Food Kid"—Ridgeway.

Which would you rather do, take a trip to Egypt the East or bet even money against the West? Ask Landay.

It was worth the price of admission to see that "CROWD" speeding toward first base when Hoffit gave the Milwaukee baseball magnate a free ticker.

It was probably the size of his "assets" that saved Dolbeer from the mob's violence.

What grudge could Wilwell have had against Andrews? Their gardens are far apart. There was some speed to that ball.

With a "Storck" around all the time, why shouldn't the Eastern Dealers' Association increase its membership?

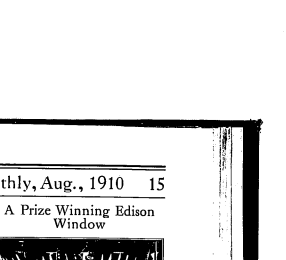
Did you see Whitsit pushing that roller chair? Practising, eh, Perry?

A million roller chairs somewhere but none to be had—too early. Wouldn't that make your wait!

High water mark was reached the day that Dolbeer, McGreal and others rode the "Bright Spot"). Shaw, Swanson, Goodwin, Aston, "Scotty," Taft, and a few other heavies also rode it—one big time.

The Convention was honored with the distinguished presence of Mrs. Taft, who came from Near-Beverly, Mass., the summer Capital.

A Prize Winning Edison Window



M. W. Waitt & Co., Ltd., Edison Jobbers at Vancouver, B. C., took first prize in class D in window exhibits during the horse show held in that city in April with the window arrangement illustrated in the above cut.

It was an Edison window throughout, original and clever, the credit for which belongs to Mr. J. W. Bruce, the capable manager of that enterprising firm. The main object in the window represented a little girl driving at the show, and with a background of horse-show colors it was set off to excellent advantage. The body of the horse was a Phonograph cabinet, and its legs were constructed of Amberol Record cartons. A large Record box was used for the body of the rig, while Phonograph horns composed the wheels and music rolls the shafts. A life-sized doll occupied the seat. Window cards deftly arranged about the window proclaimed that Edison goods always take the lead and hold it.

It proved to be one of the most attractive displays ever seen in Vancouver, and was viewed by throngs of people. The Waitt Co., in addition to winning the first prize of $20, realized considerable business from it.

"Where the River Shannon Flows"

The popularity of this pretty song has recently revived. Today it is again being sung, played and whistled everywhere. We would remind the trade that it can be found in the Standard list, Record No. 9344, sung by Harry McDonough, tenor. It is a splendid Record, and we recommend that it be advertised now while the song is again enjoying vogue.

Advance List

Of Edison Amberol and Edison Standard Records for October, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before September 20th, 1910, all things being favourable, and they may be reshipped to Dealers at 8 A. M. on September 21st. They must not, however, be exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A. M. on September 24th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after September 20th, but must not be circulated among the public before September 24th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 8 A. M. on September 23rd, for delivery on the morning of the 24th. Jobbers are required to place orders for October Records on or before August 15th. Dealers should place October orders with Jobbers before September 15th to insure prompt shipment unless Jobber's stock is received.

Edison Grand Opera Amberol Records

40027 Andrea Chenier—La mamma morta (*Giordano*) Sung in Italian.
Orchestra accompaniment. Carmen Melis

LIST: U. S., $2.00; CANADA, $2.50

Some of the numbers of Andrea Chenier in pathos and depiction of the different human emotions are perhaps the most beautiful of modern music expressions. In this number Maddelena, called before Girard, a former servant in her home, who has come into power by the revolution, tells her sad tale of eviction, the ruin of her home, and finally of her illness, when Bersi, her companion and friend, made the greatest personal sacrifices to keep them from starvation. At the point of desperation and on the brink of suicide, Maddelena then meets Andrea, now condemned to death, and the recital of her woes, followed by her impassioned avowal of the love which again bade her live and hope is the strongest part of this aria. Madame Melis is ideal in the rendering of this music.

40028 Faust—Cavatina, Salut! demeure (*Gounod*) Sung in French.
Orchestra accompaniment Karl Jörn

LIST: U. S., $2.00; CANADA, $2.50

Nothing in music anywhere has quite taken in its true application or its rare beauty so deep a hold on the musical public as this exquisite aria from Faust, where he greets Marguerite's dwelling; and wherever Faust is known, there too, this number has exercised its fascination, for in sweetness and melody it reigns perhaps supreme. Mr. Jörn puts into his execution all the dreamy tenderness and sweetness of poetry of an ideal lover.

40029 Gioconda—Voce di donna (*Ponchielli*) Sung in Italian. Orchestra accompaniment. Marie Delna

LIST: U. S., $2.00; CANADA, $2.50

La Gioconda was a singer of ballads in Venice some three hundred years ago. She was a handsome woman, and one of many interesting people, as presented by Ponchielli in this opera. Love and intrigue and tragedy seem part of the atmosphere of romantic old Venice. There is Cieca, the blind mother of La Gioconda, Laura, the wife of an Inquisitor, the Inquisitor himself, a spy in the service of the Inquisition, monks and masqueraders. The music is well suited to the tale. The populace is about to kill La Cieca for a witch, when she is saved by Laura, and in gratitude gives her a rosary which later saves Laura from death. La Cieca, her heart swelling with emotion, expresses all her feeling in this song. As sung by Madame Delna, her voice pulsing with the warmth of sunny Italy, the stormy scene rises before us, the turbulence fills our ears, and we are not of the 20th, but of the 17th century.

40030 Pescatori di Perle—Aria (Romanza) (*Bizet*) Sung in Italian.
Orchestra accompaniment. Giovanni Polese

LIST: U. S., $2.00; CANADA, $2.50

This baritone number, which so deeply conveys anguish, regret and remorse, is a musical masterpiece. Zurga, the captain of the tribe, who has condemned his boyhood friend Nadir, and with him Leila, the priestess of good fortune, to death for their passion, although no longer and is trying to devise means to annul his rash action. Freighted with all the human emotions, this aria never fails of its deep effect, and when sung with such consummate art as by Mr. Polese, it becomes one of the most touching and appealing numbers ever put on a Record.

(Always specify on your orders whether you want Amberol or Standard Records.)

30029 Favorita—Una vergine (*Donizetti*) Sung in Italian. Orchestra accompaniment. Florencio Constantino

LIST: U. S., $1.00; CANADA, $1.25

La Favorita is one of the romantic operas which go back to the middle ages for a setting. Scribe's libretto and Donizetti's music together make a moving drama which after seventy years upon the stage, is still in the repertoire of the tenor of to-day. Constantino sings Una Vergine with all the fervor and feeling of a warm-hearted man, denied for years the companionship of woman, and madly in love.

Amberol Record by Sarah Bernhardt

35007 L'Aiglon—La Plaine de Wagram (*Edward Rostand*) In French Sarah Bernhardt

LIST: U. S., $1.50; CANADA, $2.00

The scene selected is the moving monologue of the pathetic young Duc de Reichstadt, upon the tragic battlefield of Wagram, where before the sensitive eye and ear of his spirit is reenacted in spectral conflict the fierce combat commanded years before by Napoleon Bonaparte, his father. L'Aiglon (the Eaglet) offers himself an expiatory sacrifice to the spirits of the dead and dying, whose shadows people the purple night but flee before the golden dawn. The pliant, inimitable voice of Madame Bernhardt thrills with poetic exaltation this climax of Rostand's drama. Nothing ever done by the divine Sarah is finer, or more worthy of reproduction. It is fraught with fire and pathos. Most actors depend largely upon facial expression and bodily gesture to carry over the footlights the vividness of dramatic presentation. But from the time of her first examination before the formidable censors of the Paris Conservatoire, at the age of fifteen, she has been Sarah of the Golden Voice. That voice opened the door of the Comédie Française to the child, and has since spurred the doors of the world's theatres. Her life has been one of dramatic triumph, beginning with the night when Victor Hugo knelt at her young feet and kissed her hands. Mme. Bernhardt, being under exclusive contract with the National Phonograph Company, makes Records for no other Company.

Edison Amberol Records for October, 1910

LIST: U. S., 80c; CANADA, 65c.

520 Medley Overture—Haviland's Song Hits Edison Concert Band

A lively and entertaining medley of the following principal hits of the past season published by the well-known F. B. Haviland Company of New York: "Down in Sunshine Alley, Sally", (Amberol Record No. 537); "Swanee Babe" (Standard No. 10262); "Let's Go Back to Baby Days"; "Oh! You Lovin' Gal", (Standard No. 10216); "Bahoos Bungalow", (Standard No. 10250); "Take Me on a Honeymoon", and "I Want a Girl from a Yankee Doodle Town."

521 Boy O' Mine Frank C. Stanley

A sentimental song, leaning towards the pathetic. Mr. Stanley's rich voice, with its sympathetic touch, and his unusually clear enunciation make of this selection a Record which will not be surpassed in a long time. A fond parent sings of the earlier years of his life with their worldly pleasures, and compares them to the change wrought by "that dear little boy o' mine." Orchestra accompaniment. Words, Louis Weslyn; music, Ernest R. Ball; publishers, M. Witmark & Sons, New York City.

522 When the Daisies Bloom Miss Barbour and Mr. Anthony

Soprano and tenor duet. This song was written by the composer of "Sweet Bunch of Daisies", (Standard No. 10302). The air is pretty and winsome, and the voices of the singers blend in delightful harmony. Orchestra accompaniment. Words and music, Anita Owen; publishers, Jerome H. Remick & Co., New York City.

523 Jere Sanford's Yodling and Whistling Specialty Jere Sanford

Jere Sanford is a well-known vaudeville artist who makes his bow for the first time to the Edison public. Beginning with a whistling solo, there follow in alternation "Roll on Silvery Moon", a yodle, and whistling solos with variations of patriotic selections, concluding with another yodle. Novel and very entertaining. This Record ought to prove a heavy seller. Orchestra accompaniment.

524 Cupid's Appeal Charles Daab

A bells solo—the first in our Amberol list—by an artist whose ability needs no words of commendation, because of the excellent xylophone solo he has already contributed to our catalogue. Records by the bells have always been among our best sellers in the Standard list. Orchestra accompaniment. Composer, H. Engelmann; publishers, Brehm Bros., Erie, Pa.

(Always specify on your orders whether you want Amberol or Standard Records.)

525 Auld Lang Syne — **Marie Narelle**

Soprano solo. Truly a beautiful Record. Miss Narelle sings the number with fine expression, combining with a voice of resplendent beauty a vocal method which evidences her thorough artistic sense and training. In her rendition she employs a genuine Scotch accent which adds greatly to the effect. Dealers should not forget to advertise that Miss Narelle can be heard on none but Edison Records. Orchestra accompaniment.

526 Fading, Still Fading — **Knickerbocker Quartet**

A sacred Record of surpassing beauty. The hymn is a well-known and inspiring number, sung most reverently and impressively. A fine organ accompaniment emphasizes the odor of sanctity which hovers about this number.

527 Humorous Transcriptions on a German Folk-Song — **Victor Herbert and his Orchestra**

In this composition Siegfried Ochs, a well-known German composer and conductor of the Philharmonic Chorus in Berlin, has accomplished a humorous musical feat, which is universally recognized as one of the most original conceptions ever produced. Taking the simple German Folk-Song " S Kommt ein Vogel Geflogen" ("There Comes a Birdy A-flying"), as a theme, this composer by unique and novel orchestration and in a humorous vein portrays the style and mannerisms of the old and modern masters of composition, thereby offering an interesting study in contrast. This Record introduces five of his finest and funniest skits, namely: In the style of Strauss; in the style of Verdi; in the style of Gounod; in the style of Wagner, and Finale, in the style of a Military March. Victor Herbert and his famous orchestra play only for Edison Records.

528 Gee! But There's Class to a Girl Like You — **Manuel Romain**

Sentimental. In characteristic phrase a rough and ready young chap, who suddenly discovers that "there's a girl in the world for us all", waxes eloquent in his plea for her promise. The song is framed in a dainty musical setting which swings to a pretty waltz air in the chorus, and the popular minstrel tenor sings it most artistically, with just the proper shade of feeling. Mr. Romain should also be advertised as singing exclusively for Edison Records. Orchestra accompaniment. Words and music, W. R. Williams; publisher, Will Rossiter, Chicago.

529 "Mamma's Boy"—Descriptive — **Len Spencer and Company**

ILLUSTRATED SONG IDEA

CAST OF CHARACTERS—(1ST SCENE)

Mamma's Boy.....Myrtle Spencer
His Mother.....Ada Jones
Mickey Finn.....Clarence Rockefeller

SCENE—Boys in street playing soldiers. "Mamma's Boy" proposes the game, and wants to be Captain. Mickey Finn doesn't allow him to play, dangles at his long curls and velvet pants and calls him a "Mamma's Boy." Mamma's Boy's mother comes on and wants to know what the trouble is. Mamma's Boy sobbingly tells her of his trouble. His mother then sings the chorus of the song "Mamma's Boy,"—"Don't you mind what they call you darling, etc."

CAST OF CHARACTERS—(2ND SCENE)

30 years later

The Captain (formerly "Mamma's Boy").....Len Spencer
The Sergeant (formerly Mickey Finn).....Steve Porter
Soldiers.....Premier Quartet
Buglers, Musicians, etc.

SCENE—After the battle, return of reconnoitering squad reporting to Captain. Captain congratulates men on glorious victory, and gives all credit to Captain. Captain refers to order from General to sail for home within a week. Sergeant tells Captain and himself being soldiers thirty years. Captain recognizes Sergeant as Mickey Finn, playmate of long ago. The Captain acknowledges, good naturedly, that he was called "Mamma's Boy." Soldiers join in singing chorus of song, and Taps and good-nights clear the Record, which was arranged entirely by Len Spencer.

530 Kerry Mills' Nantucket — **New York Military Band**

The "Nantucket" is a combination march and two-step very much in vogue at society functions, and particularly popular with the younger set. It is also known on occasions as the "Paul Jones." March music is generally used for the dance, but here the versatile Kerry Mills gives us a selection especially for it, and naturally, therefore, the number is recorded at proper dance tempo. An incidental bells solo adds attractiveness to the Record. Published by F. A. Mills, New York City.

531 Come Be My Sunshine, Dearie — **Billy Murray and Chorus**

Sentimental in theme but breezy and tuneful, swinging to a march tempo in the chorus. The type of song that was made to order for Billy Murray. He has the assistance of a capable male chorus in the repetition of the refrain, the second repetition being sung in subdued tones, an arrangement which has found great favor with the Edison public. Orchestra accompaniment. Words and music, John B. Gardner; publishers, M. Witmark & Sons, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

532 Hope Beyond — **Anthony and Harrison**

Sacred. An exceptional Record of its kind whose appeal will extend far beyond the circle of lovers of the devotional type of Records. The selection is sung in two solos and duets, and these two specialists have fairly outdone themselves in the rendition. This Record will be a big seller. Orchestra accompaniment. Words and music, C. A. White; publishers, White-Smith, New York City.

533 Just for a Girl — **Edward M. Favor**

A waltz air, linked with clever words telling in a humorous vein of the things which man does and causes to be done "just for a girl." If the number had been written expressly for Mr. Favor it couldn't have appeared more suitable to his style. Orchestra accompaniment. Music, Ernest R. Ball; words, Ren Shields; publishers, M. Witmark & Sons, New York City.

534 You Are the Ideal of My Dreams — **W. H. Thompson**

A baritone solo. A popular love ballad of more than ordinary poetic merit wedded to a most appealing melody. This song is not of the evanescent type; its popularity, only now beginning, may be expected to continue indefinitely, for the number is far superior in every respect to the majority of sentimental compositions. Mr. Thompson's rich baritone voice and expressive style of singing complete the attractiveness of the Record. Orchestra accompaniment. Words and music, Herbert Ingraham; publisher, Shapiro, New York City.

535 Mandy, How Do You Do? — **Ada Jones and Billy Murray and Chorus**

A conversational duet of a very popular "coon" song, whose rhythmic melody is delightfully fascinating. This is the type of song that Ada Jones and Billy Murray revel in, and is likewise the type that the Phonograph public seems never to tire of. The diorities are given effective support in the repetition of each refrain by a chorus of male voices, well balanced and harmonized. Orchestra accompaniment. Words and music, Percy Wenrich; publishers, Jerome H. Remick & Co., New York City.

536 The Premier Polka — **Arthur S. Witcomb**

A cornet solo by a member of the United States Marine Band which furnishes the accompaniment for this Record. Mr. Witcomb has already contributed one number to our list. Its reception by the Edison public was very flattering. This polka is spirited and lively, offering Mr. Witcomb a splendid opportunity to display his polished technique. Composer, Edward Llewellyn; publishers, The Dixie Music House, Chicago, Ill.

537 When the Robins Nest Again — **Will Oakland and Chorus**

An old-time favorite in a new setting. This is among the number of popular melodies of other days revived by the favorite counter-tenor during the past season. There are very few who do not know this captivating waltz song or will not recognize it when they hear it, and fewer still who will not want it in their collection. Words and music, Frank Howard.

538 Trip to the County Fair — **Premier Quartet**

Our male quartet in another one of those descriptive Records, with song, comedy and novel effects introduced, that are always popular with the public. After a song and some jokes the train pulls in at the station, the crowd boards it, and they're off to the fair. There isn't a dull moment from that time on. After being properly introduced by the "barkers" to the Rubber-neck Man, the Strong Man, the Punch and Judy show and a few more familiar attractions at County Fairs, each of which is the subject of a lot of funny comments and chaffing, they are entertained by "Hanukiyah to de Lam'" by the Georgia Jubilee Singers. This concludes the Record which will be found to be bright and entertaining all the way through.

539 Temptation Rag — **New York Military Band**

The most popular "rag" of the day. The apt title of this popular piece is "Temptation Rag" and the chief temptation voiced by the music is to hear it just as often as possible. It is full of fine melody and the snap of "rag" rhythm. A rarely fascinating band Record. Composer, Henry Lodge; publishers, M. Witmark & Sons, New York City.

Edison Standard Records for October, 1910

LIST: U. S., 35c; CANADA, 40c.

10426 Strenuous Life March — **United States Marine Band**

A brisk, lively air of good tone and volume. To attempt to praise the work of this famous organization would be an unnecessary waste of valuable space. Their reputation is an accepted guarantee of their Records. Composer, J. G. Boehme.

(Always specify on your orders whether you want Amberol or Standard Records.)

10427 Sweet Italian Love — **Billy Murray**

Mr. Murray's Italian dialect in this Record is inimitable. It appears from the words of this selection that Italian love differs from other kinds in that "you don't need the moon-a-light your love to tell her, in da house or on da roof or in da cellar." A swingy air that will "catch on" quickly. Orchestra accompaniment. Music, Ted Snyder; words, Irving Berlin; publishers, The Ted Snyder Co., New York City.

10428 The Bright Forever — **Edison[Mixed Quartet**

A gem of composition, melody and rendition. Sung without accompaniment so as not to detract from the harmony of the voices. Words, Fanny J. Crosby; music, Hubert P. Main.

10429 I've Got the Time, I've Got the Place — **Byron G. Harlan**

"Rube" song. Despite the fact that this "Rube" has the time and the place he doesn't seem to be able to get the girl. A good song, a pleasing air and a capital rendition. Mr. Harlan's "Rube" dialect is excellent and free from burlesque. A Record that will sell away up in the list. Orchestra accompaniment. Words, Bansard Macdonald; music, S. R. Henry; publishers, Jos. W. Stern & Co., New York City.

10430 Cameo Polka — **Charles Daab**

Mr. Daab is recognized as one of the best, if indeed he is not the very best, of the xlyophone artists in this country. The recording is excellent, the tones of the instrument being reproduced with a marvellous fidelity. Orchestra accompaniment. Composer, D. Müller; publisher, Carl Fisher, New York City.

10431 I'll Await My Love — **Will Oakland**

Counter-tenor solo. There may be some among the younger generation of Phonograph owners who do not recognize this deservedly popular old sentimental ballad, but it is safe to say that the "old timers" will recall with pleasure the lassie's tuneful pledge to her sailor lad at parting. A Record that will appeal to young and old and will revive the popularity of the song. Orchestra accompaniment. Words and music, Frank Howard.

10432 Yucatana Man — **Collins and Harlan**

March song. This is the vocal arrangement of S. R. Henry's latest and popular march, "Down in Yucatan." It has an unusually swingy, attractive air which has won it great popularity. One of the best Collins and Harlan duets lieed in a long time. Orchestra accompaniment. Words, Monroe H. Rosenfeld; music, S. R. Henry; publishers, Jos. W. Stern & Co., New York City.

***10433 Play That Barber Shop Chord** — **Edward Meeker**

A coon song, original, catchy and very popular. "Chocolate Sadie's" infatuation for the "Barber Shop Chord" played by "Bill Jefferson Lord," the dunky pianist in a rathskeller, furnishes the theme of the number, which is sung by Mr. Meeker with ease, skill and perfect enunciation. Orchestra accompaniment. Words, Wm. Tracy; music, Lewis F. Muir; publishers, J. Fred Helf Co., New York City.

10434 The Mocking Bird — **Roxy P. La Rocca**

Harp solo. An old, familiar friend in a new musical garb, embellished with variations that add to its attractiveness without obscuring the original theme. Mr. La Rocca is a skilled performer and the recording is of corresponding excellence. Composer Winner—LaRocca.

10435 Oft in the Stilly Night — **Knickerbocker Quartet**

Thomas Moore's familiar poem in a wonderfully beautiful musical setting. The arrangement is original and varied, featuring each voice in turn. One of those selections which prove the Phonograph a real educator and a comfort in its offering of the best to be had in the world of music. Sung without accompaniment.

Foreign Amberol and Standard Records for October, 1910

AMBEROL: U. S., 50c; CANADA, 60c. STANDARD: U. S., 35c; CANADA, 40c.

ITALIAN—Amberol

7503 Tarantella Ciociara (*Gambardella*) **Canto Popolare** — **Francesco Daddi**

ITALIAN—Standard

20608 Bolero D'Amore (*R. Falco*) **Neapolitan Song** — **Giovanni Colamarino**

SWEDISH—Amberol

401 Norrländingene hemlängtan (*Hanna Broomen*) — **Arvid Asplund**

SWEDISH—Standard

20551 Soldatvisa (*Aug. Söderman*) — **Arvid Asplund**

* This selection will be illustrated on cover of October Phonogram.

(Always specify on your orders whether you want Amberol or Standard Records.)

Foreign Records for August

BRITISH RECORDS FOR AUGUST

AMBEROL (FOUR MINUTE)

12204	Valse Des Fleurs, *Tschaikowsky*	National Military Band
12205	Three Lovely Belle	Charles Formby
12206	Killarney, *Balfe*	Violet Gordon Woodhouse
12207	Simon The Cellarer, *Hatton*	Peter Dawson
12208	The Druid's Prayer Waltz, *Dawson* (*Concertina Solo*)	Alexander Prince
12209	What's the Good of Sighing, *Arthurs & Leigh*	Bert Albert
12210	*My Sweetheart When a Boy, Morgan*	Ernest Pike
12211	They Can't Find Kelly, *Horace*	Fleet Forde
12212	Ha! Ha! Ha!	Arthur Osmond
12213	Les Cloches de Corneville, *Planquette*	Alhambra Orchestra

STANDARD (TWO MINUTE)

13088	Scotch Blake Dance, *Christie*	National Military Band
13089	The Dawn, *Guy d'Hardelot*	Amy Evans
13090	Cheer Up, Mr. Richard Cassie, *Scott*	Peter Dawson
13091	Sergeant, *Hinge & Hardcastle*	Charles Formby
13092	Salut D'Amour, *Elgar* (*Violoncello Solo*)	Percy Kahn
13093	That Broke Up the Party, *Lee*	Jean Schwiller
13094	Two Eyes of Grey, *Bathy McGeoch*	Arthur Osmond
13095	Have a Bit on the Girl	Ernest Pike
13096	I Wonder if You Care, *Hills & Scott*	Fierro Forde
13097	The Navy Two-Step, *Perfect*	Stanley Kirkby
		National Military Band

GERMAN RECORDS FOR AUGUST

AMBEROL (FOUR MINUTE)

15102	Marsch der Osterr. Landsknechte, *J. F. Wagner*	Johann Strauss Orchestra
15103	Sehnlein Lied, *E. Grieg*	Else Wiegraf
15104	Hexchen im Walde, *G. Buchmann*	Nora Quartett
15105	Verbrenner Gesang, Lied, *S. Gastaldon*	Max Kuttner
15106	Steldichein, Serenade, *A. Bikme*	Johann Strauss Orchestra

BOHEMIAN RECORDS FOR AUGUST

STANDARD (TWO MINUTE)

16533	Zelinka, národní píseň	Vat. Sindler
16534	Slavka Trnobil, básníka, *K. Weiser*	Vat. Sindler
16535	Cyril Kole Vrany, *mavesky, Vil. Necdaz*	Vat. Sindler
16536	Kyllasi Za Vesleu, básníka, *K. Weiser*	Vat. Sindler
16537	Hajidlo, básník, *J. F. Zvihsly*	Vat. Sindler
16538	V Sedlickéy Zvonici, básníka, *K. Weiser*	Vat. Sindler

MEXICAN RECORDS FOR AUGUST

AMBEROL (FOUR MINUTE)

6092	Portfrio Diaz—Marcha, *G. Codina*	Banda de Policia
6093	Lo que cuia de Dios—Canción Espanola, *F. A. Barbieri*	Emilia Sánchez, tiple
6094	El Arriero—Canción Popular	Cuarteto Vocal Cavalcone
6095	Mondalise—Vals-Berceuse, *A. Roy*	Quinteto Instrumental "Jardi-Rocabruna"
6096	Tierra Baja—Narración del Acto 1, *A. Guimerd*	Leopoldo Castleres Lara, actor dramático
6097	En un Jardin—Canción Mayor, *Arreglo de Pedro Flores*	Jesús Abrego, tenor, y Leopoldo Pisaro, barítono

STANDARD (TWO MINUTE)

20346	Covadonga—Pasodoble, *A. Pacheco*	Banda de Artilleria
20347	Los Nazarenos—Canción de la Pasión, *J. Castanchie*	Emilia Vergueri, tiple
20348	El Pico-Pico—Canción Popular, *Arreglo de L. Pisaro*	Jesús Abrego, tenor, y Leopoldo Pisaro, barítono
20349	Danzas á la Pomer, *I. Carmona*	Trio Instrumental "Arriaga"

Your Ideas and Experiences, Please

In the May MONTHLY we asked the trade to send us their opinions on the publication—whether in its present form it met their approval and, if not, in what respect it might be improved upon. This we asked for the purpose of making the MONTHLY as attractive and useful to the trade as possible, expecting from the suggestions and criticisms of the many to build a house publication that would be ideal in every respect for the Edison trade.

With a single exception, the letters were complimentary in tone and remarkably free from criticism or suggestion, indicating that the trade is satisfied with the present form and policies of the MONTHLY. This is gratifying, of course, but we still feel that there must be features that could be improved upon and want the trade to consider themselves at all times at liberty to offer criticism or suggestion. Either or both will be gladly entertained.

Another thing—we particularly urge Dealers to write us if they have discovered a new, ingenious or unusually successful method of selling the line. We want our Dealers to co-operate to the extent of exchanging ideas and detailing sales methods through the MONTHLY. It will work out for the common benefit of all, for no one man has cornered the market on ideas; and what the fellow in California may have to relate may very easily be that which you have overlooked.

Catch the idea? We trust you will act upon the suggestion.

Suspended List, July 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the same consideration by the Trade as if reprinted in full herewith.

IND., Liberty—W. A. Pondick & Son.
N. Y., Haverstraw—H. Simon.
MASS., Webster—Racicot Bros.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

REINSTATED.

MASS., Fall River—Samuel Stone, 324 South Main Street.
New Bedford—Samuel Stone, 609 South Water Street.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bellinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
San Francisco—Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Bilenberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Weyerosa—Toumans Jewelry Co.
IDAHO, Boise—Eilert's Music House
ILL., Chicago—Babson Bros.
Lyon & Healy.
James I. Lyons.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Peoria Phonograph Co.
Putnam-Page Co., Inc.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Kipp-Link Phonograph Co.
Wulschner-Stewart Music Co.
IOWA, Des Moines—Harger & Blish.
Fort Dodge—Ehrly Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Bishm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
Philip Werlin, Ltd.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—Cohen & Hughes.
E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Machine Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
New Bedford—Household Furnishing Co.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerner-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petitt.
Paterson—James K. O'Dea.
Trenton—John Sykes.
N. Y., Albany—Finch & Hahn.
Astoria—John Rose.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapka.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Bolway.
Rochester—Talking Machine Co.
Schenectady—Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Utica—Arthur P. Ferriss.
William Harrison.
OHIO, Cincinnati—Ball-Finley Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus—Perry B. Whitsit Co.
Dayton—Nicholas & Dater.
Newark—Ball-Finley Co.
Toledo—Hayes Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
OREGON, Portland—Graves Music Co.
PENN.A., Allentown—C. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Brothers
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. Houck Piano Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—C. Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Eilert's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Laurence McGreal.
CANADA, Quebec—C. Robitaille.
West Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd

The EDISON PHONOGRAPH MONTHLY

VOL. VIII September, 1910 No. 9



Another Quartet of Popular Entertainers Whose Best Efforts Are Heard at Their Best on the Incomparable Edison Records

The EDISON PHONOGRAPH MONTHLY

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The EDISON PHONOGRAPH MONTHLY

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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VIII. SEPTEMBER, 1910 No. 9

Necessities of the Moment—*Confidence and Preparation*

This is a time for serious thought and vigorous action on the part of every Edison Dealer. We have now arrived at the opening of the Fall season. Vacations are over, the distracting hot weather is but a memory, and everybody in the business world is back at his post imbued with one absorbing thought,—to get all that is coming to him from the Fall and Holiday trade, and just as much more as he can lay his hands on.

The Edison Dealer who would get his share of that trade must be fortified now with a complete stock. That stock must consist not only of a full line of Edison goods, but a full measure of confidence,—confidence in the Edison line, confidence in the factory, confidence in the public and confidence in himself. If he handicaps himself by the absence of any one of these essentials his measure of success will not—*can not*—be filled.

It isn't necessary to preach confidence to the "live" Dealer. He realizes that standing behind him is an immense organization, always busy devising new features and planning new methods and schemes to make the line more attractive and salable. He knows that his interests are the first consideration of that organization, and he is secure in that knowledge. He knows that the Edison line has never been so enticing—that it has never offered so many inducements to the purchaser—as at the present moment, and he also knows that Phonographs have never stood so high in popular favor as they do now. He is further encouraged by the fact that the Fall and Winter trade, judging from the most conservative reports, promises to be unusually good this year. All of which will inspire him with a fresh supply of confidence, and after preparing himself for the campaign he will plunge fearlessly and aggressively into it,—and will win as he always does.

He will win because he is prepared and has confidence. That's the secret of success, Mr. Dealer, at all times, and this is the time of the year when the fact must be driven home to you.

You want your share of the Fall and Holiday trade, Mr. Dealer, and you can command it *if you are equipped with a full line of Edison goods and a full measure of confidence.*

Why You Ought To Sell Amberolas—and Why You Can

For everything under the sun there's a reason; for some things more than one. For instance, there are several good reasons why you *ought* to exert every effort to sell Amberolas, and there are other equally good reasons why you *can* sell them.

The fact that there's an immediate profit of $80.00 in the sale of *every* Amberola you make is not the *only* reason why you ought to try to sell the instrument. In the first place there's your duty to us as manufacturers who have gone to the enormous expense of experimenting with, designing, producing and marketing the instrument, and of advertising it so as to create a demand right in your own locality. There is also to be considered the handsome profit on steady Record sales,—steady because who would invest $200.00 in a musical instrument and permit it to fall into disuse? Then there's the prestige which the sale of such an instrument will give you—isn't that worth while? And the advertising,—is that to be sneered at? And has it occurred to you that the sale of one Amberola will induce the sale of others? Isn't it perfectly natural when Mrs. B. sees an Amberola in the parlor or music room of Mrs. C. that she will make a mental note of the fact that it is not only a superb musical instrument but a handsome piece of furniture and will want to adorn her own home with one? You don't know feminine nature if you don't think that she will.

There are plenty of other good reasons why you ought to sell Amberolas, but they are probably of less importance than the reasons why you can. Let's summarize a few of the latter for you. Any Edison Dealer can sell Edison Amberolas in his locality—

Because every day the public is awakening to the fact that the Phonograph is the most wonderful and entertaining of all musical instruments;

Because in even the smallest village there are families who can and will purchase a high-class Phonograph if brought face to face with the evidence of its superior entertaining qualities and desirability as an ornament for the home;

Because Thomas A. Edison is the inventor and developer of the Phonograph, and his trade-mark is accepted the world over as a guarantee of originality, enterprise and honest value;

Because the Amberola is the latest as well as the most perfect instrument of its kind that has ever left the Edison Laboratories;

Because it is the simplest thing in the world to demonstrate its mechanical, tonal and artistic *superiority over any other sound-reproducing instrument by a practical exapetitive demonstration;*

Because—and here is the best and most convincing of all arguments in favor of the Amberola—*it gives exactly the right volume of sound for the home, none of its tonal sweetness and naturalness having been sacrificed to gain volume*, and

Because, in addition to the above, our persistent magazine and national weekly advertising is constantly creating a demand in every city, town and village for the instrument.

You can hardly get away from these arguments, Mr. Dealer. We think they are strong enough to convince any thinking man that he should and can sell Amberolas. *How and where* to sell them is a different proposition which each Dealer must discover for himself, for conditions are different in different localities. There is one thing to always keep in mind, however, and that is this,—that *any method which will introduce the instrument in practical demonstration to the purchasing public will bring results.*

We are going to ask our trade to push the Amberola this fall and winter more vigorously and persistently than ever before. We are now in a position to fill orders promptly, and we want orders. We are going to do our shire with our advertising and we naturally expect every Edison Dealer to co-operate with us in his territory by installing an Amberola in his store and advertising the instrument in every legitimate way. We will lend our Dealers every assistance in the handling of their "prospects," and urge them to call upon us whenever they feel the necessity of any help. A letter from the factory to a "prospect" may be the means—and frequently has—of landing the sale for the Dealer. We will also supply electros for newspaper and special advertising, such as programs for concerts, etc., and also Amberola literature. If any Dealers are without a supply of either of these requisites we ask that they promptly notify us.

Get the Amberola idea in your head and make up your mind that you are going to sell some this season. If you haven't one in stock for demonstrating purposes, send in your order at once and lose no time in getting started on this lucrative feature of your business.

An Amberola in the Heart of a Wild Mining Country

The Sunday Oregonian, of Portland, Oregon, in its issue of July 31, introduces a half-page illustrated article describing the milling and smelting plants of the Washougal Gold and Copper Mining Company, Skamania County, Washington, in the following entertaining fashion:

"A lone prospector, wandering through the rugged hills near the headwaters of turbulent Shirt Creek in lower Skamania County, Washington, a few evenings ago, was startled to hear the soft, sweet strains of Verdi's classic 'Rigoletto' floating on the still twilight air. He paused and listened, for such sounds as these he had never heard in that untraveled region before. Spellbound by the music, he waited a while, then started in the direction from which the sounds seemed to emanate.

"His trained feet and sturdy limbs quickly carried him through the tangled underbrush and jagged rocks that lay between him and the source of the charming notes. Soon he stood at the entrance of a long, airy dining hall brilliantly illuminated with electric incandescent lamps, and a square, upright box whose highly polished sides shone brightly under the glare of the lights, standing in the center of the room. Around it was gathered a group of twenty or more bright-faced, horny-handed miners clad in the picturesque garb of their profession. As soon as they spied him they bade him a hearty welcome.

MUSIC CHEERS WORKERS.

"He was in the camp of the Washougal Gold and Copper Mining Company. The piece of furniture which had arrested his first attention was a mahogany 'Amberola' containing the finest instruments that can be placed in the manufacture of such a machine. This accounted for the music that he had heard far up on the hillside.

"The cheery disposition of the men and the kindly attention that was shown him soon placed him entirely at ease. He began to ask questions.

"'What is the cause of all this?' he inquired.

"For an answer one of the men, with a jerk of his head, indicated a little, smooth-faced, ruddy-cheeked, gray-haired gentleman who stood with his arms folded complacently behind his back, his arms coatless and with his brown telescope hat hanging jauntily on the side of his head in school-boy fashion. His face beamed his delight as he listened to the music. The stranger had not noticed him before.

"'This is Mr. Mabee,' said one of the men who had acted as spokesman. The quiet gentleman stepped forward. He shook the prospector's hand and told him to make himself comfortable. Victuals and drinks were soon placed at his disposal.

"Mr. Mabee, as he soon learned, is president of the Washougal Gold and Copper Mining Company and general manager of its properties. F. A. Mabee is the way his name appears on his checks."

That's the way it appeared on the check tendered to the Graves Music Co., Edison Jobbers of Portland, Oregon, in payment of the Amberola in question.

The sale of this particular instrument was a "rush" transaction. Mr. Mabee wanted an Edison Phonograph and some Records for his men —he wanted the best to be had—he wanted the outfit at once—and he wanted it shipped by express. He got it, just as it was ordered. After landing at the express office it was necessary to haul the goods twenty-five miles up into the mountains, but they finally reached their destination O. K. and are now providing entertainment for the rugged miners in the Washington wilds.

This sale, so entirely unsolicited and unexpected, only goes to prove that there are unrecognized possibilities for the sale of high-priced Phonographs at the door of every Dealer. They will discover themselves to the Dealer who has the confidence and the enterprise to place an Amberola in stock and apprise the public of the fact.

Two Letters from Two Dealers

Two letters recently received in the same mail at the factory were so entirely dissimilar in tone and pointed so clearly to such a radical difference in methods that we are impelled to relate them in substance for the benefit of the trade.

One came from a Dealer in a fair-sized Eastern city,—an old-established Dealer who hasn't yet awakened to the fact that a new order of things prevails in the Phonograph business today. His letter was querulous in tone. He couldn't understand, he said, what was the matter with the Phonograph business, but he was convinced that the bottom had dropped out of it. So far as he was concerned there was "absolutely nothing doing." He hadn't moved a machine "in a dog's day." Attachment sales were few and far between. Record sales were lifeless and steadily growing worse.

It was the most pessimistic letter that ever reached this office,—one of those utterly despondent epistles that give one "the blues" to even open. Calamity wailed from every sentence of it, and it was plainly evident that its author was discouraged beyond the point of redemption. To complete the picture of hard luck which he had drawn, the Dealer closed with a bitter diatribe against the mail-order houses, which he complained had invaded the territory and were robbing him of what little business was possible!

In the same mail, as we stated, was a letter from a Dealer in the West—we assume that he will not object to our publishing his name—Mr. E. B. Hyatt, proprietor of the Portland (Ore.) Phonograph Agency, who wrote in to say, among other things of a like encouraging nature, that he is riding around in an automobile purchased from the profits of Amberola sales.

That's all except the moral—is it necessary to point to it?

When An Ad Is Effective

Every once in a while we are asked by some Dealer to tell him what, in our opinion, constitutes a good ad. We invariably reply that the most effective ads are those which consist of one part originality in plan and text, another part conciseness and clearness in expression and the remaining two parts straightforwardness in story.

Originality attracts, of course, and conciseness and clearness illuminate, but straightforwardness *convinces*. The latter quality, therefore, is the most essential. Straightforwardness inspires confidence. That's what you are looking for,—the confidence of the public. To win that confidence your ad must have the ring of sincerity. It must impress the public as being truthful; otherwise it lacks force. Absurd, exaggerated statements, therefore, should be carefully eschewed in the writing of ads. Never make a statement which you are not prepared to back up and prove. You can divest an ad of its originality, and dress it in the plainest of verbal garb; if it is intelligible and smacks of truth it will accomplish its purpose every time.

The Edison Dealer need never have recourse to exaggeration or bombast in advertising his goods. He is handling a standard line backed up by a name which is recognized in every country in the world as a guarantee of honest value. It is only necessary for him therefore in preparing his ads to compose them in the clearest, most intelligible and catchiest phrase at his command, adhering always to the truth, and use all the originality he can summon in their arrangement.

There is one more thing, however, in this connection which every Dealer must sooner or later recognize, which is that the best ad that was ever written will not produce results in one appearance. It takes persistent repetition to accomplish results.

A colony of beavers start gnawing at the base of a huge tree. At first their united efforts are scarcely perceptible so colossal in comparison is the task they are essaying. They persist, however, ceaselessly, tirelessly, and in time the tree will sway in the wind and topple across the stream to form the dam they want to build.

That simile well illustrates the value of persistence as applied to advertising. A single attempt to gain the public's attention and confidence will achieve little, but persistent, well directed attempts to reach the same goal will some day bring success in abundance.

A full line of goods is a standing ad which never loses force.

"Music Master" Horns in Good Demand

Orders for these decidedly attractive and very desirable horns have been coming in such satisfactory quantities as to convince us that they are destined to be a popular accessory with the trade. There is no question but that the public will take kindly to them, for in addition to being highly ornamental in appearance they are a distinct improvement from the standpoint of reproduction over any other horns on the market. Built of solid wood on sounding-board principles, they impart an agreeable mellowness of tone to the reproduction which is not possible with a metal horn, and which cannot fail to strike the listener at once. We predict that they will prove good sellers as extras, and will also prove popular as part of complete outfits.

The profit on these horns is so very attractive, moreover, that Dealers should lose no time in placing an order for at least one sample and setting it up on a machine for demonstration and display purposes. It should be remembered in ordering that there are four distinct styles of horns at different prices, and that it is necessary to obtain various setting up parts, depending upon the type of machine upon which it is to be mounted. This information was clearly outlined in Sales Department Bulletin announcing the Horns, and was also contained in the August Monthly, which we recommend that Dealers use for reference in ordering.

Chinese Records

We have prepared a four-page folder (form 1839) containing a list of 110 Chinese Amberol Records of 15 songs,—a complete list of all four-minute Records in the Chinese language to date. These Records are from well-known Chinese plays and were made by the most popular Chinese actors in the country.

Both Records and literature are now ready for distribution, and we would urge Dealers who are located in cities where the Chinese are found in any numbers to obtain a supply of both. While the demand for these Records will not be large, there is a field for them wherever a Chinese colony of any respectable size is to be found, for the Chinese are good patrons of native theatres and fond of their national songs and music.

The supply of these folders is limited, but Jobbers will send a small quantity upon request.

Is your demonstrating machine in good order?

Do You Hitch Your Advertising to Ours?

For instance, our September ad, as you will notice, advertises one of the most entertaining features of the Edison Phonograph,—the home recording feature. Incidentally it is also an *exclusive* feature of the Edison Phonograph. Likewise it is *the* feature of the Edison Phonograph to which the Edison trade pays the least attention.

It's wrong—all wrong—to neglect this home recording feature. In the first place the making of Records at home is more than half the pleasure of owning an Edison Phonograph. If there were no other reasons this one feature would compel recognition of the Edison as the greatest of all sound-reproducing instruments.

In the second place it is a profitable feature for the Dealer. In addition to the profit on recording horns and blanks, there is some profit and very little trouble in the shaving of Records; but the real profit comes from the fact that it keeps people interested in the Phonograph and makes them steady visitors to your store.

Take this tip now and follow up our September ads by similar ads of your own, announcing that you are able to furnish complete recording outfits, with instructions in the work of recording, and are prepared to shave Records. Keep this home recording feature before the public all month—in ads and windows—and realize locally the benefit of our general advertising. Suggest the enjoyment and pleasure in making and listening to songs and stories by members of the family and friends, as well as the fun to be had out of "record parties" and the like. And in your ads and window cards be sure to emphasize the fact that no other Phonograph but the Edison possesses this enjoyable feature.

This is the tip for September. Don't you see the force, the logic of it—your ads and ours working in harmony, ours creating the general demand and yours focusing the local share of that demand upon your store? That's team work of the best kind. That's what we mean by "hitching your ad to ours."

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

Reproduction of our full-page September Magazine Ad



Which calls the attention of millions of readers to an entertaining and exclusive feature of the Edison Phonograph.

Canadian Dealers, Report Your Attachments, Please

It now looks as though we will shortly be able to announce the extension of the Combination Attachment Proposition into Canada. The matter is at present up to the Canadian Customs Authorities. While it may be impossible for us to ship the packages of ten Special Records, for use with Attachments at present on hand, at the same prices we are billing them to the United States trade, we do not expect that the same condition will obtain with complete Outfits consisting of Attachment and ten Special Records.

In anticipation of success attending our efforts in this direction, we ask that Canadian Dealers advise us at the earliest possible moment of the number of Attachments being carried at present in stock and how long in their judgment it will take to dispose of them under present conditions. This information is very essential, and we trust our Canadian friends will furnish it without delay.

How Are You Handling the Promotion Plan?

Have you covered your mailing list with the Promotion Folders and Certificates? Advertised the Plan in your local papers? Have you a supply of both forms for store use? Don't go shy on Promotion literature. If your stock is exhausted write your Jobber at once for a fresh supply, and be sure to get enough for your needs.

Every mail received at the factory is heavy with evidence that the Promotion Scheme has made a positive "hit" with the trade. Congratulatory letters, inquiring letters, letters of advice, criticism and suggestion, samples of letters sent to machine owners by enterprising Dealers, and—best proof of all—*Promotion Certificates* evidence the interest and activity which the trade is showing in this proposition. The alacrity with which some of our Dealers "got on the job" is certainly gratifying.

We haven't been able to complete an assembly of the Promotion Certificates so as to single out the Dealers or localities in which the greatest number of Certificates has been returned, nor will we until the plan has been in operation for a longer time. It has now been in effect practically only about six weeks, and to say that we are delighted with the results obtained scarcely expresses our feelings.

With the return of cool weather and consequent tendency to more indoor amusement this Promotion Scheme ought to expand wonderfully. We shall expect the number of returned Promotion Certificates to double and treble from now on, and we are confident that it will. This is the time to push the scheme—aggressively and persistently. Don't let up on it for a minute.

A word of warning. We presume you sent out the Promotion literature with a letter urging owners of machines to act upon the suggestion and try to win the bonus. That was a month or more ago, wasn't it? Some of those people have forgotten that letter. They remembered it for a time, but other things have interfered and it has slipped from memory. Write them another letter, and after a reasonable time elapses write them still another. You'll get them interested if you persist. It means a little time and trouble and expense, but what of it? Compared with results it is so small as to be insignificant. Hammer at this Promotion Plan and you will soon begin to realize your nice, fat, juicy profits on the sales of new machines and new Records to customers new and old.

We want to remind Dealers that they should send *at* the signed Promotion Certificates just as soon as the sales have been made and Records delivered to promoters. Don't keep the Certificates or send them to your Jobber. Send them direct to us. We need them—must have them to complete our files.

Two More Special "Hits"

Amberol Records Nos. 548, "Any Little Girl, That's a Nice Little Girl," etc., and 550, "Lucy Anna Lee," appearing in the November Supplement, will be shipped *from* the factory on or about September 7, to go on sale as Special "Hits." Shipments will be made to all Jobbers in any one territory at the same time, Eastern Jobbers being served first, and after them, in the order named, Central, Southern and Western Jobbers.

These Records can be placed on sale as soon as received.

These two songs are the great big "hits" of the summer season, and they are now at the very height of their popularity. They will continue to be featured by vaudeville singers, played as dance numbers and pushed in every conceivable way by the music publishers for a long time to come.

Place your order immediately for a good supply of these Records and begin to advertise them as soon as you know definitely when to expect them. Don't lose any time in profiting by their present immense popularity. The usual special literature,—an attractive window hanger and a neat four-page folder, which, in addition to describing the Records, also presents the Promotion Plan in attractive garb—will be shipped with the Records. See that you get a good supply of the literature and use it to the best possible advantage.

The Dealer who will profit most from these and future Special "Hits" is the wise one who has had the good sense to take our advice and place a standing order for them with his Jobber. He isn't taking any chance on them, for we will not make the mistake of putting out anything which does not bear the "popularity" tag. He is certain to get quick deliveries, and thus is given a big lead over his less enterprising fellows. In the case of these two "Specials" the Dealer who has a standing order for them will be enabled to place them on sale almost two months before the regular November list.

Does that mean anything to you? Think it over.

Here's a Suggestion Which Every Dealer Should Accept.

To get all that is coming to you in Record sales from now on through the fall and winter months every one of your customers' machines must be in perfect running order.

Of course the owner is at fault if he permits his machine to get out of repair, but the Dealer is doubly at fault if he allows the machine *to remain* in that condition. Every idle machine means just so much loss in Record sales. The moment a machine goes out of commission that moment the owner's interest begins to lag; the longer it remains out of commission the harder it is to revive his interest.

It's clearly up to the Dealer to keep every Phonograph owner interested in his machine and make him a steady Record purchaser. Every reasonable effort to do so should be made at all times of the year; at this time there's a particular reason why an extraordinary effort should be made, for this is the start of the indoor season when the Dealer should begin to rake in the profits on Record sales. Many machines have been idle all summer and their owners have forgotten them for the time being. The Dealer should get after those machines. The machines need overhauling,—a little cleaning and regulating, a few drops of oil, a new part perhaps—to put them in good working condition.

This is the time to do something out of the ordinary in this line. Start a good, competent man out to visit every one of your customers and inspect their machines. If he finds that any of them need missing parts let him make a list of them and order them from your Jobber at once, using the new Parts Catalogue (Form 1815), sent you with last month's bulletin, for reference. Don't consider the expense of the repair man. The profits on the new Record sales will soon take care of that. There's a profit in the sale of new parts besides.

You can kill two or three birds with one stone in this way, if you will. Have your repair man carry some Combination Outfits, Cygnet and Music Master Horns and new Amberol Records along with him. You'll make his trip an item of profit instead of expense in that way. Let him also distribute some Promotion Certificates and literature, Amberola folders, Record Supplements, etc. In other words, make him both a salesman and a repair man.

If this suggestion appeals to your good sense, and we hope it will, *don't delay action.* Do it at once,—or just as soon as you can get hold of a competent man to do the work. September is the month to do it if you want to see your Record sales begin to climb before the cold weather sets in.

A Gruelling Test

It has always been our proud boast that none but the very best materials obtainable enter into the construction of Edison Phonographs. If evidence were needed to substantiate that claim and support our contention that they are mechanically as well as musically superior to any similar instruments on the market, it is to be found in the experience of Jack McLaughlin, engineer of the dredge "Skookum," as related by him in a letter received at the factory, of which the following is a verbatim copy:

1037 Salsbury Drive,
Vancouver, B. C., July 27, 1910.

Edison Standard Phonograph Co.,
Orange, N. J.

Dear Sirs:—

I have in my possession one of your Phonographs, No. 683334 D, which had the misfortune to be among the cargo or baggage of the S. S. Ohio, passenger and cargo boat running from Seattle to Alaska, and which was wrecked in Carter Bay, off the B. C. coast, a little over a year ago.

This machine was in the salt water for about eight months before being brought to the surface by one of the divers working on the wreck.

We cleaned and dried it in our spare moments and to our surprise succeeded in getting it to run first class and without any repairs.

We fished up a bunch of records and had some very good music. Some of the records were as good as new, and with one or two exceptions the balance were in very good condition.

Now I thought that perhaps you would like to have this phonograph to use as an advertisement, and if so would ship it to you, to be replaced by you with a new one. State whether you would want horn shipped also.

Hoping that this may interest you and anticipating an early reply, I remain

Respectfully yours,
Jack McLaughlin,
Eng. Dredge "Skookum,"
Vancouver, B. C.
1037 Salsbury Drive.

Could a more severe test than that be required? Dealers should not overlook this incident in pointing out the mechanical superiority of the Edison machine to prospective customers.

Preparation means half the battle won. Confidence completes the victory.

The Other 13,000

Two Attractive Edison Fourth of July Floats





EVIDENCE OF THE HUSTLING SPIRIT OF THE WEST

In what category would you place a Dealer who went to the expense and trouble of rigging out a float, such as is shown in the above cut, to participate in a Fourth of July celebration? Would you consider him a "dead one" or a live, hustling merchant, who is determined that he shall be counted in on anything which offers an opportunity for advertising his goods? You can bet he is the latter,—very much so.

His name is A. W. Johnson, and he does business at Wilmont, a thriving town in Minnesota. He isn't content with taking the business which comes to him of its own accord; *he goes after it*, and this cut proves him a firm believer in one of the most effective methods of landing it—ADVERTISING—keeping himself and his goods constantly in the public eye.

We have not learned whether any direct results followed from this ingenious advertising stunt, but we *know* from experience that *indirect* results followed, and will continue to follow. Nor have we been advised that the float captured any prizes in the parade, but it stands to reason that so clever and pretty an arrangement of the national colors, combined with the attractive picture formed by the charming young ladies who occupied the driver's seat, must have elicited the admiration of the spectators even though prizes may not have been in order.

Mr. Johnson is certainly to be commended for his enterprise and public spirit.

Another Edison Dealer—F. J. Meehan, of Washburn, Wis.—who didn't let Independence Day pass into history without participating in the local celebration and seizing upon the occurrence to get some excellent advertising out of it.

The postal from which this cut was reproduced was forwarded to us by his Jobber, Lawrence H. Lucker, of Minneapolis, who improved the opportunity of saying some very complimentary things about the thoroughly up-to-date way Mr. Meehan has of doing business. He operates a large furniture store, and has made the Edison a most profitable side line by pushing it hard and persistently.

His Jobber is authority for the statement that Mr. Meehan's sales of Edison Machines, Records and supplies are consistently heavy. Why shouldn't they be? He has faith in the line and in his own ability to make it profitable. He doesn't let the public forget that he carries it and that he sells the goods on attractive terms which place them well within the reach of everybody.

It's a positive pleasure to be able to offer an "official" compliment to a "live wire" in the business, and we are glad to have this opportunity of doing so. Our congratulations to Mr. Meehan on the example of enterprise furnished in this instance are coupled with the conviction that he will continue to find the Edison line as profitable in the future as he has in the past by pursuing the same energetic sales methods.

Thomas A. Edison Complimented by a Fellow-Townsman

The feature of the Milan (Ohio) Home Coming Celebration on August 17 and 18 was by popular consent the exhibit of the Norwalk Piano Company of that city. In their exhibit was displayed every type of Edison Phonograph as well as a full line of accessories and Edison Records. It was probably as fine and comprehensive a display of Edison goods as has ever been shown anywhere. The large tent in which the exhibit was shown was at all times the center of interest for the crowds which poured into Milan during the celebration.

Milan, as is well known, is the birthplace of Thomas A. Edison, and the exhibit of the Norwalk Piano Company was conceived and arranged by the manager, Mr. Price, as a compliment to the foremost citizen of the city, who it was expected would be present during the celebration. Though prevented by urgent matters at the laboratory from attending, Mr. Edison fully appreciated the neatness of the compliment paid him by his Milan representatives.

H. S. Jones, the aggressive Edison Dealer of Spencer, Iowa, has been nominated by his party for the State Legislature. In making his canvass of the district it is not his intention to neglect his Phonograph business; on the contrary, he will "kill two birds with one stone," as it were, invading the homes of the electors with an appeal for their suffrage and a request to install an Edison Phonograph on trial. And he will have the goods along with him in his rig, at that. He considers that the nomination is an excellent thing for his business and intends, when he is elected to the Iowa legislature, to see that every member of it purchases an Amberola.

Success, financially and politically, to Jones of Davenport, Iowa! He certainly deserves an abundance of it.

The J. C. Harding Co., Topeka, Kas., were prompt to start a good, rousing letter in the wake of the Promotion Certificates shortly after they mailed them to their customers. Good idea, that reminder thing. People will forget a proposition like the Promotion scheme—temporarily at least —unless the Dealer takes the trouble to call it to their attention at frequent intervals. Paste that tip in your hat, Mr. Dealer, and send out a reminder notice every little while. Costs little—does much.

The Optimist

A happy chap with a clear, bright eye, and a face that's a joy to see;
A slap on the back and the merry crack of a bit of repartee;
He's never a word that will hurt a soul, and he does the best he can,
As he's going along on his own bright way, at helping the other man.

He laughs and sings through the livelong day; at night he sleeps like a top;
And he saves his need with the certainty of reaping a bumper crop.
O the Optimist is the salt of the earth, though he leap in head previous,
Let us drink and drink to the Optimist! Long life and pleasant dreams!—*St. Paul Dispatch.*

A recent copy of *The Evening Times* of Fort Morgan, Colo., contains the full column paid reading notice of The Fort Morgan Drug Co., Edison Dealers of that place. The notice is an article culled from the April issue of The New Phonogram, which argues the advantages and superiority of Edison Phonographs and Records. It makes a readable and effective ad., especially as it occupies prominent space in the editorial section of the paper.

We are in receipt of a neat little eight-page booklet issued by Allen's Emporium, Edison Dealer of San Jose, Cal., in which the various departments of the establishment are illustrated and described. Complimentary reference is due for the excellent display of Edison products shown, as well as the admirable arrangement provided for the accommodation of purchasers.

John Henry Lynch, Edwardsville, Ill., is a Dealer who makes it a point to cultivate the acquaintance of his customers. As a result he can call the majority of them by their names as they enter his store, and is enabled to inject a bit of personality into his letters when promoting the sale of a new feature of the line.

Dealers will do well to imitate this example of Mr. Lynch's shrewd business methods.

M. A. Hansen, of Gardner, Ill., is another Dealer who didn't lose any time on the Promotion Plan. A sample letter sent us, with which he sent out the Promotion literature, was admirably conceived to spur the recipient to immediate action. A letter written in a friendly, confidential tone will always produce results.

The moment a prospective customer discovers your stock is scant he gets "cold feet.' If you haven't confidence in your line you can't expect him to have.

New Grand Opera Talent

The names of four artists new to the Grand Opera catalog appear in the November Supplement. Although as yet unheard in this country, they have built up most enviable reputations in the cradle of the operatic art, Europe, where they stand in the highest rank of their profession.

Two at least of the number—Lucrezia Bori and Carolina Longone-White—will be heard in this country during the coming season, and as their brilliant careers across the water will insure them a warm welcome from American operatic lovers it follows that in their Records the Edison trade gives a positive asset. This is particularly true because of the fact that they are both exclusive Edison artists and can be heard on none but Edison Records.

The near approach of the operatic season makes the question of talent one of consuming interest to the Jobber and Dealer who study to cater to the diverse tastes of their patrons. They recognize in this branch of the Phonograph business an avenue of direct appeal to a fast-growing portion of the public who are only mildly interested in the popular class of music, but are confirmed devotees of the operatic art.

We shall do all in our power to enable such enterprising representatives to cater to this class of trade and submit the November Supplement as evidence of what may be expected in future additions to the catalog during the course of the operatic season. A brief insight into the respective careers of these artists will give an idea of the ability of each.

Lucrezia Bori, a native of Spain, has had so meteoric a career that it is barely important to go back any further than her recent great Paris success as the heroine of Puccini's "Manon Lescaut." It may be said that the glory of the season, which began so auspiciously, rested on this girlishly sweet artiste. It is a well-known fact that those most interested in the fate not only of this opera but of the entire season were truly a most anxious lot, for not until the dress rehearsal did this ingenious little woman fully disclose her conception of her part. No longer thereafter was anxiety depicted on their faces; and where they met, and where they spoke, they but chanted the same refrain on the day of the first performance —"Wait until this evening!"

To say that Mlle. Bori achieved an immediate and great success is merely repeating what all the papers proclaimed to the world the next morning, but what was not so strongly emphasized is the fact that to the opera loving peoples there has been given another truly great artiste,—a sweet, charming little girl, but a consummate actress having a voice of the finest timbre and schooling.

Mlle. Bori has been engaged to sing exclusively for the National Phonograph Company, and the lovers of operatic numbers will delight in the beautiful Records she has made. In this country, where she will appear at the Metropolitan Opera House, Mlle. Bori is fated to make a deep impression, for nowhere else is true art so well understood.

Madame Carolina Longone-White to America is as yet almost unknown, but in Italy it needs but the mention of her name to open up a flood of eulogy. American by birth, Madame White is possessed of regal beauty, inclining more toward the Italian type, but unmistakably one of the most beautiful of women. This would almost suffice to insure her a great welcome in this country, where she is engaged to sing in Chicago, Philadelphia and New York, but, child of fortune that she is in this one respect, she has had showered on her other great gifts. Her voice of great brilliancy, beautiful quality and excellent training has the power to stir every fibre of one's body.

Brilliant in personnel, brilliant in voice, Madame White is also a great actress. Her successes in "Aida," "Herodiade," "Iris" and "Madame Butterfly"—to mention but a few operas of her repertoire—have put her in the foremost rank of our grand opera artistes. Whenever she has appeared on the stage of one of Italy's great opera houses she has at once achieved a great personal and artistic success, and America, with its ever-ready welcome to its aspiring and successful daughters, will add another name to the already long list of exceptional artistes it has produced, and be proud of this singer possessed of so many great gifts.

Madame White sings exclusively for the National Phonograph Company, and her acquisition to the list of our artists will be a continual pleasure to the Phonograph public, and especially to those who will have the great good fortune of seeing and hearing Madame White personally.

Selma Kurz has been for years the great favorite of the Imperial Opera House of Vienna; and not alone of Vienna, for all Europe knows her and has recognized her as one of the few great coloratura sopranos. Her name has frequently been mentioned as that of the logical successor of the ever popular and beloved Madame Sembrich.

The National Phonograph Company, in presenting the work of Mlle. Kurz, is complying with the ever existing desire to hear the style of singing of which she is so accomplished an exponent, but which unfortunately is becoming so very rare.

Aristodemo Giorgini is among the foremost of Italy's singers and is in the very first rank of tenors. His career has been achieved in Italy, Russia, France and Spain, where he is ever enthusiastically received, for he is possessed of a most beautifully sweet tenor voice, tending more to the lyric than the dramatic. His Records will prove to be a source of great satisfaction and pleasure.

Such is the calibre of the four new artists in the November Supplement; the fifth artist is none other than the incomparable Slezak in a favorite number from an opera whose revival last season, after a lapse of nearly a quarter of a century, was made notable by his magnificent singing of the title role. In that appearance he proved to the complete satisfaction of New York critics that he is equally as great in the singing of lyric as he is of dramatic parts. His arias were received with warmest enthusiasm, which manifested itself in the rapturous applause that greeted his every effort.

With such world renowned artists as these and the other "stars" in the operatic catalog, with the marvelously sweet, mellow and *natural* reproduction which their voices will receive in the Edison Amberol Records—a reproduction which is impossible on Records other than Edison—every Edison Dealer who would make the most of his opportunities has a tremendous asset in the Edison Grand Opera Records.

Lost or Stolen Machines

Home Combination Phonograph No. 357733 with Cygnet equipment, Standard No. 649591, Standard No. 647029, and Standard No. 572631 have disappeared. Jobbers or Dealers coming into possession of any information relative to these machines are requested to communicate it without delay to the National Phonograph Company, Agreement Department.

Cut-Out Records

The moulds of Standard Records Nos. 12445, "La Pinata," and 12516, "Il Miserere," having become exhausted and the same talent being no longer available, we have dropped these numbers from the Italian catalog. The last number has been made over in the domestic list as Amberol Record No. 53.

The Promotion Plan Extended to Canada

Announcement of the fact was made in Sales Department Bulletin of August 19th. The same conditions and restrictions obtain as with the domestic trade, and Canadian Dealers are urged to familiarize themselves with them to obviate any possible confusion.

Briefly stated they are as follows:

The price of the Records to the Dealer is 20c each, and in addition the Dealer must pay an amount equal to Canadian Customs Tariff on all Edison Records.

A special discount of 33⅓% is allowed on the Records to obviate any possible demand for replacement or allowance for breakage.

Only six Records are to be given from the special list as a bonus for any one sale.

The bonus does not apply to the sale of second hand machines sold under a special license at a reduced price.

These Special Records cannot be sold to the Consumer under any condition.

Jobbers will be in a position to fill orders shortly after September 15th, and will ship with the Records special literature consisting of a four-page Folder outlining the proposition and describing the Records, Promotion Certificates for distribution among Phonograph owners, and window hangers for store use.

There is no occasion for us to point out to our Canadian Dealers the wisdom of immediately placing their orders for a goodly supply of these Records, nor to urge them to push the plan to the limit. They have been waiting patiently for its introduction since it was first announced in the United States and can be depended upon to handle it with their customary energy and aggressiveness.

Repair of Model "A" Reproducers Now Impossible

We are no longer in a position to make repairs to Model "A" Reproducers, as we have no stock of parts, such as glass diaphragms, weights, etc. Therefore, if any such type of Reproducer is received by Dealers for repair, they should advise the customer accordingly and recommend the purchase of a Model "C" Reproducer in place of the old Model "A."

Don't forget to call upon the factory for assistance when you strike an unusually stubborn "prospect." We'll keep after him until you call "quits."

Selling the Goods

With the return of cool weather lodges begin to resume their regular meetings. Smokers, entertainments, ladies' nights and lodge dances will follow. Why don't you make a proposition now to every lodge in your town? Write a letter to the Secretary of each calling attention to the comparative cost of a night's entertainment furnished by mediocre amateur or professional talent and that offered by an Edison Phonograph and Records presenting the best and highest priced entertainers in the world. And don't forget to emphasize the cost of the cheapest orchestra that can be obtained with the price of an Edison Phonograph, which offers a catalogue of specially recorded dance Records played by skilled musicians in absolutely correct tempo. Show that the amount expended for an orchestra at a few dances will pay for an Edison, *which is a permanent orchestra.* And don't forget the recording feature of the Edison, which by itself will furnish the suggestion for many a lodge entertainment.

Make a proposition to install an Edison and some Amberol Records on trial. You won't have any trouble in getting permission, particularly if you have a friend or two in the lodge. And when you do get permission don't fail to send your highest-priced Phonograph around,—an Amberola if you have one; if you haven't then send your next best, with Amberola literature enclosed, and be prepared to talk Amberola if your proposition is accepted. An Amberola is the logical instrument for a lodge-room, and furthermore a lodge generally wants the best when it buys.

Don't let this lodge tip shoot over your head.

Personally you, perhaps, prefer a good lively "rag," a clever topical song or a sentimental "hit." The majority of us share your taste. *But* we must consider that there are a great many people to whom songs of the popular order are positively distasteful. They are people with highly developed musical tastes. They go into ecstasies over an overture by Von Suppe or Wagner, a Liszt rhapsody or an aria from one of the great operas. Such people are often termed "musical cranks." Whether they are or not is immaterial. The point is that they are enthusiastic and confirmed in their preference for the higher grade of music. Furthermore, they are generally people with means who never let expense stand in the way of gratifying their inclinations. They can be made good, steady Record buyers if the Dealer *knows them* that he is able to gratify their tastes.

Start right now and prepare a series of concerts for the fall and winter,—*special* concerts. Don't neglect the monthly concerts on the 25th or thereabouts. Keep them up and advertise them in every way possible as *public* concerts, to which the general public is invited.

There are some people, however, who do not care to attend a concert of a public nature. They prefer exclusiveness, and will respond quickly to an invitation which guarantees them that feature. That's why we say "prepare *special* concerts." Make up a list of present and possible future Phonograph owners who in your judgment would be likely to attend a private concert either at your store or at a hall. Have some neat invitations printed on a good quality of paper announcing the recital and program and mail them out.

Let the invitation bear a half-tone cut of the Amberola on the back cover. We'll supply the electro upon request. This is the class of people you can easily sell the Amberola to, and this is the way to do it. Just emphasize the exclusiveness of the affair and you'll have no trouble with the attendance. Make every provision for their accommodation and comfort and you'll make them regular attendants at your concerts, and soon convert them into Phonograph enthusiasts.

Be careful with your program. Don't make it top heavy with any one class of selection. Diversify it,—balance it with grand opera, instrumental and vocal numbers of the higher class, and a sprinkling of the lighter order of selection.

Many Jobbers and Dealers accomplished wonderful results with private recitals last season, and are preparing now to resume them on a much more elaborate plan. The private recitals paid *them*—why not *you?*

Some men are so afraid of doing the wrong thing that they never do anything.

Cheap Trade

One of the biggest mistakes a talking machine man can make is to cater to cheap trade. In some lines of business there are immense profits in five and ten cent sales, as for instance the street railway business, but the talking machine business is not in that class. Cheap goods are unsatisfactory to begin with, they cause more trouble than their profits will cover, and the class of people who buy the cheap goods are not appreciative of the better music, and are not particularly good advertisements for a store.

The tendency in the business is decidedly upward. In the early days of the business the talking machine was a toy that appealed to the buying public because of the novelty attached to it, certainly not because of its musical capabilities. The improvement has been rapid and has been so great that talking machines and records are found in the best and most refined homes. Men, and women too, who can afford to indulge their taste for classical music are good talking machine buyers, and better still are regular customers for the highest grade records.

One of the pleasant features of the high class trade is that the talking machine owner need only be notified of the new records each month, and will call at the store to have them played over, or have them sent to the house and select those desired. The medium buyers comprise the most desirable class of all. They are the most numerous and demand a profitable grade of merchandise, if not the highest priced. They are even more regular customers than the extremely high-priced people, and are invariably cash customers.—*Canadian Music Trade Journal.*

Some fellows start out in life with the idea that the world owes them a living, and then, by the time they are ready to die, they are dead sure they have not collected.

It takes all kinds of people to make a world. Everybody doesn't like the popular stuff. Lots of people won't listen to it. They want high-class music,—concerted numbers, songs of the better class, operatic arias and the like. You want to consider these people, for there are plenty of them in your town. Cater to them. Keep a stock—at least one of each—of the operatic Records, and the higher grade stuff. Advertise and show these people that you can take care of their wants, and you will make them steady and profitable customers.

A Suggestion

What did the federal census cite as the foreign-born population of your city? If you didn't hear it you should. And it ought to stir up the grey matter, too. Your foreigner, no matter how long he has lived here or how much of an American he has become, always has a warm spot in his heart for the songs and airs of his native land. That thought is worth pondering over. There are Records in the September Foreign Supplement which will appeal to the foreign-born as will no other Records you can offer them. And there are thousands of others in the Foreign Catalogs and Supplements.

How do you keep the PHONOGRAPH MONTHLY—scattered about here and there in your store? Why not bind it as it comes in and always have it handy and whole when you want to refer to it? We have a stock of binders for that express purpose—durable and neat. Only 50c. Order one now.

"Deadened energy is a sort of uric acid condition of the soul," says a contemporary home publication. Very true; and it's as insidious in its approach and as disastrous in its final results as the disease in question.

The Catholic and Christian Science Records have been pronounced among the finest we have ever listed. They ought to be the subject of a special newspaper ad or two giving the titles of the selections and the artists, and attractive window cards should bring them to the attention of the passing public. Special Records of this kind are ads that bring results, for they not only appeal to owners of machines but *they create a demand for machines.*

Every member, as well as every lodge, of the Masonic Order can be interested in the Special Masonic List. Keep that list handy for customers, and a card in your window.

Receipt is acknowledged of photos showing interior views of the stores of Hart Bros., Woodsworth, Mass., and B. M. Conner & Co., Falkner, Miss.

The Kipp-Link Phonograph Co., formerly at 445 E. Washington St., Indianapolis, Ind., has removed to 345 Massachusetts Ave., same city.

Model "O" Reproducers

On or about September 1, 1910, all Model "O" Triumphs, also Idelia Phonographs, will be equipped with a new reproducer arm, including a Model "O" Combination Type Reproducer with a swivel arm, to which are attached two sapphire points, making it possible to play both two and four-minute Records. This Reproducer is to take the place of the Model "C" and "H" Reproducers with which these machines are now equipped, and at no additional cost for complete outfits.

Price of Model "O" Reproducer when sold separately will be: U. S. List, $10.00; Canadian, $13.00; Dealer, $6.00 net. These prices will also apply when the Reproducer is supplied with a special arm, which becomes necessary when exchanges are made for the Models "C" and "H" Reproducers.

The allowance to be made for Models "C" and "H" Reproducers in exchange for the Model "O" will be: List, $4.00 for both; Dealer, less 40% or $2.40 net for both. A summary of these prices on this arrangement is as follows:

UNITED STATES.

	Model "O" Reproducer	Allow for "C" and "H" set on exchange, two (2) Reproducers, both	Net
List	$10.00	$4.00	$6.00
Dealer, 40%....	6.00	2.40	3.60

CANADA.

	Model "O" Reproducer	Allow for "C" and "H" set on exchange, two (2) Reproducers, both	Net
List	$13.00	$4.00	$9.00
Dealer, ($6.00 + Duty $1.80)	7.80	2.40	5.40

Dealers in sending orders for these equipments on exchange must particularly specify whether to be used with machines equipped with Straight or Cygnet Horns, as with the Straight Horn a special connection is supplied, and with Cygnet Horns a special type horn crane is necessary and will be furnished complete when so ordered.

The Model "O" Reproducer will be supplied, when so ordered, with Triumph and Idelia attachments, in place of the Model "H" Reproducer now being supplied. The prices for the attachment complete with Model "O" Reproducer will be: U. S. List, $15.50; Canadian List, $20.00; Dealer, $11.00 net.

On exchanges these same prices will prevail, with allowance for Model "C" Reproducer to be returned, as follows: List, $2.00; Dealer, $1.20 net. A summary of these prices is as follows:

UNITED STATES.

	Combination Attachments with "O" Reproducer	Allowance for "C" Reproducer with Idelia Shaft and Mandrel	Net
List	$15.50	$2.00	$13.50
Dealer	11.00	1.20	9.80

CANADA.

	Combination Attachments with "O" Reproducer	Allowance for "C" Reproducer with Idelia Shaft and Mandrel	Net
List	$20.00	$2.00	$18.00
Dealer, ($11.00 + Duty $3.30)	14.30	1.20	13.10

The Recorder to be supplied with Triumph and Idelia machines containing the Model "O" Reproducer will be the same as at present, and in order that it may be used we will supply with each machine an adapter, to fit in the speaker arm, of the right size to take the Recorder. One of these adapters will also be supplied with each extra Model "O" Reproducer and speaker arm that is sent out on the exchange basis, so that any one having one of our present Recorders with their outfit can use it with the new speaker arm. An adapter will also be furnished with each Combination Attachment containing the Model "O" Reproducer and new speaker arm for the same purpose as above mentioned.

Dealers' orders should be placed at the earliest possible moment, enabling the Jobber to make shipments in any one territory at the same time, to be placed on sale as soon as received.

We urge the trade to push the Model "O" Reproducers vigorously. They are not only a very great improvement over the separate Reproducer in the matter of convenience, but the reproduction obtained from their use is so vastly superior as to admit of absolutely no comparison. The union of these two advantages will commend them at once to the Phonograph owner.

Get Your Holiday Order in Early

Now is the time to do it instead of a month from now. You can't "get action" any too quick a little anticipation. Your Jobber needs some time as well as your orders to guide him in his own order. We, in turn, must have some definite idea of what the volume of the holiday orders are going to be in order to gauge our requirements. We can't do everything at the last minute. We need time—time to plan, time to build, time to ship. You can help us wonderfully and at the same time protect yourself from any disappointment if you send in your order now.

Remember the Amberola situation last year—how we were disappointed at the last minute by the cabinet manufacturers and consequently were able to fill only a pitiably small percentage of orders in time for the holiday trade. That same situation, or a similar one, is liable to present itself at any time. It was one of those unfortunate occurrences which always happen when least expected, but which can be generally guarded against if the factory is given a little time to gauge his requirements.

Help us and yourself this year by getting in your order early.

DEALERS ARE REQUESTED TO NOTE THAT "TRIUMPH PHONOGRAPHS, WITH STRAIGHT HORN EQUIPMENT, WILL BE OMITTED FROM THE NEXT EDITION OF OUR PHONOGRAPH CATALOG.

Advance List

Of Edison Amberol and Edison Standard Records for November, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before October 25th, 1910, all being here forwarded, and they to be reshipped to Dealers on or before October 25th, 1910, all being here forwarded, exhibited, demonstrated, or placed on sale by Jobbers or Dealers until 8 A. M. on October 26th. They must not, however, be Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after October 20th, but must not be circulated among the public before October 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. Records on or before September 10th. Dealers should place November orders with Jobbers before September 10th to insure prompt shipment when Jobber's stock is received.

Edison Grand Opera Amberol Records

40031 Stradella—Serenade (*Flotow*) Sung in German
Orchestra accompaniment
Leo Slezak

LIST: U. S., $2.00; Canada, $2.50.

The revival of "Stradella" at the Metropolitan Opera House last season, with Slezak in the title rôle, was a most fortunate one, for this opera contains some of the most beautiful melodies written by Flotow, and therefore some of the most beautiful ever produced. Of Stradella's affections is certainly one of the finest. In the midst of a carnival scene Stradella sings this beautiful serenade, which brings his sweetheart to the window, and an elopement is quickly planned and executed. Slezak sings this number with a lover's ardor and puts into it the pleading of his heart's cause.

30030 Faverita—Spirto gentil (*Donizetti*) Sung in Italian
Orchestra accompaniment
Aristodemo Giorgini

LIST: U. S., $1.00; CANADA, $1.50.

Having been carried to the very greatest depth of humiliation by his love for Leonora, Fernando has left the King's court and returned to the monastery, which his love had caused a high C, here admirably sung by Giorgini, Fernando repudiates Leonora for the apparent deception he believes her guilty of, although he still loves her deeply. Giorgini's voice is admirably adapted to this class of music, so seldom well rendered.

40032 Manon Lescaut—In quelle trine morbide (*Puccini*) Sung in Italian
Orchestra accompaniment
Lucrezia Bori

LIST: U. S., $2.00; CANADA, $2.50

Manon, the luckless, after the elopement with the penniless Des Grieux, returns under the promptings of her conscience-ess brother to the care of her wealthy but aged supporter. Dressed in all her finery and surrounded by all the luxury wealth can procure, her love for empty, loveless life in her silken-hung dwelling with the modest home, in which however love with its warm, caressing embraces reigned supreme. Mlle. Bori made such an extraordinary success as the heroine of this opera that it is but natural that her fine conception is also transferred to this Record, which so truly reflects the mood of the unfortunate Manon.

40033 Madama Butterfly—Un bel dì vedremo (*Puccini*) Sung in Italian
Orchestra accompaniment
Carolina Longone-White

LIST: U. S., $2.00; CANADA, $2.50

Perhaps no other opera makes so strong an appeal for the heroine as does "Madame Butterfly," in which the flower-like Cio-Cio-San shows such great strength of love and faith, and so She has been told that never again will she see or hear her American Lieutenant, who has gone to his far-off home. Even in the face of Consul Sharpless' explanation she will not believe that it is true. In this aria, "Un bel dì vedremo," she again asserts her trust that he will return some beautiful day, when she will see him and he will again call her his little Madame Butterfly. Madame Longone-White has been exceptionally happy in her depiction of this beautiful part, into which she puts all her artistic fervor and love; and in this case she has certainly made a most beautiful Record.

(Always specify on your orders whether you want Amberol or Standard Records.)

35009 Lucia di Lammermoor— Aria del follia (*Donizetti*) Sung in Italian
Orchestra accompaniment **Selma Kurz**
LIST: U. S., $1.50; CANADA, $2.50

As everyone knows, this opera follows closely in its story the famous novel written by Sir Walter Scott—"The Bride of Lammermoor." Forced into a distasteful marriage by her brother and learning of the deceit practised upon her in regard to the man she really loved, Lucia murders her husband in a fit of insanity. The mad scene represents her raving and hearing the things of a disordered mind. But what a wealth of melody! The aria is so difficult of execution, however, that only the most consummate artists ever essay to sing it. Miss Selma Kurz is too well known to require any further introduction, and it is needless to say that the Record she has made of this number is a very superior one.

Amberol Record by Sarah Bernhardt

35008 Phèdre-La Declaration (*Jean Racine*) **Sarah Bernhardt**
LIST: U. S., $1.50; CANADA, $2.00

A thrilling scene from the masterpiece of Racine, by that masterpiece of nature, Sarah Bernhardt. 'Tis said that only a Frenchman can properly understand Racine, but all the world can understand Madame Bernhardt, for her art speaks a universal language. Phèdre is in love with Hippolytus, her own step-son, who is in happy ignorance of that misfortune. The supposed death of Theseus, her husband, removes all obstacles to her fierce passion, and she declares it, as only Sarah Bernhardt, the queen of the tragic stage, can depict it. The swelling flood of feeling pours forth with all the force and fire of a woman's heart full to bursting. This Record is a treat to lovers of tragedy, as well as to those who admire and appreciate the greatest tragedienne not alone of today but of all time.

Edison Amberol Records for November, 1910

LIST: U. S., 50c; CANADA, 65c.

540 Marche Tartare **Sousa's Band**

As its name would indicate, this march is of an Oriental style, in the rendition of which effects are introduced to lend color and emphasis. It is a standard work and a popular number on Sousa's programs, frequently being featured by him in encores. Composer, Louis Ganne; publishers, Hawkes & Sons, London.

541 Red Wing **Frederic H. Potter, Chorus and New York Military Band**

The phenomenal popularity of "Red Wing" in the Standard list (No. 9622) induced us to respond to the general demand of the trade and public to list it as an Amberol number. In doing so we have added greatly to its attractiveness by the novel manner in which it is arranged,—the band alternating with Mr. Potter and chorus singing with band accompaniment. Mr. Potter sings with spirit and style, and both chorus and band accompaniment are all that could be desired. Without doubt this Record will be one of the most popular numbers in the Amberol Catalogue. Words, Thurland Chattaway; music, Kerry Mills; publisher, F. A. Mills, New York City.

542 For You Bright Eyes **Miss Barbour and Mr. Anthony**

Soprano and tenor duet. It is not difficult when one hears this captivating number to understand why it was the pronounced "hit" of the successful musical production, "Bright Eyes." No doubt, too, the novel and delightful manner in which it is sung in this Record, the air being taken alternately with the two voices blending in the refrain, will add to its original attractiveness. Orchestra accompaniment. Words, Otto Hauerbach; music, Karl Hoschna; publishers, M. Witmark & Sons, New York City.

543 Way Down in Cotton Town **Billy Murray and Chorus**

A clever sentimental song of the bright, cheery type, with an infectious, "swingy" air which will bear unlimited repetition. Billy Murray and a splendid chorus have made a Record of it which without doubt will go a long way toward strengthening its present hold on the popular fancy. Orchestra accompaniment. Words, Edgar Leslie; music, Al Piantadosi; publisher, Leo Feist, New York City.

544 Serenade (Schubert) **Venetian Instrumental Trio**

Violin, flute and harp. A Record that every lover of the best in instrumental music will want. Almost every one is familiar with Schubert's Serenade, and the Venetian Trio are well known from the very charming numbers which they have contributed to our catalogue. A rarely beautiful Record, the combination of instruments in rendition of this classic gem of melody resulting in a soothing blend of music. Composer, Franz Schubert.

(Always specify on your orders whether you want Amberol or Standard Records.)

545 Dear Little Shamrock **Marie Narelle**

Soprano solo. Another of Miss Narelle's songs of the people. The history and significance of the shamrock, as outlined in this tuneful old song, are known to every son and daughter of Erin's Isle, who will appreciate Miss Narelle's rendition of the number. Her brogue is as delicate and natural as her voice is fresh and lovely and her style expressive. Orchestra accompaniment. Composer, Cherry.

546 Comic Epitaphs **Golden and Hughes**

A vaudeville sketch that will "go big." Two "coons" on their way home from a possum hunt stop in a grave-yard to read the epitaphs, in defiance of the "hobamogoblins." That's where the fun starts, and it's unvarious and continuous all the way through, for every epitaph is just a little bit funnier than its predecessor. The Record closes with a typical Golden and Hughes song. This Record is a "scream."

547 Fantasy from "The Fortune Teller" **Victor Herbert and His Orchestra**

Thousands of Herbert's devoted chain of admirers insist that "The Fortune Teller" is the most tuneful of his many successful comic operas. However that may be, it is certain that it contains some scintillating gems of melody, the best of which are comprised in this Record, viz: Opening Second Act; "Always Do as People Say You Should"; March Finale; "Gipsy Love Song," and "Hungarian Czardas." It is played in their usual brilliant fashion by the renowned composer-conductor and his corps of talented artists. Publishers, M. Witmark & Sons, New York City.

***548 Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me**
Ada Jones and Chorus

Serio-comic. This melodious bit of nonsense was easily the "hit" of the summer season, and is still the most popular song of the day. It is being sung and whistled everywhere, while its irresistible rhythm is bringing it immense popularity as a dance number. The capable male chorus which assists Miss Jones serves to emphasize the rhythmic swing and energetic "go" of the song and greatly adds to the attractiveness of the Record. Because of the popularity of the song the selling date of this Record was advanced to the early part of September. Orchestra accompaniment. Words, Thomas H. Gray; music, Fred Fischer; publisher, Shapiro, New York City.

549 O Morning Land **Stanley and Gillette**

Sacred duet by baritone and tenor. A brilliant Record of a well-known hymn which will appeal with equal force to collectors of the devotional type of Records and to those whose fancy runs to duet numbers, for both harmonization and rendition are notably fine. Orchestra accompaniment. Words, Eben E. Rexford; music, Edwards H. Phelps.

550 Lucy Anna Lou **Collins and Harlan**

Coon duet. This Record was also placed on advance sale because of the tremendous popularity of the song. Its engaging two-step rhythm made it the big "hit" of "The Follies of 1910," and it is just now at the height of its popularity. Collins and Harlan have made a most entertaining Record of it, with a comedy feature as usual. This is a Record that will never tire, for in style and tunefulness it is something different from the ordinary "coon" song. Orchestra accompaniment. Words, Edward Madden; music, Gus Edwards; publisher, Gus Edwards, New York City.

551 When the Autumn Turns the Forest Leaves to Gold **Manuel Romain**

A sentimental number whose captivating melodic charm is steadily winning it popularity. It is a song of the reminiscent type in which a fond lover in wistful phrase draws a vivid word-picture of his distant sweetheart, who has promised to wed him "when the autumn turns the forest leaves to gold." The sweet-voiced minstrel tenor, who can be heard only on Edison Records, gives a thoroughly sympathetic rendition of the number. Orchestra accompaniment. Words and music, N. Weldon Cocroft; publishers, C. C. Cocroft Music Co., Thomasville, Ga.

552 A Cowboy Romance **Len Spencer and Company**

A descriptive Record reproducing with the aid of clever effects an episode of the prairie,—an exciting race in the moonlight between cow-punchers for teh hand of an Idaho maid. Leading up to the thrilling climax, which is made wonderfully realistic by the clatter of hoofs, the whimpering of horses and the "yipping" of the cowboys, there is a bit of comedy, some male quartet work and a serenade song (tenor) with banjo accompaniment. A novel and diverting Record which will be a good seller. Author, Len Spencer.

553 Buck Dance Medley **John Kimmble**

Accordion solo with piano accompaniment. Here's a Record that will quicken your pulse and start your feet "a shufflin' an' a rappin'" with its infectious, lively "rag" rhythm. The easy, artistic manner in which Mr. Kimmble plays this difficult number pronounces him an artist with few, if indeed any, equals in his line. Composer, John Kimmble.

* This selection will be illustrated on the cover of the November PHONOGRAM.

(Always specify on your orders whether you want Amberol or Standard Records.)

554 My Heart Has Learned to Love You, Now Do Not Say Good-bye — **Joe Maxwell**

This number was written by the composer of the famous "Love Me and the World is Mine." To those who care for sentimental Records this song with its pleading melody and profession of enduring devotion will prove a most attractive number. Orchestra accompaniment. Words, Dave Reed; music, Ernest R. Ball; publishers, M. Witmark & Sons, New York City.

555 Coronation and Doxology — **Edison Mixed Quartet**

Sacred. Two numbers on one Record,—(a) Coronation ("All Hail the Power of Jesus' Name") and (b) Doxology ("Praise God from Whom All Blessings Flow"). This Record should find its way into every home. Organ accompaniment.

556 The Fairest Rose Waltz — **Charles Daab**

Xylophone solo. We have no hesitation in pronouncing this the most superb Record of its kind ever produced. It is a distinct tribute to the skill of our Recording experts. The selection is a bewitching waltz played as only this master of the xylophone can play it. Orchestra accompaniment. Composer, H. Englemann; publishers, Brehm Bros., Erie, Pa.

557 My Old Lady — **Will Oakland**

Counter-tenor solo. The title of the selection is the affectionate term in which the singer refers to his mother, to whose memory he pays a glowing tribute. The sentiment of the song is inspiring, the melody graceful and flowing and Mr. Oakland in splendid voice. Orchestra accompaniment. Words, Vincent P. Bryan; music, Gus Edwards.

558 Shipwreck and Rescue—Descriptive — **Peerless Quartet**

A descriptive Record, by male voices, reproducing with startling realism all the terrors of a storm at sea and the thrill of a subsequent rescue by the life-saving crew. Scene 1. Homeward bound, captain, crew and passengers rejoicing—Song, "Home Again"—8 bells. Scene 2. In the teeth of a nor'easter—"All hands furl sail!"—Gale increases in fury—"All aands to quarters!"—Look-out cry, "Land Ho!"—"Hard up with that helm, we're driving on the rocks!"—Terrific crash—"Too late, we're on the rocks!"—Ship springs leak—"Man the pumps!"—"No use, Captain, the ship is sinking!"—"Man the life-boats! Now then, men, remember it's the women first! I'll shoot the first man who puts a foot in those boats!" Scene 3. A rocket from the shore—"We're near the Good Hope Live-Saving Station!"—The signal for help, "Life boat, ahoy!"—The answering cheer—Song of the life-boat crew as they pull to the rescue—Finale. Author, Campbell.

559 The Enterpriser March — **New York Military Band**

A brilliant and spirited military march by a popular writer—the kind that stirs the pulse of the listener and drives dull care away. Very popular now as a two-step number. Composer, J. Bodewalt Lampe; publishers, Jerome H. Remick & Co., New York City.

Edison Standard Records for November, 1910

LIST: U. S., 35c; CANADA, 40c.

10436 Merry Maiden March — **New York Military Band**

This number possesses all the elements that go to constitute a popular Record—a brisk air, excellent volume and a finished performance. It should be a good seller. Composer, Claude d'Albert; publisher, F. Smith, New York City.

10437 Nix on the Glow-Worm, Lena — **Billy Murray**

From the "Follies of 1910." The manner in which Lena Straus demoralized a boarding-house by "murdering" the "Glow-Worm" on her concertina is told by Billy Murray in his inimitable way in this clever and decidedly tuneful comic song, the chorus of which is constructed on the theme of the popular "Glow-Worm." Orchestra accompaniment. Words, Ballard Macdonald; music, Harry Carroll; publishers, Joseph W. Stern & Co., New York City.

10438 That Beautiful Rag — **Stella Mayhew and Billie Taylor**

In securing this clever pair exclusively for Edison Records we enlisted the services of two of the most versatile and popular artists of the musical comedy and vaudeville stage. They were easily the "stars" of last season's big success, "The Jolly Bachelors." The Record, a catchy, melodious "rag" with a bit of comedy interwoven, will give an idea of their style and what may be expected of them in future numbers. Orchestra accompaniment. Words, Irving Berlin; music, Ted Snyder; publishers, Ted Snyder Co., New York City.

10439 I Wonder How the Old Folks Are at Home — **Will Oakland**

Counter-tenor solo. A wanderer's longing for the scenes of his childhood and the aged parents waiting and watching and praying for his return is the pathetic theme which is given a pretty, appealing musical setting. Orchestra accompaniment. Words, Herbert S. Lambert; music, F. W. Vanderstoel; publishers, Vanderstoel Music Publishing Co., Williamsport, Pa.

(Always specify on your orders whether you want Amberol or Standard Records.)

10440 Highland Whiskey and Craig's Reel — **William Craig**

Violin solo with piano accompaniment. Two characteristic Scottish dance airs on one Record—one a strathspey and the other a reel, and both good lively numbers. Mr. Craig is a veteran violinist who makes a specialty of Scottish folk-dances.

10441 I'd Love to, But I Won't — **Bessie Wynn**

A vivacious little *soubrette* comic. The popular comedienne's imitation of the little miss who coyly admits that she would like to kiss her boy sweetheart but "dassent" is as clever as that of the same "grown-up" miss who would like to indulge in the gayeties of the social whirl but dare not. The air is sprightly and pretty. Orchestra accompaniment. Words, Bessie Wynn; music, Ted Barron; publishers, M. Witmark & Sons, New York City.

10442 Softly Now the Light of Day — **Anthony and Harrison**

Sacred duet. Both selection and artists are so well known that words would be wasted if spent in extolling the merits of either. Suffice it to say that it is a very desirable Record of its kind. Orchestra accompaniment. Words, G. W. Doane; music, G. M. von Weber.

10443 Nobody Seems To Love Me Now — **Joe Maxwell**

Tenor solo. The words and music of this song were written by Mr. Maxwell. The theme is the plaint of a motherless, lonely child, and the musical setting, a pretty waltz air, is thoroughly in sympathy with the sentiment of the song. Orchestra accompaniment.

10444 Angel Eyes — **Premier Quartet**

Male voices. Here is a sample of quartet work which will not be surpassed for some time to come. The close harmony which prevails throughout the rendition of this well-known, melodious song is a perfect delight to the ear. Orchestra accompaniment. Words, Alfred Bryan; music, Kendis and Paley; publisher, Shapiro, New York City.

10445 Wood and Straw Galop — **Charles Daab**

Xylophone solo. A spirited galop. It is impossible to describe the beauty of Mr. Daab's xylophone Records. There is no critic, however partial, but must concede their absolute superiority in every respect to any similar Records yet produced. Orchestra accompaniment. Composer, J. Ringleben; publisher, Carl Fischer, New York City.

Foreign Amberol and Standard Records for November, 1910

BOHEMIAN—Standard List: U. S., 35c; Canada, 40c

16539 Ztracené Štěstí (*Scarlet*) — **Soprano solo, with orchestra acc.** — **Frances Masopust**

BOHEMIAN—Amberol List: U. S., 50c; Canada, 65c

9800 Opuštěná (*Kolouškey*) — **Soprano solo, with orchestra acc.** — **Frances Masopust**

NORWEGIAN—Standard List: U. S., 35c.; Canada, 40c

19900 Nu fyikes vi Nordmaend (*Tollaug*) — **Baritone solo, with orchestra acc.** — **Otto Clausen**

NORWEGIAN—Amberol List: U. S., 50c; Canada, 65c

9200 Den store, hvide Flok (*Gletz*) — **Sacred. Baritone solo, with orchestra acc.** — **Otto Clausen**

Foreign Records for September

AMBEROL: U. S. LIST, 50c; CANADIAN, 65c.
STANDARD: U. S. LIST, 35c; CANADIAN, 40c.

BRITISH RECORDS FOR SEPTEMBER

AMBEROL (FOUR MINUTE).

12214 Di Ballo Overture, *Sullivan* — National Military Band
12215 I Like You in Velvet, from "*Lady Madcap*," — Maurice Farkoa
12216 Over Two Threes Four Fives, *Osborne* — George Formby
12217 The Kerry Dance, *Molloy* — Amy Evans
12218 March Aux Flambeaux, Concertina solo, *Svetozar Clarke* — Alexander Prince
12219 There, *Adams* — Peter Dawson
12220 Flanagan, *Harraby & Letters* — Florrie Forde
12221 Shiela, *Harraby & Lipton* — Arthur Osmond
12222 One of the Midnight Sons, *David & Lyle* — Vesta Tilley
12223 Lucia di Lammermoor Selection, *Donizetti* — National Military Band

STANDARD (TWO MINUTE).

13098 British Bugler's March, *Parks* — National Military Band
13099 Shadowland, *Noel Johnson* — Peter Dawson
14000 Dell Among the Tallers, Accordion solo, *Traditional* — Peter Wyper
14001 Bradshaw on the Brain, *Wells* — Florrie Forde
14002 Oft in the Stilly Night, *Stevenson* — Ernest Pike
14003 Oh! Oh! The Picture Show, *Scott* — Stanley Kirkby
14004 Prisoner at the Bar, *David & Leighton* — Arthur Osmond
14005 Love and Life in Vienna Waltz, Concertina solo, *Karl Kernzak* — Alexander Prince
14006 South and Polly, *Maurice Shapiro* — Jack Lorimer
14007 Toledo (Spanish Troop) — National Military Band

(Always specify on your orders whether you want Amberol or Standard Records.)

GERMAN RECORDS FOR SEPTEMBER

AMBEROL (FOUR MINUTE).

15107 *Marche Militaire, F. Schubert-Tausig*
Johann Strauss Orchestra
15108 Allerseelen, Lied, *C. Loewe* C. van Hulst
15109 Die Kapelle, Quartett, *C. Kreutzer* Neue Quartett
15110 Eine Wallung zu vermieten
H. P. und Elise Bendix
15111 Sonst spielt ich mit Szepter, *A. Lortzing* C. van Hulst
15112 Grabesrzählung aus Lohengrin, *Wagner*
Paul Pagodorf

STANDARD (TWO MINUTE).

10151 Kleine Blüte du auf Bergeshöhe, *Max Schmidt* Johann Strauss Orchestra
10152 Hopf, mein Rückert, Watterlied, *W. D. Cobb* Max Stoldt
10153 Röslein im Talo, Cornet Quartett, *B. Hartmann* Carl Hübne
10154 Ich Hatte einst ein schönes Vaterland, *E. Lezan* Elsa Wiesgraf
10155 Müdel klein, Walzer, *Fr. Lehár* Johann Strauss Orchestra

FRENCH RECORDS FOR SEPTEMBER

AMBEROL (FOUR MINUTE).

17069 Marche aux Flambeaux No. 3, *Meyerbeer* Garde Républicaine
17070 La Musique qui Passe, *Gaunin & Davis* Adolphe Hérard
17071 La Sérénade de Braga, *Braga* Louis Dupouy
17072 Un Clerton Tro de Sûrie, *L. Gastellin* Paul Lack
17073 Soldat Roi à Paris, *Félix Tronin* Gabriel Hiller
17074 Alice! Mazoulka! *Léo. Daniderff* Henriette Lebland
17075 Marche Fière, *Heinlz & Stanislas* Karl Diton
17076 Ouverture du Domino Noir, *Auber* Garde Républicaine

STANDARD (TWO MINUTE).

15143 Ma Mie'tte, *Vincent Scotto* Karl Diton
15144 C'est Plein d'Espions, *E. Spencer* Gabriel Hiller
15145 Philomèle, *Christiné* Paul Lack
15146 La Grande Mêlle, *Dickson & Casabianca* Henriette Lebland
15147 Marche Aviation, *D. Bernlaux* Adolphe Hérard

MEXICAN RECORDS FOR SEPTEMBER

AMBEROL (FOUR MINUTE).

6098 Perfume de Violetas—Vals, *A. Pacheco* Banda de Artilleria
6099 Las Hijas de Eva—Romanza, *J. Gastambide* Rafael Becerra, tenor
6100 Madrigalesianas—Vals, *H. Talles* Quinteto Instrumental "Jordá-Rocabruna"
6101 Varias Suites de Malagueñas, *Arreglo de R. Becerra* Rafael Becerra, tenor
6102 Bolero, *C. Curtí* Trio Instrumental "Arriaga"
6103 No me Olvides—Canción Tapatía, *Arreglo de M. Rosales* Mariachis Rosales y Rafael Herrera Robinson
6104 Himnos y Cantos—Jota, *A. Rubí* Banda de Policía

STANDARD (TWO MINUTE).

20350 Bolero, Seis de Mazurka, *H. Hruschevski* Joaquin J. Arriaga
20351 La Partida—Canción Española, *E. Blasco; F. M. Alvarez* Rafael Becerra, tenor
20352 El Cdlso—Danza, *Arreglo de L. Pizzo* Jesús Abrego y Leopoldo Pizzo

Don'ts for Windows

Don't wait until Saturday to wash your windows.

Don't let your window displays get dusty and stale.

Don't forget that dirty windows shut out trade as well as light.

Don't put in freak displays that have no connection with your business.

Don't neglect to have neat, attractive show cards.

Don't fear people will think you haven't the stock just because it is not all in the window.

Don't have one of your clerks in front of your store washing windows or sweeping the walk after business has started.

Don't show many different kinds of goods at once.

Don't spoil your window display by hanging up show bills or other advertising not concerned with your business.

Don't fail to "hook up" your window displays with your advertising. They should pull together.—*Talking Machine World.*

Don't forget your Labor Day window. You still have plenty of time to arrange it. Call up all your originality and arrange something in harmony with the spirit of the day. We will publish the two best photos sent us in the October Monthly.

Suspended List Aug. 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the same consideration by the Trade as if reprinted in full herewith.

MASS., Boston—Harry Rosen, 3 School Street.
Haverhill—Burke's Bicycle & Phonograph Store (L. F. Burke and W. S. Burke).
MICH.—Holland, Allegma and all other points —Albert H. Meyer.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other adress.

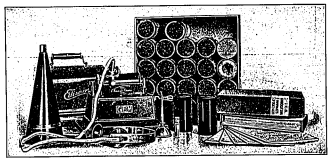
Don't forget the Combination Outfits. Couple them with the Promotion Plan in your advertising and talks to customers. They go hand in hand. In fact, the Promotion Plan is just what was needed to complete the object of the Combination Proposition. These two propositions are a tempting inducement to the owner of a machine which plays only the two-minute Records.

If you haven't a Combination Outfit for every owner of an unapherolized machine on your mailing list get one at once and keep after those owners until their machines are equipped.

The tones of the new Model "O" Reproducer are marvellously, incomparably sweet and mellow. Don't delay your order. It will sell at first hearing.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bellinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
San Francisco—Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Toumans Jewelry Co.
IDAHO, Boise—Eller's Music House
ILL., Chicago—Babson Bros.
Lyon & Healy.
James I. Lyons.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Peoria Phonograph Co.
Putnam-Page Co., Inc.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Kipp-Link Phonograph Co.
Wulschner-Stewart Music Co.
IOWA, Des Moines—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Richm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
Philip Werlin, Ltd.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Rose & Son.
MD., Baltimore—Cohen & Hughes.
E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Machine Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lovell—Thomas Wardell.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Ross P. Curtice Co.
H. E. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petitt.
Paterson—James K. O'Dea.
Trenton—John Sykes.
N. Y., Albany—Finch & Hahn.
Brooklyn—John Rose.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
New York City—Blackman Talking Machine Co.
J. F. Bergman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Belway.
Rochester—Talking Machine Co.
Schenectady—Jay A. Richard & Co.
Syracuse—W. D. Andrews.
Utica—Arthur F. Ferris.
William Harrison.
OHIO, Cincinnati—Ball-Pintze Co.
Milner Music Co.
Rudolph Wurlitzer Co.
Columbus—Perry B. Whitall Co.
Dayton—Niehaus & Dohse.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
OREGON, Portland—Graves Music Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Werner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Brothers.
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
C. K. Houck Piano Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—D. Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Froudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Eller's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Laurence McGreal.
CANADA, Quebec—C. Robitaille.
West Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co. Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Winnipeg—R. S. Williams & Sons Co. Ltd



This is the New I. C. S. $35 Language Outfit

One firm has ordered 360 outfits. Another firm sold outfits 24 hours after their receipt. They are ordering them all along the line wherever the outfits are shown. Why? Because they are sellers; they are profit makers; and they cater to a field that will quickly appreciate and purchase them.

This outfit provides the very best method for teaching foreign languages in the world; a method that is indorsed by professors of the leading colleges and by the French, German, Spanish, and Italian Embassies in the United States. It teaches French, German, Spanish, and Italian to English-speaking people and teaches English to foreigners.

The I. C. S. outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language.

Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest, as it sells for only $35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 920, SCRANTON, PA.

The EDISON PHONOGRAPH MONTHLY

VOL. VIII October, 1910 No. 10



PREMIER QUARTET

Their Records Are Always Popular Numbers in the Edison Catalog

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Enthusiastic Co-operation is REAL Co-operation

Co-operation of the passive, half-hearted variety is distinctly *not* co-operation. It is like faith without works—it gets nowhere and accomplishes nothing. It is not good for the Dealer and it is decidedly bad for us. It is not the kind of co-operation we want from our Dealers during the present season; we want the enthusiastic brand that attempts things *and does things*.

Edison Dealers have every reason to be enthusiastic at this particular time. Indications point to a prosperous year in the Phonograph trade, and the holidays are almost upon us when the optimistic American public is always ready to spend its dollars whether times be good or bad. We are convinced from the way in which orders are pouring in and from the encouraging reports which reach us from all sections of the country that the holiday trade this year is going to be surprisingly heavy.

The Edison line has never been so attractive as it is at this moment, nor has the public ever been offered so many inducements to patronize it. With the Combination Attachment Offer, the Promotion Plan and the new Record Exchange operating as powerful incentives to tempt the idle machines into activity; with the splendid catalogs of Amberol Domestic, Foreign and Grand Opera Records, the Cygnet and "Music Master" Horns, the Combination Reproducer, the peerless Amberola and the other excellent types of Edisons to engage and hold the interest of customers new and old, and with the well known Edison guarantee of honest value and square dealing, *which never loses force*, to back up his goods, the Edison Dealer is equipped this season as never before to get his share of the dollars spent for amusement and pleasure.

The Dealer who is genuinely enthusiastic and anxious to co-operate with us in making this the biggest Edison year ever will manifest his earnestness by immediately overhauling and replenishing his stock so that it will be representative *and complete*, by bringing his mailing list up to date, by giving time and thought to the preparation of holiday ads and the dressing of his windows, by securing electros and a good supply of printed matter, by arranging concerts at the store and demonstrations at the home,—*in short, by attending at once to the details necessary for a successful appeal to the holiday trade.*

The Dealer who does these things now, and with confidence in the final result, is the Dealer with whom it is a pleasure to co-operate. He is the Dealer of the future, who will find that his Edison license is an asset of constantly increasing value. The future holds many good things in store for the Dealer who proves his mettle and worth by giving us a full measure of enthusiastic co-operation and confidence.

The EDISON PHONOGRAPH MONTHLY

Published by the National Phonograph Co., Orange, N. J.

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MEXICAN NATIONAL PHONOGRAPH CO., MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 515, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., 10 FRIEDRICHSTRASSE, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VIII. OCTOBER, 1910 No. 10

The New Record Exchange Plan

PRESIDENT FRANK L. DYER'S LETTER

To the United States Trade:

The Exchange Proposition on two-minute Records, heretofore in force and which was modified by our circular letter of June 17, 1910, was found to be impracticable because of the enormous losses forced upon us in carrying it out. To a much smaller degree losses were also incurred by Jobbers and Dealers, owing to the tying up of capital and the cost of packing and transportation.

Furthermore, the plan of the old Exchange Proposition permitted the trade to order Records indiscriminately and in unlimited quantities, for the reason that those remaining unsold could be eventually returned for full credit when cut out; which was practically equivalent to a consignment business. It is not necessary for us to say that such a result was never contemplated when such an Exchange Proposition was originally put into effect. The old method also involved the destruction of an enormous number of absolutely new Records which would be most desirable to get into the hands of the public, if possible.

The modified Exchange Proposition, as outlined in our circular letter of June 17, 1910, was intended as a temporary or compromise arrangement, which was to remain in effect only until some definite and comprehensive plan could be devised.

We therefore take this occasion to notify the trade that this Exchange Proposition on the two-for-one basis will be terminated December 31, 1910, and to urge upon Dealers the necessity of returning before that date any cut-out Records on lists heretofore issued.

At this time we also wish to express to the trade our thanks for the fair and loyal manner in which our circular of June 17th, 1910, was received.

We have now evolved a new plan, effective September 15, 1910, which, if successful, will take the place of an Exchange Proposition. The plan as described is the result of many discussions with Jobbers and Dealers throughout the country, and we believe that if thoroughly understood by the trade it will meet the hearty reception of them all. The following are the principal advantages of the plan:

First:—The losses heretofore forced upon the factory will be eliminated. This is not entirely one-sided, because Jobbers and Dealers who are familiar with the methods of the National Phonograph Company know that as the factory prospers corresponding advantages are extended to the trade.

Second:—Instead of cutting out a certain number of Records from our catalog, as heretofore, we have selected 500 Records (see list), which will be included in a special catalog to be issued as soon as possible, with the understanding that all Records in this special list will be removed from the regular catalog and the manufacture thereof discontinued one year from the date the special list is issued, or September, 1911. These Records, instead of being returned to us on an Exchange Proposition and absolutely de-

stroyed, are, under this new plan, disposed of to the public under an arrangement whereby, if two old Records are returned, an allowance of 15 cents for both will be permitted against the purchase of one new Record from the special list at 35 cents, making the cash expenditure to the customer 20 cents.

Third:—We are informed that there are thousands of Phonographs at present in the hands of owners that are not being operated, because their owners have such large stocks of Records at their homes that they do not feel that more money should be invested in new Records, or the old Records are not played because they are worn or their owners are tired of them. Under this new plan, every time a Phonograph user buys a Record from the special list he may return two of his old Records, for which he receives 15 cents credit, and in this way his stock of old Records will be reduced, a stock of new Records will be gradually built up, and his interest in the Phonograph revived.

Fourth:—By bringing old customers into the stores of Jobbers and Dealers under the present plan they can be interested in the new Edison products, such as the Combination Phonograph and Attachments, the Amberol Record, the Cygnet Horn and the Amberola, and in this way the Dealers' lists of active customers will be increased.

Fifth:—Under this plan Dealers will be able to reduce their stocks of slow-selling Records (heretofore handled through cut-out lists) not only without loss to them but at an actual profit.

As a further plan for reducing stocks of slow-selling Records contained in the special list, we have also decided to permit Jobbers and Dealers to present nine two-minute Records from this special list in lieu of six special Amberol Records as a bonus to any owner of an Edison Phonograph effecting the sale of a new Edison Phonograph, as explained in our bulletin dated June 25, 1910.

We might say in conclusion that it is an admitted fact that the reason why many stock Records are slow sellers is not because of any inferiority of the Records themselves, but solely because adequate efforts are not made by the trade to sell them, most of their efforts being apparently directed to the sale of current or new Records; and we believe that this plan, properly circularized with special printed matter which we will furnish, will cause a revival of the sale of these particular Records and that they will give equally as good satisfaction to the user as some of the latest ones produced by us.

We print below bulletin and special list, which we believe will make the proposition entirely clear, and we earnestly request the co-operation of the entire trade in making the plan a great success.

Yours very truly,
NATIONAL PHONOGRAPH COMPANY.

Frank L. Dyer

September 15, 1910. *President.*

Sales Department Bulletin

For the reasons given in President Dyer's letter, Dealers are hereby advised that the two-for-one Record Exchange proposition now in force will be terminated December 31st, 1910, and thereafter Records may be returned only on the basis of the plan outlined in this bulletin.

A list has been prepared of 500 Standard (two-minute) Records. These will be eliminated from our catalog and their manufacture discontinued one year hence, or on September 15th, 1911. Until the latter date these Records will be retained in our regular catalog, and, in addition, a special catalog of 500 Records will be printed for the use of the trade.

Since we will not take back for credit any of the Records on this list of 500, authorized Edison Dealers are hereby advised that on and after this date, and until further advised, they may sell to the public any of the Records on this special list of 500 at the regular price of 35 cents each, and accept in full payment from the purchaser 20 cents in cash and any two used Edison Records. This plan should enable the trade to dispose of not only their present stocks of special Records but many additional ones.

Jobbers are authorized to accept from Dealers such old Edison Records as have been taken back from the public and allow a credit of two cents each, provided an order is placed for special or stock Standard Records *(not including ndeance Records)* equal to one-half of the quantity being returned. This will enable Dealers to dispose of the Records taken back from the public and bring their stocks of Standard Records up to date at an actual profit of four cents per Record, instead of returning cut-out Records to the factory at a loss of the cost of packing, transportation, etc.

Records accepted from the public under this plan must be returned to your Jobber, all transportation charges fully prepaid. At the same time a letter must be written your Jobber, advising date of shipment, quantity returned, etc., and the prepaid bill of lading covering shipment must be included. With this must also be enclosed an order for any special or stock Standard Records, *(except ndeance)*, equal to at least one-half the number which is being returned.

NOTE: Advance Records do not become "stock" Records until the next supplement is placed on sale; for example, October Records on sale September 24th, 1910, become "stock" RECORDS on October 25th, 1910.

Records when received by your Jobber will be carefully inspected and counted, the Jobber rendering the Dealer a credit of two cents for each old Record returned, such credit to apply on Records ordered as above, thereby enabling the Dealer to purchase such Special or Stock Standard Records as may meet his requirements at 17 cents each.

No deduction for Records returned may be made from any invoice or statement rendered until credit has been actually allowed by the Jobber.

Should any Records be found that are not subject to credit under conditions outlined, or should there be any shortage in count, the Jobber's decision as to quantity to be credited must be final.

No broken Records will be credited.

As a further plan for disposing of Records shown on the special list of 500, Dealers will also be permitted to present to an owner of an Edison Phonograph, who induces the sale of an Edison Phonograph, any nine (9) Records from this special list, in lieu of six (6) Special Amberols, under the conditions outlined in Edison Phonograph Owner's Certificate, Series A, July 1st, 1910.

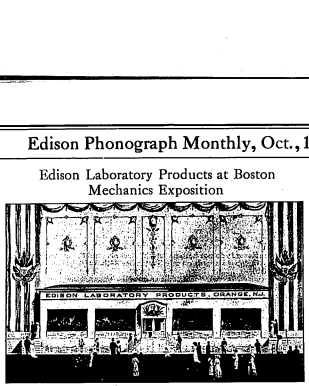
IMPORTANT: If all the terms, conditions and stipulations contained in this proposition are not fully agreed to and carried out by the Dealer, the Jobber reserves the right to reject any and all Records the Dealer may return. If Dealers fail to purchase the required quantity of Records in exchange for the number returned, the Jobber will not be responsible for the returned Records against which no purchases were made, and Dealers will forfeit all claim thereto.

SPECIAL NOTE: The Records contained in this special list are not returnable under our present Exchange Proposition, which will be discontinued December 31st, 1910.

Special List of 500 Edison Standard Records

4	7697	8255	8633	8932	9263	9487	9753	9927	10013	10062	10137
16	7725	8261	8635	8933	9264	9488	9763	9929	10014	10083	10138
88	7735	8301	8650	8937	9284	9495	9770	9930	10017	10084	10139
91	7773	8298	8662	8941	9219	9502	9775	9932	10019	10085	10161
93	7871	8302	8665	8945	9220	9517	9783	9933	10020	10087	10165
99	7877	8307	8672	8953	9237	9519	9799	9936	10023	10088	10167
522	7895	8317	8674	8971	9239	9521	9801	9938	10024	10089	10169
534	7930	8335	8681	8977	9240	9531	9802	9939	10025	10091	10177
536	7933	8353	8693	8979	9256	9542	9810	9940	10026	10092	10179
574	8013	8363	8709	8989	9287	9552	9813	9943	10027	10093	10181
597	8021	8373	8717	8990	9296	9567	9815	9946	10028	10096	10184
633	8023	8380	8731	8993	9299	9568	9824	9947	10029	10098	10186
634	8034	8383	8736	9004	9306	9573	9838	9951	10031	10099	10191
712	8036	8401	8739	9011	9310	9574	9841	9952	10032	10100	10194
1712	8047	8404	8742	9012	9336	9582	9856	9953	10037	10103	10196
1775	8049	8408	8743	9016	9343	9589	9858	9958	10039	10106	10197
2204	8054	8422	8745	9019	9383	9599	9859	9960	10041	10107	10198
2213	8058	8428	8772	9023	9384	9603	9868	9961	10042	10108	10199
2218	8072	8435	8794	9025	9387	9604	9869	9962	10043	10109	10200
2226	8081	8484	8795	9028	9388	9614	9871	9967	10044	10113	10209
2827	8089	8498	8797	9032	9393	9624	9876	9969	10046	10115	10211
2902	8097	8503	8811	9043	9395	9634	9885	9981	10050	10117	10217
4012	8100	8511	8831	9048	9396	9648	9889	9983	10051	10118	10229
4030	8109	8517	8838	9053	9399	9649	9895	9986	10052	10119	10229
4031	8125	8532	8844	9060	9402	9652	9891	9987	10054	10121	10230
4048	8138	8535	8865	9062	9404	9654	9895	9988	10055	10123	10238
7003	8140	8557	8879	9063	9407	9655	9901	9991	10056	10126	10239
7010	8145	8562	8880	9064	9412	9663	9905	9993	10059	10129	10240
7102	8161	8563	8883	9067	9420	9668	9903	9995	10060	10131	13251
7192	8172	8573	8883	9083	9429	9675	9905	9998	10061	10133	13581
7235	8192	8576	8884	9090	9432	9678	9907	9999	10062	10135	13583
7242	8207	8580	8885	9097	9441	9697	9913	10000	10064	10139	13593
7282	8211	8591	8896	9099	9452	9706	9914	10001	10065	10140	13622
7284	8214	8594	8897	9103	9455	9709	9915	10002	10069	10142	13620
7285	8218	8597	8903	9105	9465	9707	9916	10003	10071	10144	13624
7424	8221	8607	8908	9125	9473	9710	9917	10004	10072	10145	13634
7507	8223	8614	8895	9133	9474	9711	9918	10005	10073	10147	13732
7531	8224	8618	8897	9135	9476	9735	9919	10006	10074	10148	13733
7532	8231	8624	8899	9177	9480	9739	9920	10007	10075	10153	.....
7551	8233	8626	8901	9179	9481	9740	9921	10009	10077	10154	.....
7595	8236	8629	8920	9184	9484	9742	9924	10011	10078	10156	.....
7670	8254	8632	8929	9191	9486	9749	9925	10012	10081	10155	.....

Edison Laboratory Products at Boston Mechanics Exposition



EXCLUSIVE EXHIBIT OF EDISON PHONOGRAPHS AND RECORDS

The National Phonograph Company's exhibit at the Boston Mechanics Exposition to be held in Mechanics' Building, Boston, Mass., October 3-29 inst, will be the most elaborate and comprehensive display of talking machine products ever made at an industrial exposition. Not only will it eclipse anything of the kind ever before attempted, but it will surpass in completeness, size and attractiveness all other exhibits at the Exposition.

The exhibit will be shown in Grand Hall, the largest of the eight halls in the Mechanics' Building, which is the largest permanent exposition building in America. An idea of its size will be gained from the statement that the seating capacity of Grand Hall alone is 10,000.

Facing the main entrance of this hall is a huge stage, 80' wide by 40' deep. This stage, the most desirable and eagerly sought space in the Exposition, has been secured for the National exhibit. It dominates the entire hall and can be seen from any one of the 2,500 seats in the gallery. The entire stage will be enclosed by means of an ornamental front with plate glass windows and ends in the manner illustrated by the cut, which was made from a pen and ink sketch and gives but a faint idea of the attractiveness of the scheme. A large sum of money has been spent upon the exterior and interior equipment and decoration of the stage, which is the envy of the other exhibitors at the Exposition.

The windows, which will be raised about two feet from the floor, will be used to display Edison Phonographs exclusively. The enclosed floor space immediately in front of the stage will be used for the display of the other Laboratory products. Over the main stairway to the stage an oil painting of Thomas A. Edison, 25" by 30", the work of a noted Boston artist, will be suspended. This entrance will be used for admission only, the two side entrances being reserved for purpose of exit.

Above the main entrance and cleverly concealed in the decorative scheme will be placed a fire-proof operator's booth, from which Edison Motion Pictures will be projected upon a screen at the rear of the stage. The stage, which will accommodate 600 persons, will be transformed into a cosy theatre for the purpose. Light and ventilation will be supplied by special apparatus installed in the dome of the stage. Shows will be given at regular intervals daily and will no doubt help to make the Edison exhibit the most popular and frequented spot in the Exposition.

A platform 28" wide and 3" high will run around the wall spaces of the stage and back of plate glass windows in front, upon which platform every type of Edison Phonograph from the Ambrola to the Gem, Phonograph Accessories and Records will be displayed and demonstrated. Three large rooms at the rear of the stage have been turned over to the Edison Jobbers in Boston —The Ivey Johnson Sporting Goods Company, The Boston Cycle and Sundry Company and The Eastern Talking Machine Company—who will each have an active sales force on hand to demonstrate the superiority of the Edison line.

The far-reaching effect of this exclusive display of Edison Phonographs and Records will be appreciated when it is stated that for the past five years the daily attendance at this annual Exposition has averaged twenty-five thousand, or an approximate attendance during the entire period of more than half a million. Within a radius of fifty miles from Boston is a population of over four million of people, and as all railroad lines running into the city have offered special low excursion rates for the Exposition, the attendance this year is expected to break all previous records.

A supply of handsomely engraved invitations for the Exposition has been sent to New England Dealers, and Boston Jobbers have been supplied with liberal quantities for distribution among present and prospective customers. These invitations entitle the holder to free admission to the Exposition.

The exhibit will be under the immediate supervision of Sales Manager, F. K. Dolbeer, who will have a competent corps of assistants working with him.

The United States Marine Band, which has contributed so many charming numbers to the Edison Catalog, will furnish music from the balcony of Grand Hall for the first two weeks of the Exposition.

Special Printed Matter

An attractive "Fair Folder" (Form 1845) has been prepared and shipments are now on their way to Jobbers. It is printed in three colors—black, red and buff—and explains in catchy and convincing phrase, with clever illustrations, why the Edison is the greatest of all sound-reproducing instruments.

This Form is particularly intended for use in connection with exhibits at county fairs, and Jobbers and Dealers who intend to display their goods at such affairs are urged to make plentiful use of the Folder, which will be found ideal for the purpose. It is also suitable for general distribution and store use, and Dealers are advised to order a liberal supply from their Jobbers at once and use it to the best possible advantage.

Study well the new Record Plan, and familiarize yourself with its details that you may be able to handle it intelligently and realize its possibilities. It contains more than is apparent on the surface.

Annual Meeting of Traveling Staff

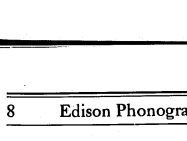
The traveling representatives of the Company were called into the factory for their annual assembly on September 5th. From that date on meetings were held daily until Saturday, September 10th, when they left for their respective destinations. Very few changes have been made in the territorial assignments of the staff. While at the factory the salesmen busied themselves in discussing details of the business with the various officials and heads of departments and in exchanging views and experiences among themselves. At their daily sessions they were addressed by the officials and department managers on matters of moment and given instructions in regard to present and future policies and intentions of the Company. Not all the time was spent in business discussions, however, for the travelers—and a jolly lot of fellows they are—took advantage of the attractions in the nearby metropolis. On Wednesday, September 7th, the entire staff visited the Polo Grounds en masse and "rooted" successfully for the New York "Giants." They were entertained on several occasions by the Company at the Orange Club and at the Essex County Country Club. One and all they are chock full of enthusiasm at the prospect of good business in the Edison line this Fall and Winter, and each left for his respective destination determined to eclipse his associates in the sum total of business during the coming campaign.

Be Specific with Cygnet Horn Orders

When ordering Cygnet Horns separately state whether you want spring or bolt suspension. In event of your failure to do so, we will send Horns equipped with bolt suspension, which of course are not adapted for use with the spring suspension Horn Crane. The same caution applies to separate orders for Horn Cranes to be used on machines at present in use or in stock.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

The Other 13,000



A view of the Edison Phonograph section of the Fort Bragg, (Cal.) Music House, Alfred Widdop, proprietor. Prosperity is evident at a glance, and care and attention to details are clearly shown in the admirable arrangement and display of the stock. We were so impressed by this picture that we requested Mr. Widdop to relate for the edification of the trade his experience in handling the Edison line; and here it is, told in characteristically modest and concise phrase:

"It has been a steady growth with me since 1907 when I purchased my initial order. Nothing I have ever handled has given me so much satisfaction, and I am fortunate in having the most efficient and obliging of Jobbers in the Pacific Phonograph Co.

"I have a 20 H. P. Ford and cover a large territory giving free concerts in the home. Sales are easily made in this way, and I attribute my success with the line to this manner of work and to the fact that at all times I keep a full catalog of Records and a complete line of machines neatly displayed."

Thomas A. Purseglove of Northampton, Mass., is one Dealer who has "made good" with a vengeance. The indisputable evidence of that fact is the handsome home he has built *entirely on the profits of Edison sales.* A photograph of his residence was transmitted to us recently through his friend "Scotty" (J. W. Scott, Salesman), and a very beautiful home it is,—a credit to its owner. Mr. Purseglove has christened his home "The House That Jack Built."

The Edison as a Thespian

The Silverstone Talking Machine Company, St. Louis, Mo., advises us of an original comedy which formed part of an entertainment recently given by the Women's Club of Christ Church Cathedral in that city.

The title of the play was "A Man's Voice," and the plot concerned a young girl who was prevented from seeing her lover by two maiden (?) aunts. The girl and her man-hating chaperones lived in a "hotel for women only" where the sound of a man's voice was prohibited. The lover, denied the privilege of seeing or communicating with his inamorata, stole a march upon her guardians by sending her a cheering message on an Edison Record (made by the Silverstone T. M. Co.). The sound of a man's voice in the sacred precincts of the hotel startled the inmates into a state of hysterics until reassured that the owner had not accompanied it. Then they decided that "a man's voice did not sound so badly after all when heard on an Edison Phonograph" and kept the Record for future analysis(!), while the young lady promptly declared her intention of forsaking her aunts and the "Adamless Eden" for the owner of the voice. Aunties finally relented: everybody happy.

The Silverstone people report that the play was decidedly amusing and well received.

Another evidence of the fun which lies in the home recording feature of the Edison Phonograph.

The opinion entertained by the trade generally in regard to the new Model "O" Reproducer is indicated by the following letter from F. W. Bush, Penn Yan, N. Y., who recently ordered a new style "E" Triumph which is equipped with the Model "O":

"I received the New Style "E" Phonograph with Cygnet Horn which you sent me, and it is certainly a great improvement over the other styles.

"Without hearing it no one would believe that a tone so full and natural could come from a piece of copper. It seems exactly as though the singer were hidden in the Horn.

"I predict a great trade for you with this machine."

Recognized Lauder's Voice

The Eureka Phonograph Company of Eureka, Cal., is a concern of hustlers. They call on the trade once a month, keep a complete stock of domestic and Grand Opera Records as well as a good stock of foreign selections, and always maintain a full line of Edison machines including several Amberolas. They are always *after* the business and allow no obstacle to prevent them from at least attempting to get it.

Mr. Hillman of the Company relates an incident showing how he sold a machine under difficulties. He learned that there was an old Scotch couple living up in the mountains whose frugal habits had enabled them to acquire a nice little place of their own, and decided that he would sell them a Phonograph. Their house was removed about five miles from the main road and there was only a trail leading up the steep mountain side, but this did not deter him. Packing a Standard machine and a bunch of Records, he made the climb and reached the summit more dead than alive. He found the old lady at home, out in the shed threshing beans, her attire consisting principally of an old red petticoat pinned above her knees. When he told her that he had come to sell her a Phonograph she "went up in the air"—said she hated the things and wouldn't have one in the house. He made up his mind, however, that after such a climb he would at least have an audience even if it was an unappreciative one. So he put on a Record, and luckily for him his choice was a song by Harry Lauder. He said it was a sight to see the old lady. She had known Lauder in his schoolboy days and recognized his voice instantly. Running to the house, she returned in a more presentable garb, and with cash for the machine and a number of Lauder Records. This old couple to-day are among the best of Mr. Hillman's customers.

A clever little advertising "stunt" employed by The Hoeffler Manufacturing Company of 306 Water Street, Milwaukee, Wis., is the mailing of a post-card in colors showing a view of their talking machine department to prospective purchasers. Written in ink on the post-card is the following message, which it goes without saying will be read throughout by the recipient:

"While in Milwaukee the other day I purchased an Edison Phonograph and it's a dandy, and I can make my own Records. I only pay one dollar a week. This is easy. Had a grand time.

Yours,
JACK."

"Pound" Home Recording

We have been "pounding" the home recording feature of the Edison very hard of late in our ads, and we urge you to follow our example in every way possible. It's an exclusive feature of the instrument and a tremendous selling argument. There is more real fun and pleasure to be derived from an evening spent in making home-made Records than in a dozen recitals, and it's up to you to convince the public of the fact.

Why not prove it in a really convincing way? Advertise a demonstration at your store and show the possibilities of home recording and the simplicity of the scheme. Make the affair as informal as you can. Have some one on hand to make a Record of a song, a recitation or a speech; then invite your audience to speak a few words into the horn and let them hear their own Records. Tell them of the fun they can have with "Record parties," and refer also to the sentimental side of the subject,—how they can record the prattle of their babies, the musical, vocal and elocutionary efforts of their older children and the voices of their parents and friends, to be treasured in the years to come.

There are lots of possibilities in machine sales to the Dealer who makes the most of the home recording feature of the Edison. There is also nice profit in the sale and the shaving of blanks; and it brings steady customers to your store, which will add to your sales of Records and Accessories.

Lost or Stolen Machines

Edison Gem Phonograph No. 3,084,890 and Home No. 375,589, with Cygnet Horn, have been reported missing by one of our Dealers. Jobbers and Dealers are requested to keep on the look-out for these machines and to promptly communicate to our Agreement Department, Orange, N. J., any clue to their whereabouts, in order that immediate steps may be taken to restore them to their rightful owners.

To the Canadian Trade

While the Bulletin does not contain a clause to that effect, our Canadian friends will understand that the new Record Exchange Plan described in the pages of this issue of the Monthly does not apply to Canada, for the reasons which operate to prevent the present Exchange Proposition from being extended there.

Selling the Goods

How does the new Record Exchange Plan strike you? Pretty fair and liberal solution of the question, isn't it? We don't think there will be much difference of opinion about it.

It's clearly up to you, Mr. Dealer, to see that the new plan produces just the results we intend it shall, and the sooner you get started on it just so much the sooner will those results be brought about.

Special literature—a catalog of the 500 Records, a window hanger and a post-card—will leave the factory in a day or two. The latter form is an invitation to the phonograph owner to call at your store and learn how to dispose of his present stock of Records.

Meanwhile, don't sit down and wait for this literature to arrive. You can't afford the delay. Get busy at once, if you haven't done so, and advertise the plan in every way possible. Remember that the more you deplete your customer's stock of worn out or undesirable Records, the more room you make for sales of Records from the regular catalog and the quicker your stock of slow selling Records will go; and all the time you are making a profit of 4c. on every one of such Records you sell.

Go at it hammer and tongs and clean up all the old stuff in your territory. You will make the owners of such Records steady customers for the new supplements and in addition will acquaint them with the brand new features of the line. In other words you will convert them from diffident machine owners to enthusiastic and regular purchasers of Edison goods.

We frequently pass Dealers' stores which are as free of window cards as a hen is of teeth. Wrong—dead wrong. There isn't another line of goods on the market in which there are more suggestions for catchy, attractive cards as the Edison line. You have a big catalog of standard and popular stuff; you get the latest "hits" as they come out; the various types of machines and accessories are rich in suggestions. Consider the window card, therefore, and make liberal use of it during the coming season.

Just now, with the Amberola, the new Model "O" Reproducer, the Combination Attachment and Promotion Plan propositions and the Record Exchange offer, you have a world of material to draw upon. Put in a card at once—and make it one that will be sure to catch the eye of the passer-by—on the Record Exchange offer, something like:

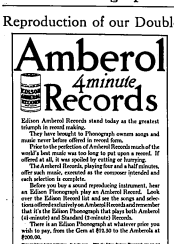
OLD EDISON RECORDS
EXCHANGED FOR NEW
STEP INSIDE AND
ASK US FOR DETAILS

In some States, particularly in the South and West, county fairs will be held all through the month of October and well into November. Wise is the Dealer who secures a space at his local county fair and makes an attractive display of his goods. He is making an investment which will pay him manifold, both in immediate and future profits. The people who attend exhibits on this order are for the most part the people whose opportunities for entertainment during the Winter months are necessarily limited. They are, therefore, easily impressed by anything which offers such splendid possibilities of entertainment and fun during the "shut-in" period as does the Edison. Dealers who are fortunately so located as to be able to draw upon this class of trade, and who are given the opportunity of appealing to it at a county fair, make a big mistake if they fail to do so.

Concerts are the best kind of publicity. The Dealer who hasn't made some preparation for a series of concerts at his store during the fall and winter is negligent, criminally negligent, of his opportunities. There is absolutely no better means of educating the people of your town to a proper appreciation of the present-day development of the Edison and of adding to your roster of good Record customers than a well advertised concert. Dealers who have once tried this plan have never abandoned it. We have yet to hear of a solitary instance where it can be truly said that a series of concerts, advertised and conducted as they should be, have failed to bring satisfactory results. By all means give the concert plan a trial if you have never done so.

"All sales arguments and advice are fruitless if your stock is not complete.

Reproduction of our Double-Page October Magazine Ad


Amberol 4minute Records

Edison Amberol Records stand today as the greatest triumph in record making.

They have brought to Phonograph owners songs and music never before offered in record form.

Prior to the perfection of Amberol Records much of the Popular music of the day could not be put into a record. It suffered at all. It was spoiled by the cut-off.

The Amberol Records, playing four and a half minutes, offer each music, executed as the composer intended and each selection is complete.

Before you buy a sound reproducing instrument, hear an Edison Phonograph play an Amberol Record. Look over the Edison Record list and see the songs and selections offered exclusively on Amberol Records and remember that it's the Edison Phonograph that plays both Amberol (4-minute) and Standard (2-minute) Records.

There is an Edison Phonograph at whatever price you wish to pay, from the Gem at $15.50 to the Amberola at $200.00.

Edison Phonograph Company, Llewellyn Avenue, Orange, N. J.


Records for October

THE record of an Edison Phonograph has the all-unique and exact of true to life reproduction of the human voice and of music. The October list of the newest, musical selections by famous soloists, bands and orchestras, includes the latest and other best grand opera—such as a Record of the right playing kind to be found in the Edison Grand Opera Amberol Records. There are 82 Edison Amberol Records and 82 Edison Standard Records. These go on sale Saturday, October 8th and every Edison Phonograph dealer has in your line.

EDISON AMBEROL RECORDS

EDISON STANDARD RECORDS

EDISON GRAND OPERA AMBEROL RECORDS

Edison Phonograph Company, Llewellyn Avenue, Orange, N. J.

Which brings some customers all the way to your store and others part way. Reach out with your advertising and draw the others into your store.

An advertisement without its illustration is like a good dish spoiled through lack of seasoning. Always illustrate your ads. when possible to do so. We will supply the electros; all we ask is proof that you use them. Write us to-day and ask us about electros, stating what particular features you intend to advertise and about how much space you propose to use, so that we can judge what electros will best suit your purpose.

Let us remind you again that we can supply you with decalcomanias of "The Old Couple and the Edison Phonograph" for use in local moving picture shows. They are in two styles, —plain and in colors—and are sold for 35c and 90c respectively. Followed by a home-made slide or two with an original ad. of your own calling attention to some new feature of the Edison and giving you terms of payment, address, etc., these decalcomanias will prove themselves good stuff in the advertising line. This is a most effective way of advertising the new Record Exchange, for the ad. will be seen by constantly changing audiences day and night. It is also an excellent method of bringing your holiday offers before the greatest number of people.

Revive your dance Record talks to your customers both over the counter and in your ads. Prepare a list of the Records from the catalog and keep it handy for reference when demonstrating. Make it the subject of a window card, too. The dancing season will soon be in full swing, and the catalog is replete with numbers with which you can appeal irresistibly to lovers of "the light fantastic." Your dance Records will sell machines for you if you let them.

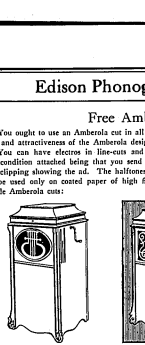
Can a substantial house be built upon a frail foundation? *Your stock is the foundation of your business.* How can you hope to build up a successful business if your foundation lacks solidity? Look to the foundation by all means, and get in shape for the holiday trade. To no other business does the old adage, "The early bird catches the worm," apply with greater force than to the Phonograph business.

Our success in life is commensurate with our efforts. To those who are easily discouraged by the buffets of fate success comes in restricted measure; for the daring, the persistent, the enthusiastic the measure of success is overflowing.

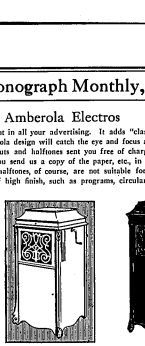
Free Amberola Electros

You ought to use an Amberola cut in all your advertising. It adds "class" to it. The originality and attractiveness of the Amberola design will catch the eye and focus attention upon your ad.

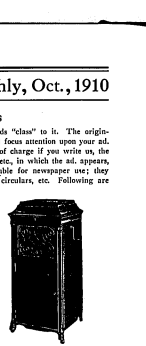
You can have electros in line-cuts and halftones sent you free of charge if you write us, the only condition attached being that you send us a copy of the paper, etc., in which the ad. appears, or a clipping showing the ad. The halftones, of course, are not suitable for newspaper use; they can be used only on coated paper of high finish, such as programs, circulars, etc. Following are sample Amberola cuts:



No. 727



No. 719



No. 742

We can also supply the following line-cuts: No. 728 (1¾" x 3"), No. 733 (⅝" x 1") and No. 747 (2⅝" x 4"), similar to No. 727; also No. 734 (2" x 3") and No. 738 (1" x ⅝"), similar to No. 739. The following half-tone electros are also available: No. 731 (2" x 4") and No. 743 (1½" x 1"), mahogany piano finish, similar to No. 742; No. 729, oak finish (2" x 4"); No. 730, open view (2½" x 4"); No. 744 (1½" x 3"); No. 745 (1" x 2"), and No. 746 (½" x 1"). Nos. 730, 744, 745 and 746 all represent oak finish. Order cuts by numbers.

Model "O" Reproducers for Balmoral and Alva Phonographs

The trade is advised that the above named types of machines are now being equipped with the new Model "O" Reproducer without extra charge for complete outfits. The prices for the Reproducer when sold separately are the same as announced in Sales Department Bulletin No. 56, Aug. 6th, 1910, on the subject of Triumph and Idelia equipment, viz: U. S. list, $10.00; Canadian, $13.00; Dealer, $6.00 net. These prices include the special arm and special parts. The same allowance of $4.00 list, Dealer less 40%, for the return of the Models "C" and "H" in exchange also apply. When supplied with Attachments in place of the Model "H" the prices for the complete Attachment are: U. S. list $15.50, Canadian $20.00, Dealer $11.00 net. The allowance for the Model "C" in exchange is list $2.00, Dealer $1.20 net.

Another Special "Hit"

Within a day or two shipments will leave the factory of "Silver Bell," Amberol No. 576 on the December list. As usual shipments will be made to Eastern Jobbers first, and after them, in the order named, to Central, Southern and Western Jobbers. The usual special literature—an attractive Window Hanger and Folder—will accompany the Records.

Don't fail to order liberally of this Record, which without any doubt will prove as big a seller as "Red Wing," "Rainbow," or any other selection of its kind we have ever listed. "Silver Bell" is an immense favorite in the East just now and its popularity is fast spreading throughout the country. It is being featured by George Evans' "Honey Boy" Minstrels and is scoring a tremendous success. The Record has been issued just in time to anticipate the popularity of the song. It goes on sale as soon as received.

Look your stock over and send order today.

Advance List

Of Edison Amberol and Edison Standard Records for December, 1910

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before November 25th, 1910, all things being favorable, and they may be reshipped to Dealers at 8 A. M. on November 25th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on November 25th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after November 20th, but must not be circulated among the public before November 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on November 24th, for delivery on the morning of the 25th. Jobbers are required to place orders for December Records on or before October 10th. Dealers should place December orders with Jobbers before October 10th to insure prompt shipment when Jobber's stock is received.

Edison Grand Opera Amberol Records

40034 Lenz (*Hildach*) Sung in German Leo Slezak, Tenor
LIST: U. S., $2.00; CANADA, $2.50

German "lieder" have steadily grown in the appreciation of other nations and especially with the American public. This "Spring" song by Hildach is a bright, joyous expression of the realization that once again has the year's most attractive, most welcome season come. Mr. Slezak, whose reputation as an interpreter of this kind of music is as great as that of opera, has given one of his masterful renditions of this so justly popular song. Orchestra accompaniment.

40035 Meistersinger-Preislied (*Wagner*) Sung in German Karl Jörn, Tenor
LIST: U. S., $2.00; CANADA, $2.50

No other opera of Wagner's has so fastened itself in the affection and admiration of music lovers as has his "Meistersinger." Of all the wonderful beauties of this opera there stands forth as a star above stars *Walter's* "Preislied," with which he enters the tournament for the hand and heart of his adored *Eva*. Mr. Jörn sings this number with all the poetic feeling and high art it demands, and has again made a most beautiful Record. Orchestra accompaniment.

40036 Boheme-Mi chiamano Mimi (*Puccini*) Sung in Italian Lucrezia Bori, Soprano
LIST: U. S., $2.00; CANADA, $2.50

"They call me Mimi. Why? I do not know." Thus in simple words does the heroine of the ever popular "Boheme" give the indication of her sweet and unaffected character, and tells her life story. Having been previously told by *Rodolfo* who and what he was, these two young people, drawn together by their love of sudden growth, have in a simple, sweet manner made themselves all in all to each other, and their romance is begun. Mlle. Bori excels by her girlishly exquisite interpretation of this character. Orchestra accompaniment.

30031 Manon-Ah! dieper, vision (*Massenet*) Sung in Italian Aristodemo Giorgini, Tenor
LIST: U. S., $1.00; CANADA, $1.25

Des Grieux, whose love for *Manon* has caused him all kinds of trouble, has decided to take the vows of the church. In this aria, in which *Des Grieux* is assailed by the vision of his former love and happiness, and is battling for the supremacy of his soul-life, there are cleverly interwoven love, despair and religion. The distant roll of the organ and the peal of the church bells make a vivid setting for the lover's appeal for strength and faith. Giorgini has again made a most interesting and pleasing Record of this master-piece of Massenet's. Orchestra accompaniment.

35010 Rigoletto-Caro nome (*Verdi*) Sung in Italian Selma Kurz, Soprano
LIST: U. S., $1.50; CANADA, $2.00

Gilda, the only beautiful character in Verdi's so well known opera, has secretly been made love to and has fallen in love with the student, *Walter Maldé*, who is none other than the duke in disguise. In this aria the young girl dwells in soliloquy and rapture on the name of her pretended student. Miss Selma Kurz sings this number with all the simplicity of girlish sentiment but bursts forth in passion where the occasion requires, and has thus interpreted this number in the most perfect way. Orchestra accompaniment.

(Always specify on your orders whether you want Amberol or Standard Records.)

Amberol Record by Sara Bernhardt

35011 Les Bouffons-"La Brise" Conte (*Zamacois*) In French — Sara Bernhardt

LIST: U. S., $1.50; CANADA, $2.00

We are proud to offer this month another Record by the "Queen of Tragedy," Sara Bernhardt. In bringing Madame Bernhardt to the hearthstones of our patrons we feel that we are demonstrating one of the greatest achievements of the Edison Phonograph. Even if Madame Bernhardt has drunk deep of the Fountain of Youth, the day must come when she would be naught but a tradition were it not for Thomas A. Edison. In securing examples of the charm of her voice and the "bright intelligence of her diction," we are laying up treasures not only for our friends of to-day, but for the generations of the distant future. Madame Bernhardt is one of the great ones of the world as well as of the stage. Her personality is so winning that had she lived in the time of Cleopatra that lady would have had a most formidable rival for the affections of Cæsar. Madame Bernhardt's admirers (and whom do they not include?) have now another chance to enjoy her melodious voice and the wonderful resources of her art.

Edison Amberol Records for December, 1910

LIST: U. S., 50c; CANADA, 65c

560 Bells of Christmas — Edison Concert Band and Chorus

Our annual Christmas number. A glorious hymn of jubilation heralding the birth of the Infant Saviour here arranged for band and quartet. The selection is in three verses. The rendition is interspersed with solos, and the arrangement is both novel and attractive, the band murmuring with the quartet which sings with band accompaniment. The merry pealing of chimes and bells throughout the rendition imparts a delightful Christmas flavor to the selection and adds greatly to the effect. A Record which will set out only at Yuletide but every day of the year. Words, Birdie Bell; music, I. H. Meredith; publishers, Tullar-Meredith Company, New York City.

561 Sweet Spirit, Hear My Prayer — Marie Narelle

Soprano solo. This beautiful song, one of the best known and beloved in the English language, was the principal number of the opera, "Lurline," written by the celebrated composer, Wm. Vincent Wallace and produced for the first time at Covent Garden, Feb. 23, 1860. Miss Narelle has easily met the exacting demands of this selection, her lovely voice of wide register and velvet quality combining with an infinite charm of expression and a finished vocal style to offer a really superb interpretation. This is by long odds the most notable contribution to the Edison catalog thus far made by this renowned artist, who is under exclusive contract to sing for Edison Records only. Orchestra accompaniment.

562 Valley Flower — Frederic H. Potter & Chorus

The phenomenal popularity of "Red Wing" (Amberol No. 541, Standard No. 9622) bids fair to be repeated in this Indian love song which possesses in a marked degree all the characteristics of a popular song of that type. The wooing of the chieftain's daughter is told in attractive verse set to an unusually "swingy" air, and Mr. Potter sings the number most pleasingly, assisted by a well-balanced male quartet. The rendition is illuminated by clever effects. Orchestra accompaniment. Words and music, Kerry Mills; publisher, F. A. Mills, New York City.

563 Uncle Josh's Rheumatism — Cal Stewart

Back again after a prolonged siege of "roomatics," our old friend "Uncle Josh" tells in convulsing detail the effects of the many remedies prescribed for him by well meaning but misguided friends—and physicians! Despite their remedies his leg persisted in "flopping raound an' kickin' folks" until he cured it by some radical home treatment. His description of the treatment he received from each of the various branches of the medical profession,—homeopath, alopath and osteopath—is a "scream." His opinion of the curative powers of each is expressed by him in the significant phrase, "All *paths* lead to the grave!"

564 The Mocking Bird—Fantasia — Charles Daab

Xylophone solo. It is safe to say that there is not a xylophone artist before the public to-day who can offer so brilliant an interpretation of this difficult fantasia as does Mr. Daab. His masterly playing of the selection is a splendid exhibition of skill, while the wonderful naturalness of the reproduction is an enviable compliment to Edison Records. The popularity of Mr. Daab's Records sustains our judgment in securing his exclusive services. Orchestra accompaniment. Composer, Winner-Stobbe; publisher, Carl Fischer, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

565 My Old Girl — Manuel Romain

Tenor solo. Admirers of the favorite minstrel tenor will acclaim this one of his very best efforts for Edison Records. The song is on the popular light sentimental order, cheerful in theme and tuneful in melody. Its catchy two-step swing is a most agreeable change from the usual languorous melody of the majority of sentimental numbers, and Mr. Romain has adapted himself splendidly to the change, his sweet voice and pleasing style being heard to the very best advantage. Mr. Romain's reputation as a singer of sentimental songs is known the country over, and the fact that he is an exclusive Edison artist is a talking point for the Dealer. Particular attention is drawn to the pretty orchestra accompaniment. Words and music, J. R. Shannon; publishers, Grinnell Brothers, Detroit, Mich.

566 Phoebe Jane — Sophie Tucker

A Southern serenade. A typical darkey love plaint in which is drawn a vivid picture of the entrancing charms of a Southern moonlight. The air is melodious in the extreme, of the peculiar lesitating type made popular by the famous minstrel, Eddie Leonard. "Phoebe Jane" is Miss Tucker's first Amberol Record for the Edison catalog and it is indeed a splendid performance that she has given us. Her dialect, enunciation and style are beyond reproach, while there is an abundance of pleasing volume throughout. Orchestra accompaniment. Words, Richard Henry Buck; music, Theodore Morse; publishers, Theodore Morse Publishing Company, New York City.

567 My Wild Irish Rose — Oakland & Thompson

Counter-tenor and baritone. One of the prettiest and most popular waltz songs ever written is here offered in novel vocalization. The success of the first duet Record made by these two artists was so emphatic as to leave no doubt that the public would welcome more of their efforts. In this instance the lines of the verse are sung alternately as solos and duets, Mr. Thompson leading, and the chorus is sung as a duet. Chauncey Olcott, the well-known Irish tenor, wrote the words and music of this song which is still one of the favorite numbers in his repertoire. This Record can not fail to revive the popularity of the song. Orchestra accompaniment. Publishers, M. Witmark & Sons, New York City.

568 Honey Will Long For You — Billy Murray & Chorus

A typical plantation melody is this plaintive little ballad in which a darkey pledges love and devotion to his dusky queen at parting. The song possesses real poetic merit and the air, a rhythmic two-step of rather slow tempo, will be found particularly engaging. Mr. Murray has made a charming Record of the number, in voice, dialect and expression fully meeting its requirements. Billy Murray's Records are always big sellers and this number will prove no exception to the rule. Orchestra accompaniment. Words, Arthur Longbrake; music, Ed. Edwards; publishers, The Jos. Morris Co., New York City.

569 Selection from "The Wizard of the Nile" — Victor Herbert and His Orchestra

"The Wizard of the Nile" will be pleasantly remembered by theatre-goers as one of the most tuneful and successful of Herbert's many operas, and in this Record they will recognize the choicest numbers of the production, viz.: "Father Nile, Keep Us in Thy Care"; "My Love, Awake"; "Song of the Optimist"; "Starlight, Star Bright"; "Cleopatra's Entrance Song"; "Egyptian March"; "My Angeline," and "Finale of the First Act." A sparkling collection of melodies brilliantly played and with considerably more volume than is customary with Herbert's performances.

570 The Man in the Silvery Moon — Helen Clark & Chorus

Mezzo-soprano solo with chorus. Miss Clark, who here makes her bow as an Edison artist, has chosen a most agreeable vehicle for her introduction to the public. One of the latest of light sentimental compositions, it is rapidly winning its way to popularity. In well-written verse the tale of a maiden's love for the man in the moon is told, and set to an airy, lilting melody whose rhythm, especially in the chorus, is unusually well defined. Miss Clark is the fortunate possessor of a voice of beautiful quality, and her pleasing vocal style and clear enunciation stamp her as a decided acquisition to the catalog. Her first Record will undoubtedly win her hosts of admirers. A well balanced male quartet assists her in the chorus. Orchestra accompaniment. Words, A. Seymour Brown; music, Nat D. Ayer; publishers, Jerome H. Remick & Co., New York City.

571 Phaniola—"Pretty's the Picture I'm Planning" — Joe Maxwell

Tenor solo. A new and pretty waltz song with an original idea, written by the popular composer, Gus Edwards, who wrote the ever welcome "By the Light of the Silvery Moon" (Amberol No. 421, Standard No. 10262). The "planning" is done by a pair of youthful lovers who paint a charming idyllic picture, the central figure of which is the rose-clad cottage in which they propose to live their happy future. Mr. Maxwell sings the dainty number exceedingly well. This is a Record which the lover of sentimental numbers will be glad to add to his collection. Orchestra accompaniment. Words, Will D. Cobb; music, Gus Edwards; publisher, Gus Edwards, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

572 Uncle Tom's Cabin—Entrance of Topsy — **Len Spencer & Company**

The well-known scene from Act I of Harriet Beecher Stowe's immortal work is here given a most realistic reproduction. After the singing of "Little Old Log Cabin in the Lane" and "Dixie" to a banjo accompaniment, the familiar conversation between the well-known characters of the play ensues, and *Topsy* appears upon the scene and displays her accomplishments as a singer and dancer, banjos also playing her accompaniment. Miss Jones as *Topsy* gives fresh evidence of her versatility. Anybody who has ever seen "Uncle Tom's Cabin"—and who hasn't?—will thoroughly appreciate this Record.

CAST OF CHARACTERS.

St. Clare	Len Spencer
Aunt Ophelia ("How shiftless!")	Ethel Herbert
Eva	Myrtle Spencer
Uncle Tom	Len Spencer
Topsy ("Golly, I'se wicked!")	Ada Jones
Banjos	Meaux, Osmun and Duffy

Loafers on the Levee, etc.

573 The Dublin Rag — **Edward M. Favor**

The comic "hit" of the musical production "Madame Sherry,"—a rollicking, lilting song undeniably of Irish construction, describing the important part which "The Dublin Rag" has played in Irish history as well as its present-day influence on Irish love-making! Themes of various Irish melodies cleverly thread their way in and out of the selection, while the course of its pleasing melody continues undisturbed. Orchestra accompaniment. Mr. Favor sings it delightfully with a brogue that cannot be excelled. Words, Harold Atteridge; music, Phil Schwartz; publisher, Leo Feist, New York City.

574 By the Light of the Silvery Moon Medley — **New York Military Band**

This selection is taken from Bits of Remick's Hits, Overture No. 7, and introduces the following catchy and popular numbers: "By the Light of the Silvery Moon" (Amberol Record No. 421); "Put on your Old Grey Bonnet" (Amberol Record No. 366); The Garden of Roses" (Amberol Record No. 434), and "What's the Matter with Father" (Standard Record No. 10369). The arrangement of several popular song melodies in one band number is constantly growing in favor, and we are pleased to recommend this as a most attractive selection on that order. Composer, J. Bodewalt Lampe; publishers, Jerome H. Remick & Co., New York City.

575 The Birthday of a King — **James F. Harrison and Mixed Chorus**

A truly magnificent Record of a beautiful Christmas anthem commemorating the birth of the Child of Bethlehem. Mr. Harrison sings the number with fine appreciation of its impressive theme, his richly resonant voice and refined vocal method being employed in a manner which will call for unqualified admiration. He is given most effective assistance by a chorus of mixed voices singing allelulias of joy and thanksgiving over the birth of The King, and an additional touch of reverence is lent to the rendition by a splendid organ accompaniment. A Record which will make a distinct "hit," especially during the holidays. Words and music, W. H. Neidlinger; publisher, G. Schirmer, New York City.

***576 Silver Bell** — **Ada Jones & Billy Murray**

An Indian love song which will at least equal if not surpass in popularity any song of its type yet composed. It is easily the big "hit" of the day and went on sale as a "Special" because of its immense popularity. The words are attractive, more so than usual, and the air delightful, —a sparkling, rhythmic two-step melody which captivates on first hearing. This rendition calls for warmest praise, for both Miss Jones and Mr. Murray seem to have outdone themselves in this instance. A bell solo with violin accompaniment is introduced most appropriately between each repetition of the chorus, a novel and pleasing feature of which is Mr. Murray's singing of a few bars of "Home, Sweet Home" while Miss Jones is confining herself to the words and music of the song. This Record is expected to vie with the biggest sellers we have ever catalogued. Orchestra accompaniment. Words, Edward Madden; music, Percy Wenrich; publishers, Jerome H. Remick & Co., New York City.

577 Every Little Movement—Intermezzo from "Madame Sherry" — **American Standard Orchestra**

The basis of this dainty intermezzo is the most popular air of the production, the tuneful "Every Little Movement" song, whose delightfully infectious melody quickly and indelibly stamps itself upon the memory. It is here used to open and conclude the Record, and another "hit" of the show, "The Butterfly Dance," a graceful, airy number which contrasts pleasantly with the main idea, is also introduced in this selection. This Record is a musical treat which can not fail to be appreciated. Composer, Karl Hoschna; publishers, M. Witmark & Sons, New York City.

* This selection will be illustrated on the cover of the November PHONOGRAM.

(Always specify on your orders whether you want Amberol or Standard Records.)

578 Moonlight on the Lake — **Knickerbocker Quartet**

Male voices. A standard quartet number whose popularity on Edison Records may be judged from the fact that it has been in our Standard Catalog (No. 2238) for more than twelve years. As an Amberol Record, needless to say, it will be found doubly entertaining, the greater opportunities for novelty and variety in the vocal arrangement having been taken full advantage of. This Record must be acknowledged one of the very best quartet numbers in the Edison catalog. Orchestra accompaniment. Composer, C. A. White; publishers, White-Smith Pub. Co., New York City.

579 Manila Waltz — **United States Marine Band**

This graceful, fascinating waltz, the work of S. Chafre, a native Filipino, was given to Mr. Santlemann, the director of the U. S. Marine Band, to play at the Filipino dinner in Washington. It scored an immediate "hit" on that occasion and is today very popular with the Army and Naval officials at Washington, being played at all social functions at the "White House" by the very organization which here renders it for Edison Records. The composition will plead its own cause, for it is alive with a subtle, alluring charm of languorous melody which is interpreted in masterly style by the "President's Own." We select this Record as one of the most popular of the Amberol list.

Edison Standard Records for December, 1910

LIST: U. S., 35c; CANADA, 40c

10446 The Angels' Song — **Edison Concert Band and Chorus**

Our annual Christmas number. The arrangement of this beautiful Christmas hymn is much the same as in the Amberol number of the same type, the band alternating with the singers and also playing their accompaniment. The singing is led by James F. Harrison with chorus accompaniment. Both vocal and band renditions are interspersed with the joyous pealing of bells and Christmas chimes. This Record ought to prove equally as popular on the Standard as its prototype on the Amberol list. Words, Edith S. Tillotson; music, Leonard Parker; publishers, Millar-Meredith Company, New York City.

10447 There's a Clock Upon the Mantel Striking One, Two, Three — **Will Oakland**

Counter-tenor solo. The theme of this selection is pathetic in the extreme—an aged mother sitting in lonely vigil for her wandering boy's return while the clock upon the mantel is tolling off the long hours of the night—and the melodic setting is appropriately plaintive. The greatest of all counter-tenors sings the number with profoundly sympathetic expression. Orchestra accompaniment. Words and music, James M. Reilly; publisher, Sol Bloom, New York City.

10448 "Honor Bright, I Loves Yer Right" — **Ada Jones and Len Spencer**

Vaudeville sketch in the form of a conversational song, written in the thoroughly up-to-date vernacular of the street. Under the quaintness of its verbal garb there is a touch of real sentiment in the sketch which will remind the listener, who may have forgotten, that in affairs of the heart "all the world's a kin." As an example of the latest and most expressive slang phraseology and of clever character work on the part of Miss Jones and Mr. Spencer, this selection can hardly be approached.

10449 Reuben Rag — **Sophie Tucker**

Comic song. Farmer Brown, infected by the hypnotic melody of the "Reuben Rag," introduced it into his household, and the alarming effect which it exerted upon the members thereof, himself in particular, is the story of the song, which is a "rag" of the noisiest, most pronounced type. "Rag" songs are a specialty with Miss Tucker, and it is evident that she has found this song particularly to her liking, for she has made a great performance of it. Orchestra accompaniment. Words and music, H. De Pierce, J. Young and H. Berman; publishers, The Great Eastern Music Publishing Co., New York City.

10450 A Dusky Belle — **Olly Oakley**

A spirited composition played with snap and ginger by England's premier banjoist. Mr. Oakley is a regular contributor to our British catalog and his Records are very popular on the other side of the water. This Record gives an excellent idea of his finished style, and will no doubt be a most acceptable offering to the lover of banjo music. Orchestra accompaniment. Composer, Emile Grimshaw.

(Always specify on your orders whether you want Amberol or Standard Records.)

10451 Curly Head — **Byron G. Harlan**

Tenor solo. It is some little time now since we have been given a selection of this type by Mr. Harlan, for which reason the song will be an exceptional seller. A very pretty and popular waltz song, in theme and melody reminiscent of "School Days" (Standard No. 9562). Mr. Harlan, who is in splendid voice, sings it with an abundance of pleasing style and expression. Orchestra accompaniment. Words, Wm. McKenna; music, Albert Gumble; publishers, Jerome H. Remick & Co., New York City.

10452 Good-Bye Betty Brown — **Frederic H. Potter**

Tenor solo. The very latest of march songs, and an exceptionally attractive number it is,—an appealing theme with a rousing refrain. A Northern soldier's farewell to his Southern sweetheart ere he leaves for the front is the inspiration of the song, which is invested with a tuneful, martial air. Mr. Potter sings the number with vigor, and the result is a fine Record. During the singing of the chorus a few bars of "Suwanee River" are introduced by a male quartet. Orchestra accompaniment. Words, Jack Mahoney; music, Theodore Morse; publishers, Theodore Morse Music Co., New York City.

10453 That's Good — **Edward Meeker**

A novel coon song. "Still Bill" out in Idaho wins a gambling coon with a somewhat checkered run of luck which forms the story of the song. He came out second best through a rough deal in a game of poker, but his luck unexpectedly switched when his mother-in-law departed hence. "Bill" bore his losses philosophically, the title of the song being his characteristic comment in each case. The song is a rollicking "rag" written by one of the most successful composers of the day, and at present is being featured by another Edison artist, Miss Maude Raymond. Mr. Meeker sings the number with customary vim and relish, his enunciation clear as usual. Orchestra accompaniment. Words, Harry Williams; music, Egbert Van Alstyne; publishers, Jerome H. Remick & Co., New York City.

10454 Sweetness — **Peerless Quartet**

Male voices. A sweet little love ditty which lends itself admirably to quartet work. The harmonization of this number is excellently done, the trained voices of the singers blending in a manner delightful to the ear. One of the most attractive quartet numbers in our catalog. Words, Henry S. Creamer; music, Tom Lemonier; publishers, The Gothem-Attucks Music Co., New York City.

10455 Blaze of Glory March — **New York Military Band**

The latest march by the popular writer of "Blaze Away" (Standard No. 8393) and "Old Faithful" (Standard No. 9721). It is a vigorous, dashing march two-step with plenty of volume, the bass predominating to a great extent throughout, and it is played with spirit and precision by this popular organization whose Records are consistently good. Composer, Abe Holzmann; publisher, Leo Feist, New York City.

Foreign Amberol and Standard Records

ITALIAN—Amberol
LIST: U. S., 50c; CANADA, 65c

7504 'A Ricciulella (*Falco*) — **Francesco Daddi**
Neapolitan song, with orchestra accompaniment.

ITALIAN—Standard
LIST: U. S., 35c; CANADA, 40c

20609 Suonne sunnate (*Capolongo*) — **Giovanni Colamarino**
Neapolitan song, with orchestra accompaniment.

HEBREW—Amberol
LIST: U. S., 50c; CANADA, 65c

10005 A Yudische Chupe (*Smulewitz*) — **Solomon Smulewitz**
Comic song, with orchestra accompaniment.

HEBREW—Standard
LIST: U. S., 35c; CANADA, 40c

21019 Zu der Chupe vetahere (*Smulewitz*) — **Solomon Smulewitz**
Comic song, with orchestra accompaniment.

(Always specify on your orders whether you want Amberol or Standard Records.)

Foreign Records for October

AMBEROL: U. S. LIST, 50c; CANADIAN, 65c.
STANDARD: U. S. LIST, 35c; CANADIAN, 40c.

BRITISH RECORDS FOR OCTOBER
AMBEROL (FOUR MINUTE).

12224 The Girl in the Train Selection, *Fall* — National Military Band
12225 Out on the Deep, *Lohr* — Peter Dawson
12226 Don't Die Away With All the Piers (Pears) / *Wynton, Barnes & Scott* — George D'Albert
12227 *My Dear Soul, Sanderson* — Violet Oppenshaw
12228 Lohengrin No Nuere (Violin solo), *Scott Skinner* — J. Scott Skinner
12229 Private Atkins — Peter Dawson
12230 On the Same Plate Every Time, *Collins & Harchy* — Florrie Forde
12231 The Green Isle of Erin, *Rocckel* — Ernest Pike
12232 I Shall Sulk, *Murphy & Lipton* — Jack Pleasants
12233 Invitation to the Waltz, *Weber* — National Military Band

STANDARD (TWO MINUTE).

14008 A Sergeant of the Line March, *Squire & Trotere* — National Military Band
14009 Do What You Like With Me, *Rule & McGee* — George D'Albert
14010 Long Live the King, *Booker Andreas* — Peter Dawson
14011 Chanson Triste (Violoncello solo), *Tschaikowsky* — Jean Schreiber
14012 She's a Brew Lass, *Hills & Scott* — Jack Lorimer
14013 I Wish I Were a Tiny Bird, *Lohr* — Amy Evans
14014 A Little Bit Here and There, *Conner* — Ben Albert
14015 A Girl Like You Used to Be, *Harrington & Powell* — Florrie Forde
14016 May I Be Allowed to Suggest, *St. John & Warwick* — Arthur Osmond
14017 Kismet, Hindoo Intermezzo, *Hankey* — National Military Band

GERMAN RECORDS FOR OCTOBER
AMBEROL (FOUR MINUTE).

15113 Trauermarsch, *Chopin* — Joh. Strauss Orchestra
15114 Arie aus Samson und Dalila, *Saint Saens* — Flora Wolff
15115 Der lachende Hunsarlar, Couplet — Hans Bildel
15116 Zu Strassburg, bei goldnphen Traubenzeit, *Volkslied* — Heim Quartett
15177 Tanzweise aus Carmen, *Bizet* — C. von Hulst
15118 Im Theater Soiree — M. P. und Elite Beadle

STANDARD (TWO MINUTE).

16158 Künstlermarsch, *Joh. Schrammel* — Schrammeln Huber-Franz
16157 O gyöne mir den Jungfernsteig, Lied, *Baugraves* — Max Steidl
16158 Heimweh, *J. Heins* — Nebe Quartett

FRENCH RECORDS FOR OCTOBER
AMBEROL (FOUR MINUTE).

17077 Ouverture "La Muette de Portici," *Auber* — Garde Républicaine

17078 Le Loup de Mer, *Borel-Clerc* — Adolphe Bérard
17079 Be Bête du Prisonnier, *Rubinstein* — Louis Dupuy
17080 Café Concert, *Ginter & Chanal* — Paul Lack
17081 Stances de Pêcheur, *A. Flégier* — George Pellez
17082 Marche à Pieds, *Les Dauphins* — Karl Diles
17083 L'Ouverture—"O jours Heureux," *Meyerbeer* — Paul Payan
17084 Marche Originale, *V. Dextrant* — Garde Républicaine

STANDARD (TWO MINUTE).

18148 Peur on Bateau, *E. Pattorno* — Karl Diles
18149 Chanson Comique — Gabrielle Leitz
18150 Les Deux Gendarmes — Paul Lack
18151 C'est un Locataire, *Vincent Scotto* — Henriette Lebloud
18152 La Danse du Zambèze, *Borel-Clerc* — Adolphe Bérard

MEXICAN RECORDS FOR OCTOBER
AMBEROL (FOUR MINUTE).

0105 "Maria" y "A Media Noche"—Danzas — Banda de Policia
0106 Alma de Dios—Segudillas del Fuelle, *Serrano, Amichez y Alcaraz* — Pablo Garcia Boll, tenor
0107 Dolores—*Vals, E. Waldteufel* — Rafael Herrera Robinson
0108 Zamacueca Selecta, *Arreglo de H. Hendrix* — Huxtiznco Beaulos, tenor y Rafael Herrera Robinson, barítono
0109 Rosalba—Mazurka, *E. Navarro* — Trio Instrumental "Arriaga"
0110 Ideal—*Vals, Capitani* — Banda de Policia

STANDARD (TWO MINUTE).

20353 Brisas de Amor—Mazurka, *A. Pacheco* — Banda de Artillería
20354 El Periquito—Canción Popular — Quarteto Vocal Cosalense
20355 Joias Populares, *Arreglo de H. Navarro* — Rafael Bezares, tenor
20356 ¡Ven á mis Brazos!—Canción Popular, *Arreglo de L. Plazas* — Jesús Alonso, tenor y Leopoldo Plazas, barítono

Suspended List, Sept. 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the same consideration by the Trade as if reprinted in full herewith.

NEB., Jackson—Jackson Drug Co., B. J. Lenhy, Prop.

IOWA, Humboldt—A. E. Ruse.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

REINSTATED.

MICH., Holland and Allegan—A. H. Meyer.

Milwaukee for 1911

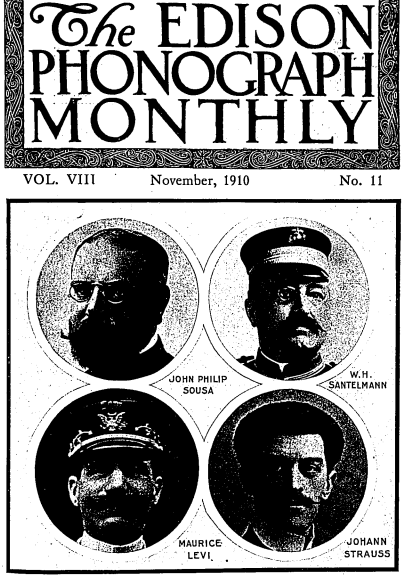
J. C. Roush, the popular Secretary of the National Association of Talking Machine Jobbers, was a visitor at the factory early last month. Mr. Roush announced that as a result of the ballot recently taken among the members of the Association Milwaukee has been selected as the Convention City for 1911. The actual vote was: Milwaukee 71, Atlantic City 13, and Niagara Falls 9. Milwaukee possesses splendid natural advantages for a convention, and the Association chose wisely in designating it as the next meeting place. The Convention will be held on either July 11, 12, 13 and 14, or July 12, 13, 14, 15 and 16, the exact dates not yet having been decided upon.

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Pasick.
ARK., Fort Smith—R. C. Bollinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
San Francisco—Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Ellenberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Atlanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eller's Music House
ILL., Chicago—Ibbsen Bros.
Lyon & Healy.
James I. Lyons.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
Peoria—Peoria Phonograph Co.
Putnam-Page Co., Inc.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Kipp-Link Phonograph Co.
Wulschner-Stewart Music Co.
IOWA, Des Moines—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Richm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
Philip Werlin, Ltd.
MAINE, Bangor—S. L. Crosby Co.
Portland—W. H. Ross & Son.
MD., Baltimore—Cohen & Hughes.
E. F. Droop & Sons Co.
MASS., Boston—Boston Cycle & Sundry Co.
Eastern Talking Machine Co.
Iver Johnson Sptg. Goods Co.
Fitchburg—Iver Johnson Sptg. Goods Co.
Lowell—Thomas Wardell.
Worcester—Iver Johnson Sptg. Goods Co.
MICH., Detroit—American Phono. Co.
Grinnell Bros.
MINN., Minneapolis—Minnesota Phono. Co.
St. Paul—W. J. Dyer & Bro.
Koehler & Hinrichs.
MO., Kansas City—J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Buser.
NEB., Lincoln—Ross P. Curtice Co.
H. B. Sidles Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petitt.
Paterson—James K. O'Dea.
Trenton—John Sykes.
N. Y., Albany—Finch & Hahn.
Brooklyn—John Ross.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
New York City—Blackman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.
Owego—Frank E. Bolway.
Rochester—Talking Machine Co.
Schenectady—Jay A. Rickard & Co.
Syracuse—W. D. Andrews.
Utica—Arthur F. Ferriss.
William Harrison.
OHIO, Cincinnati—Ball-Pintze Co.
Milner Musical Co.
Rudolph Wurlitzer Co.
Columbus—Perry B. Whitsit Co.
Dayton—Niehaus & Dohse.
Newark—Ball-Pintze Co.
Toledo—Hayes Music Co.
OKLA., Oklahoma City—Smith's Phono. Co.
OREGON, Portland—Graves Music Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Warner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Brothers.
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
Memphis—P. M. Atwood.
O. K. Houck Piano Co.
TEX., Dallas—Southern Talking Machine Co.
El Paso—W. G. Walz Co.
Fort Worth—D. Shepherd & Co.
Houston—Houston Phonograph Co.
San Antonio—H. C. Rees Optical Co.
UTAH, Ogden—Proudfit Sporting Goods Co.
Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Eller's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Laurence McGreal.
CANADA, Quebec—C. Robitaille.
West Montreal—R. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

The EDISON PHONOGRAPH MONTHLY

VOL. VIII November, 1910 No. 11



A QUARTET OF DISTINGUISHED BAND MASTERS

The Edison Catalogs Abound in Favorite Numbers Played Under Their Skilled Batons

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Have You Replenished Your Stock of

Amberolas?
Combination Gems?
" Firesides?
" Standards?
" Homes?
" Triumphs?
" Idelias?
" Alvas?
" Balmorals?
Models "C", "H", "K" and "O" Reproducers?
Combination Attachment Outfits for Each Type of Machine?
Repeating Attachments for Each Type?
Straight, Cygnet and Music Master Horns of Each Type?
Horn Cranes and Connections?
Recording Horns?
Hearing Tubes?
Phonograph Parts and Supplies (See Form 1815)?
Universal Shaving Machines?
A Full Line of Grand Opera, Amberol and Standard Domestic Records?
Foreign Records of a Type To Interest the Foreigners in Your Territory?
Promotion Plan Certificates and Literature?
Exchange Plan Literature?
Combination Attachment Literature?
Phonograms, Supplements, Window Hangers and All Other Necessary Printed Matter?
Electros for Holiday Newspaper Advertising?

Have You

Revised Your Mailing List?
Written Your Holiday Window Cards?
Prepared Your Holiday Newspaper Ads?
Begun Your Winter Series of Concerts?

IF YOUR STOCK IS INCOMPLETE, OR YOU ARE OTHERWISE UNPREPARED FOR THE HOLIDAY SEASON, TODAY—NOVEMBER 1—IS THE TIME TO MAKE UP FOR LOST TIME. DON'T DELAY ANY LONGER—BEGIN YOUR PREPARATIONS TODAY.

The EDISON PHONOGRAPH MONTHLY

Published by the National Phonograph Co., Orange, N. J.

NATIONAL PHONOGRAPH CO., LTD., VICTORIA ROAD, WILLESDEN, LONDON, N. W.
NATIONAL PHONOGRAPH CO. OF AUSTRALIA, LTD., 240 KENT STREET, SYDNEY, N. S. W.
MEXICAN NATIONAL PHONOGRAPH CO., MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, YRIGOYTE 515, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., 10 FRIEDRICHSTRASSE, BERLIN.
COMPAGNIE FRANCAISE DU PHONOGRAPHE EDISON, 42 RUE DE PARADIS, PARIS.

All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VIII. NOVEMBER, 1910 No. 11

Your Holiday Order—the Last Call

Realize, Mr. Dealer, that the holiday trade will start in less than a month. Will *you* be in a position to take care of it by that time? With a well stocked store you will; handicap yourself with a poor stock and "the other fellow" will take care of it for you.

If you haven't sent in your holiday order yet, by all means do so to-day. It's criminal to neglect it any longer; in doing so you are simply gambling with fate. Never a holiday season passes that there is not an unlooked for and unavoidable delay in filling some orders. It was so last year with the Amberola and Cygnet Horn orders; history may repeat itself this year despite all the precautions we are taking to guard against such a state of affairs.

If you are one of those Dealers whose orders had to be held up last year, profit by the experience and don't get caught napping again. Send your order to your Jobber TO-DAY and emphasize the fact that you want "immediate delivery." That's the only way to avoid risks. If your stock does arrive a little ahead of time, so much the better. It will give you the opportunity of reaching the early holiday shoppers before "the other fellow" gets started.

This is going to be a great, big Edison year. There will be many thousands more Edisons sold this year than last, and the sooner you get started the greater will be your share of this business. The Phonograph is continually growing in popular favor, and the buying public naturally gravitates toward the Edison during the holidays, as at all other times, for these reasons: *because* the Edison is the original Phonograph; *because* its reproduction is clearer, sweeter, more mellow and natural than that of any other type; *because* its volume, instead of being so loud as to be unpleasant, is exactly suitable for the home; *because* it offers the exclusive home recording feature which gives it a tremendous selling argument over other types of Phonographs; *because* the public knows that the word "Edison" stands for good, honest value, and *because* "there is an Edison Phonograph to suit every man's pocket-book."

Check up your stock, Mr. Dealer, with the list of Edison products on the opposite page. If you are shy anything, let your order go forward at once. An immediate order, big enough to take care of all your requirements and with something added for good measure so that you will not run short, will help your Jobber, will help us, *and will help you* to make this the biggest holiday season in the history of the business.

The New Record Exchange Plan

Have you studied the new Exchange Plan carefully and familiarized yourself with its details so that you can handle it intelligently and realize all its possibilities?

Analyze the Plan. You'll find a lot more in it than appears upon the surface. You will discover that it works to the common advantage of the consumer, the trade and the manufacturer. It does what no other Exchange Plan has ever done,—it enables the consumer to eliminate from his collection all worn or undesirable Records and to supplant them with more attractive selections at a bargain price; it revives his interest in the Phonograph and makes him a steady visitor to your store where you can interest him in the Records in the regular lists, the new machines, Horns, Reproducers and other accessories, and it gives you the opportunity of disposing of *your* stock of slow sellers and of replacing them with up-to-the-minute selections at an actual profit.

Contrasting the new Plan with its predecessors its advantages from a Dealer's standpoint stand out boldly. Under previous Exchanges Records were returned at the loss to the Dealer of transportation and breakage, and Dealers were obliged to place in stock a number of Records equal or double (according to the Plan) the number returned. Under the new Plan the Records are returned at an actual profit to the Dealer, whose order for Records in exchange need be only one-half the quantity returned. This will eventually result in his entirely wiping out his present stock of slow selling Records and, as we said before, at a profit to himself. When we realize that if there were no restrictions on our goods Dealers would be more than glad to dispose of slow selling stock at cost or even less than cost, the advantages of the new Plan in this respect are more apparent.

Not only will the new Plan enable the Dealer to dispose of his present stock of slow sellers, and the consumer to dispose of the selections of which he has become tired, but, looking into the future, as further lists of such selections are prepared the Dealer will be enabled to keep his stock strictly up-to-date and the consumer's interest will likewise be maintained.

The real value of the Plan, however, is that it acts as a "business getter" for the Dealer. It brings into activity discarded machines, and the Dealer's profits swell with the addition to his list of new and active Record customers. For every two Records returned from the customer's collection it must be remembered that one open space is left, which can easily be filled from the new Supplements.

The possibilities of the new Plan will be appreciated more as it becomes better known to the public. To realize *all* its possibilities it is up to the Dealer to advertise it to the limit. You want those idle machines in your territory to work for you, Mr. Dealer. This Plan was conceived with just that object in view. See that the owners of those machines are acquainted with the inducement you have to offer them and you will soon have the machines working again and bringing in the profits to you.

Two More "Special Hits"

If there are any Dealers who have not placed an order for Amberol No. 582, "Every Little Movement," and No. 594, "The Girl of My Dreams," from the January list, which Records go on sale as "Specials" as soon as received, we urge them to lose no further time in doing so. Shipments of these Records will leave the factory in a day or two, and with them the usual printed matter, which should be used to the very best advantage in the manner indicated.

Both of these songs are new and popular just now, and both of them possess the elements which make for long-continued popularity. They have both received the approval of the West, and "Every Little Movement" has caught on in great shape in the East. By the time the Records are received "The Girl of My Dreams" will have received the endorsement of Broadway, which will insure its vogue.

As we predicted, the last "special," "Silver Bell," has proven a tremendous seller and bids fair to continue so for an indefinite time to come. Dealers should remember this when placing orders for this Record in its instrumental form, Amberol No. 590 in the January list.

WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co. Orange, N. J.

A New Department of Window Display and General Interior Arrangement



ORA E. RINEHART

A window display service for the benefit of Edison Dealers is soon to be created under the able direction of Ora E. Rinehart, who has recently been engaged for that purpose. Mr. Rinehart assumed charge on October 24th, and is now actively engaged in arranging quarters at Orange and in employing a force of assistants.

In creating this important branch of service we have been fortunate in securing an expert who has been actively engaged in producing not only beautiful and costly displays, but who has successfully proven that at little cost it is possible to produce displays that are both attractive and selling—displays that bring *direct* returns. Mr. Rinehart comes highly recommended as a man of original ideas, quick to grasp the individual requirements of any particular locality, and with a national reputation in matters pertaining to display. When his plans are perfected he will produce a service which, under his immediate supervision and with the necessary co-operation of our Dealers, will increase their sales and otherwise result in mutual benefit to themselves and the Company.

That properly displayed merchandise, particularly in a show window, is the retail Dealer's cheapest and most direct method of increasing sales is freely admitted by all who are actively engaged in ground floor retail selling. That goods should be neatly and systematically arranged in a store to effect a quick and easy sale is also an admitted fact. These two important sales producing factors bring two-fold returns without wanton expenditure and are the best methods to employ in pushing the sale of a public commodity.

When the work of this Department is put in proper shape and Dealers are acquainted with our plans, we hope for their enthusiastic support, as the success of the plan depends entirely upon their whole-hearted co-operation.

An official announcement about the Window Display Department will shortly be made to the trade. It is expected to get out at least one good Window Display a month, for which a charge not to exceed $5.00 will be made, but it is also hoped that we may be able to render a helpful service to Dealers who feel that they cannot pay for the regular Displays. Dealers who can use the latter will aid us in getting a line on the requirements of the trade if they will say to their Jobbers: "When the Edison Window Displays are ready send us one each month until further advised, the cost per month not to exceed $5.00."

Home Recording Demonstrations—Give This Plan a Trial

A plan by which some excellent advertising can be secured through the home recording feature of the Edison was evolved by the Rudolph Wurlitzer Company and worked out by them in their Chicago branch last Summer. The plan, which can successfully be imitated by Edison Dealers everywhere, is to induce professional and amateur singers and musicians to come in and make Records on an Edison Phonograph. The object of the scheme, of course, is to stimulate interest in the Edison Phonograph and increase the sale of blanks with a certain profitable portion of the public by forcibly bringing to their attention the fact that the Edison is the only Phonograph on which they can make their own Records. It is easy to see the possibilities of the scheme, for what vocal or musical artist but would like to hear what his own work sounds like, both for curiosity and criticism's sake?

The details of the plan are briefly described by the Wurlitzer Company as follows:

"We equipped one of our quietest rooms with a Triumph, a good piano, recording horn and two or three records, etc. We did not advertise this in the papers, but circularized it by a special letter which we sent to all the professional and amateur musicians, teachers and others interested in music in Chicago. This created quite a little interest, among the singers especially, and many of the bigger professionals in the city came to see us regarding it."

The J. A. Foster Company of Providence, R. I., whose Phonograph department is managed by Mr. John Massey, recently conducted a somewhat similar demonstration but on a more extensive scale. Their invitation was extended to the general public through the medium of two striking newspaper ads, 6"x6", accompanied by a cut of an Edison machine. The success of the scheme is best told in Mr. Massey's own words:

"The following facts relative to our record making demonstration may possibly be of interest to the Edison Phonograph Monthly readers and help them to better appreciate the possibilities of such a demonstration. The enclosed ad appeared in two of our local papers on Sunday last. The following day we gave no less than twenty demonstrations.

"On Tuesday, among the several interested, was Professor E. E. Balcom of our State Normal School who requested us to demonstrate to his entire class.

"Every day during the entire week we have given several demonstrations. In each case we provided the interested members with a generous supply of Edison literature. Besides the re-corders we have sold, we feel confident that we have developed several possible purchasers of Edison Phonographs."

Changes in Idelia Finish and Price

Beginning October 1st we discontinued anodizing the metal parts of Idelia Phonographs, and instead are enameling them in maroon to match the cabinet. The list price of the machine with the new finish has been reduced from $125.00 to $100.00. Dealer's discount will remain as before, 40 per cent.

The regular Idelia equipment is now as follows:

List price, $100.00; Cabinet, mahogany; finish of metal parts, maroon enamel; Mandrel, nickel-plated and polished; Horn, Edison Cygnet Horn, Special Mahogany finish, supported by nickel-plated swinging crane; Reproducer, Model "O" combination type; Recorder, improved Edison.

For equipment with Wooden "Music Master" Mahogany Cygnet Horn, add $10.00 to above list price; for Wooden "Music Master" Inlaid Pearl Cygnet Horn equipment, add $35.00 to list.

Where Idelias are wanted with oxidized metal parts they will be furnished as specials at the old list price of $125.00.

Who Sent This Order?

On October 17th we received an unsigned order calling for a total of 280 Standard, 1,335 Amberol and 4 Grand Opera Records, catalog No. 35007. This order was made out on our regular order blanks.

Owing to the mass of mail received at the factory every morning, which requires immediate attention and must be opened and distributed to the several departments with the least possible delay, it is practically impossible for the mailing clerks to discover unsigned orders and prevent them from becoming separated from the envelopes which may or may not contain name and address of senders. Hence, it is necessary that Jobbers sign the Record order blanks in the space allotted for that purpose.

We ask that Jobbers kindly consult their copies of Record orders to discover whether or not they have one which matches up with this one, and that the Jobber placing this order notify us at once so that it may be filled without further delay.

Sara Bernhardt Records



BERNHARDT AS *L'Aiglon*

On page 15 is described the last of the four Records made by the famous tragedienne. Two of these are already on sale, another goes on sale on November 25th, and the last on December 24th. Bernhardt's last American tour will begin early in the present month, so that Dealers are given an exceptional opportunity to profit by the interest which her farewell appearance in America will create. This interest will by no means be confined to the cities in which she will appear, but will extend wherever her name is known,—and who that admires the dramatic art does not know and idolize this most gifted of the world's great tragedienes?

Amberol Record No. 35007, "L'Aiglon—La Plaine de Wagram," is the same trifling scene of which *The London Phono Trader and Recorder*, in a flattering criticism of this particular Record appearing in its October issue, thus spoke:

"L'Aiglon' ('The Eaglet'), the hapless young King of Rome, could not possibly be more felicitously described. The 'Divine Sara' is at present appearing at the London Coliseum, her initial performance there on September 20 including the excerpt from Rostand's play, which is here given. And what a wonderful scene was there enacted. We read, 'the audience thunderously forbade the continuance of the programme until * * * Mme. Bernhardt had eight times stepped before the curtain.' The scene hereon may briefly be described as follows: The young Duke de Reichstadt, upon the tragic field of Wagram, sees a vision of the fierce battle fought years before by his father, Napoleon Bonaparte. Carried beyond himself by the spectral conflict, he offers his life as an expiation to the spirits of the dead. What a glorious opportunity for the greatest living tragedienne is here! One thrills at the thought. We are at a loss to express our appreciation of her performance. It is indeed wonderful. We can only add our quota of admiration for her art to that which the whole civilized world acclaims; whilst the National Phonograph Company is to be congratulated upon a remarkable recording achievement."

Christmas Records

Following is a list of Records appropriate to the holiday season. Some of these Records—Amberol No. 12098-12247 inclusive and Standard No. 13345-775 inclusive—appear in the British Catalogs. We are calling attention to them in this special manner because they are desirable Records in every respect and equally as salable in this country as in England.

Dealers should make an immediate selection from this list for their holiday requirements, and prepare to advertise them both by window card and newspaper ads:

AMBEROL.

62	Calvary	Harry Anthony
124	Jerusalem	Edison Mixed Quartet
186	Holy, Holy, Lord God Almighty	Edison Mixed Quartet
305	Angels from the Realms of Glory	Edison Concert Band
371	There Were Shepherds	Edison Concert Band
	Edison Mixed Quartet assisted by	Edison Concert Band
398	Old Jim's Christmas Hymn	Anthony & Harrison
500	Bells of Christmas	Edison Concert Band & Chorus
575	The Birthday of a King	James F. Harrison & Mixed Chorus
12009	The Dawn of Light	Elks Mixed Quartet
12010	Nazareth	Peter Dawson
12100	Sweet Christmas Bells	Ernest Pike & Peter Dawson
12101	Christmas Horn	National (London) Military Band
12102	Star of Bethlehem	Ernest Pike
12103	A Miner's Dream of Home	Peter Dawson & Mixed Quartet
12247	O Holy Night	David Brassell

STANDARD.

8230	Santa Claus Song	George P. Watson
8326	Old Jim's Christmas Hymn	Campbell & Harrison
8687	O Come, All Ye Faithful	Edison Male Quartet
8884	Ring the Bells of Heaven	Edison Chimes
9186	Star, Beautiful Star	Anthony & Harrison
9188	Silent Night	Edison Male Quartet
9431	Down on the Farm	Ada Jones & Len Spencer
9703	Ring Out the Bells for Christmas	Edison Concert Band
10008	Christ is Come	Edison Concert Band
10030	Christmas Morning at Clancy's	Steve Porter
10257	While Shepherds Watched	Edison Concert Band
10258	Christmas Morning Comes Again	Edison Mixed Chorus
13345	Christmas Eve in Old England	Edison Chorus
13349	The Mistletoe Bough	Edison Carol Singers
13351	A Christmas Chest Song	Henry Gratton
13352	Wardle's Christmas Party, from "Pickwick Papers"	Edison Carol Singers
13354	Good King Wenceslas	Edison Carol Singers
13773	King Christmas Rag	National (London) Military Band
14018	The Yule Log	National (London) Military Band

Complete your preparations early so that you may carve your Thanksgiving turkey secure in the knowledge that you are prepared for the holiday rush when it comes.

The Other 13,000

Can a Dealer in a Small Town Sell Amberolas?

We could fill pages discussing that question from an affirmative point of view, but we haven't the space to spare. Here's the answer, succinct and emphatic: HE CAN IF HE WILL. It depends upon the Dealer. If he *thinks* he can and has confidence enough to *try*, he'll sell them without any trouble; if, on the contrary, he is half-hearted or timorous about it, he may as well not make the attempt, for he's doomed to failure before he starts.

Here's a firm in a small town that hasn't found it difficult to sell Amberolas,—in fact, it would seem, judging from the celerity with which the sale was effected, as though the instrument had sold itself. We refer to Ryan & Dame, of Tulare, Cal., which, while not nearly as small as some towns we have quoted in the MONTHLY in reference to Amberola sales, is about the size of the average small town.

This firm received an Amberola on September 21rd and sold it the next day, when they immediately wired their Jobbers as follows:

"Ship us via freight as soon as possible one Amberola Mahogany Piano Finish. The one received Friday sold to-day and the sale carried with it 50 Amberol Domestic and 3 Grand Opera Records."

Tulare has a population of only 2,400, so it would seem, as we say, as thought the question of population is of less importance than the mental attitude of the Dealer; and this view of the matter is borne out by our knowledge of this firm's enterprising, up-to-date methods. They are among the livest Dealers in the great San Joaquin valley, and although established only since last January have been very successful with the line. Their success is due entirely to their aggressiveness, as indicated by persistent, intelligent advertising, by tastefully arranged window displays, by the carrying of a full line of machines and Records, and by the many other details which no Dealer who hopes to succeed can afford to neglect.

We trust the experience of Ryan & Dame will convince some of our hesitating Dealers in small towns that they can sell Amberolas if they tackle the proposition in a courageous, intelligent manner.

Homan and Company, Fresno, Cal., are working the Promotion Plan intelligently and industriously. The letter with which they sent out the Promotion Certificates and Folders is a model of conciseness and attractiveness of style. It ought to make business.

J. D. Winn, who sells the Edison line in Buena Vista, Oregon, had the pleasure recently of convincing the owner of another type of talking machine of the superiority of the Edison. A discussion of the relative merits of the two machines led to the suggestion on Mr. Winn's part that they compare them in side-by-side demonstration. This was done with the result that the Edison won another ardent admirer and Mr. Winn some good advertising and at least one future sale.

Nothing like having the courage of one's convictions.

Another "live wire" on the Pacific Coast is G. A. Einstein, Jr., of 3321 Mission St., San Francisco, Cal., who has worked his way well up into the van of our most successful Dealers. His success, considering the short time he has been in business, is nothing short of phenomenal. The secret is best told in Mr. Einstein's own words:

"When I gave up my position to go into business a few people though I was taking a foolish step. Now that I have made a phenomenal success of it, they are all saying: 'How did he do it?'

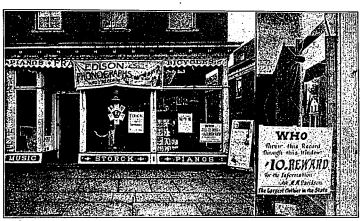
"The answer is that I started in young (I was in my nineteenth year), I have been energetic and courageous, and I have always aimed to keep things humming, and then some."

S. A. Gove, Prop. Brockton (Mass.) Sporting Goods Co.—As evidence of what we think of the new "Music Master" Horn and the new Model "D" Triumph, would say that we have sold to date 4 Triumphs and we have had them only a week. We consider this Machine the finest talking machine that has ever been built, barring none, and we have handled everything on the market in the way of talking machines. We want to thank you for what you have done to swell the sale of your product.

L. M. Durham, Manager of Durham's Drug Store, Curry, Pa., is employing the "James Blair" method of selling Phonographs which was described in detail in the June MONTHLY,—sending out a return postal which advances an offer to install a Phonograph and some Records on a week's trial free of charge and obligation. We look forward to hearing reports of flattering success from Mr. Durham.

H. S. Jones of Spencer, Iowa, took time from his canvass for the State Legislature to report that prospects for Fall and Winter sales of Edison goods in his locality never looked brighter than at the present time.

"Storck of Course"



His Novel "Edison Day" Window

"Storck of Course" (Frank G. Storck of Red Bank, President of the Eastern Talking Machine Dealers' Association) never does things by halves. So when he decided to inaugurate ten "Edison Days" at his store (from Aug. 20 to Sept. 1) he made up his mind that his windows should be dressed in keeping with the novelty of the scheme.

Taking a Record he sawed it diagonally across, sand-papered it down smoothly and glued it with ordinary hot glue, one piece on the inside and the other on the outside of the window, in such a manner that passersby would think it was stuck in the glass, as the cut shows. The Record, title outward, was high enough to be beyond the reach of the small boy. Imitation cracks were made with common laundry soap.

The illusion was a complete success and attracted a lot of attention, twenty different people calling up on the telephone within the first three hours to enquire how it was broken, etc. Another feature of his window that came in for its share of attention was one of the first models of Edison machines, made about 1877, on which tin-foil Records were used. This can be seen in the lower left-hand corner of the window.

Mr. Storck's "Edison Days" were very satisfactory both in point of Machine and Record sales and in number of "prospects" obtained. On Saturday afternoon and evening Records were made on the floor, and on Saturday evening, he says, it was simply impossible to take care of the people who came into his store to see how the stunt was done. Mr. Storck entertains a very high opinion of the value of such demonstrations from an advertising standpoint and intends to conduct another demonstration on a more elaborate scale in the near future.

Here's another Dealer who at first considered the Amberols too high-priced an instrument for his territory.—Mr. F. W. Musselwhite, Prince Albert, Sask.—but who was finally persuaded by our representative to give the instrument a trial. The result is disclosed by a recent letter from him of which the following is an extract:

"This is three Amberolas and one Home Cygnet I have sold this week. I do not tell you this news with any intention of boasting, as I feel that most of the credit belongs to your representative, Mr. DeAngeli, who persuaded me to try one. I personally considered them too high-priced for this part of the country, but how I was fooling myself! I am glad now I took his advice."

Three Amberolas in one week! It probably sounds incredible to some Dealers, but it's a fact nevertheless. Let's see, the sale of three Amberolas means a profit of three times $30.00, does it not? And the population of Prince Albert is what? 3,005, according to the 1910 Atlas!

We are going to let this incident pass without further comment on our part. The mere recital of it ought to reach a lesson so powerful to every thinking Edison Dealer that nothing we could say would in any way enhance its effect.

Selling the Goods

There are two injunctions which just at this time transcend in importance all other selling tips and arguments. They are—BE PREPARED AND ADVERTISE!

The one is inseparably allied with the other. If you haven't the goods to meet the holiday demand it is useless to advertise, and if you don't let the public know you are carrying the goods what's the use of all your preparation?

The trouble with many Dealers is that they don't realize the approach of the holiday season until it is upon them. When they do, there is a mad scramble after goods, some hastily prepared and consequently ineffective advertising is done—and the season passes into history, leaving in its wake dissatisfaction and remorse. *This* is the time to stock up and *this* is the time to advertise. Get your order to your Jobber and a holiday ad. to the paper *now*, and be the "early bird" to catch the annually increasing percentage of the public who prefer to do their holiday shopping early in the season.

And don't forget for an instant to plug that Promotion Plan for all its worth from now on until Christmas. It was made for this season of the year and if you overlook it you are making a grave mistake. The Promotion Plan, properly handled, means the appointment of just so many salesmen working in your territory *for you*. While your paid clerks are demonstrating your Machines to customers who know, or who are curious to know, about the Edison line, these self-appointed salesmen are working on the outside upon people who perhaps don't know or at least are not convinced of the value of a Phonograph in their homes. These salesmen will convince them by the most effective method—a practical demonstration.

Don't hesitate to ask for Promotion Plan printed matter and use it to the best possible advantage when you get it. The logical and proper way to use it just now is to mail it to Phonograph owners with a letter calling their attention to the ease with which the bonus can be won at this time of the year when people are especially susceptible to suggestions for Christmas gifts. Even if you have already circularized your mailing list with Promotion literature do so again. It is well worth the time and expense.

Without an Amberola in your holiday order it will be incomplete, and you will be doing yourself an injustice. Don't attempt to convince yourself, because you may happen to be located in a small town, that you have no market for the Amberola. That argument has been shot so full of holes that it is no longer tenable. There is a market for the Amberola *everywhere*. It's an instrument that *anyone* might well wish to possess. In the eyes of the holiday shopper—of the thoughtful parent, the man of family, seeking inspiration for something which will keep his home so attractive that his children will not look elsewhere for their entertainment and pleasure; of the music lover who wants to hear the vocal and instrumental gems of the great masters worthily reproduced in tones perfectly modulated for the home; of *anyone* susceptible to the charm of song and music interpreted by the truly great artists of the day through the medium of an instrument of incomparable beauty of design and finish—in the eyes of this great majority of the purchasing public the Amberola is an instrument to covet, and it will sell itself with little or no persuasion on your part.

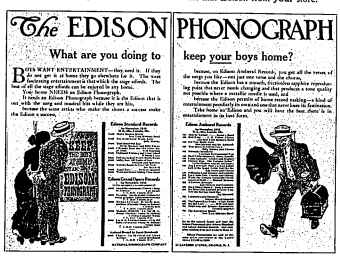
Don't forget the Combination Attachment Outfit offer in your holiday ads. and talks. If you haven't a supply of the Attachment Folders (Form 1778) on hand get some at once and include one with a letter on the Record Exchange Plan to owners of disused and "unamberolized" Machines. With that Plan pulling the idle Machines out of seclusion, the Combination Attachment offer will have only begun to do the work laid out for it.

Our Window Displays will not be ready for distribution for some time to come. Meanwhile don't neglect your windows. Remember that the public judges a merchant largely by his windows, for they invariably reflect the character of the proprietor and his stock. Keep your windows dressed with as much originality and artistic effect as you can bring into play from now on until the holidays.

And don't forget your window cards, suggestions for which, considering the field of subjects you have to draw upon, would be a reflection upon your intelligence.

Reproduction of our Double-Page November Magazine Ad

Millions of Holiday Buyers will see this Ad during the month, many of them in your territory. Tell them to take home that Edison from your store.



The Boston Mechanics' Exposition

It is estimated that approximately 60,000 visitors to this Exposition, which closed on October 29th, were entertained in the huge Edison booth alternately by Edison Phonograph concerts and Edison motion pictures. This estimate is based upon the seating capacity of the booth—300—where the "S. R. O." sign had to be displayed at each of the seven entertainments given daily. Quite naturally the Edison exhibit, which was the most pretentious and attractive at the Exposition, attracted the greatest interest on the part of visitors and was given the lion's share of attention by the Boston press.

It was the largest and most comprehensive display of the Edison line that has ever been made, and never has it been shown to better advantage. The moral effect of such a display upon the visitors at the Exposition can scarcely be estimated, but it is safe to say that each one left the building more firmly convinced than ever of the superior entertainment offered by the Edison line.

Big Edison Electric Sign One of New York's Attractions

The mammoth electric sign which was erected on the roof of the Hotel Normandie, New York, by the National Phonograph Co., for the purpose of exploiting the Edison phonographs and records, and which was illuminated for the first time on Saturday evening, June 18, is being regarded as one of the chief nightly attractions of Broadway. On any clear evening multitudes may be seen for blocks around observing and commenting upon this stupendous advertisement. It can be clearly seen and read within a radius of several miles.—*The Music Trades.*

"The Girl in the Train," British Amberol No. 12224, contains a number of the principal airs from the musical comedy of that name now playing to crowded houses at the Globe Theatre, New York City. The Record is exceptionally well rendered by the National (London) Military Band, with pleasing effects.

Send us your redeemed Promotion Certificates at least monthly, to complete our records

"Music Master" Horns

We ask the kind indulgence of the trade for the delay in filling orders for "Music Masters." So heavy a demand was not anticipated and we were consequently caught off our guard. We were further, handicapped by the manufacturers' inability to make deliveries as promptly as required. They promise us that the Horns will come along in good shape now, so that we anticipate no further trouble in filling orders as they are received.

We want to warn the trade, however, not to delay their holiday orders depending upon this promise. Last year's Cygnet Horn experience ought to be sufficient proof that promises can seldom be relied upon. Orders for "Music Masters" alone as well as for complete outfits of machine and horn should be filed by the earliest mail possible, so as to run no chances. They will be filled, of course, in the order of their receipt.

The following extract from a letter received from the Southern California Music Company is a sample of the many received at the factory and clearly indicates just how much of a "hit" the "Music Master" has made with the trade:

"It may interest you to know that Dealers in this section are taking very kindly to the new Music Master Horn and that we are getting advance orders without trouble wherever the Horn is brought to their attention. I believe it will hereafter form a very important feature in the equipment of Edison Machines."

Model "O" Going Big

"The best Reproducer you have ever placed on the market" is the consensus of trade opinion on the new Model "O." Orders for the new Reproducer, both separate and as part of Triumph and Idelia Attachments, are multiplying with every mail, and we are kept busy acknowledging the congratulations of Jobbers and Dealers who have heard it and are delighted with the incomparable beauty of reproduction it offers.

The salability of an Edison equipped with the Model "O" is more than doubled, and Dealers who are carrying in stock any Idelias, Triumphs, Alvas or Balmorals equipped with the old models are strongly urged to exchange such Reproducers for the Model "O" before the holiday trade starts in. The allowance made for the old style Reproducers in exchange was explained in detail in the September MONTHLY. Dealers, too, should lose no time in stocking up on Model "O" Reproducers and Attachments for the purpose of equipping Machines now in use. Both for the convenience of operation and the superior quality of reproduction it insures the new Reproducer will be appreciated wherever it is heard, and no Phonograph owner who once hears it and is aware of the fact that he can equip his Machine with the instrument at a reasonable exchange price will hesitate a moment before doing so.

About Shaving Devices

A recent inquiry from a Jobber suggests reiteration of the reason why shaving devices are no longer supplied with Edison machines.

When we changed the machines, removing the end gates, it was found that because there was not sufficient support to the mandrel blanks could not be shaved perfectly; hence the use of shaving knives was no longer deemed advisable. The only way to shave Edison Records at the present time is by the use of our shaving machine, as explained in the catalogue. One of these machines should be carried in stock by every Jobber and Dealer, and their readiness to shave blanks for customers properly advertised; for no feature of the fine centuries with it greater possibilities than does home recording.

Lost or Stolen Machines

The following machines have been reported missing by the trade since the notice which appeared in the October MONTHLY: Home No. 363,700 D; Standard Nos. 700,583 C, 713,078 and 715,421. Jobbers and Dealers are requested to keep on the lookout for these machines and to promptly communicate with our Agreement Dept., at Orange, any clue to their whereabouts, in order that immediate steps may be taken to restore them to their rightful owners.

In the October MONTHLY we reported Gem Phonograph No. 3,084,890 as missing. The number should have been 308,489 C.

A Reminder

Sales Department letter of October 12 cautioned Dealers to use extreme care in handling Cygnet Horn Outfits to see that Cygnet Horns with the old-style bolt suspension are furnished for use with machines provided with the old-style bolt suspension crane, and that Horns with the new style spring suspension are furnished for use with Machines equipped with new style spring suspension crane. Because of the extreme liability to oversight in this connection we repeat the caution, and also urge that Dealers familiarize themselves thoroughly with the instructions contained in the letter referred to.

Still After Price Cutters

We print below a copy of an order recently granted in the United States Circuit Court providing for the issuance of an injunction against John Rawling, Scranton, Pa., restraining him from further violation of our Dealers' Agreement by the sale of Edison Records at cut prices.

IN THE UNITED STATES CIRCUIT COURT,
MIDDLE DISTRICT OF PENNSYLVANIA.

NEW JERSEY PATENT COMPANY AND NATIONAL PHONOGRAPH COMPANY, *Complainants,*
vs.
JOHN RAWLING, *Defendant.*

In Equity on Letters Patent No. 782,375.

ORDER.

On filing and reading the Bill of Complaint of complainants, and the affidavits of Jesse W. Ayleworth, Albert C. Ireton, Edward E. Davidson, Frank E. Madison, William B. Tolmesdor, and Harry L. Hopper, and upon motion of Herbert H. Dyke, Esq., Counsel for Complainants, it

ORDERED that the defendant, John Rawling, show cause before this Court at a session thereof to be held in the Court Rooms thereof in the Post Office Building in the City of Scranton, Pennsylvania, at 10 o'clock, A. M., or as soon thereafter as counsel can be heard on Monday, the 31st day of October, 1910, why a preliminary injunction should not be issued against said defendant as prayed in said Bill of Complaint; and

It is further ordered that copies of and copies of the Bill of Complaint and affidavits, which are to be certified, upon the defendant on or before the 22nd day of October, 1910, shall be deemed sufficient service.

Defendant shall have until Friday, the 28th day of October, 1910, in which to file and serve such affidavits and briefs as he may desire to use in reply upon at the hearing upon the return of this order.

Complainants may file at the hearing any affidavits or other papers in rebuttal of any new matter set up by defendant.

And pending the hearing of the said motion for preliminary injunction herein and until the further order of this Court, the defendant, his agents, dealing, and representatives, attorneys, servants, clerks, agents and employees and each of you, take notice that you and each of you, are hereby expressly restrained and enjoined from advertising or offering for sale or selling or otherwise disposing of any Edison Standard (Two Minute Records for less than thirty-five cents (35c.) each, or any of said records for less than fifty cents (50c.) each, or any of said records otherwise than as provided in the notices affixed to the various commodities the same or otherwise than is permitted in the license agreements of said defendant, John Rawling, with the complainant, National Phonograph Company, dated the 2nd and 4th days of October and the 7th day of November, 1907.

R. W. ARCHBALD,
U. S. Judge.

Territory Covered By National Phonograph Company Salesmen

In order to protect the trade by eliminating the possibility of misrepresentation we print the following list of our salesmen and the territory assigned to each:

J. H. Altgelder—Missouri and Southern half of Illinois.
L. W. Bates—New Hampshire, Vermont and North Eastern New York.
C. A. Briggs—Kansas and Kansas City, Mo.
A. V. Chandler—City of Chicago, and Northern half of State of Illinois.
A. H. Curry—Oklahoma and Arkansas.
John de Angeli—Ontario, Alberta, Saskatchewan and Manitoba, Canada.
F. E. Dresser—Indiana.
L. E. Gressett—Louisiana, Mississippi and Texas.
L. B. Hatfield—Nova Scotia, Quebec, New Brunswick, Canada.
H. G. Hinkley—Iowa.
W. F. Hope—Wisconsin.
W. H. Hoyt—Michigan.
W. G. Jones—Indiana.
C. E. Lyons—Washington and Oregon.
E. A. Neff—Michigan.
C. W. Phillips—North Carolina, South Carolina, Georgia and Florida.
G. A. Renner—Nebraska, Colorado, Northern New Mexico and Southern Wyoming.
H. E. Sickels—Western New York.
H. S. Skelton—Massachusetts and Rhode Island.
J. W. Smit—Idaho.
J. B. Sims—Central and Western New York.
J. F. Stanton—Pennsylvania.
W. A. Volte—California, Arizona, Nevada and Southern New Mexico.

Suspended List, Oct. 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the same consideration by the Trade as if reprinted in full herewith.

XKH., **Hastings**—Chas. Kohl, D. Roberts.
HWA., **Grundy Center**—A. C. Schuster.
KANSAS, **Lebanon**—H. A. Nichols.
HA., **Alexandria**—Wm. Hilton.
HA., **Aberdeen**—D. Hilton.
SO. DAKOTA, **Bryant**—G. E. Bierstein.
PENN., **Parkville**—William Rawling.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other address.

Electros for Holiday Newspaper Ads

Every Dealer should have at least two of the stock electros described below for use with his holiday newspaper advertising. We will be very glad to send them free of charge on request, merely asking that we be furnished copy of the ads as proof that the cuts have been used. There are other and very suitable cuts in the catalog of stock electros, of which every Dealer should have a copy—and can have on application to the Advertising Department:

No. 625, 6" deep by 4" wide. Shows boy and girl with Christmas tree, their other presents untouched, likewise is not attention to the needs of their Edison. A very effective cut.

No. 626. Same cut, only smaller, 3" x 2".

No. 627. 4" x 3". "The Best Christmas Gift." Represents whole family—three generations—gathered about their Edison, their faces evincing the pleasure it gives them. Strongly suggestive of the Edison's place in the home circle.

No. 631. Same cut, 3" x 2".

No. 704. 4" x 4". Represents Santa Claus in the act of leading a young fellow's arms with Edison Phonographs and Records and a well-filled bag at his side. Full of Christmas cheer.

No. 703. Same cut, 2" x 2".

Advance List

Of Edison Amberol and Edison Standard Records for January, 1911

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before December 25th, 1910, all things being favourable, and they may be reshipped to Dealers at 8 A. M. on December 23th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on December 26th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after December 20th, but must not be circulated among the public before December 26th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on December 23th, for delivery on the morning of the 26th. Jobbers are required to place orders for January Records on or before November 10th. Dealers should place January orders with Jobbers before November 10th to insure prompt shipment when Jobber's stock is received.

Edison Grand Opera Amberol Records

30032 Pescatori di Perle—Mi par d'udir ancora (*Bizet*) — **Aristodemo Giorgini, Tenor**

United States list, $1.00; Canadian, $1.25.

Sung in Italian with orchestra accompaniment. What a difference in music between the Spanish "Carmen" and the Cingalese "Pearl Fishers." Bizet was indeed a musical genius, for his works teem with beautiful numbers. The "Pearl Fishers" contains some of his most ravishingly sweet music, of which this aria in which Nadir again recognizes in the priestess, watching over the destiny of the tribe, the voice of his lost Leila, is perhaps the very finest. Its interpretation requires sentiment of the most exquisite order, and Giorgini with his beautiful voice has done full justice to all its demands.

30033 Trovatore—Vanne Lasciami (*Verdi*) — **Marie Rappold, Soprano**

United States list, $1.00; Canadian, $1.25.

Sung in Italian with orchestra accompaniment. The scenes of the romantic story of "Il Trovatore" are laid in Spain, the home of the Gypsy. An old Gypsy woman, accused of bewitching the younger son of the Count di Luna, deceased, was burned alive. Her daughter, Azucena, in revenge stole Manrico, the cause of her mother's death, and threw him (as she thought) into the flames still burning in her mother's funeral pile. In reality she threw in her own son, discovering her mistake too late. She seizes Manrico—the Troubadour—and frees with him to her tribe, and with the subtle, lasting hatred of her race brings him up, to work her vengeance upon his own kindred. This is how it comes about. Manrico, now a knight skilled and daring, falls in love with the Countess Leonora with whom his brother, the Count di Luna, is already in love. Di Luna discovers that he has a successful rival and imprisons him as well as Azucena, his foster mother, who has been recognized as the abductor of Manrico. Di Luna has Manrico beheaded, drags Azucena to the window of her dungeon, and points out to her the dead body of him he supposes to be her son. "Manrico is thy brother!" she cries, and with a muttered "Mother, thou art revenged!" falls dead. Leonora has already poisoned herself. It is a lurid tale, and the talented American soprano, Madame Marie Rappold, renders sympathetically and effectively the heavy sorrows of the unfortunate Leonora.

30034 Traviata—Di Provenza il mar (*Verdi*) — **Ernesto Carrono, Baritone**

United States list, $1.00; Canadian, $1.25.

Sung in Italian with orchestra accompaniment. This opera is practically the story known on the English stage as "Camille." Alfred Germont, a young fellow of good family, has fallen in love with Violetta, one of the gay women of Paris. She returns his love, and at his urging agrees to give up her dissolute life. They take a house in the country, and are as happy as united hearts can make them. On his return from a trip to Paris, Alfred finds that during his absence his father has persuaded Violetta to leave his son and return to her old life in town. This was accomplished only by working on her love and sympathy for Alfred. The father, having separated them, makes every exertion to induce Alfred to return to his paternal home, picturing the happy days of his youth and childhood on the family estate in Provence, his own anguish and that of Alfred's sister, and the sorrow of his friends. This pathetic appeal is made by Signor Ernesto Carenon, the well-known baritone, whose resonant tones movingly depict the despair of the faithful old man.

(Always specify on your orders whether you want Amberol or Standard Records.)

35012 Il Flauto Magico—Aria della Regina (*Mozart*) — **Maria Galvany, Soprano**

United States list, $1.50; Canadian, $2.00.

Sung in Italian with orchestra accompaniment. Mozart took every advantage of his opportunity when he introduced us to the religious mysteries of ancient Egypt. Pamina has left her mother, Astrifiamente, The Queen of Night, to be trained in the ways of truth and virtue under the care of Sarastro, the High Priest of the Temple of Isis. Prince Tamino, at the request of the Queen, sets forth to induce Pamina to leave Sarastro, but falls in love with her and ultimately marries her. He thus fulfills his mission, but not in the way the Queen meant. Before he succeeds, however, he has many difficulties and troubles to overcome, but with the magic flute he need fear nothing. To its sweet power all evil and opposing forces yield. Mozart well understood the place of music in the world of emotion, and quite likely intended to symbolize it by the flute's efficacy in this opera. Madame Galvany has thrilled the audiences of Europe, and with her fine voice knows how to depict the murky passions of the unscrupulous queen.

40037 Lohengrin—Graleserzählung (*Wagner*) — **Karl Jörn, Tenor**

United States list, $2.00; Canadian, $2.50.

Sung in German with orchestra accompaniment. Romance, legend, knighthood pervade this so popular opera. Love, hatred, tenderness, deceit are the mainsprings of its action. Elsa, having allowed the seed of distrust implanted in her by Ortrud to overcome her promise not to ask Lohengrin, the son of Parsifal, whence he came, puts the fatal question. Her curiosity cannot be quieted by her faithful lover's tender warning and they must part. In beautifully measured strains, the Grail movement, Lohengrin tells those assembled of the magic cup and its wonders, and discloses his identity. Mr. Jörn may well claim to be one of the foremost Wagnerian interpreters, to which this Record bears witness.

Amberol Record by Sara Bernhardt

35013 La Samaritaine—(act 1) La Samaritaine recontre Jesus au puits de Jacob — **Sara Bernhardt**

United States list, $1.50; Canadian, $2.00.

Recitation in French. This impressive extract from "La Samaritaine" is one of the most vivid scenes this gifted author has ever depicted. The soul's history was being made when Christ sojourned among men, and there is no more affecting incident in His life outside of the tragic than His meeting and talk with Photine, the Samaritan woman, at Jacob's well. He has just dismissed the disciples and seated Himself by the well in deep reflection, when His attention is called to the shapely figure of Photine coming down the winding path, her water jar poised gracefully upon her head. She is so charming that he exclaims, "What beauty my Father has given these women!" It is this human side in Jesus that makes us real and intimate with the light-hearted woman of easy morals. She swings along, singing of her lover, lets the jar down into the well, draws it up filled with the precious fluid, places it upon her shoulder, and starts away, unmindful of Jesus. He is hot, tired and thirsty, and calls after her asking for a drink. She refuses Him, because there is no intercourse between the Jews and the Samaritans. This leads to the conversation so well set forth in the New Testament, and Jesus reminds her of her sins that bring the blush of shame to her cheeks. The dramatic situation is especially adapted to the powers and temperament of that immortal enchantress, Madame Bernhardt. Before her genius the centuries fall away, and we hear the voice of the alluring Photine as clearly as if we were waiting our turn at the well.

Edison Amberol Records for January, 1911

United States list, 50 cents; Canadian, 65 cents.

580 Softly, Unawares — **Sousa's Band**

A popular concert piece in gavotte tempo by the writer of the famous "Glow-Worm" (Amberol No. 61). It is graceful in its life, its rhythm is alert, and throughout the number there flows a fine vein of tunefulness. The treatment is typically *Sousaesque*. Composer, Paul Lincke; publishers, Joseph W. Stern & Co., New York City.

581 Love Dreams — **W. H. Thompson**

Baritone solo with orchestra accompaniment. Seated in the twilight's fanciful glow, a lover is conjuring up visions of the sweetheart and scenes of the dim past. Poetically meritorious, this charming love ballad is set to an appropriately slow, dreamy waltz melody. Mr. Thompson's singing as usual is delightful. Words, F. J. Crawford; music, Henriette Blanke-Belcher; publishers, Jerome H. Remick & Company, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

582 Every Little Movement — **Miss Narelle, Mr. Potter and Chorus**

The big song "hit" of "Madame Sherry," and the most popular song of the day. It is a satirical description of the new aesthetic dancing fad, set to a particularly catchy melody which captivates at first hearing. Miss Narelle sings the first solo, the chorus is then sung as a soprano and contralto duet and repeated by a chorus of mixed voices. Mr. Potter sings the second solo and is also assisted by a chorus of mixed voices in the refrain. Because of the popularity of the song this Record went on sale as a "special." Orchestra accompaniment. Words, Otto Hauerbach; music, Karl Hoschna; publishers, M. Witmark & Sons, New York City.

583 Mother Machree — **Will Oakland**

Counter-tenor with orchestra accompaniment. An Irishman's graceful tribute to his "Mother Machree" (literally, "Mother of My Heart"), who holds "a spot in his heart which no children may own." This pretty sentimental ilit is one of the song successes in Chauncey Olcott's new production, "Barry of Ballymore." It is especially well suited to Mr. Oakland's remarkable voice, and he has made a splendid Record of it. Words, Rida Johnson Young; music, Chauncey Olcott and Ernest Ball; publishers, M. Witmark & Sons, New York City.

584 Chanticleer Reel and Jig Medley — **Charles D'Almaine**

Violin solo with orchestra accompaniment. Mr. D'Almaine's latest arrangement of lively jigs and reels, some of which are of his own composition, while others are old-time favorites. Played in Mr. D'Almaine's artistic style, this Record ought to prove one of the most popular of its kind in the catalog; and, by the way, this type of Record has always been a big seller.

585 Bonnie Sweet Bessie — **Marie Narelle**

Soprano solo with orchestra accompaniment. A popular Scotch ballad which the trade has requested us time and again to catalog. Sung in Miss Narelle's finished style, with adequate feeling and accent of the best, the love story of the "Bonnie Lass o' Dundee," with its simple direct words and pleading melody, will tug at the heart-strings of its listeners. Words, Arabella Root; music, J. L. Gilbert; publishers, White-Smith Music Pub. Co., New York City.

586 The Musical Wizard and the Bell-Boy — **Spencer and Campbell**

A clever musical act interspersed with witty dialogue describing the arrival of a German orchestra at a hotel, where it develops that the bell-boy is a musical genius. The instruments played and the order in which they appear are as follows: banjo and chimes duet; xylophone duet; cornet with mute, and trombone and cornet duet. The selections played are all well-known standard airs and the performance is highly artistic. Author, Len Spencer.

587 Ana—Intermezzo — **Edison Concert Band**

This light, graceful intermezzo is an irresistible piece of writing which contains the calibre of music the beauties of which are not exhausted at a single hearing. It is one of the most popular intermezzos of the day, played by all the best orchestras and bands everywhere—here by one of the very best. Composer, Herbert Ingraham; publisher, Shapiro, New York City.

***588 You'se Just a Little Nigger, Still You'se Mine, All Mine** — **Ada Jones**

A typical darkey lullaby with a quaint, pretty melody, such as the old plantation "mammy" used to croon over the cradle of her pickaninnies. Miss Jones' rendition is a work of art, her inflection and dialect being genuinely "darkey." The many requests for more "plantation darkey" melodies indicate the return of that type of song to popularity. Orchestra accompaniment. Words and music, Paul Dresser; publisher, Herbert H. Taylor, New York City.

589 Tarry with Me — **Anthony and Harrison**

Tenor and baritone, with orchestra accompaniment. It seems superfluous to ever praise the work of these excellent artists, but there are occasions when they seem to excel all their previous efforts, and this is one of them. Music, O. Nicolai; publishers, Oliver Ditson Company, Boston, Mass.

590 Silver Bell—Indian Intermezzo — **American Standard Orchestra**

Not content with this popular number in its vocal garb (Amberol No. 576), many of the trade insisted upon its appearance as an instrumental Record, and here it is. We should not have responded to this suggestion, of course, were we not convinced that its present great popularity will continue indefinitely. As in the vocal Record, a bells solo forms a pleasing feature of the performance. Composer, Percy Wenrich; publishers, Jerome H. Remick & Co., New York City.

591 Out on the Deep — **Peter Dawson**

Bass solo with orchestra accompaniment. This fine song of the deep by Lohr affords Mr. Dawson a further opportunity of proving his worth as a sterling vocalist and effective Recordmaker. The broad legato phrases suit his style admirably and serve to bring out the fullest strength and timbre of his magnificent voice. This selection is No. 12225 in the British Catalog. Publishers, Enoch & Sons, London.

* This selection will be illustrated on the cover of the December PHONOGRAM.

(Always specify on your orders whether you want Amberol or Standard Records.)

592 Kerry Mills' Barn Dance — **Collins and Harlan**

"Rube" duet. A pleasing change from the customary Collins and Harlan offering which gives the popular entertainers an opportunity to demonstrate that their repertoire is not confined to "coon" duets. The air to which the song is written is known the country over as the most delightful of all barn dances. Collins and Harlan sing it with their usual exuberance and manage to sandwich in a lot of funny "business." Orchestra accompaniment. Words, Thurland Chattaway; music, Kerry Mills; Publisher, F. A. Mills, New York City.

593 Invitation to the Waltz — **National (London) Military Band**

Weber's "Invitation to the Waltz" was originally composed for the piano, and has proven a stumbling block to thousands of would-be Paderewskis. To hear the National Military Band surmount its technical difficulties is a treat in store for the music lover. The recording is in every way worthy of the composition and its execution. No. 12231 in the British Catalog.

594 The Girl of My Dreams — **Herry Anthony and Chorus**

The title song and principal sentimental "hit" of the musical play, "The Girl of My Dreams," which is on its way East after scoring a remarkable success in Chicago, and one of the daintiest combinations of words and melody imaginable. A lover's fervid tribute to the charms of his sweetheart—the dream girl of his boyhood days—set to an exquisite waltz air which swings to a pretty two-step melody in the chorus. It is a Record of more than ordinary beauty, for which reason it also went on sale as "special." Orchestra accompaniment. Words, Otto Hauerbach; music, Karl Hoschna; publishers, M. Witmark & Sons, New York City.

595 German Yodle Songs — **George P. Watson**

In this medley, which is sung in German, are introduced three favorite old yodle songs which are perennial favorites the world over—"Der Wasserfall," "Du, Du Liegst Mir in Herzen," and "Doctor Eisenbart." Sung in excellent voice and in Mr. Watson's faultless style, this Record is a treat for the lover of the old-time melodies. Orchestra accompaniment.

596 Sweet Dreams of Home — **Charles Daab**

Bells solo with orchestra accompaniment. Candor will compel the recognition of Mr. Daab's bells and xylophone Records as the finest of their kind ever produced. His skill as a player is no less remarkable than the wonderfully clear and natural reproduction he obtains at the hands of our recording experts. The selection itself is a catchy bit of music in two-step tempo which is particularly agreeable as a bells solo. Composer, H. Engelmann; publishers, M. Witmark & Sons, New York City.

597 That's Yiddisha Love — **Edward Meeker**

Comic song. Morritz had been cautioned to conduct his love affairs on a strictly business principle, but disregarded his father's advice with the result disclosed by the song, which is very funny and tuneful as well. Particular attention is drawn to the novel orchestra accompaniment. Words and music, James Brockman; publishers, M. Witmark & Sons, New York City.

598 Home, Sweet Home — **Knickerbocker Quartet**

Male voices, unaccompanied. John Howard Payne's immortal creation, whose inspired words and music are cherished in every civilized land for the memories and associations it awakens, is here sung in sweetest harmony by voices which blend in a manner befitting the grandeur of its sentiment and melody.

599 Moonlight in Jungleland Medley — **New York Military Band**

A medley written in schottisch tempo and comprising two popular vocal numbers in the Edison Catalog—"Moonlight in Jungleland" (Amberol No. 415) and "There's No Girl Like Your Old Girl" (Amberol No. 459). As a single instrumental selection these numbers will prove equally as acceptable to the Phonograph public as did the vocal Records. Composers, Dempsey & Schmid; publishers, H. A. Weymann & Sons, Philadelphia.

Edison Standard Records for January, 1911

LIST: U. S. 35c; CANADIAN, 40c

10456 Farandole from "L'Arlésienne" — **Victor Herbert and His Orchestra**

"L'Arlésienne" by G. Bizet, is the incidental music to Daudet's drama of that name, produced in 1872. It was his most successful work prior to his famous opera "Carmen." *As a suite de concert* it is a favorite orchestra work, and "Farandole" is a popular number of the celebrated *suite*. Played in their usual brilliant style and with good volume, this selection is a delectable offering by Herbert and his incomparable artists.

(Always specify on your orders whether you want Amberol or Standard Records.)

10457 All That I Ask of You Is Love — **Helen Clark**

Mezzo-soprano with orchestra accompaniment. A sentimental song of the better class with an attractive, pleading melody, which is rapidly winning vogue. Miss Clark possesses a mezzo-soprano voice of velvety quality and an easy, artistic style, which have won her an enviable reputation in concert and church work. Her first Record for the Edison catalog was Amberol No. 570, "The Man in the Silvery Moon." Words, Edgar Selden; music, Herbert Ingraham; publisher, Shapiro, New York City.

10458 You're Mine, All Mine — **Ada Jones and Billy Murray**

Conversational duet with orchestra accompaniment. A story of boy-and-girl flirtation with the usual result. The characters are excellently well assigned and it is hard to convince oneself in hearing the Record that it is not actually being sung by a maid and youth of tender years. The delightful "swingy" melody of this song is carrying it to popularity. Words, Richard Henry Buck; music, Theodore Morse; publishers, Theodore Morse Music Co., New York City.

10459 Flanagan's Courtship — **Steve Porter**

Vaudeville sketch. In his inimitable style our old friend Flanagan tells us how he came to marry "Pauline Joy," who objected to his calling her "a thing of beauty," perhaps because of the harrassing fear that she might remain "a *Joy* forever." After a raft of like comicalities, Flanagan recites a pathetic poem entitled "The Rat in Pauline's Hair." A very entertaining and sure-to-be-popular Record. Composer, Steve Porter.

10460 The Bell Gavotte — **Charles Daab**

Bells solo with orchestra accompaniment. A graceful, sprightly number in gavotte tempo executed by Mr. Daab with the same superior artistic skill which has made his previous Records notable. Composer, M. Watson; publisher, W. H. Cundy, Boston, Mass.

10461 Dear Old Ma — **Will Oakland**

Counter-tenor solo with orchestra accompaniment. A song of tenderest sentiment—a son's reverential memory of a mother's loving care awakened by her empty chair standing in the fire-light's soft glow—framed in an appropriately sweet, flowing melody. Mr. Oakland's singing is thoroughly in sympathy with the sentiment of the song. Words, Bartley Costello; music, Ernest R. Ball; publishers, M. Witmark & Sons, New York City.

10462 Wonderful Words of Life — **Anthony and Harrison**

Baritone and tenor with orchestra accompaniment. Among devotional numbers this well-known hymn has always held a favorite place, and the interpretation given in this instance will be found in every respect worthy of the selection. Words and music, P. P. Bliss.

10463 Rag Baby's Gwine To Be Mine — **Maude Raymond**

Coon song. The prospect of soon claiming his "Rag Baby" on the Mississippi shore is the inspiration of this coon's exuberance of spirits, expressed in typical darkey dialect and animated two-step melody, full of vim and tune. Maude Raymond, the perennial vaudeville and musical comedy favorite, sings it in her most entertaining style. Words, Ballard Macdonald; music, Libbie Lee; publishers, Jos. W. Stern & Co., New York City.

10464 Cotton Time — **Collins and Harlan**

Coon duet with orchestra accompaniment. A vision of the Louisiana cotton fields in "cotton time" is offered in this tuneful number, made more realistic by steamboat whistles, clog effects, etc. The song has a rattling good two-step swing. Words, Earl C. Jones; music, Chas. N. Daniels; publishers, Jerome H. Remick & Co., New York City.

10465 Southern Ideal March — **United States Marine Band**

A vigorous, virile march of good tone and volume. Its animated rhythm is well defined by this famous organization whose playing is marked by snap and precision. Composer, J. C. Heed; publisher, Carl Fischer, New York City.

Foreign Records for November, 1910

AMBEROL: U. S. LIST, 50c; CANADIAN, 65c
STANDARD: U. S. LIST, 35c; CANADIAN 40c

BRITISH RECORDS FOR NOVEMBER

AMBEROL (FOUR MINUTE).

12234 "Zampa" Overture, *Herold* National Military Band
12235 A Sergeant of the Line, *Squire* Stanley Kirkby
12230 Mother's Had a Row with Father, *Harrington, Collins and Godfrey* Florrie Forde
12237 Simple Aveu (Simple Confession), *Thomé* Alhambra Orchestra
12238 We'll Treat You Like One of Our Own, *Murphy and Lipton* Jack Pleasants
12239 Anchored, *Watson* Peter Dawson
12240 In the Land Where the Heather Grows, *Godfrey and Dibdin* Jack Lorimer
12241 Bluette, *Chaptal* Alhambra Orchestra
12242 My Regiment, *Barnes and Wrotes* Tom Woodwell
12243 "Carmen" Selection, *Bizet* National Military Band
12244 Chonta Dance, *Dunkels* National Military Band
12245 Singer was Irish, *Murphy & Castling* Peter Dawson
12246 Choristers Waltz, *Phelps* Alhambra Orchestra
12247 O Holy Night (Christmas Song), *Adam* David Brazell
12248 Church's One Foundation (Arranged by E. W. Seymour) National Military Band

(Always specify on your orders whether you want Amberol or Standard Records.)

STANDARD (TWO MINUTE).

14018 The Yule Log, *Sullivan* National Military Band
14010 Flanagan, *Murphy and Letters* Stanley Kirkby
14020 Mr. Dooley's Courtship Millarney, *Millarney, Laurence and Gifford* Ernest Pike
14021 If I Tell You, *Wenzell and Weston* Tom Westwell
14022 Meistersinger March, *Bergmann* (Cancertina) Alexander Pyfaro
14023 Don Dan, *Walters and Heber* Florrie Forde
14024 Hen-Scape, *Osborne* Max Albert
14025 When the Sun Goes Down in Splendor, *Solman* Peter Dawson
14020 I Don't Care What Becomes of Me, *Fred Hoye* Arthur Osmond
14027 The Blarney Stone—Two-Step, *Engleman* National Military Band

GERMAN RECORDS FOR NOVEMBER

AMBEROL (FOUR MINUTE).

15119 Unser den Schwingen des deutschen Aars, *Neuenmiehl* Jch. Strauss Orchestra
15120 Albertiel Bildchen, Couplet Hans Bilabel
15121 Ihr zuckersüsses Mad'rln, Walzerlied, *F. Abbé* Ernst Borden
15122 Ich bete an die Macht der Liebe, *Beethovenky* Nebe Quartet
15123 Der arme Peter, Lied, *Schumann* Alice Sanden
15124 Man ist nur einmal jung, Couplet, *R. Fall* Arnold Rieck

STANDARD (TWO MINUTE).

16162 Schöne Frauen, Walzer, *W. Heyn* Jch. Strauss Orchestra
16163 Der Liebe Schatz vom Stephansplatz, *Jos. Hauzmann* E. Dorowski
16164 Auguste, wie Sentiment du die, Couplet Harry Arndt
16155 Bin ein's Rinds der Welt mit Dir (Cornet), *Ernest R. Ball* C. Hüter
16166 Waldeinsamkeit, Lied, *N. Reger* Flora Wolff

FRENCH RECORDS FOR NOVEMBER

AMBEROL (FOUR MINUTE).

17085 Héroïdale—Fantaisie, *Herzaud* Garde Républicaine Band
17080 Le Départ Cabot, *Lust-B. Bousnagel* Paul Lack
17086 L'Immortel, *G. Rupès* Louis Dupuoy
17088 Le Carnaval de Venise, *Danbierfl* Achille Bérard
17060 La Cavalerie, *Faroy* Lucien Lord
17050 Carmen—Habanera, *Bizet* Juliette Dyrd
17091 Lincoln, *H. Paradis* Garde Républicaine Band

STANDARD (TWO MINUTE).

18153 Hop! Eh! Ah! Eh! Oh! *Bene & Flynn* Paul Lack
18154 Renard Hardwell'Bleue, *Revelieux* Adolphe Bernard
18155 La Tempérance, *Nivoloy* Dufurene
18156 L'Amour qui rit, *Christiné* Lucien Rignon
18157 Nous sommes les troufions, *Cayron and Christiné* Gabriel Miller

MEXICAN RECORDS FOR NOVEMBER

AMBEROL (FOUR MINUTE).

6111 Cobles de Oro—Polka, *A. Pacheco* Banda de Artillería

6112 Inmortales—Cuplés del Hombre Gordo, *Torregrosa; Valverde, Núñez; Jiménez; López* Pablo García Badil

6113 Hermosa Primavera—Canción Popular, *Arreglo de R. Rosado* Mexican Typical Band

6114 Hispano-Americana—Two-step, *L. G. Jarid* Quinteto Instrumental Jarid-Rocabruna

STANDARD (TWO MINUTE).

20357 En los Campos Mexicanos, *E. Valdespefiel* Orquesta Típica Mexicana Yáñez

20358 Son los Sentimientos que Pasan *Amado Nervo* (Huchuetlan) Leopoldo Gutiérrez Lara

20359 Guajiras Populares, *Arreglo de R. Bonyer* Rafael Besares

Special Foreign Amberol and Standard Supplement

We are preparing the following Special Supplement of seven Hebrew and six Italian Records, which will be shipped via freight with the January Advance List to any one territory at the same time. Special printed matter will accompany the orders, *which may be placed on sale as soon as received.*

These Records have been selected and recorded with unusual care and have been pronounced by competent Hebrew and Italian critics to be of an exceptionally high standard. They should prove very attractive to that portion of the Edison public they are intended to interest, and Dealers who are in a position to command any portion of such trade should lose no time in placing an order for the Records end in giving them all possible publicity.

Because of the special printed matter which accompanies the Records they will not appear in the regular Monthly Supplement, and Dealers are requested to make note of the fact that this method of listing Foreign selections will be followed in the future.

PRICES:
AMBEROL: U. S. LIST, 50c; CANADIAN, 65c
STANDARD: U. S. LIST, 35c; CANADIAN, 40c

HEBREW SELECTIONS

Sung by Solomon Smulewitz
Orchestra accompaniment

AMBEROL

10006 **Blumenskranz** (*Smulewitz*)
10007 **Das Thilem'l** (*Smulewitz*)
10008 **Der Eneg Schabes** (*Rumshisky*)

TWO MINUTE

21020 **Spinzes Lich Betschen** (*Smulewitz*)
21021 **Shotet Zich On** (*Perlmutter & Wahl*)
21022 **Oi is dos a Mame** (*Moguleshp*)
21023 **Luft, Luft, Luft** (*Smulewitz*)

ITALIAN SELECTIONS
(Neapolitan dialect)

Sung by Francesco Daddi
Orchestra Accompaniment

AMBEROL

7505 **'Na Cammarella!** (*Falco*)
7506 **Luce Mia!** (*Fonzo*)
7507 **Nutizia 'e sentimento** (*Capolongo*)

TWO MINUTE

20610 **Manella Mia!** (*Viafora*)
20611 **Pastorale** (*de Leso*)
20612 **'A Surrentina** (*de Curtis*)

(Always specify on your orders whether you want Amberol or Standard Records.)

Jobbers of Edison Phonographs and Records

ALA., Birmingham—Talking Machine Co.
Mobile—W. H. Reynolds.
Montgomery—R. L. Penick.
ARK., Fort Smith—R. C. Bellinger Music Co.
CAL., Los Angeles—Southern Cal. Music Co.
San Francisco—Pacific Phonograph Co.
COLO., Denver—Denver Dry Goods Co.
Hext Music Co.
CONN., New Haven—Pardee-Hilenberger Co.
D. C., Washington—E. F. Droop & Sons Co.
GA., Alanta—Atlanta Phonograph Co.
Phillips & Crew Co.
Waycross—Youmans Jewelry Co.
IDAHO, Boise—Eller's Music House
ILL., Chicago—Babson Bros.
Lyon & Healy.
James I. Lyons.
Montgomery Ward & Co.
Rudolph Wurlitzer Co.
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Putnam-Page Co., Inc.
Quincy—Quincy Phonograph Co.
IND., Indianapolis—Klipp-Link Phonograph Co.
Wulschner-Stewart Music Co.
IOWA, Des Moines—Harger & Blish.
Fort Dodge—Early Music House.
Sioux City—Early Music House.
KY., Louisville—Montenegro-Riehm Music Co.
LA., New Orleans—William Bailey.
National Automatic Fire Alarm Co.
Philip Werlin, Ltd.
MAINE, Bangor—S. L. Crosby Co.
Portland—Portland Sporting Goods Co.
MD., Baltimore—Cohen & Hughes.
E. F. Droop & Sons Co.
MASS., Boston—Linscott Sporting Goods Co.
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Worcester—Iver Johnson Sptg. Goods Co.
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MINN., Minneapolis—Minnesota Phono. Co.
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MO., Kansas City—J. W. Jenkins' Sons Music Co.
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St. Louis—Koerber-Brenner Music Co.
Silverstone Talk. Mach. Co.
MONT., Helena—Frank Bauer.
NEB., Lincoln—Ross P. Curtice Co.
H. R. Heinz Phono. Co.
Omaha—Nebraska Cycle Co.
Shultz Bros.
N. H., Manchester—John B. Varick Co.
N. J., Hoboken—Eclipse Phono. Co.
Newark—A. O. Petitt.
Paterson—James K. O'Dea.
Trenton—John Sykes.
N. Y., Albany—Finch & Hahn.
Brooklyn—John Ross.
Buffalo—W. D. Andrews.
Neal, Clark & Neal Co.
Elmira—Elmira Arms Co.
Gloversville—American Phono. Co.
New York City—Bradman Talking Machine Co.
J. F. Blackman & Son.
I. Davega, Jr., Inc.
S. B. Davega Co.
Jacot Music Box Co.
Victor H. Rapke.
Siegel-Cooper Co.
John Wanamaker.
Oswego—Frank E. Salway.
Rochester—Talking Machine Co.
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Toledo—Hayes Music Co.
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OREGON, Portland—Graves Music Co.
PENNA., Allentown—G. C. Aschbach.
Easton—The Warner Co.
Philadelphia—Louis Buehn & Bro.
C. J. Heppe & Son.
Lit Brothers.
Penn Phonograph Co.
John Wanamaker.
H. A. Weymann & Son.
Pittsburg—Standard Talk. Mach. Co.
Scranton—Ackerman & Co.
Technical Supply Co.
Williamsport—W. A. Myers.
R. I., Providence—J. A. Foster Co.
J. Samuels & Bro.
TENN., Knoxville—Knoxville Typewriter and Phonograph Co.
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O. K. Houck Piano Co.
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El Paso—W. G. Walz Co.
Fort Worth—D. Shepherd & Co.
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Salt Lake City—Consolidated Music Co.
VT., Burlington—American Phono. Co.
VA., Richmond—C. B. Haynes & Co.
WASH., Seattle—Eller's Music House.
Spokane—Spokane Phonograph Co.
WIS., Milwaukee—Laurence McGreal.
CANADA, Quebec—C. Rebitaille.
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—M. W. Waitt & Co., Ltd.
Winnipeg—R. S. Williams & Sons Co. Ltd.
Babson Bros.
Calgary—R. S. Williams & Sons Co., Ltd.

The EDISON PHONOGRAPH MONTHLY

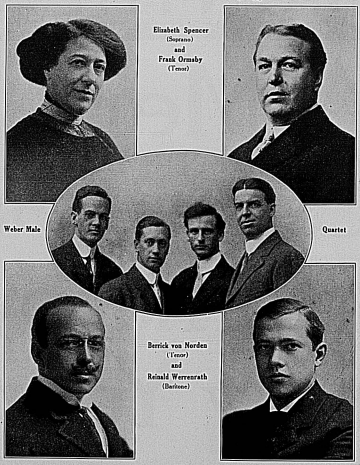
A Merry Christmas and a Happy New Year

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New Domestic Record Talent

Whose Records Are a Feature of the February Supplement.



The EDISON PHONOGRAPH MONTHLY

Published by the National Phonograph Co., Orange, N. J.

NATIONAL PHONOGRAPH CO., LTD., VICTORIA ROAD, WILLESDEN, LONDON, N. W.
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MEXICAN NATIONAL PHONOGRAPH CO., MEXICO CITY.
COMPANIA EDISON HISPANO-AMERICANA, VIAMONTE 515, BUENOS AIRES.
EDISON GESELLSCHAFT, M. B. H., 10 FRIEDRICHSTRASSE, BERLIN.
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All communications to *The Phonograph Monthly* should be addressed to the Advertising Department, Orange, N. J.

Vol. VIII. DECEMBER, 1910 No. 12

That You May Have Cause To Be Merry

An early start, confidence to burn, hard, intelligent and persistent work, and loads of enthusiasm—these are the essentials which you and everybody in your employ must recognize if you would handle the holiday trade with real, unstinted success.

Only three weeks intervene between now and Christmas. The first two are the best for the Phonograph Dealer, for the week immediately preceding the eve of Christmas rounds up for the most part either the shoppers who turn to the Phonograph as an eleventh-hour inspiration or such as have already been induced to select one as a Christmas gift by the advertising and salesmanship of the weeks just previous. You don't want to depend upon the former class, for they are fickle to say the least, but you *do* want to get after the latter, because while you are "burning it into them," you are also appealing to the early holiday shoppers who are making their selections in advance of the big rush. And don't forget that the public is doing its holiday shopping earlier ever year; the "last minute" shopper is fast becoming a *rara avis*.

Your confidence must assert itself in every necessary detail of preparation for the start—your stock, your advertising, your sales force, etc.—but, over and above all other things, it must be manifested by a good, representative, generous stock of goods. No truer words were ever spoken than that "confidence begets confidence." If you prove *your* confidence by displaying everything in your store that is carried in your catalogs, you may rest assured that the public will imbibe deeply of the confidence in you and your goods which you thereby inspire. If your stock is incomplete or inadequate now, wire or 'phone your Jobber to-day for a rush express shipment, in order that your early start may be supplemented by the necessary confidence.

Make your clerks work hard, intelligently and persistently. Insist on an orderly, well kept stock and demand patience, tact and courtesy in their treatment of customers. A customer deserves to have shown and explained every detail of the article he is contemplating a purchase of; and there are so many attractive and exclusive features of the Edison line. Moreover, they are all so important that none can safely be slighted. Your clerks—even those who are employed extra for the holidays—should be familiarized with at least the most important of these features and taught to demonstrate them and use them as sales arguments. They should be impressed with the necessity of explaining intelligently and patiently to every customer wherein lies the superiority of the Edison line.

There isn't another article on the market that compares with the Phonograph as a holiday seller, and there are few lines that are better advertised. The Edison Dealer, therefore, has every reason to be enthusiastic, for with the Edison he has a clear sales advantage over his competitors. The public *knows* that the Edison is the original Phonograph, improved and perfected by its inventor, and they are told by our advertising that the instrument has just the right volume of sound for the home, that it has a sapphire reproducing point which does not scratch, wear out or need changing, and that it is the *only* Phonograph that permits of home record making.

It, therefore, becomes necessary for you only *to prove* that what we say is true. If you apply yourself to the task with enthusiasm, with persistence and confidence, and begin to do it now—*to-day*—you will have plenty of cause to rejoice when the bells peal forth their glorious message of peace and good will on Christmas morn.

Loosen Up, Mr. Dealer, Get the Christmas Spirit

Everybody's hand is in his pocket at this time of the year to buy somebody else a Christmas gift—yours as well as the rest. This is the joyful season—the time to give and take, to receive and reciprocate, to offer and accept holiday presents and greetings. It's a good old custom at that, for it makes the milk of human kindness flow more freely and brings to us all the realization that it's a pretty decent old world after all.

You're thinking of what you are going to buy your friends and, *vice versa*, they're thinking of a suitable present for you; which leads us to wonder what you are going to buy an old and faithful friend of yours—CHRISTMAS ADVERTISING.

We know and you know that his present to you is always many times the value of what you offer him; so why not make it an exceptionally good one this year on both sides? You loosen up, and you'll find that he'll reciprocate in kind. Let the spirit of the holiday hit you a little harder this year than ever before. Dig a little deeper into your pocket for your Christmas ads. If you have been in the habit of using single column space in previous years, *double up* this year—spread your ads over two columns or more—and make them deep enough to tell your story comprehensively and convincingly, with space for illustrations besides. Don't consider the increased space so much more expense, for it is distinctly *not* expense, it's an investment that will pay you manifold.

Remember that your advertising is not only in many cases the sole communication between you and a big majority of the purchasing public, but it is also the standard by which they judge you and your ability to offer them what they want. If you are carrying a good stock, therefore, an insignificant, inadequate ad. is a decided injustice to yourself and your business. It gives your competitor, who may not be nearly as well equipped to supply the trade as yourself, a great big advantage over you. Make up your mind this year that you won't give him that advantage, and prepare to advertise between now and Christmas as you have never advertised before.

If you are in need of cuts, decide to-day what you need and write use or send us a special delivery. They will go forward at once free of charge. You will find Amberola cuts illustrated in the October Monthly, suitable Christmas cuts in the November number, and others still are shown on page 13 of this issue. We have many other cuts of all types of machines and accessories which we will gladly furnish on request. All you have to do is to let us know in a general way what kind of an ad. you expect to run and about how much space you intend to use. We'll undertake to supply appropriate cuts.

Don't disregard the advice, Mr. Dealer—loosen up and see how your old friend, CHRISTMAS ADVERTISING, returns the compliment.

Is there "an Edison Phonograph for every pocketbook" in your stock?

Two More "Specials"

This is to remind you that Amberol Records Nos. 601, "Alma—"Alma, Where Do You Live?" and 617, "Kiss Me, My Honey, Kiss Me," leave the factory within the next day or two with the January Records, to go on sale as soon as received. The usual printed matter—folder and hanger—accompany them. If your Jobber hasn't your order now for both Records and printed matter, make it out and send it just as soon as you read this. Further delay will keep you off the ground floor, and you'll lose the benefit of the first popularity of these numbers.

Both Records are splendidly done. The "Alma" song is rendered exactly as it is sung in the now internationally famous production, and by artists whose pleasing voices and style will win them immediate favor with your customers. This song is the better known of the two in the East, while the opposite is true of "Kiss Me, My Honey, Kiss Me," which is now being featured in "Jumping Jupiter" on Western tour. The performance of the latter is in Jones and Murray's best style, the arrangement being very like that of "Silver Bell."

Now that this plan of advancing the shipping and selling date of popular numbers is an established thing, we would again urge the expediency of placing a standing order with your Jobber to cover all such "Specials," which would relieve you of further trouble in the matter and insure your early receipt of the Records.

"Music Master" Horns are breaking all records in the sales line. Have you a stock for the holidays?

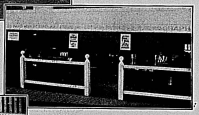
WANTED—Dealers in all cities not now represented to handle the Edison Business Phonograph. The demand for this up-to-date device for handling business correspondence is rapidly growing and Dealers who take on this line now will not only profit from the start but will have a franchise that will be more and more valuable as time passes. Write for particulars to Edison Business Phonograph Co., Orange, N. J.

Some Views of the Big Edison Exhibit

at The Boston Mechanics' Exposition, Boston, Mass., October 3-29



Edison Storage Battery
Edison Primary Battery
Edison Kinetoscope
(Main Floor, Left of Stage, Grand Hall)



Edison Business Phonograph
Bates Hand Numbering Machines
(Main Floor, Right of Stage, Grand Hall)



Showing Approach and Entrance to Stage of Grand Hall, in the vestibule and about the sides of which Edison Phonographs and Accessories were displayed.



Interior view of Stage of Grand Hall. It is estimated that almost 100,000 visitors to the Exhibition were entertained here by Edison Phonograph Concerts and Edison Motion Pictures.



A Group of Edison Representatives. Upper row: Geo. W. Holden, (Edison Storage Battery Co.); H. Landeman, (Bates' Mfg. Co.); Thos. Devine, (Nat. Phono. Co.); L. P. Deschinet, (Edison Business Phono. Co.). Lower row: F. L. Haugh, Jr., (Edison Mfg. Co.); H. R. Shelton, (National Phono. Co.).

Your Best Holiday Investment—The Amberola

Why? Because it is a double investment—it has a maximum of advertising as well as sales value.

It is the best possible ad. your store could have, because the public is always eager and anxious to see the latest product of the Edison Laboratories; and the millions who read the big magazines and national weeklies know from our advertising that the Amberola is Edison's very latest creation in the Phonograph line. They are further told that it is the most perfect sound-reproducing instrument, tonally and artistically, that has yet been placed on the market—that its tones are marvellously clear, mellow and natural, its volume exactly what is wanted in the home, its design original and exclusive, and its finish an artistic triumph—and they are naturally curious to see what this wonderful instrument is like. Many of those people are in your locality, a your very door: if they knew that you could satisfy their curiosity by a practical demonstration of the Amberola, would they wait for an invitation to visit your store for that purpose? True that a certain percentage of such people will feel that they can't afford to buy an Amberola. But haven't you all the other types of Edison Phonographs, differing principally in design and finish from the master creation and each one a perfect instrument in itself, with which to tempt them into a purchase? *To get the purchasing public into your store is the main object*, and if the Amberola does exactly that—if it proves to be the lodestone that draws the customers in—it is the best possible ad. you could employ, is it not?

We want you to consider the Amberola from an advertising standpoint, Mr. Dealer,—in fact we want you to consider it from *every* standpoint. We want you to look the proposition squarely in the face now at the start of the holidays and leave yourself open to argument while you are doing it. We contend that there *is* a market in your town for the Amberola—that there's a market for it *everywhere* that song and music and fun and entertainment are welcome in the home life, and that an instrument of its surpassing beauty of design and finish and incomparable tonal charm is appreciated—and we back up our argument by the strongest, most convincing of proofs—the experience of others—FACTS. We cite you bona fide instances, and we could cite many more, where Amberolas have been sold without difficulty in towns of 150 population and less. Could you ask for better proof than this? Not with reason. And do you know why Amberolas sell in these towns? Because the Dealers *knows* their fields—they know who can afford to buy the instrument, and they pick out their customers in advance. Isn't a sale the logical sequence of such a method? Couldn't you apply such a method to your own locality?

You *can* sell Amberolas in your town, Mr. Dealer, not only to people of wealth but to those of moderate means, and it's only a question of moral courage on your part whether you make the attempt or not. We are not attempting to unload a high-priced instrument on you. That's not the Edison way of doing business. We *do* want you to prove to your own satisfaction, however, that you can sell Amberolas, and thus realize anew the possibilities of the Edison line. We want you to grasp your opportunity now, during the holidays, by investing in an instrument which will not only sell itself but which, by force of its advertising value, will help you in the sale of the other Phonographs and Accessories of the Edison line.

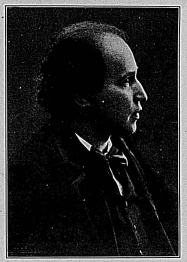
Edison Window Displays

The work of organizing our Department of Window Display and Interior Arrangement is progressing very nicely, and it looks now as though we will be in a position to make a definite announcement of the inaugural Window in our January number. Mr. Rinehart, Manager of the Department, has had a staff of assistants steadily at work for the past six weeks whipping his ideas into shape, and results obtained thus far justify the prediction that Edison Windows will meet with the enthusiastic approval of the trade. It is a matter of regret that the first Window can not be placed in the hands of the trade for use during the holidays, but the time has been altogether too short to prepare one such as we would like to have considered a standard by which to judge succeeding efforts.

The suggestion made to Dealers in the November number is repeated,—that they file their orders for Edison Window Displays with their Jobbers at an early date, the understanding being that the Displays will be sent monthly, the cost per month not to exceed $5.00.

At the Annual Business Men's Show held in Madison Square Garden, New York City, Oct. 22-29, messages from some of the most prominent educators, government officials and captains of industry in the country were conveyed to the management of the enterprise and through them to 200,000 visitors at the Show by means of Edison Phonograph Records.

Alexander Heinemann Records



ALEXANDER HEINEMANN, *Baritone*

By a stroke of real enterprise, which we feel our trade will fully appreciate, we have been successful in securing eight Amberol Records by this famous German "lieder" singer, who is now on tour in this country. The selections are carefully culled from his extensive repertoire, and include not only favorite German folk songs but several which will be recognized as being of standard quality. Mr. Heinemann, who has sung in every city of importance in Europe, made his American debut at Mendelssohn Hall, New York City, on November 5th, before a large and enthusiastic audience in a recital which won him unstinted praise from the metropolitan press and critics.

These Heinemann Records will be shipped with the February Advance List to all Jobbers in any one territory at the same time, *and may go on sale at soon as received.* As special printed matter will accompany the Records, they will not appear in the regular monthly Supplement.

We strongly urge every Dealer who has customers of German birth or extraction to place an early order for a liberal supply of these Records, which are examples of skillful recording as well as artistic singing.

THE LIST

15150	Die Uhr, *Loewe*
15151	In einem kühlen Grunde—Volkslied
15152	Frühlings Ros', *Loewe*
15153	Liszt, *Schubert*
15154	Traumgekrönt, *Roessel*
15155	Ständchen, *Schubert-Liszt*
15156	Herr, was trägt der Boden hier, *Hilter*
15157	Heinrich der Vogler, *Loewe* — *Orchestra accompaniment.*

Fanny J. Crosby's Tribute to Edison and The Phonograph

The following letter and poem, dedicated to Thomas A. Edison, were sent to B. F. Rhineberger, formerly a representative of the Century Store, Edison Dealers at Bridgeport, Conn., and now one of our travelers, by Fanny J. Crosby, the famous blind poetess and hymn writer, many of whose beautiful compositions are to be found in the Edison catalogs. As the letter discloses, this warm tribute was inspired by gratitude for the pleasure which the installation of an Edison Home Phonograph brought to her home:

"Mr. B. F. Rhineberger:

Esteemed Friend:

Through your kindness and that of the Century Company, whom you so faithfully represent, I have the honor of stating publicly my views in relation to the Edison Phonograph, and of proving its inestimable worth.

It was you who so generously placed it within the circle of my home, thus affording to each one of its members a rare treat, which I assure you will never be forgotten. Its clear, silver tones, its sweet, classical melodies, beautifully and artistically rendered, have held us captive not only to the productions of the old masters but also to the music of distinguished modern authors.

In a word, we hail the Edison Phonograph, and we venerate the genius of him by whom it was invented—a genius whose deep research and unwearied perseverance have made him the wonder and admiration of a progressive and literary world.

O Edison! through thy genius super,
Science stands and thrills o'er realms forth;
The hill of science thou had nobly climbed,
And on its very summit thou dost stand,
Crowned with the laurels of immortal fame,
God give thee health for each revolving day,
And spare thee still to work for years to come.

—Fanny J. Crosby."

Lost or Stolen Machine

Home Phonograph No. 306,119 has disappeared. Jobbers and Dealers are requested to keep on the lookout for this machine and to promptly communicate with our Agreement Dept., at Orange, any clue to its whereabouts, in order that immediate steps may be taken to restore it to its rightful owner.

The Other 13,000

H. S. Hart—His Methods Invite Imitation

Down in Shreveport, La., there's an Edison Dealer whose business methods, personality and attitude are so exemplary that we feel impelled to devote a little space to his success, in the hope that it may help other Dealers to "find the way." Our reference is to H. S. Hart.

Now, in the first place, Mr. Hart is not a *big* Dealer, nor is he extremely wealthy, although he writes that he has squeezed enough profit out of the line to cover the repaiming of his automobile.

In the second place, he's not any more favorably situated for doing a large business than hundreds of other Dealers,—in fact, he's probably *less* favorably situated than half our Dealers in the field.

In the third place, he didn't have any "cinch" at the start. On the contrary, he began business in the face of competition—keen competition—with a shoe-string or two, packs of ideas, and plenty of ambition as practically his only assets.

To-day he writes: "I am proud to be an Edison Dealer, glad that it is my privilege to represent you here in Shreveport. This town is going "Edison" so long as I'm at the wheel, or I'll know the reason why!"

And how has he brought about this success? Simply by plugging,—"keeping eternally at it" —by *analyzing* the line he has to sell, and by educating his customers to their *need* of that line.

As before stated, he has an automobile—it may be a "one-lunger" for all we know, but it travels around the Shreveport neighborhood carrying with it demonstrating Machines and Records on the out-going trip and bringing back the money, or a signed contract covering an installment sale.

The prospect who can't be reached quickly enough in the auto gets an immediate demonstration over the telephone. The unsuspecting buyer who comes into the Hart store for a jackknife goes home with a Fireside or some other outfit—or Records, if he already has a machine—won by the personality of the man whose very sincerity and belief in our line are sufficient to convince the most skeptical.

We recently asked Mr. Hart to send us a list of prospects as we could help him with a little direct circularizing from the factory. He produced ten names, writing at the time, "Here are a few names,—really the only ones who don't own Edison machines and can afford to buy them *now*. As it is, I'm afraid they know as much about Edison Machines as you'll be able to tell them in a number of letters, but you can try anyway." Think of a town the size of Shreveport having so few non-owners, and you'll get some idea of the enterprise of the man whose praises we are singing! How does he get any business then, you ask? By "swapping" Firesides for Standards, Homes for Triumphs, Triumphs for Amberolas, etc., and by selling Records, new horns, blanks, hearing tubes, reorders, and other "supplies." All the while he's making these sales he's planning for those he will land in the future, ever keeping in mind the fact that an owner's interest in his machine must be sustained and occasionally renewed or eventually the machine falls into disuse.

Newspaper advertising, circular advertising, "word-of-mouth" advertising, indoor and outdoor advertising, clever clerks, good window displays, representative and clean stock, enthusiasm, faith, optimism and numberless other things have combined to bring about his success, which is not so unusual but that it can be duplicated by any other Dealer who believes with him that the selling of Edison goods is "one of the best propositions in this country at the present time." "Because," he continues, "very little effort, after all, is required of the Dealer. Customers come in and ask for the goods (or if they don't it's easy enough by a little intelligent advertising to *make* them come in), and all the Dealer need do is to demonstrate a few carefully selected Records on a well regulated machine and drop the purchase price of the machine in the cash register!" Sounds simple, doesn't it? Maybe it's not quite as easy as Mr. Hart relates, but then he's been through it and he *ought* to know!

For Which—Thanks

I would like to take the opportunity of complimenting your Recording Department on the exceptionally fine lot of Records they are turning out. "Silver Bell," for instance, we believe will prove the greatest selling Record ever put out by any company. What makes a Record of this kind a big seller is not alone its catchy air, but the little tricks your people put into the arrangement. We refer in this special Record to the violin and bell part and the tenor work of Murray in parts of the chorus. It is "something different"—something besides the straight, ordinary singing of the song that makes these big sellers. Frequently other companies will make the same Record your company does, using the same artists, yet it is not a large seller or does not attract special attention, merely because there is no special arrangement.—*Sonia Fe Watch Co.*

The Spirit That Does Things

The following extract from a letter received from Julius Bitz, St. Peter, Minn., shows that he is imbued with the spirit of enthusiasm which spells success "in large bunches," to use an expressive phrase of the vernacular. With more than half the battle won by his faith in the line and in his own ability to push it successfully, there can't be a doubt that he will treble his business during the coming year as he confidently expects. Here is the extract:

"The PHONOGRAPH MONTHLY is just what a Dealer needs to keep the enthusiasm going in him. I don't know what I would do without it. It is an ideal trade booklet and could scarcely be improved. I have just placed an order for $503.00 worth of Edison Phonographs (including an Amberola and a Mahogany Home with "Music Master" horn). I am now carrying 350 Amberol and 375 Standard Records, and with a stock like this I feel fortified against any demands that can be made upon me. The fall business started out fine with us and the indications are that we will surely double if not triple last year's business."

After a month of hard, persistent effort, which included three personal calls, not to speak of the writing of numerous letters, Arthur E. Bullock, of Omer, Mass., succeeded in landing a "prospect" in a neighboring town whom we had referred to him. Not only did he clinch the sale, but he sold his man a Home equipment instead of the Standard which he was thinking of buying. This he accomplished by placing the Home outfit in the prospect's home on trial—a method that seldom fails. In thanking us for the assistance we rendered him, Mr. Bullock made the following statement, which will probably appear almost incredible to less active Dealers:

"This is only a small place of about 200 families, yet I have sold over 100 Edison Phonographs in less than three years. I carry a complete line of Records, Standard and Amberol, of the domestic catalogue, also about ten Phonographs of different styles in stock at all times; so you can see that I am after all I can get out of it. I sold a Standard last Monday, also one to-day."

"After all he can get out of it"—therein lies the secret of this Dealer's success. It's a safe bet that the remaining fifty per cent. of the families in Omer, Mass., will own Edison Phonographs before three more years have passed over Mr. Bullock's head.

With some redeemed Promotion Certificates Will S. Gibson, 4239 Frankford Ave., Frankford, Philadelphia, Pa., enclosed a post-card view of one of the five billboards which he uses to advertise Edison goods. We repeat—FIVE BILLBOARDS—AND FOR HIS EXCLUSIVE USE. Let that sink in, ye who have been wont to grow hysterical over that venerable vaudeville joke which is still perpetrated about a supposed peculiarity of the Quaker City people.

Jobbers' Notes

The O. K. Houck Piano Co., Memphis, Tenn., have installed five large, sound-proof demonstration parlors for Edison Phonographs and Records just inside the door on the first floor of their main building—the most valuable space in their entire store. The Memphis public will undoubtedly appreciate the great convenience which this enterprising firm has insured them through this innovation.

Under the auspices of the S. L. Crosby Co., Bangor, Me., our special traveler, J. W. Scott ("Scotty"), recently gave several successful Amberola concerts at the Bangor House that city. One recital, which was announced by a neat four-page program bearing the S. L. Crosby ad., was made up of some of the choicest numbers in the Amberol catalog excellently arranged with a view to variety.

The business of the Minnesota Phonograph Co., 515 First avenue South, Minneapolis, Minn., will in future be conducted under the individual name of Laurence H. Lucker.

The R. S. Williams & Sons Co., Ltd., of Montreal, Quebec, Canada, have removed from 591 St. Catharine street W., to their permanent quarters at 59 St. Peter street, same city.

W. H. Ross & Sons of 43 Exchange St., Portland, Maine, have been succeeded by The Portland Sporting Goods Co., same address.

The Boston Cycle & Sundry Company, Boston, Mass, has been succeeded by the Lincoln Sporting Goods Company at 48 Hanover Street.

Bolson Brothers, Chicago, Ills., recently opened a branch jobbing establishment at 335 Portage Ave., Winnipeg, Man., Canada.

The Graves Music Co., 102 Second Ave., Spokane, Wash., has succeeded the Spokane Phonograph Company at the same address.

Edison: His Life and Inventions

Above is the title of a full and authoritative story of the life and inventions of Thomas A. Edison, in the preparation of which Frank Lewis Dyer, President and Chief Counsel of the National Phonograph Company, collaborated with Thomas Commerford Martin, Ex-President of the American Institute of Electrical Engineers. The narrative, much of which is in Mr. Edison's own language, follows the various stages of his life from boyhood on and his inventions, and in addition the reader is given an intimate knowledge of his personal side. The book is practically a history of Electricity for the past fifty years, and contains, among other new material, a complete list of the Edison patents.

The work is in two handsomely finished volumes, plentifully illustrated with portraits and views reproduced from photographs. Price of set is $4.00 net; sent prepaid, securely packed in box, for $4.25. Any orders or communications in reference to the work should be sent direct to the publishers, *Harper & Bros., Franklin Square, New York City.*

Selling the Goods

Your first consideration, after your stock and advertising, is your window display. Don't put it off, as many do, until the final week; arrange one at once and change it once or twice between now and Christmas week. Give it the benefit of your careful thought and put into it all the originality you can command. Keep in mind the fact that a neat, well arranged display will attract customers, while a crowded, carelessly dressed window will repel trade. Remember that your windows are your cheapest, most direct method of reaching the shopper, and that a good or bad impression is created by the condition of the windows themselves and the arrangement of the stock they hold.

Your interior arrangement comes next in importance. For the convenience of your customers and in order that you may effect quick, easy sales, it is absolutely necessary that your stock be systematically and neatly arranged. Give plenty of space to your Machine display and see that your Record stock is so arranged as to be easy of access. Don't make the mistake of letting your clerks tumble Records loosely around upon the counters. Insist upon everything in its place. It saves time in the long run and looks better.

Remember the big talking points of the Edison Phonograph and see that your clerks remember them:—the permanent Sapphire Reproducing Point which does not scratch, does not wear out and never needs changing; the fascinating and exclusive home recording feature, which is more than half the fun of owning a Phonograph; the fact that the volume of the Edison is neither too loud nor too weak, but just right for the home; that its tones are clear, sweet and mellow and free from distracting surface noises; and that the Edison catalog offers the best efforts of the world's greatest artists of song and music.

Just because the holidays are at hand and everybody can be expected to do more or less shopping is no reason why you should temporarily suspend the most logical of all sales methods—HOME DEMONSTRATION. The alert Dealer will perceive that there is a stronger reason than ever for pursuing this method at this particular time of the year, and will accordingly employ outside salesmen to demonstrate the Edison in the homes, thereby gaining the tremendous advantage of implanting the *first* impression in the shoppers' minds. The home demonstration method is founded upon the strongest and most logical of theories —that the man of family is most open to conviction when approached in his own home to purchase an article which adds to the comfort and happiness of that home.

In your sales talks lay stress upon the adaptability and economy of the Edison as an impromptu dance orchestra, and compare the character of its music with that furnished by amateurs or even by the very best orchestras. Explain that the Edison catalog is replete with dance Records of all kinds, recorded by skilled musicians and Record makers, and that volume and tempo are therefore exact. This feature of the Phonograph is frequently a clinching argument, particularly with the younger set and with the matron who perceives the advantage of owning an instrument which can be depended upon at all times when entertaining her friends and other inspiration fails.

Introduce a customer to your highest priced machine first. He may be induced to invest in a better machine than he at first intended, and even if he is not, it flatters him to pay him the compliment of apparently thinking that he can afford to do so; which raises you in his estimation. Besides, it's easier to come down the ladder of prices than to go up, and you have an excellent line to do it with,—"an Edison Phonograph for every pocketbook."

Have you a Shaving Machine, Recorders, Shaved Blanks, etc.? If not, wire your order at once and prepare to demonstrate the home recording feature to your customers. Let them make Records of their voices. It costs nothing to speak of and the fascination of it will appeal irresistibly to one who has never heard his own voice on a Record. Boost this feature of your line; it means sales for you.

Be sure to keep the addresses of everyone to whom you sell a Phonograph during the holidays. You will need them for your mailing list *after* the holidays.

Reproduction of Our December Double-Page Magazine Ad

The Big Magazines and National Weeklies Are Eagerly Scanned from Now until Christmas by Millions of Holiday Shoppers Scattered All Over the Country Who Are Looking for a Christmas Gift Suggestion. This Ad Directs Them to an Edison Dealer. Tell the Shoppers in Your Community That *You* Are an Edison Dealer and Let *Your* Ad Emphasize the Points of Edison Superiority Which *Our* Ad Recites. Team-Work That Brings Results.



This year make your Christmas Instrument
AN EDISON
PHONOGRAPH

Make it an EDISON because—

1st—The Edison Phonograph has just the right volume of sound for the home. Other talking machines are either too loud or too weak, but the Edison is "just right."

2d—The Edison Phonograph has a Sapphire Reproducing Point that does not scratch, does not wear out and never needs changing, and doesn't scratch the records or the user's ears.

3d—The Edison is the instrument that plays Amberol Records (four minutes each) as well as standard records and plays any kind of disc record you have.

4th—The Edison Phonograph permits of home record making



These are a few of the Edison advantages. You want them in the instrument you buy. So go to a dealer's—there are Edison dealers everywhere—and insist on hearing an Edison—the instrument that has been perfected and is manufactured by Thomas A. Edison.

Then there's the Edison Phonograph Monthly, which tells you all about the latest Edison Records and Edison Phonographs, and which you can get free by writing to

NATIONAL PHONOGRAPH COMPANY, LLOYD'S STREET, ORANGE, N. J.

Suggested Holiday Window Cards

Transfer them to plain, white cardboard with a brush and black marking ink.

THE EDISON PHONOGRAPH
Teaches Your Children
To Love Music and Song.
On It, And On It Alone, They Can Hear
Their Own Songs And Music.

Every Member of the Family
Can Play—
All Can Enjoy—
THE EDISON PHONOGRAPH.

Hear Yourself Sing and Play
As Others Hear You.
It Can Be Done Only With
THE EDISON PHONOGRAPH.

It Keeps The Boys and Girls at Home—
It Makes Your Fireside Happy—
THE EDISON PHONOGRAPH.

Dance The Long Winter Nights Away
With An EDISON PHONOGRAPH.
Waltzes, Two-Steps, Three-Steps, Schottisches—
Volume And Tempo Exact—
Square Numbers With Calls.

The Voices Of The World's Great Artists'—
Your Voice And Your Friends' Voices—
Can Be Heard On An EDISON PHONOGRAPH.
Prices And Terms To Suit Every Pocket.

Wish Your Family And Friends
A Merry Christmas
On An Edison Record.
It's Very Simple. Let Us Show You How.

To Make The Home Merry On Xmas Morn—
And All The Year After—
THE EDISON PHONOGRAPH.

Lest You Forget

There is a strong possibility during the holiday scramble after new customers of your temporarily neglecting certain features of the line which particularly deserve to be agitated now more than ever. For instance—

THE NEW RECORD EXCHANGE PLAN

the respective merits of which to the Consumer and the Dealer have been carefully pointed out in previous issues. Without rehearsing them in detail we would again remind you that this Plan works to your immediate advantage, principally because it brings your old customers into your store and gives you a chance to interest them in the holiday line. Just bear that in mind—*it brings customers into your store during the holidays.* That fact alone, without the certain knowledge that it gives you a chance to pull the slow-selling Records from your shelves at a profit and leaves a gap in the customers' collections that you can fill from your active stock, should induce you to give it all the advertisement possible at this time. Then there's—

THE PROMOTION PLAN

which would seem almost to have been made to order for holiday use. It means, as we have frequently pointed out, the appointment of just so many outside salesmen working with an incentive in sight upon the susceptibility of their friends and neighbors, who are particularly open to suggestion just now. Can't you see the wisdom of plugging such a scheme, during the holidays harder than ever? Isn't it worth a special letter and some certificates to your customers *now*, a few minutes of your time with prospective purchasers and the distribution of some Promotion Literature in your store? We think it is, and so will you if you give it careful consideration. Lastly, there's—

THE COMBINATION ATTACHMENT PLAN

which is also one of your good missionaries and which, if persistently kept before the public, will some day fulfill its mission—the "amberolizing" of every un-equipped Phonograph in your territory. Why not bring that "some day" nearer to materialization by giving the Plan the benefit of your special holiday effort?

These three propositions are so intimately connected one with the other that each may almost be said to "dovetail" its fellows. They work hand in glove together for a common purpose. The Record Exchange Plan revives the interest of your old customers, the Combination Plan supplements the work by making them customers for the new Amberol Records, the new Reproducers, new Horns and other Accessories, and The Promotion Plan converts them into active, enthusiastic salesmen for your store.

Why not one special letter to your customers calling the three propositions to their attention, and with descriptive literature enclosed? The results, we are sure, will justify the extra effort.

New Printed Matter

If you haven't received a supply of the new Record catalogs (Form 1860) you should lose no time in getting a quantity sufficient for your requirements from your Jobber. The catalogs contain a complete list of all Domestic and Grand Opera Amberol and Standard Records, British Amberol Records and all Amberol Instrumental Records issued in other countries up to and including September, 1910.

In distributing them among the public it is well to remember that the December supplements, which review the October and November Records, together with the new catalog offer a complete list of all Records up to and including December, 1910.

The following forms are also in the hands of Jobbers ready for distribution:

Record Exchange literature—a Special Catalog (Form 1870) containing the list of 500 Standard Records available under the new Plan, and a Post-Card for mailing to customers;

An illustrated Folder in colors (Form 1895) on the new Model "O" Reproducer, and

Special Christmas literature—an attractive Christmas Folder (Form 1900) in red, white and green, "A Merry Christmas for Every Member of the Family," for circulation among the public, and a Window Hanger (Form 1899) in the same colors and suggesting the same idea—a Home Phonograph for all the family surrounded by the well-filled Christmas stockings of individual members of the family.

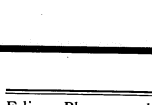
Dealers are urged to secure a supply of these forms at the earliest possible opportunity and to use them in the manner intended to the best advantage.

IMPORTANT!!!

Jobbers and Dealers are again reminded that the Record Exchange Proposition on the two-for-one basis terminates on December 31, 1910, and that Records to be accepted for credit must be shipped to the factory on or before that date. In other words every shipping receipt sent us for Records returned under the old proposition must bear a date prior to January 1, 1911; otherwise the Records will be held at the shipper's risk and subject to his order.

Free Electros for Holiday Newspaper Ads

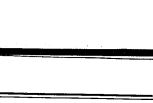
Suggesting, as each one does, the comfortable atmosphere of the home and the pleasure and happiness which the Edison Phonograph brings to the home life, they are suitable for use not only during the holidays but in all seasons of the year. These cuts and other cuts of a similar character, as well as cuts of each type of machine alone with Straight or Cygnet Horn Equipment, will be forwarded immediately upon request. In return for this expenditure on our part we only ask that you forward us clipping from the newspaper in which the ad appears. Order by number.



No. 679
Also No. 680—similar to above—4" x 4"



No. 614
Also No 629—similar to above—4" x 4½"



No. 711
Also No. 712—similar to above—4" x 4½"



No. 661
Also No 662—similar to above—4" x 4"

Edison Bohemian Records

The following Amberol and Standard Bohemian Records were placed in the hands of our Jobbers last month and went on sale immediately. They were issued in response to repeated requests from people of Bohemian birth and ancestry, and have been pronounced by native critics excellent Records of their kind. Dealers who are fortunately so located as to be able to realize on them should lose no time in ordering from their Jobbers. Because of the printed matter which accompanies them, these Records will not be found listed in the Monthly Supplement. Prices are as usual.

AMBEROL (FOUR-MINUTE)
PLAYED BY CESKE TRIO z PRAHY.

No. 9801 Dunajske vlny Valčík (Ivanovič)
No. 9802 Ländlery Tyrolske Valčík (Schubert)
No. 9803 Jednou v Nedělí (Benedikt)
No. 9804 Posvícení na Zlychově Pochod (Benedikt)

PLAYED BY
BOHEMIAN (INSTRUMENTAL) DUETO

No. 9805 Národních Písní (Vícha)

STANDARD (TWO-MINUTE)
PLAYED BY CESKE TRIO z PRAHY.

No. 10540 Hamplmann Valčík (Strauss)
No. 10541 "Mařenka z Prodané"— A Komediantí (Smetana)
No. 10542 Vrlovycká spranicí (Pasmurek)
No. 10543 Na Vřerníku Polka (Cibulka)
No. 10544 Pijem Radí

Advance List

Of Edison Amberol and Edison Standard Records for February, 1911

THE Amberol and Standard Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before January 25th, 1911, all things being favourable, and they may be reshipped to Dealers at 8 A. M. on January 26th. They must not, however, be exhibited, demonstrated or placed on sale by Jobbers or Dealers until 8 A. M. on January 27th. Supplements, Phonograms, Bulletins and Hangers will be shipped with Records. These may be distributed to Dealers after January 20th, but must not be circulated among the public before January 25th. Jobbers and Dealers may, however, deposit Supplements and Phonograms in Mail Boxes or Post Offices after 5 P. M. on January 24th, for delivery on the morning of the 25th. Jobbers are required to place orders for February Records on or before December 10th. Dealers should place February orders with Jobbers before December 10th to insure prompt shipment when Jobber's stock is received.

Edison Grand Opera Amberol Records

40038 Die Meistersinger—Preislied (*Wagner*) **Leo Slezak, Tenor**
United States list, $2.00; Canadian, $2.50.

Sung in German. Of all the Wagnerian operas none compare with his celebrated "Meistersinger" in its grasp upon the affections of the music lover. Its poetic key-note might well be the reply of *Walther von Stolzing*, the hero, as to who his teachers were: "The birds of the woods taught me to sing." It fairly revels in beautiful numbers of which the "Preislied," with which *Walther* enters the tournament for the hand and heart of his adored *Eva*, is the most popular. This selection has always been a prime favourite with Mr. Slezak, and into its rendition he throws all the wealth of voice and artistry at his command. The result is a supremely beautiful Record. Orchestra accompaniment.

40039 Amico Fritz—Son pochi fiori (*Mascagni*) **Carmen Melis, Soprano**
United States list, $2.00; Canadian, $2.50.

Sung in Italian. *Friend Fritz* thinks he is a woman hater and makes a wager with his friend that he will never marry. When the Gods heard him they must have laughed loud and long, for in a very short time he finds that he is deeply in love with the sweet and beautiful *Suzel*. He wants to run away, but cannot bring himself to the point and proposes instead. The opera is full of delightful music and this selection by Carmen Melis is one of its most melodious numbers. She is in her element in this joyous and merry creation, and suggests very happily the brightness and gayety of these light-hearted people. Orchestra accompaniment.

30035 Pagliacci—Vesti la giubba (*Leoncavallo*) **Florencio Constantino, Tenor**
United States list, $1.00; Canadian, $1.25.

Sung in Italian. Leoncavallo not only composed the music for this opera, but also wrote the libretto. The story is founded upon an actual occurrence. The tragedy is within the circle of a wandering theatrical troupe. The wife of *Canio*, the proprietor, who takes the part of *Pagliacci* in their play, is untrue to him. He learns this just before the curtain rises on the evening performance. His grief is so great that he finds it almost impossible to play the part. He strives to rouse himself from his sorrow, and just here Constantino's fine tones take up the tale, deeply stirring our imagination and rousing our sympathies most delightfully. Orchestra accompaniment.

30036 Lohengrin—Elsa's Traum (*Wagner*) **Marie Rappold, Soprano**
United States list, $1.00; Canadian, $1.25.

Sung in German. If a novelist of to-day were to write the story of "Lohengrin" he might call it "Girlhood's Dream." The fancy of every young woman centers her reveries of the day and her visions of the night about the misty figure of the unknown prince who surely must come to win her heart and hand. *Elsa* is one of the fortunate few whose visions come true even to the utmost limit. Marie Rappold, with that keen intuition of her sex and the quick interpretation of her American birthright, sets before us, to the accompaniment of sweet music, the dream of *Elsa* and the promising presentiment of her approaching prince and deliverer, *Lohengrin*. Orchestra accompaniment.

(*Always specify on your orders whether you want Amberol or Standard Records.*)

40040 Manon—Ah! fuyez, douce image (*Massenet*) **Karl Jörn, Tenor**
United States list, $2.00; Canadian, $2.50.

Sung in French. "Manon" is Massenet's best known opera, and is based on the Abbe Provost's famous novel. It is the story of a flirt and is typically Parisian. Massenet's gay music fits it like a glove. *Des Grieux* is the most daring of her early lovers, and although he is about to take holy orders, elopes with her as she is on her way to a convent. Karl Jörn as the *Chevalier Des Grieux* is a fascinating lover, and well illustrates his versatility by singing the part of the gay lover as charmingly as he does that of *Walther* in "Die Meistersinger." Orchestra accompaniment.

35014 Barbiere di Siviglia—Una voce poco fa (*Rossini*) **Selma Kurz, Soprano**
United States list, $1.50; Canadian, $2.00.

Sung in Italian. This light and happy opera has held its place almost one hundred years. It is based on no ancient myth, but rather on events quite modern in style. Its humor may have something to do with its continued popularity, although its music is its real elixir of life. *Rosina's* guardian wants to marry her, and so does the *Count Almaviva*, and she, loving the *Count*, wants to marry him. To aid the lovers, the services of the quick-witted and amusing barber are successfully enlisted. Selma Kurz is a great favorite in Europe and her rich, captivating voice is as full of charm as *Rosina* herself. Orchestra accompaniment.

35015 Grand Mogul—Valse des serpents (*Audran*) **Blanche Arral, Soprano**
United States list, $1.50; Canadian, $2.00.

Sung in French. All the world loves a lover, and every woman loves a waltz. It is as natural and easy for Blanche Arral to express the joy of her heart and sex in this tuneful air, as it is for a village maiden to express her youth and energy about the May-Pole on a holiday. She sets the feet a-going, and the blood a-bounding, as the music pours from her throat like a bird's song in the Spring. Orchestra accompaniment.

30037 Elisir d'Amore—Una furtiva lagrima (*Donizetti*) **Aristodemo Giorgini, Tenor**
United States list, $1.00; Canadian, $1.25.

Sung in Italian. The opera takes its name from the love philtre bought by the young farmer, *Nemorino*, when he thinks he may not win his adored *Adina*. It is in reality but a bottle of cheap wine, and after he drinks it he behaves so badly that instead of winning *Adina* he nearly loses her. The real philtre in the case, and the one which works the charm, is the simple, faithful heart of *Nemorino*. This delightful romanza of Donizetti's is sung with all the fervor and joy of a successful lover. As we listen we can but rejoice that one so genuine and unselfish as *Nemorino* should win the sweet *Adina*. Orchestra accompaniment.

Edison Amberol Records for February, 1911

United States list, 50 cents; Canada, 65 cents

600 Zampa Overture **Edison Concert Band**

The brilliant overture to the opera "Zampa," the most successful work of the celebrated French composer, Ferdinand Herold (1791-1833), first produced in Paris in 1831. This overture has long been accorded a place among the standard classics of the famous masters. Our Concert Band gives a superb execution of its delightfully contrasted passages, resulting in a Record which every true lover of band music will be glad to add to his collection. Publisher, Carl Fischer, New York City.

***601 Alma—"Alma, Where Do You Live?"** **Miss Spencer & Mr. Ormsby**

Soprano and tenor duet. The principal song number of the musical farce, "Alma, Where Do You Live?" the big European and American success. *Alma's* complaint of flirtatious persecution by the male sex is clothed in clever verbal garb and set to a pleasing air with a charming slow waltz refrain which invites many repetitions. It is here sung exactly as in the show by two well known and accomplished church and concert diseuses, whose first Edison Record two well known and accomplished church and concert diseuses, whose first Edison Record proves them a decided acquisition to the catalog. This Record, because of the popularity of the song and the excellence of the performance, was placed on sale as a "Special." Orchestra accompaniment. Words, Geo. V. Hobart; music, Jean Briquet; publishers, Jerome H. Remick & Company, New York City.

602 Asthore **Reinald Werrenrath**

Baritone solo with orchestra accompaniment. "Asthore" ("Dear") is a widely known song of standard quality, with an unmistakable Irish lilt and words of poetic grace. Mr. Werrenrath, who is by no means a stranger to the Edison catalog, is an accomplished singer. His light baritone voice, approaching tenor quality in its upper tones, is of a singularly winning character, and his style is beyond reproach. His rendition of this number will establish the reason for his popularity on the concert platform. Words, Clifton Bingham; music, H. Trotère; publishers, Edward Schuberth & Co., New York City.

* This selection will be illustrated on cover of February Phonogram.

(*Always specify on your orders whether you want Amberol or Standard Records.*)

603 Barbara Frietchie — **Edgar L. Davenport**

Recitation. Embellished with appropriate orchestral effects, the tale of Barbara Frietchie's historic defiance of the gallant Stonewall Jackson and his troopers—a tale of Northern patriotism and Southern chivalry—is here recited with the consummate elocutionary art of one of America's most talented actors. His splendid style and enunciation are reproduced with the fidelity and clearness which are possible only on Edison Records, and the result is a Record which will be welcomed in every home. Throughout the last few lines the strains of "America" in *crescendo* are heard bursting into the full, glorious notes of the anthem at the finish. Author, John Greenleaf Whittier.

604 Cradle Song Medley — **J. Scott Skinner**

Violin solo with piano accompaniment. Starting with a soothing cradle song this number soon swings into a medley of characteristically lively and infectious Scotch reels, in which a remarkably clever imitation of the bag-pipes is presented. Specially recorded for us by a native Scotch artist whose specialty is the reels and strathspeys of his native land and who is a regular contributor to our British Supplement, in which it will probably be listed later on.

605 I'm Looking for a Nice Young Fellow Who Is Looking for a Nice Young Girl — **Ada Jones and Chorus**

The latest of serio-comics. The quest of an amorous miss for "some one to cuddle her" set to a pleasing two-step air by the popular writer, S. R. Henry. As if in echo of her plaint a chorus of male voices repeats the refrain, appropriately rewritten to voice a search on their part for a girl equally as idealistic as the fellow she sings of. In the final repetition the singers alternate the lines of the refrain with the orchestra accompaniment. Words, Jeff T. Brenner; publishers, Jos. W. Stern & Company, New York City.

606 The Fishermen — **Anthony & Harrison**

Tenor and baritone duet with orchestra accompaniment. This beautiful song of the fishermen's peril, a high-class number and a favorite duet with concert singers, was written by an author whose compositions won him in Italy the sobriquet of "Neuvo Schubert" ("The New Schubert"). The rendition is well worthy of the character of the song. A Record which will appeal in an especial manner to lovers of the very best in music. Words, English translation by Theo. T. Barker; music, V. Gabussi; publishers, Oliver Ditson Company, Boston, Mass.

607 Military Life Two-Step — **New York Military Band**

This number was specially recorded for dancing, and both volume and tempo will be found ideal for that purpose. It is a rousing two-step of a military character, with the strongly marked rhythm which is essential in dance numbers, and it is played with splendid precision by this favorite organization. A most desirable addition to the present generous collection of excellent dance numbers in the catalog. Composer, K. L. King.

608 When a Boy from Old New Hampshire Loves a Girl from Tennessee — **Byron G. Harlan and Chorus**

This sentimental song, with its strongly patriotic vein and engaging waltz air changing to a brisk march tempo in the chorus, is deservedly popular just now. Mr. Harlan, in excellent voice, sings the number with spirit and is given effective assistance by a chorus of mixed voices in the refrain, which is especially catchy and appealing. Orchestra accompaniment. Words, Wm. Cahalin and Robert P. Roden; music, J. Fred Helf; publishers, J. Fred Helf Company, New York City.

609 Doctors' Testimonials — **Golden and Hughes**

A vaudeville sketch with a laugh in every line. The testimonials (?) exchanged by two colored members of the medical fraternity who meet on the street are so excruciatingly funny that the title of the song with which the Record closes, "Roll on the Ground," is singularly appropriate. This Record, like all Golden and Hughes selections, will be a heavy seller.

610 The Gateway City March — **Charles Daab**

Xylophone solo with orchestra accompaniment. The composer of this lively, captivating march, into which is deftly woven the inspiring theme of "Auld Lang Syne," dedicated it most appropriately to the B. P. O. Elks. Both in respect to rendition and reproduction this number is quite up to the standard of previous Records by this exclusive Edison artist, which stamps it as one of the best sellers on the list. Composer, K. L. King; publisher, C. L. Barnhouse, Oskaloosa, Iowa.

611 Somebody Else — **Billy Murray & Chorus**

A dainty and clever bit of syncopated melody written by the author of the ever-popular "Lonesome" (Standard No. 10219) to which it bears a strong melodic resemblance and with which it vies in catchy tunefulness. The sad burden of the song is the "somebody else" who steals a fellow's sweetheart, and the air is sympathetically plaintive. In singing this popular number Mr. Murray is assisted by a male quartet whose novel rendition of the chorus is especially pleasing. Orchestra accompaniment. Words, Jack Drislane; music, Geo. W. Meyer; publishers, F. B. Haviland Publishing Company, New York City.

(Always specify on your orders whether you want Amberol or Standard Records.)

612 The Lord Is My Light — **Berrick von Norden**

Tenor solo with orchestra accompaniment. The words of this profoundly impressive sacred number are from Psalm XXVII. The music was written by Frances Allitsen, a contemporary composer and concert singer living in London whose settings of songs from the Scriptures and Poets are universally admired. Mr. von Norden, one of the leading oratorio and concert singers of the day and at present soloist of the Temple Emanuel, New York City, toured this country and Canada with Calvé in 1905-1906. This is one of the most beautiful sacred numbers in the Edison catalog. Publishers, Boosey & Company, New York City.

613 Girls of Baden Waltz — **New York Military Band**

This fascinating waltz, perhaps better known by its German title of "Badner Mad'ln," is the work of a well-known European composer of dance music and has always been a great favorite with devotees of the "light fantastic." It is here played in strict waltz tempo, with absolute precision of rhythm and plenty of volume by an organization of skilled musicians and experienced Record makers, and cannot fail to prove an attractive offering to the dancing public. Composer, Karl Komzak; publishers, Carl Fischer, New York City.

614 Listen to That Jungle Band — **Edward Meeker**

Clever jungle effects—the roaring of lions, chattering of monkeys, etc—lend a touch of realism to the rendition of this new and popular jungle song, the theme of which is the organization of a band among the leading denizens of the tropical glades. The description of their first rehearsal is very funny. The air is a rollicking, catchy two-step evidently to Mr. Meeker's entire liking, for his rendition is marked by plenty of spirit as well as some clever "business." Orchestra accompaniment. Words, Alfred Bryan; music, Kendis & Paley; publishers, Shapiro, New York City.

615 Drink to Me Only with Thine Eyes — **Stanley & Gillette**

"Drink to me only with thine eyes
And I will pledge with mine;
Or leave a kiss within the cup
And I'll not ask for wine."

"The thirst that from the soul doth rise
Doth ask a drink divine,
But might I of Jove's nectar sip
I would not change for thine."

Baritone and tenor duet with orchestra accompaniment. Few indeed there are who are not familiar with this beautiful old English ballad which dates back to the Shakespearian period. The words were written by the scholarly Ben Jonson and afterwards set to an old English melody which has withstood the test of time. The song is rendered in truly magnificent style by artists whose culture is well known to the Phonograph public. Publishers, Oliver Ditson Company, Boston, Mass.

616 Apple Blossoms — **American Standard Orchestra**

A bewitching reverie whose alternately dreamy and vivacious moods are irresistible in their effect upon the listener. It is one of the most popular of concert and orchestra numbers, and the finished performance here given it will lend to a full appreciation of its tunefulness. Composer, Kathleen A. Roberts; publisher, Leo Feist, New York City.

617 Kiss Me, My Honey, Kiss Me — **Ada Jones & Billy Murray**

A conversational duet now being sung with great success in the musical comedy, "Jumping Jupiter," Richard Carle's latest and popular vehicle. Particularly tuneful is the refrain with its engaging two-step swing, in the repetition of which the singers in subdued voice alternate with the orchestra accompaniment. The trilling notes of a canary heard at intervals in the refrain is a pretty feature. A delightful performance which, combined with the popular qualities in the song itself, led to its being placed on sale as a "Special." Words, Irving Berlin; music; Ted Snyder; publishers, Ted Snyder Company, New York City.

618 We're Testing To-Night — **Knickerbocker Quartet**

Singing without accompaniment these accomplished singers give a beautifully harmonized rendition of the favorite old war-time ballad. Military effects—bugle calls, drum beats, etc. —are introduced at appropriate intervals and lend color to the performance. This Record will be one of the most popular of the list. Music, Walter Kittredge.

619 Porcupine Rag — **New York Military Band**

A merry and irresistible band number which, to indulge in a play upon words suggested by the title, fairly bristles with tunefulness. Its dash and go are announced at the very start and continue without cessation throughout the number. The most popular band piece of the day. Composer, Chas. J. Johnson; publishers, M. Witmark & Sons, New York City.

Edison Standard Records for February, 1911

United States list, 35 cents; Canada, 40 cents

10466 The Corcoran Cadets March — **Sousa's Band**

One of Sousa's earliest compositions and considered by many one of his very best. It is a rollicking, dashing march played with vigor and precision—the kind of a Record that drives dull care away. Publisher, Harry Coleman, Philadelphia, Pa.

(Always specify on your orders whether you want Amberol or Standard Records.)

10467 In Dear Old Tennessee — **Elizabeth Spencer**

Mezzo-soprano solo with orchestra accompaniment. A pretty darkey melody with an unusually catchy refrain in which a darkey's wistful musing opens up a charming vista of the cotton fields. In her treatment of this melodious fragment Miss Spencer displays an abundance of the wealth of voice and expression which has won her an enviable reputation in musical comedy and vaudeville. Words, Olive R. Frields; music, Harry L. Newman; publishers, Shapiro, New York City.

10468 Saviour, More Than Life — **Anthony & Harrison**

The rendition of this beloved hymn, the work of those prolific writers of devotional numbers, Fanny J. Crosby and W. H. Doane, is thoroughly in keeping with the spirit of the selection; which is quite as extended a comment as an Anthony & Harrison Record ever requires. This is another notable addition to the already well stocked Edison library of sacred songs. Orchestra accompaniment.

10469 A Rose Fable — **Frank Ormsby**

"Why are roses sweet
That crown my lady's head?
Because a lover's heart, they say,
Each fragrant rose has fed.

"Why do roses droop
And slowly fade away?
Because they weep through all the fall,
Love only lives for aye."

Tenor solo with orchestra accompaniment. A popular song classic of exceptional charm and merit widely used as a recital number. Mr. Ormsby, who here makes his first solo Record, sings it with rare style and expression. His beautiful tenor voice of wide register and robust quality, we are assured, will commend him at once to the Phonograph public. Particular attention is drawn to the delightful accompaniment. Music, C. B. Hawley; publishers, The John Church Company, New York City.

10470 Spanish from "The Nations" — **Victor Herbert and His Orchestra**

The Spanish number of a suite of compositions showing the style and character of the music of various nations. Typically and delightfully Spanish in style, with contrasting episodes of surge and dreamy, languorous movements, with the clicking of castanets to lend fuel to the imagination of the listener, and with the brilliant interpretation given it by the inimitable Herbert and his accomplished artists, it is indeed a rarely attractive Record. Composer, M. Mendoza; publisher, Carl Fischer, New York City.

10471 That's the Fellow I Want To Get — **Billy Murray**

Comic song with orchestra accompaniment. The iceman made the fatal mistake of incurring little Willie's mortal enmity, and the diabolical revenge which that ingenious youngster took, while somewhat roundabout in its method, was none the less novel and effective. The story is set to a good, "swingy" air and recited in Billy Murray's most entertaining style. Words, Alfred Bryan; music, Geo. W. Meyer, publishers, F. B. Haviland Publishing Company, New York City.

10472 Oh, You Dream — **Ada Jones & Billy Murray**

A popular song on the light sentimental order set to a bewitchingly pretty waltz melody and here sung as a conversational duet. The theme is built upon the ridiculous things a fellow is supposed to do and say when he is in love and in the presence of his inamorata, and it is altogether probable that some of the extravagant expressions quoted will have a reminiscent flavor for many of the sterner sex. Miss Jones and Mr. Murray have made a most attractive Record of this number. Orchestra accompaniment. Words, William Jerome; music, Jean Schwartz; publishers, Jerome H. Remick & Company, New York City.

10473 There's a Light in the Window — **Will Oakland**

Counter-tenor solo with orchestra accompaniment. A dear old song which was popular the country over some twenty-five years or more back and which will be remembered with pleasure by many as one of the favorite numbers of the old-time minstrels. The story is of a mother's incessant vigil for her missing sailor boy's return, in hopeful expectation of which each night she places a beacon light in her cottage window. Mr. Oakland's Record will do much to revive the popularity of the song. Words and music, Bobby Newcomb; publishers, T. B. Harms and Francis, Day & Hunter, New York City.

10474 In Absence — **Weber Male Quartet**

Male voices unaccompanied. One of six four-part songs for male voices written by Dudley Buck, the noted American organist and composer, and dedicated to the Apollo Club of Boston. This is the first Record made for the Edison catalog by this organization, the members of which are each soloists doing church work. As a quartet they are well known in concert circles. The harmonization of this number is superb. Words, Phoebe Cary; publishers, Oliver Ditson Company, Boston, Mass.

10475 Alpine Rose — **Charles Daab**

Bells solo with orchestra accompaniment. The title of this number is suggestive of its delicate, graceful character. It is one of the prettiest bell numbers we have ever catalogued. The bells and Bells Records made by this exclusive Edison artist, who is acknowledgedly the most expert in his line before the public, are notable not alone for their brilliancy of performance but for their wonderful clearness and naturalness of reproduction. Composer, Harry J. Lincoln; publishers, Vanderahoe Music Publishing Company, Williamsport, Pa.

(Always specify on your orders whether you want Amberol or Standard Records.)

Foreign Records for December, 1910

AMBEROL : UNITED STATES LIST, 50c. EACH; CANADIAN, 65c. EACH
STANDARD : UNITED STATES LIST, 35c. EACH; CANADIAN, 40c. EACH

BRITISH RECORDS FOR DECEMBER

AMBEROL (FOUR MINUTE).

12249	The Boys of the Old Brigade, *March.*	Sousa's Band
	Rorke's Drift Waltzdrive	National Military Band
12250	Dear Old Pal of Mine	Stanley Kirsby
12251	I Beg Your Pardon	Maurice Farkoa
12252	Hop Scotch, Barn Dance, *Rose* (Concertina Solo)	Alexander Prince
12253	Good-Bye, Sweetheart, Good-Bye, *Hatton*	Ernest Pike
12254	A Most Delightful Evening, *Daniel and Lee*	Arthur Osmond
12255	'Tis a Faded Picture, *Dzerowski*	Florrie Forde
12256	They All Love Jack, *Stephen Adams*	Peter Dawson
12257	Put on Your Kilt My Sandy, *Godfrey and D'Albert*	Jack Lorimer
12258	Our Miss Gibbs, Selection, *Caryll and Monckton*	National Military Band

STANDARD (TWO MINUTE).

14028	The Lion of St. Marks, *March, Fahrni*	National Military Band
14029	I've Got Rings on My Fingers, *Scott*	Stanley Kirsby
14030	U-Lil-A-Tee, *Glover Kiva*	Florrie Forde
14031	Not To-Day	Arthur Osmond
14032	Sprig o' Shillelagh, *Hoff* (Concertina Solo)	Alexander Prince

GERMAN RECORDS FOR DECEMBER

AMBEROL (FOUR MINUTE).

15126	Weihnachtsfeier—Potpourri	Nebe-Quartett
15127	Polnische Weisen, *Scharwenka, E. Neumann*	Kinderchor
15128	Politische Weisen	Kinderchor
15129	Stille Nacht, heilige Nacht, *F. Gruber*	Solo Quartett
15129	Handwerkerlehen, Potpourri, *C. Hellmesberger*	Joh. Strauss Orchester
15130	Komm mein Schatz, Duett, *J. Gilbert*	Arnold Block
15131	Die Dorfwacht, Duett, *J. Gilbert*	Arnold Block Frieda Cerecchi u.
15132	Ein Schön bin ich, *Kreutzer*	C. van Hiehe
15133	Bis an's Ende der Welt mit Dir, Lied, *Ernest Jr. Ball*	Peter Kreuder
15134	Grosser Gott wir loben dich	Kinderchor
15135	Contre mit Kommandos 1.2.3. Tour	Joh. Strauss Orchester
15136	Contre mit Kommandos 4.5. Tour	Joh. Strauss Orchester
15137	Contre mit Kommandos.	Joh. Strauss Orchester Leonie Tour Joh. Strauss Orchester

STANDARD (TWO MINUTE).

16167	Komm mein Schatz in den Lustgarten, *J. Gilbert*	Joh. Strauss Orchester
16168	Wie schön ist es, Berlin, Couplet, *J. Gilbert*	Otto Horst
16169	Caroline. Harmchlied mit Chor, *V. Scotty*	Joh. Strauss Orchester
16170	Das ist der Punkt, in dem ich sterblich bin, *L. Nasso*	H. Winter
16171	Der ewige Rock, Couplet	Harry Arndt

FRENCH RECORDS FOR DECEMBER

AMBEROL (FOUR MINUTE).

17062	Les Noces de Figaro—Ouverture, *Mozart*	Garde Républicaine
17063	Le Bal Bohème, *Les Dantzerd*	Adolphe Bérard
17064	La Grosse aux Vitchines, *G. Krier*	Lucien Rizaux
17065	Le Cœur Chante, *Lemaire*	Paul Lack
17066	Carmen—Chanson des Toréador, *Bizet*	Garde Républicaine
17097	Peuple chanez, *J. Vercoller*	Louis Dupuoy
17098	Polka sur les airs populaires, *Arr. par. V. Desteuil*	Karl Sinan Garde Républicaine

STANDARD (TWO MINUTE).

18128	Medley! *Borel-Clerc*	Adolphe Bérard
18129	Le Cœur dans la rue, *G. Garel*	Paul Lack
18130	Sous la Tonnelle	Karl Sinan
18131	Non meilleur Copain, *Krier*	Lucien Rizaux
18132	Délices, *Herbet*	Dalbreuz

MEXICAN RECORDS FOR DECEMBER

AMBEROL (FOUR MINUTE).

0115	Malagueña de Juan Breva, *Arreglo de F. Canales*	Francisco Canales, "El Sevillano," tenor
0116	El Jardinero—Canción Popular, *Arreglo de L. Pinero*	Jesús Abrego, tenor, y Leopoldo Pinero, baritono
0117	Alma y Corazón—Danzas, *E. Elizalday*	Banda de Policía
0118	El Dos de Mayo—Pasodoble, *F. Chueca*	Banda de Policía

STANDARD (TWO MINUTE).

20360	¡Qué Niveda. . . ! ¡Qué Sonrisa. . . !— Danzas, *Aranda*	Quinteto Instrumental "Jardín-Recobrusa"
20364	Cualitas Jerezanas, *Arreglo de Lozano*	Rafael Serenres, tenor

Suspended List, Nov. 20, 1910

Superseding All Previous Lists

This list is supplemental to the Suspended Lists which appeared in the June, 1908, and succeeding issues of the EDISON PHONOGRAPH MONTHLY. These are still in force and must be given the same consideration by the Trade as if reprinted in full herewith.

TEX., Houston—Chas. M. Fisher.
MICH., Cheboygan—W. H. Kress.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, at addresses given or any other addresses.

REINSTATED.

MASS., Boston—Harry Rosen.

Remember the essentials—*an early start, confidence, persistence and enthusiasm.*

About Recording Horns

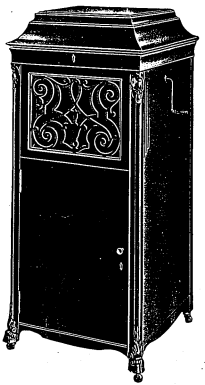
We have decided to discontinue the manufacture of the special Recording Horn mentioned on page 31 of form No. 1780, and again on page 12 of form No. 1865.

Our reason for this decision is the fact that satisfactory amateur two-minute records can be made on Edison Phonographs with the horns with which they are equipped, and with the regular recorders supplied with certain types of our machines, or sold as an extra, as listed in our regular catalogue.

Don't omit a reference to Edison Foreign Records in your ads, and if you are located among foreigners, let your window cards speak in their native tongues.

The Edison Amberola

THE IDEAL CHRISTMAS GIFT



Price: United States, $200.00; Canada, $240.00.

Its beautiful design and finish captivate on sight. Its superiority of tonal quality is immediately manifest. *It sells itself* to people of discriminating taste—*people who know*—with but one argument on the Dealers' part—a *demonstration*. Every Dealer should have an Amberola on his floor *now*. Holiday sales are the easiest of the year, Amberola profits are big—unusually so—and Amberola buyers are your best Record customers.

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